

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

La Fleur Medi Spa

900-215-4841

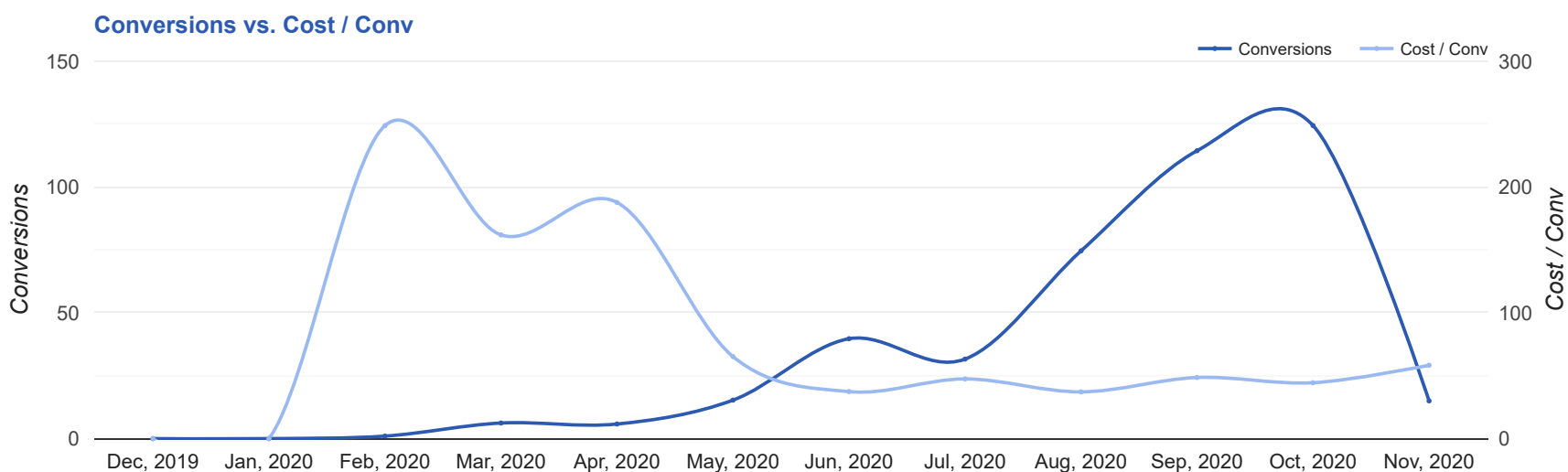
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$875	15	7.01%	\$58.33
↓ 84%	↓ 88%	↑ 10%	↑ 31%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	31,614	1,950	\$5,522.84	\$2.83	6.17%	-	124.4	6.38%	\$44.41	30.01%
1 Nov 2020 — 30 Nov 2020	4,254	214	\$874.90	\$4.09	5.03%	-	15	7.01%	\$58.33	24.98%
Change	27,360 ↓ 87%	1,736 ↓ 89%	\$4,647.94 ↓ 84%	\$1.26 ↑ 45%	1.14% ↓ 18%	--	109.37 ↓ 88%	0.63% ↑ 10%	\$13.92 ↑ 31%	5.03% ↓ 17%

Performance by Month - 1 Dec 2019 — 30 Nov 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	31.87%
Oct '20	31,614	1,950	\$5,522.84	\$2.83	6.17%	-	124.4	6.38%	\$44.41	30.01%
Nov '20	4,254	214	\$874.90	\$4.09	5.03%	-	15	7.01%	\$58.33	24.98%
Total	106,728	6,785	\$21,049.00	\$3.10	6.36%	-	428	6.31%	\$49.18	30.88%

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	662	37	\$322.28	\$8.71	5.59%	-	7	18.92%	\$46.04	29.85%
search beta laser resurfacing	1,181	54	\$127.62	\$2.36	4.57%	-	4	7.41%	\$31.91	21.09%
search beta ultherapy	714	51	\$159.46	\$3.13	7.14%	-	3	5.88%	\$53.15	41.08%
search beta coolsculpting exp reach	916	28	\$168.71	\$6.03	3.06%	-	1	3.57%	\$168.71	17.87%
search beta pdo	170	11	\$42.66	\$3.88	6.47%	-	0	0%	\$0.00	27.24%
search beta dermal fillers	611	33	\$54.17	\$1.64	5.4%	-	0	0%	\$0.00	35.44%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

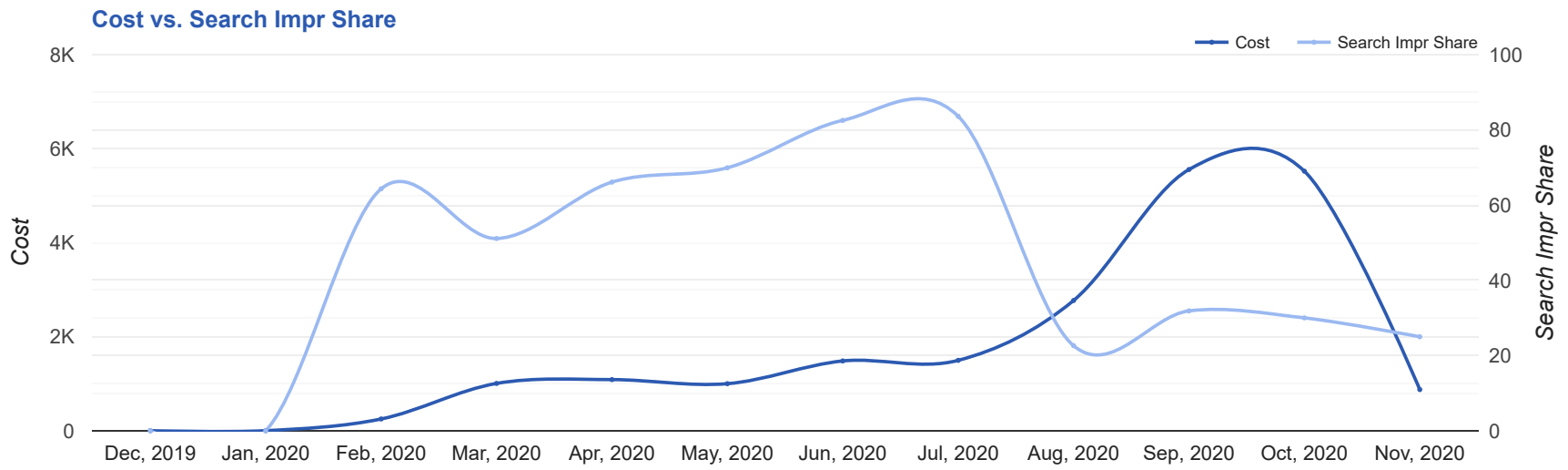
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:La Fleur Medi Spa & Aesthetics} - Coolsculpting Deal: 25% Off - Coolsculpting in Shrewsbury www.lafleurmedispa.com/coolsculpting/shrewsbury Leading CoolSculpting Provider in Shrewsbury, NJ. Schedule a Free Consultation	215	15	\$180.07	\$12.00	6.98%	-	3	20.00%	\$60.02
{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	237	16	\$32.20	\$2.01	6.75%	-	2	12.50%	\$16.10
{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	45	5	\$53.84	\$10.77	11.11%	-	2	40.00%	\$26.92
Best Ultherapy Shrewsbury, NJ - New Clients Save 25% - Tighten Skin Without Surgery www.lafleurmedispa.com// Non-Invasive Skin Tightening. Save on Ultherapy Cost + See Ultherapy Before and After Pics	64	4	\$22.45	\$5.61	6.25%	-	2	50.00%	\$11.22
{Keyword:La Fleur Medi Spa & Aesthetics} - ClearLift in Shrewsbury, NJ - Younger Smoother Looking Skin www.lafleurmedispa.com// Get Smoother, Younger, More Even Looking Skin with Laser Skin Resurfacing. Free Consult	281	12	\$27.81	\$2.32	4.27%	-	1	8.33%	\$27.81

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

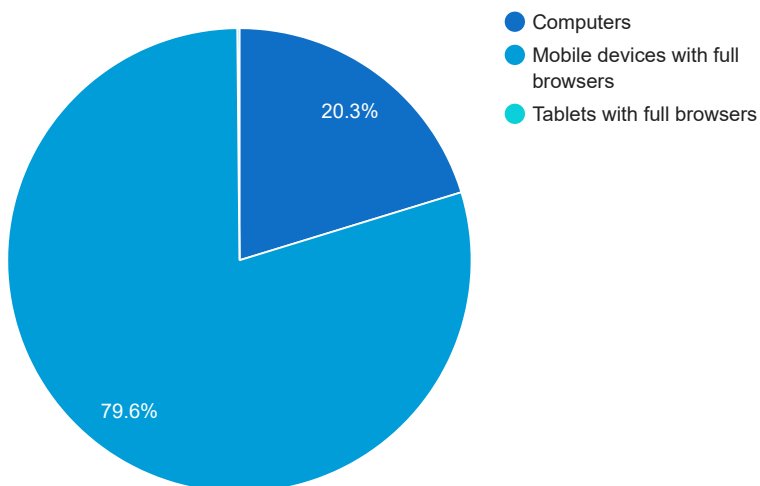
Budget Coverage



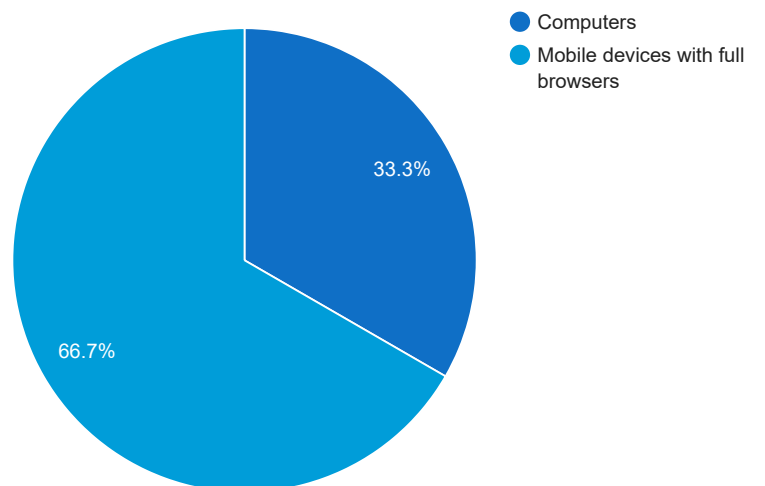
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	248.73	64.34
Mar, 2020	1,005.57	51.13
Apr, 2020	1,086.87	66.13
May, 2020	999.96	69.95
Jun, 2020	1,484.02	82.56
Jul, 2020	1,496.70	83.65
Aug, 2020	2,771.06	22.61
Sep, 2020	5,558.35	31.87
Oct, 2020	5,522.84	30.01
Nov, 2020	874.90	24.98

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	3,242	176	\$696.29	\$3.96	5.43%	-	10	5.68%	\$69.63
Computers	911	36	\$177.31	\$4.93	3.95%	-	5	13.89%	\$35.46
Tablets with full browsers	101	2	\$1.30	\$0.65	1.98%	-	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	4,254	214	\$874.90	\$4.09	5.03%	-	15	7.01%	\$58.33

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Form Submission	10
Phone Call	4
Click to Call	1

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