

**Monthly Account  
Performance Report  
1 Apr 2020 — 30 Apr 2020**

La Fleur Medi Spa

900-215-4841

# Key Performance Indicators (KPIs)

Cost

\$1,087

↑ 8%

Conv

5.8

↓ 7%

Conv Rate

5.08%

↓ 2%

Cost / Conv

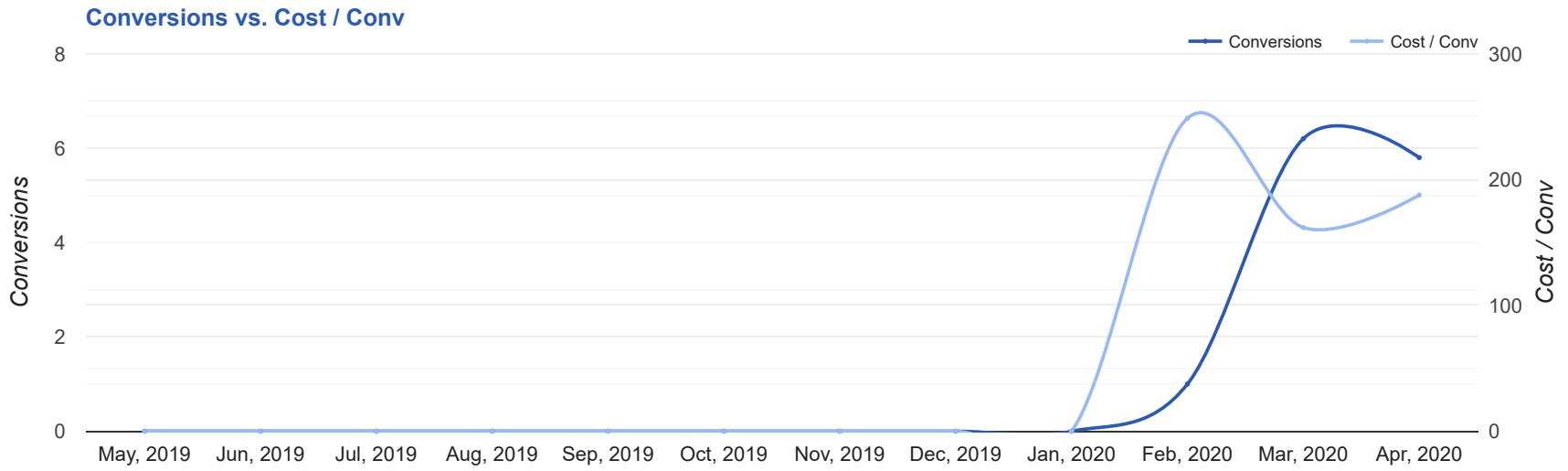
\$187.72

↑ 16%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Mar 2020 — 31 Mar 2020</b>	2,335	120	\$1,005.57	\$8.38	5.14%	-	6.2	5.18%	\$161.93	51.13%
<b>1 Apr 2020 — 30 Apr 2020</b>	1,406	114	\$1,086.87	\$9.53	8.11%	-	5.8	5.08%	\$187.72	66.13%
<b>Change</b>	929 ↓ 40%	6 ↓ 5%	\$81.30 ↑ 8%	\$1.15 ↑ 14%	2.97% ↑ 58%	--	0.42 ↓ 7%	0.10% ↓ 2%	\$25.79 ↑ 16%	15.00% ↑ 29%

# Performance by Month - 1 May 2019 — 30 Apr 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Feb '20	438	20	\$248.73	\$12.44	4.57%	-	1	5%	\$248.73	64.34%
Mar '20	2,335	120	\$1,005.57	\$8.38	5.14%	-	6.2	5.18%	\$161.93	51.13%
Apr '20	1,406	114	\$1,086.87	\$9.53	8.11%	-	5.8	5.08%	\$187.72	66.13%
<b>Total</b>	4,179	254	\$2,341.17	\$9.22	6.08%	-	13	5.12%	\$180.09	56.67%

# Campaign Summary - 1 Apr 2020 — 30 Apr 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	1,406	114	\$1,086.87	\$9.53	8.11%	-	5.8	5.08%	\$187.72	66.13%

# Top Performing Ads - 1 Apr 2020 — 30 Apr 2020

## Top Text Ads

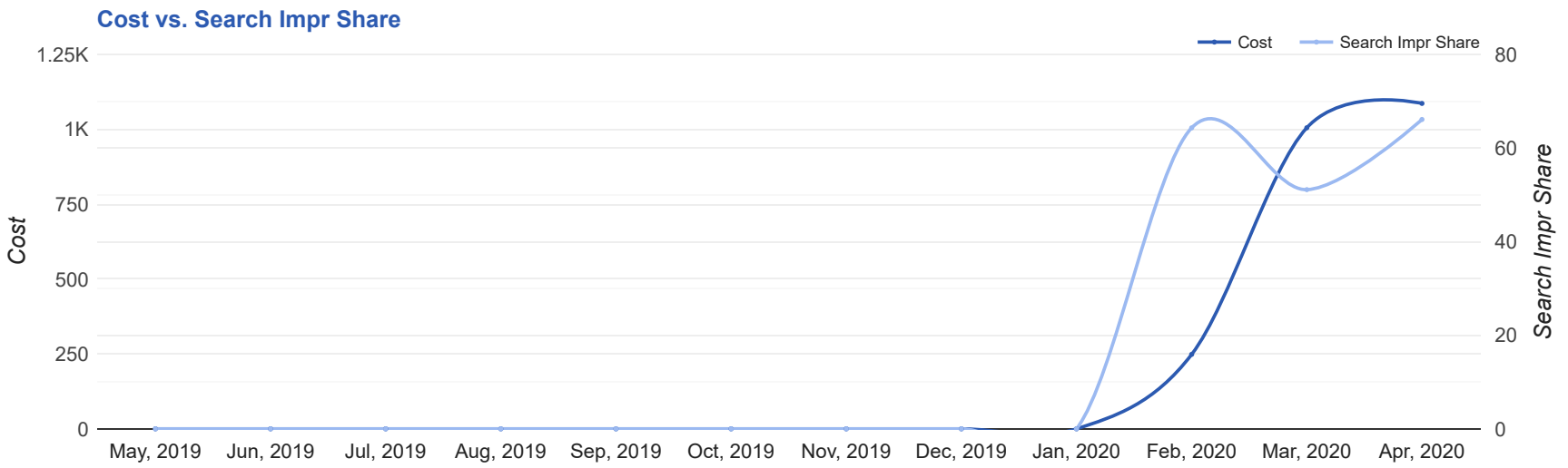
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:La Fleur Medi Spa & Aesthetics} - Coolsculpting Deal: 25% Off - Coolsculpting in Shrewsbury <a href="https://sculpt.lafleurmedispa.com/coolsculpting/shrewsbury">sculpt.lafleurmedispa.com/coolsculpting/shrewsbury</a> Leading Cool Sculpting Provider in Shrewsbury, NJ. Schedule a Free Virtual Consultation	900	75	\$757.91	\$10.11	8.33%	-	5	6.67%	\$151.58
{Keyword:Best Price in Shrewsbury,} - Book A Virtual Consultation - Flexible Payment Options <a href="https://sculpt.lafleurmedispa.com/coolsculpting/special">sculpt.lafleurmedispa.com/coolsculpting/special</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	11	1	\$1.78	\$1.78	9.09%	-	0.8	79.00%	\$2.25
{Keyword:La Fleur Medi Spa & Aesthetics} - Coolsculpting Deal: 25% Off - Coolsculpting in Shrewsbury <a href="https://sculpt.lafleurmedispa.com/coolsculpting/shrewsbury">sculpt.lafleurmedispa.com/coolsculpting/shrewsbury</a> Leading Cool Sculpting Provider in Shrewsbury, NJ. Schedule a Free Virtual Consultation	89	3	\$23.20	\$7.73	3.37%	-	0	0.00%	-
CoolSculpting Deal: 25% Off - Freeze Away Stubborn Fat - Virtual Consultation Available <a href="https://sculpt.lafleurmedispa.com/coolsculpting/">sculpt.lafleurmedispa.com/coolsculpting/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	36	3	\$81.59	\$27.20	8.33%	-	0	0.00%	-
{Keyword:La Fleur Medi Spa & Aesthetics} - Coolsculpting Deal: 25% Off - Coolsculpting in Shrewsbury <a href="https://sculpt.lafleurmedispa.com/coolsculpting/shrewsbury">sculpt.lafleurmedispa.com/coolsculpting/shrewsbury</a> Leading Cool Sculpting Provider in Shrewsbury, NJ. Schedule a Free Virtual Consultation	35	7	\$34.95	\$4.99	20.00%	-	0	0.00%	-

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Apr 2020 — 30 Apr 2020

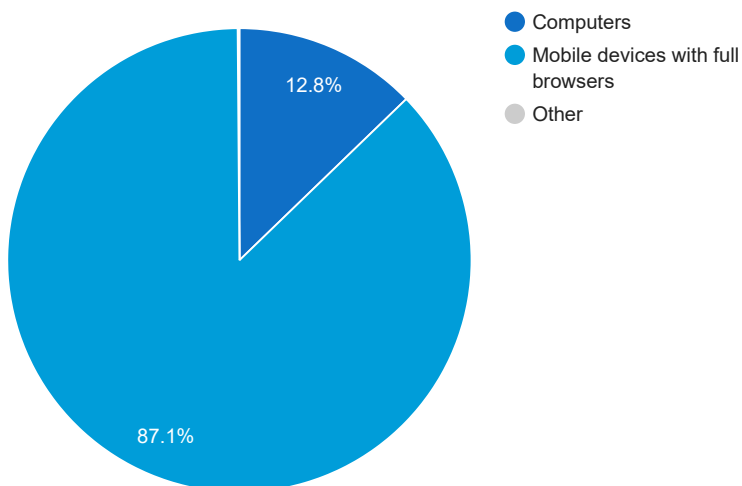
## Budget Coverage



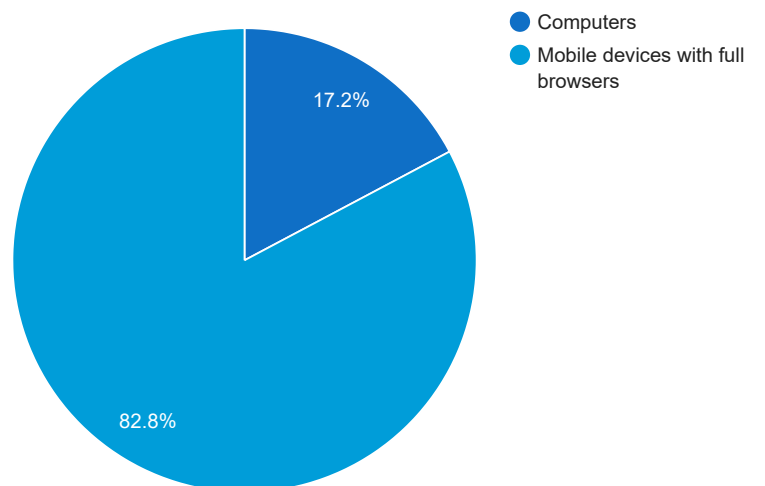
DATE	COST	SEARCH IMPR SHARE
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	248.73	64.34
Mar, 2020	1,005.57	51.13
Apr, 2020	1,086.87	66.13

## 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	1,099	98	\$946.73	\$9.66	8.92%	-	4.8	4.89%	\$197.65
Computers	287	15	\$138.82	\$9.25	5.23%	-	1	6.67%	\$138.82
Tablets with full browsers	20	1	\$1.32	\$1.32	5%	-	0	0%	\$0.00

### 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	1,406	114	\$1,086.87	\$9.53	8.11%	-	5.8	5.08%	\$187.72

# Conversion Types - 1 Apr 2020 — 30 Apr 2020

CONVERSION TYPE

CONV

Form Submission

5.8

## 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 page 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