

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

La Fleur Medi Spa

900-215-4841

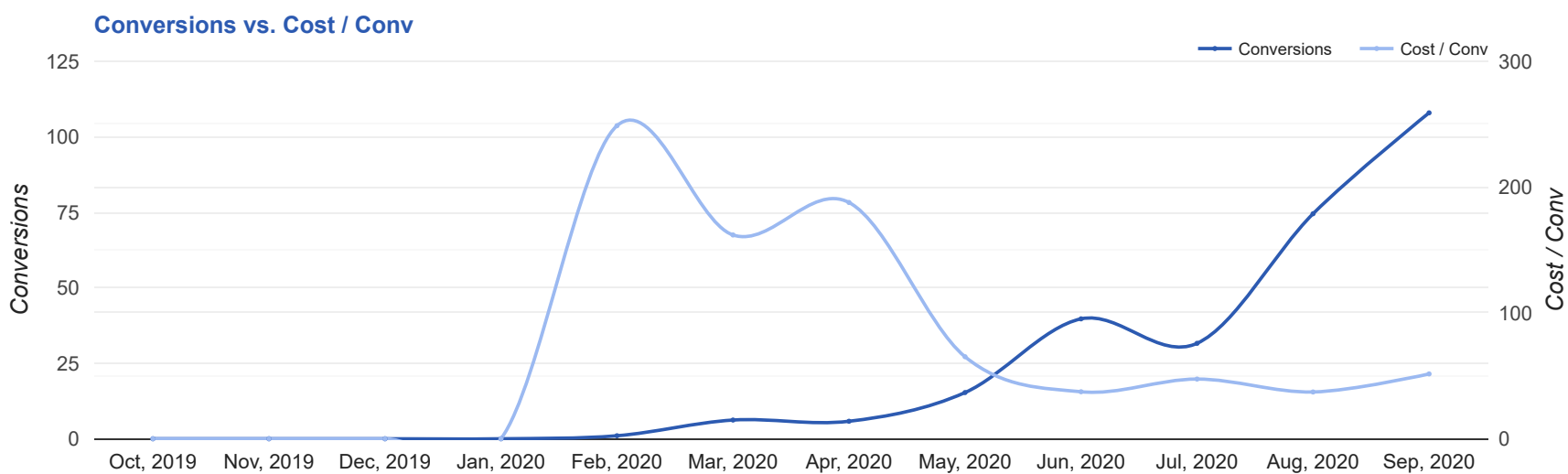
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$5,558	107.9	5.08%	\$51.53
↑ 101%	↑ 45%	↓ 11%	↑ 39%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	21,096	1,308	\$2,771.06	\$2.12	6.2%	-	74.5	5.7%	\$37.18	22.61%
1 Sep 2020 — 30 Sep 2020	34,779	2,124	\$5,558.35	\$2.62	6.11%	-	107.9	5.08%	\$51.53	31.89%
<b>Change</b>	13,683 ↑ 65%	816 ↑ 62%	\$2,787.29 ↑ 101%	\$0.50 ↑ 24%	0.09% ↓ 1%	--	33.32 ↑ 45%	0.62% ↓ 11%	\$14.35 ↑ 39%	9.28% ↑ 41%

# Performance by Month - 1 Oct 2019 — 30 Sep 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%	-	74.5	5.7%	\$37.18	22.61%
Sep '20	34,779	2,124	\$5,558.35	\$2.62	6.11%	-	107.9	5.08%	\$51.53	31.89%
<b>Total</b>	<b>70,860</b>	<b>4,621</b>	<b>\$14,651.26</b>	<b>\$3.17</b>	<b>6.52%</b>	<b>-</b>	<b>282</b>	<b>6.1%</b>	<b>\$51.95</b>	<b>31.75%</b>

## Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	14,742	887	\$2,975.85	\$3.35	6.02%	-	58.9	6.64%	\$50.51	30.55%
search   beta   laser resurfacing	6,822	305	\$698.88	\$2.29	4.47%	-	18	5.9%	\$38.83	23.41%
search   beta   ultherapy	4,651	364	\$697.61	\$1.92	7.83%	-	15	4.13%	\$46.45	55.61%
search   beta   pdo	4,613	317	\$494.38	\$1.56	6.87%	-	12.9	4.07%	\$38.29	36.26%
search   beta   dermal fillers	3,951	251	\$691.63	\$2.76	6.35%	-	3	1.2%	\$230.54	37.36%

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

## Top Text Ads

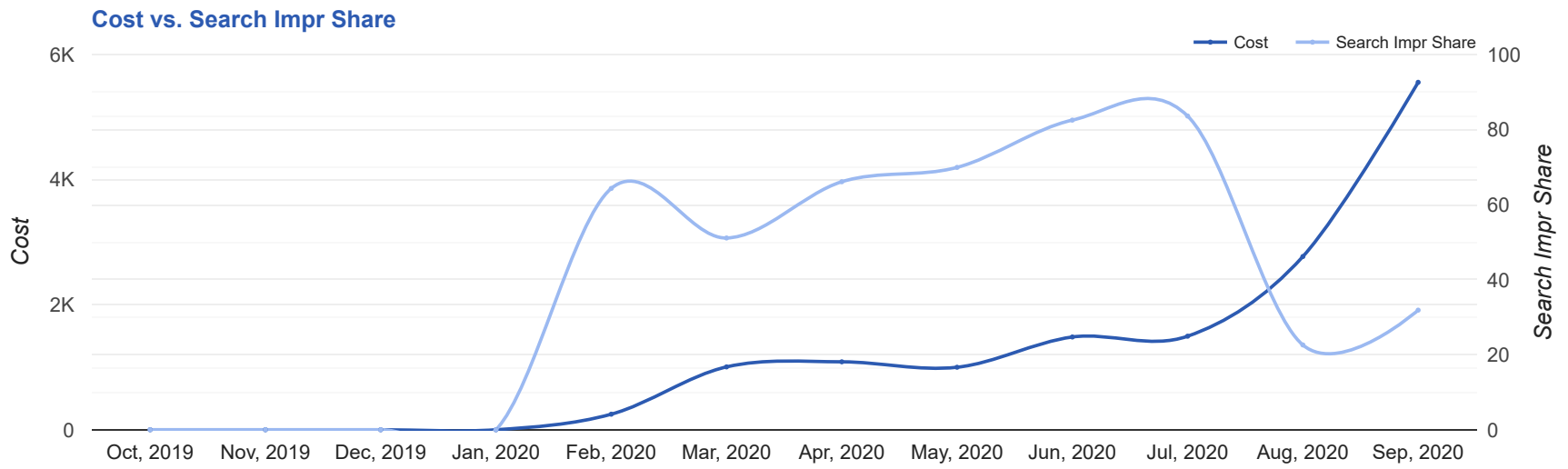
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:La Fleur Medi Spa & Aesthetics} - Coolsculpting Deal: 25% Off - Coolsculpting in Shrewsbury <a href="http://www.lafleurmedispa.com/coolsculpting/shrewsbury">www.lafleurmedispa.com/coolsculpting/shrewsbury</a> Leading CoolSculpting Provider in Shrewsbury, NJ. Schedule a Free Virtual Consultation	3,292	292	\$995.42	\$3.41	8.87%	-	23.8	8.13%	\$41.91
La Fleur Medi Spa & Aesthetics - Coolsculpting Deal: 25% Off - Coolsculpting in Shrewsbury <a href="http://www.lafleurmedispa.com/coolsculpting/shrewsbury">www.lafleurmedispa.com/coolsculpting/shrewsbury</a> Leading CoolSculpting Provider in Shrewsbury, NJ. Schedule a Free Virtual Consultation	4,724	300	\$792.96	\$2.64	6.35%	-	12.1	4.02%	\$65.81
{Keyword:La Fleur Medi Spa & Aesthetics} - Tighten Skin Without Surgery - Non-Surgical Skin Tightening <a href="http://www.lafleurmedispa.com/">www.lafleurmedispa.com/ -- --</a> Non-Invasive Skin Tightening. Save on Ultherapy Cost + See Ultherapy Before and After Pics	3,878	315	\$601.50	\$1.91	8.12%	-	11	3.50%	\$54.58
{Keyword:La Fleur Medi Spa & Aesthetics} - Coolsculpting Deal: 25% Off - Coolsculpting in Shrewsbury <a href="http://www.lafleurmedispa.com/coolsculpting/shrewsbury">www.lafleurmedispa.com/coolsculpting/shrewsbury</a> Leading CoolSculpting Provider in Shrewsbury, NJ. Schedule a Free Virtual Consultation	1,415	66	\$314.29	\$4.76	4.66%	-	8.5	12.80%	\$37.19
CoolSculpting in Shrewsbury - Fat Reduction Treatment - Flexible Payment Options <a href="http://www.lafleurmedispa.com/">www.lafleurmedispa.com//</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	2,935	84	\$366.04	\$4.36	2.86%	-	8	9.52%	\$45.76

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Sep 2020 — 30 Sep 2020

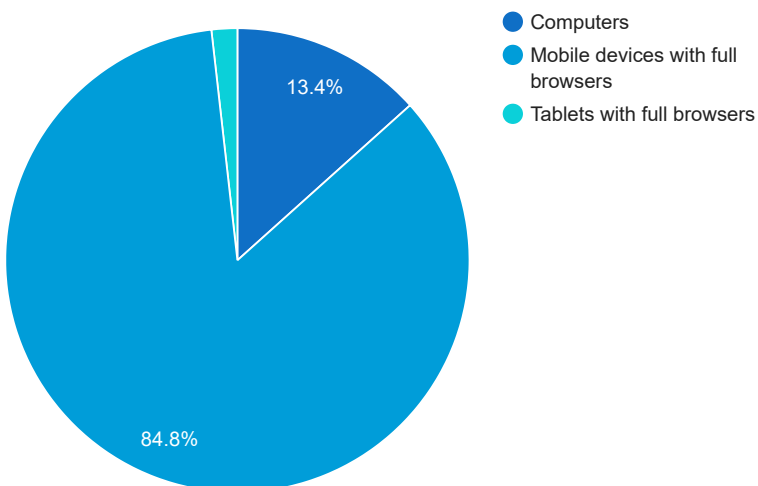
## Budget Coverage



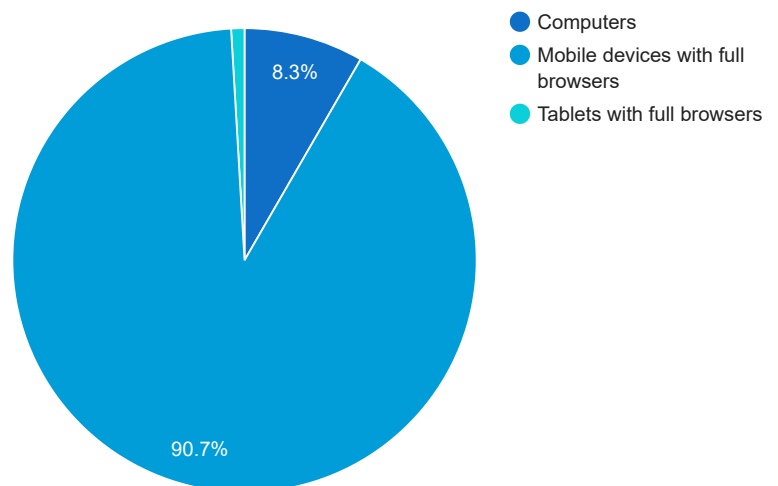
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	248.73	64.34
Mar, 2020	1,005.57	51.13
Apr, 2020	1,086.87	66.13
May, 2020	999.96	69.95
Jun, 2020	1,484.02	82.56
Jul, 2020	1,496.70	83.65
Aug, 2020	2,771.06	22.61
Sep, 2020	5,558.35	31.89

## Cost and Conversions by Device

### Cost



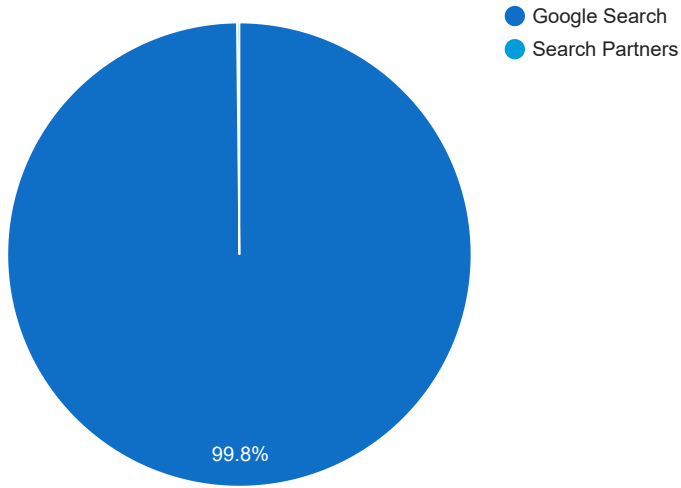
### Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	28,724	1,829	\$4,716.15	\$2.58	6.37%	-	97.9	5.35%	\$48.19
Computers	5,140	247	\$742.47	\$3.01	4.81%	-	9	3.64%	\$82.50
Tablets with full browsers	915	48	\$99.73	\$2.08	5.25%	-	1	2.08%	\$99.73

### 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	33,288	2,119	\$5,548.99	\$2.62	6.37%	-	107.9	5.09%	\$51.45
Search partners	1,491	5	\$9.36	\$1.87	0.34%	-	0	0%	\$0.00

## Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
Form Submission	74.9
Phone Call	20.9
Click to Call	7
Calls from Ads	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 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