

**Monthly Account
Performance Report
1 Jul 2020 — 31 Jul 2020**

La Fleur Medi Spa

900-215-4841

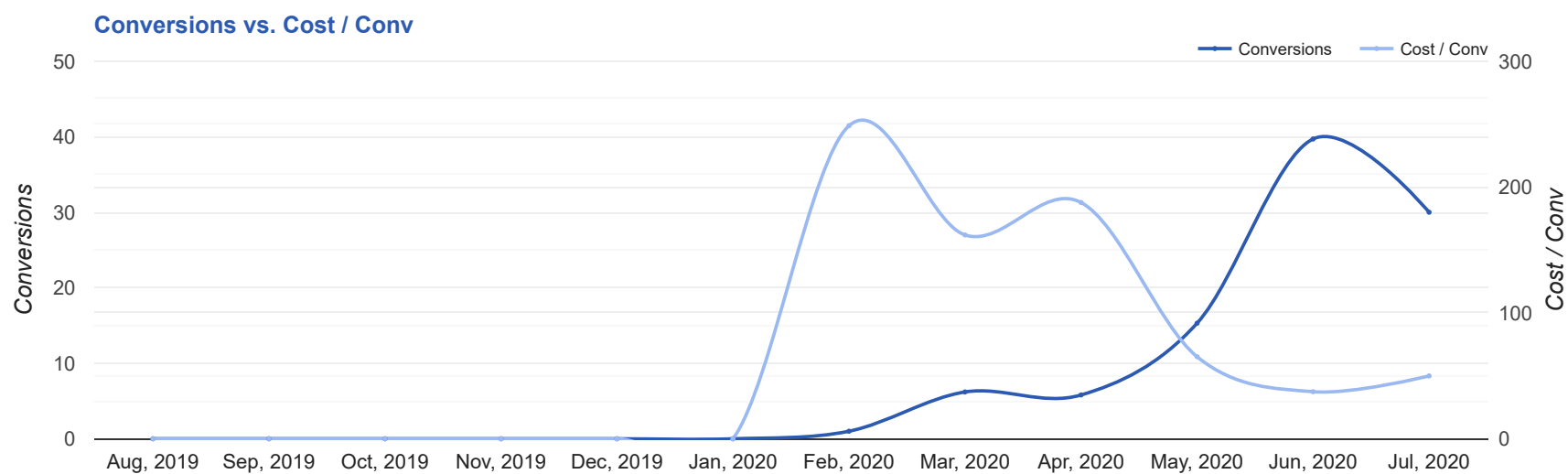
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,497	30	7.2%	\$49.94
↑ 1%	↓ 24%	↓ 39%	↑ 34%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jun 2020 — 30 Jun 2020	3,801	335	\$1,484.02	\$4.43	8.81%	-	39.7	11.85%	\$37.39	82.56%
1 Jul 2020 — 31 Jul 2020	4,953	416	\$1,496.70	\$3.60	8.4%	-	30	7.2%	\$49.94	83.83%
Change	1,152 ↑ 30%	81 ↑ 24%	\$12.68 ↑ 1%	\$0.83 ↓ 19%	0.41% ↓ 5%	--	9.72 ↓ 24%	4.65% ↓ 39%	\$12.55 ↑ 34%	1.27% ↑ 2%

Performance by Month - 1 Aug 2019 — 31 Jul 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%
May '20	2,052	184	\$999.96	\$5.43	8.97%	-	15.3	8.34%	\$65.19	69.95%
Jun '20	3,801	335	\$1,484.02	\$4.43	8.81%	-	39.7	11.85%	\$37.39	82.56%
Jul '20	4,953	416	\$1,496.70	\$3.60	8.4%	-	30	7.2%	\$49.94	83.83%
Total	14,985	1,189	\$6,321.85	\$5.32	7.93%	-	98	8.24%	\$64.51	71.98%

Campaign Summary - 1 Jul 2020 — 31 Jul 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	4,953	416	\$1,496.70	\$3.60	8.4%	-	30	7.2%	\$49.94	83.83%

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

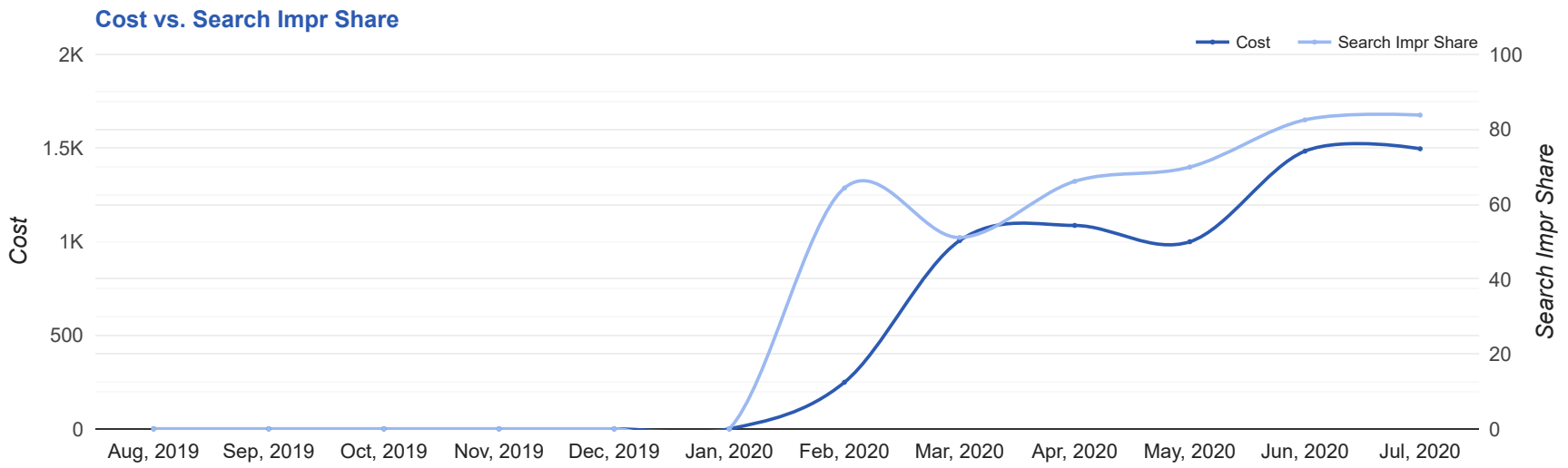
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:La Fleur Medi Spa & Aesthetics} - Coolsculpting Deal: 25% Off - Coolsculpting in Shrewsbury www.lafleurmedispa.com/coolsculpting/shrewsbury Leading CoolSculpting Provider in Shrewsbury, NJ. Schedule a Free Virtual Consultation	2,279	150	\$603.99	\$4.03	6.58%	-	15	10.00%	\$40.27
{Keyword:La Fleur Medi Spa & Aesthetics} - Coolsculpting Deal: 25% Off - Coolsculpting in Shrewsbury www.lafleurmedispa.com/coolsculpting/shrewsbury Leading CoolSculpting Provider in Shrewsbury, NJ. Schedule a Free Virtual Consultation	257	42	\$113.13	\$2.69	16.34%	-	4	9.52%	\$28.28
{Keyword:La Fleur Medi Spa & Aesthetics} - Coolsculpting Deal: 25% Off - Coolsculpting in Shrewsbury www.lafleurmedispa.com/coolsculpting/shrewsbury Leading CoolSculpting Provider in Shrewsbury, NJ. Schedule a Free Virtual Consultation	671	82	\$240.66	\$2.93	12.22%	-	3	3.66%	\$80.22
{Keyword:La Fleur Medi Spa & Aesthetics} - Coolsculpting Deal: 25% Off - Coolsculpting in Shrewsbury www.lafleurmedispa.com/coolsculpting/shrewsbury Leading CoolSculpting Provider in Shrewsbury, NJ. Schedule a Free Virtual Consultation	249	36	\$159.14	\$4.42	14.46%	-	2	5.47%	\$80.78
{Keyword:La Fleur Medi Spa & Aesthetics} - New Client Special - 25 Off All Fat Freezing www.lafleurmedispa.com// Best CoolSculpting Deal. Top Provider in Shrewsbury, NJ for Fat Freezing. Free Consult.	2	1	\$7.10	\$7.10	50.00%	-	1	100.00%	\$7.10

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

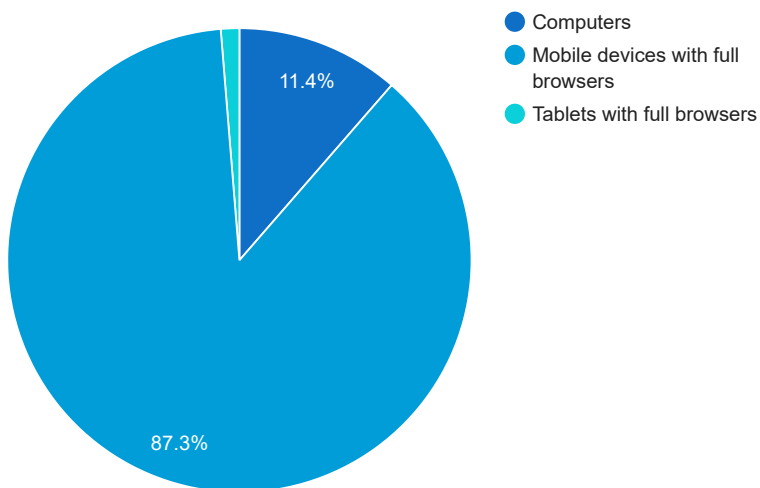
Budget Coverage



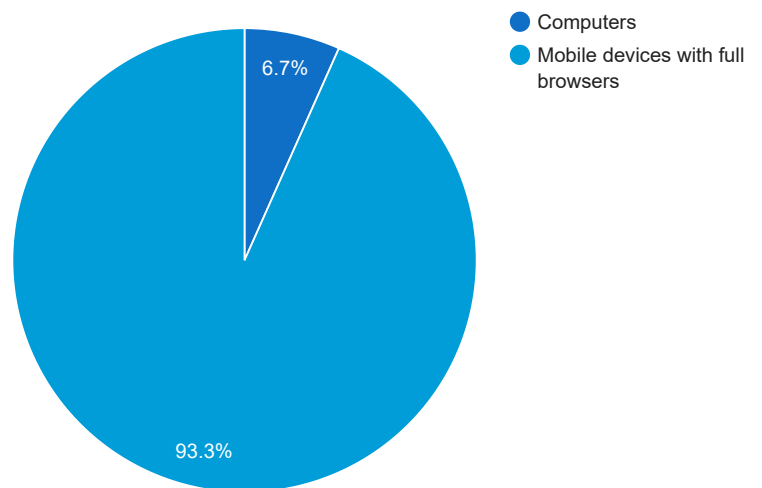
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	248.73	64.34
Mar, 2020	1,005.57	51.13
Apr, 2020	1,086.87	66.13
May, 2020	999.96	69.95
Jun, 2020	1,484.02	82.56
Jul, 2020	1,496.70	83.83

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	4,088	355	\$1,306.94	\$3.68	8.68%	-	28	7.88%	\$46.73
Computers	784	52	\$170.47	\$3.28	6.63%	-	2	3.85%	\$85.24
Tablets with full browsers	81	9	\$19.29	\$2.14	11.11%	-	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	4,953	416	\$1,496.70	\$3.60	8.4%	-	30	7.2%	\$49.94

Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE

CONV

Form Submission

25

Phone Call

5

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