

**Monthly Account
Performance Report
1 Jun 2021 — 30 Jun 2021**

KP Aesthetics

149-784-9225

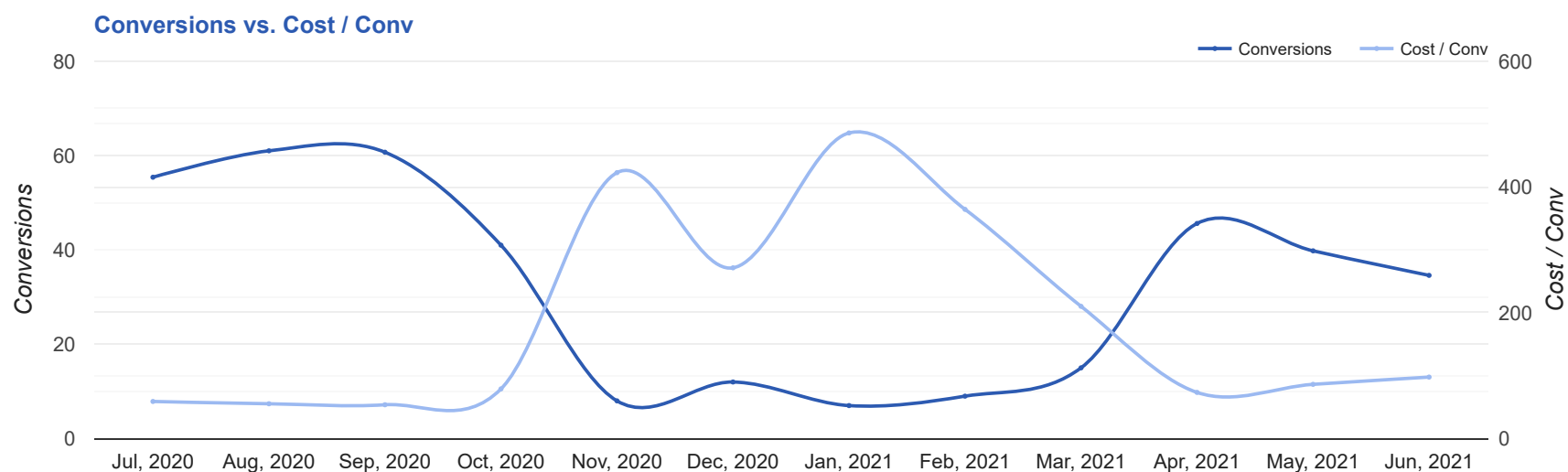
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,388	34.6	6.34%	\$97.80
↓ 1%	↓ 13%	↓ 2%	↑ 13%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2021 — 31 May 2021	10,743	617	\$3,431.65	\$5.56	5.74%	-	39.8	6.45%	\$86.27	46.96%
1 Jun 2021 — 30 Jun 2021	10,156	546	\$3,387.81	\$6.20	5.38%	-	34.6	6.34%	\$97.80	49.03%
Change	587 ↓ 5%	71 ↓ 12%	\$43.84 ↓ 1%	\$0.64 ↑ 12%	0.36% ↓ 6%	0 ↔ -	5.14 ↓ 13%	0.11% ↓ 2%	\$11.53 ↑ 13%	2.07% ↑ 4%

Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Jul '20	10,919	530	\$3,270.63	\$6.17	4.85%	-	55.4	10.45%	\$59.06	33.92%
Aug '20	19,483	720	\$3,377.46	\$4.69	3.7%	-	61	8.47%	\$55.41	27%
Sep '20	16,987	630	\$3,265.06	\$5.18	3.71%	-	60.7	9.63%	\$53.82	30.2%
Oct '20	13,143	513	\$3,239.80	\$6.32	3.9%	-	41	7.99%	\$79.02	25.73%
Nov '20	14,831	457	\$3,382.39	\$7.40	3.08%	-	8	1.75%	\$422.80	20.65%
Dec '20	16,254	515	\$3,257.92	\$6.33	3.17%	-	12	2.33%	\$271.49	20.34%
Jan '21	13,503	483	\$3,401.12	\$7.04	3.58%	-	7	1.45%	\$485.87	21.13%
Feb '21	6,660	324	\$3,279.92	\$10.12	4.86%	-	9	2.78%	\$364.44	34%
Mar '21	8,486	440	\$3,154.47	\$7.17	5.19%	-	15	3.41%	\$210.30	39.68%
Apr '21	9,840	585	\$3,347.28	\$5.72	5.95%	-	45.6	7.79%	\$73.44	42.58%
May '21	10,743	617	\$3,431.65	\$5.56	5.74%	-	39.8	6.45%	\$86.27	46.96%
Jun '21	10,156	546	\$3,387.81	\$6.20	5.38%	-	34.6	6.34%	\$97.80	49.03%
Total	151,005	6,360	\$39,795.51	\$6.26	4.21%	-	389	6.12%	\$102.30	28.23%

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	6,066	398	\$2,464.25	\$6.19	6.56%	-	28.6	7.2%	\$86.04	63.77%
search beta laser hair removal	3,346	112	\$488.07	\$4.36	3.35%	-	4	3.57%	\$122.02	32.49%
search beta hydrafacial	744	36	\$435.49	\$12.10	4.84%	-	2	5.56%	\$217.75	84.12%

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

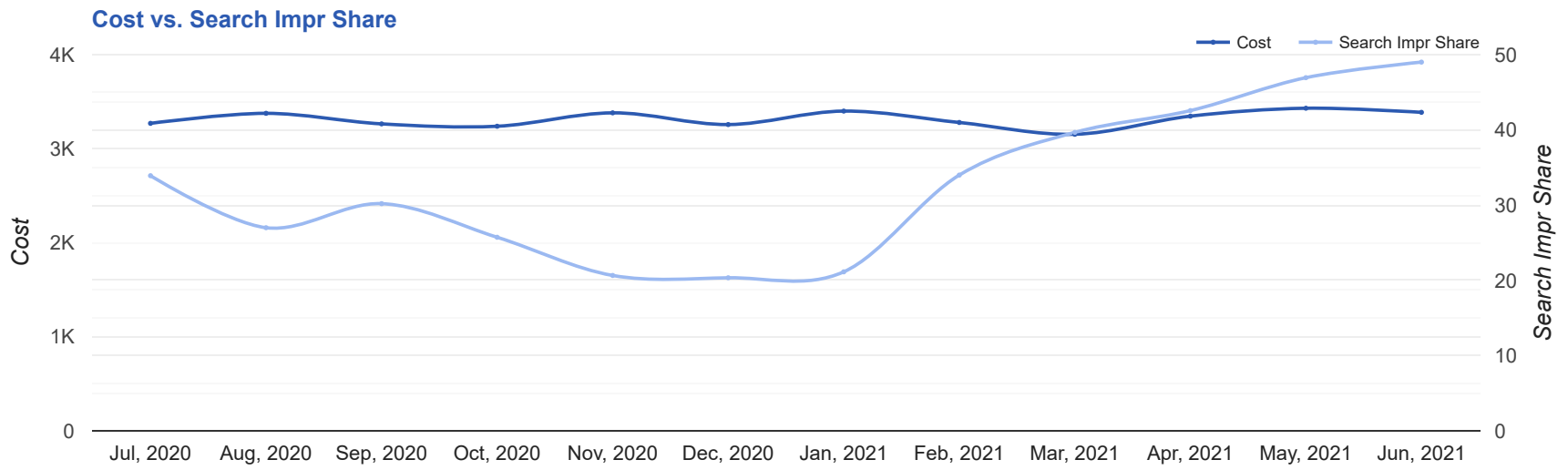
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<p>KP Aesthetics - Fat Reduction Newtown Square - Non-Surgical Fat Reduction www.kpaesthetics.com/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat</p>	2,253	156	\$788.77	\$5.06	6.92%	-	6.5	4.17%	\$121.35
<p>CoolSculpting® Newtown Square - Limited Time Offer June 2021 - Hurry Offer Ends In {=COUNTDOWN("2021/06/30 00:00:00","en-US",31)} www.kpaesthetics.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	471	28	\$193.32	\$6.90	5.94%	-	4	14.29%	\$48.33
<p>CoolSculpting® Newtown Square - Limited Time Offer June 2021 - Our Biggest Discount Ever www.kpaesthetics.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Newtown Square, PA</p>	80	7	\$25.41	\$3.63	8.75%	-	3	42.86%	\$8.47
<p>{Keyword:Best Laser Hair Removal} - 64% Off Laser Hair Removal - Advanced Laser Technology www.kpaesthetics.com/ --/ -- Laser Hair Removal Treatments are Quick, Safe & Permanent. Safe with All Skin Types.</p>	1,852	62	\$265.87	\$4.29	3.35%	-	3	4.84%	\$88.62
<p>{Keyword:KP Aesthetics} - CoolSculpting Newtown Square - Fat Reduction Treatment www.kpaesthetics.com/ --/ -- Leading CoolSculpting Provider in Newtown Square, PA. Schedule a Free Consultation</p>	338	19	\$169.85	\$8.94	5.62%	-	2.6	13.89%	\$64.34

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

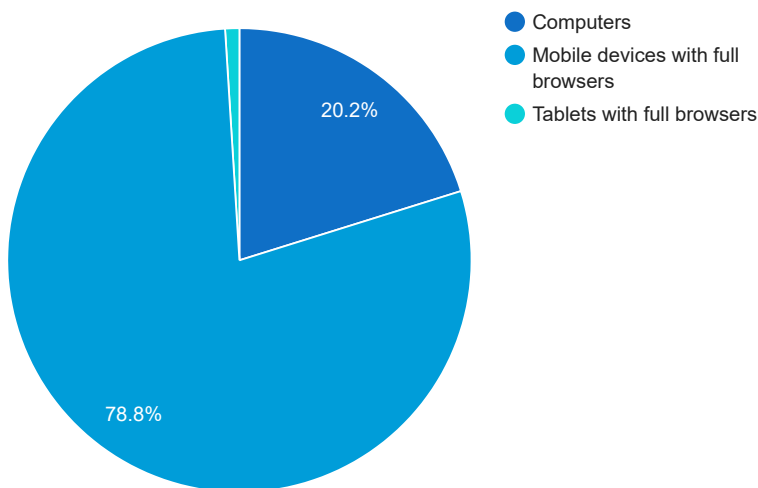
Budget Coverage



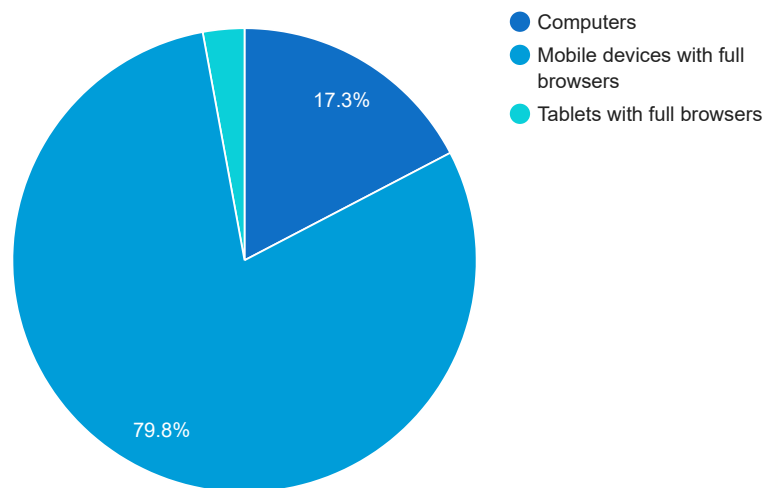
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	3,270.63	33.92
Aug, 2020	3,377.46	27
Sep, 2020	3,265.06	30.20
Oct, 2020	3,239.80	25.73
Nov, 2020	3,382.39	20.65
Dec, 2020	3,257.92	20.34
Jan, 2021	3,401.12	21.13
Feb, 2021	3,279.92	34
Mar, 2021	3,154.47	39.68
Apr, 2021	3,347.28	42.58
May, 2021	3,431.65	46.96
Jun, 2021	3,387.81	49.03

Cost and Conversions by Device

Cost



Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	8,466	454	\$2,670.61	\$5.88	5.36%	-	27.6	6.09%	\$96.62
Computers	1,562	83	\$683.72	\$8.24	5.31%	-	6	7.23%	\$113.95
Tablets with full browsers	128	9	\$33.48	\$3.72	7.03%	-	1	11.11%	\$33.48

Cost and Conversions by Network (Search vs. Display)

Cost



Conversions



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Google search	10,156	546	\$3,387.81	\$6.20	5.38%	-	34.6	6.34%	\$97.80

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE

CONV

Submit lead form

34.6

Glossary

- Impressions (Impr) - Number of times your ad was displayed
- Display Impression Share - Refers to the percentage of times your ad was shown in a display placement when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Search Impression Share - Refers to the percentage of times your ad was shown in search results when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Clicks - Number of clicks that resulted from an ad
- Avg. CPC - Cost per click
- CTR - Clickthrough Rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions)
- Cost - Media spend accrued
- Avg Pos - Refers to the position of a search results pages where your ad appears for each of your ads
- Conversions - A conversion occurs when a user completes a pre-defined action on your site, such as buying something or requesting more information
- CPA - Cost-per-acquisition (CPA) is the cost of your advertising divided by the number of conversions you receive
- CR - Conversion rate
- Quality Score - is a metric used by Google to determine how relevant they believe your advertising to be based on the keywords your ad is appearing for