

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

La Fleur Medi Spa

900-215-4841

Key Performance Indicators (KPIs)

Cost

\$5,523

↓ 1%

Conv

123.4

↑ 8%

Conv Rate

6.33%

↑ 17%

Cost / Conv

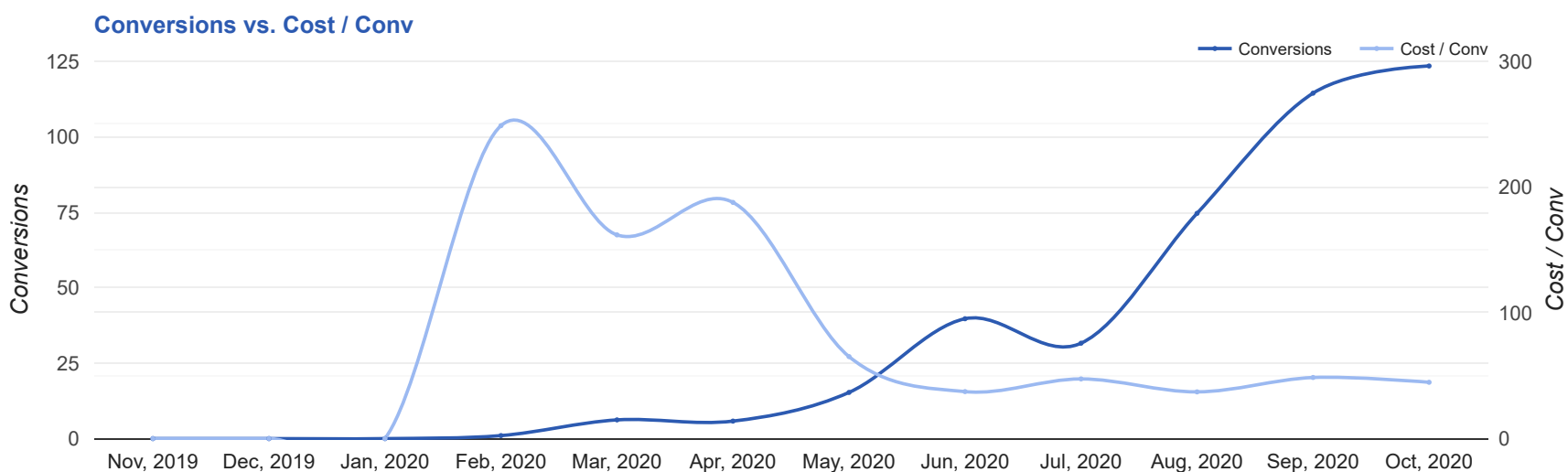
\$44.77

↓ 8%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	34,779	2,124	\$5,558.35	\$2.62	6.11%	-	114.4	5.39%	\$48.58	31.69%
1 Oct 2020 — 31 Oct 2020	31,614	1,950	\$5,522.84	\$2.83	6.17%	-	123.4	6.33%	\$44.77	29.99%
Change	3,165 ↓ 9%	174 ↓ 8%	\$35.51 ↓ 1%	\$0.21 ↑ 8%	0.06% ↑ 1%	--	8.95 ↑ 8%	0.94% ↑ 17%	\$3.81 ↓ 8%	1.70% ↓ 5%

Performance by Month - 1 Nov 2019 — 31 Oct 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	11.86%	\$37.36	82.56%
Jul '20	4,953	416	\$1,496.70	\$3.60	8.4%	-	31.6	7.58%	\$47.44	83.65%
Aug '20	21,096	1,308	\$2,771.06	\$2.12	6.2%	-	74.6	5.7%	\$37.15	22.61%
Sep '20	34,779	2,124	\$5,558.35	\$2.62	6.11%	-	114.4	5.39%	\$48.58	31.69%
Oct '20	31,614	1,950	\$5,522.84	\$2.83	6.17%	-	123.4	6.33%	\$44.77	29.99%
Total	102,474	6,571	\$20,174.10	\$3.07	6.41%	-	412	6.27%	\$48.97	31.12%

Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	6,000	432	\$2,954.57	\$6.84	7.2%	-	47	10.88%	\$62.86	41.12%
search beta ultherapy	4,994	375	\$691.73	\$1.84	7.51%	-	21.8	5.82%	\$31.67	51.78%
search beta pdo	5,085	339	\$493.10	\$1.45	6.67%	-	20.2	5.97%	\$24.37	39.31%
search beta dermal fillers	9,326	482	\$688.14	\$1.43	5.17%	-	17.8	3.7%	\$38.64	25.52%
search beta laser resurfacing	6,209	322	\$695.30	\$2.16	5.19%	-	16.5	5.12%	\$42.14	19.65%

Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

Top Text Ads

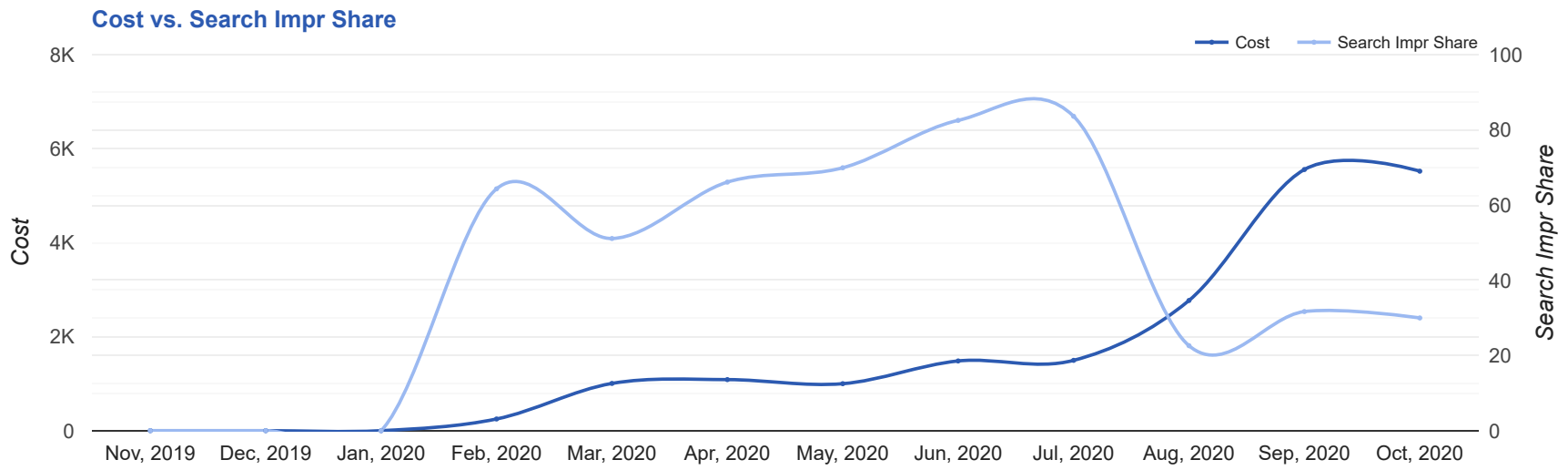
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:La Fleur Medi Spa & Aesthetics} - Coolsculpting Deal: 25% Off - Coolsculpting in Shrewsbury www.lafleurmedispa.com/coolsculpting/shrewsbury Leading CoolSculpting Provider in Shrewsbury, NJ. Schedule a Free Consultation	2,392	171	\$1,726.33	\$10.10	7.15%	-	23.5	13.74%	\$73.46
{Keyword:La Fleur Medi Spa & Aesthetics} - Tighten Skin Without Surgery - Non-Surgical Skin Tightening www.lafleurmedispa.com/ -- -- Non-Invasive Skin Tightening. Save on Ultherapy Cost + See Ultherapy Before and After Pics	4,148	336	\$621.37	\$1.85	8.10%	-	21.8	6.50%	\$28.45
PDO Thread Lifts - Lift and Tighten Skin - Non-Invasive + Non-Surgical www.lafleurmedispa.com/ -- -- PDO Therapy Lifts and Tightens Drooping Skin Tissues by inducing Collagen Production	1,996	166	\$238.48	\$1.44	8.32%	-	13.2	7.97%	\$18.03
{Keyword:La Fleur Medi Spa} - Dermal Fillers in Shrewsbury - Smooth Wrinkles Restore Volume www.lafleurmedispa.com/dermal_fillers/ -- Look Younger & More Energized with Dermal Fillers. Leading Provider in Shrewsbury, NJ	4,633	264	\$351.23	\$1.33	5.70%	-	8.7	3.31%	\$40.19
{Keyword:La Fleur Medi Spa & Aesthetics} - New Clients Save 25% - ClearLift www.lafleurmedispa.com/ -- -- Get Smoother, Younger, More Even Looking Skin with Laser Skin Resurfacing. Free Consult	1,994	115	\$250.10	\$2.17	5.77%	-	8	6.96%	\$31.26

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2020 — 31 Oct 2020

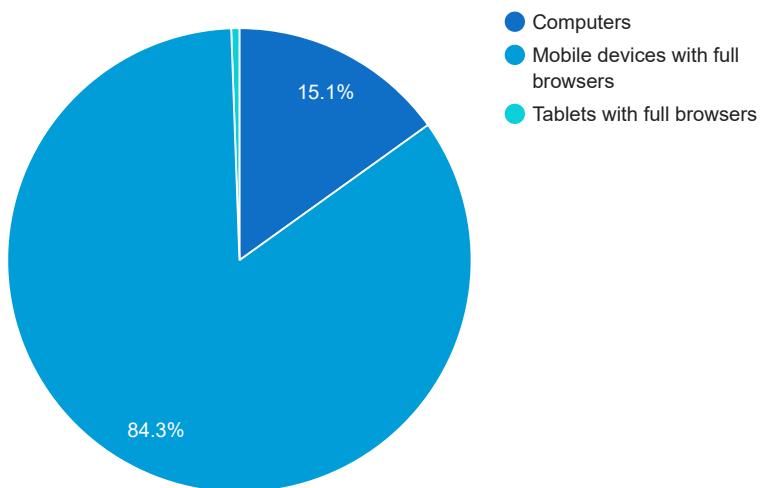
Budget Coverage



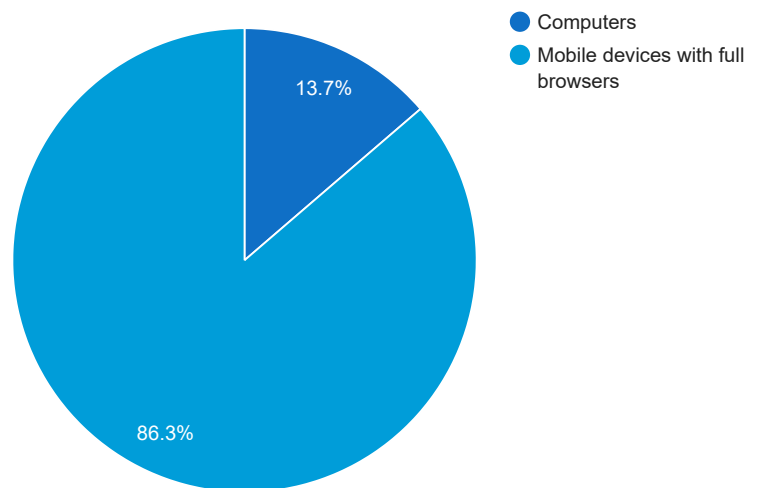
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	248.73	64.34
Mar, 2020	1,005.57	51.13
Apr, 2020	1,086.87	66.13
May, 2020	999.96	69.95
Jun, 2020	1,484.02	82.56
Jul, 2020	1,496.70	83.65
Aug, 2020	2,771.06	22.61
Sep, 2020	5,558.35	31.69
Oct, 2020	5,522.84	29.99

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	25,762	1,673	\$4,657.89	\$2.78	6.49%	-	106.5	6.36%	\$43.75
Computers	5,180	261	\$833.62	\$3.19	5.04%	-	16.9	6.48%	\$49.30
Tablets with full browsers	672	16	\$31.33	\$1.96	2.38%	-	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	31,614	1,950	\$5,522.84	\$2.83	6.17%	-	123.4	6.33%	\$44.77

Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
Form Submission	72.4
Phone Call	37
Click to Call	12
Calls from Ads	2

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