

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

La Fleur Medi Spa

900-215-4841

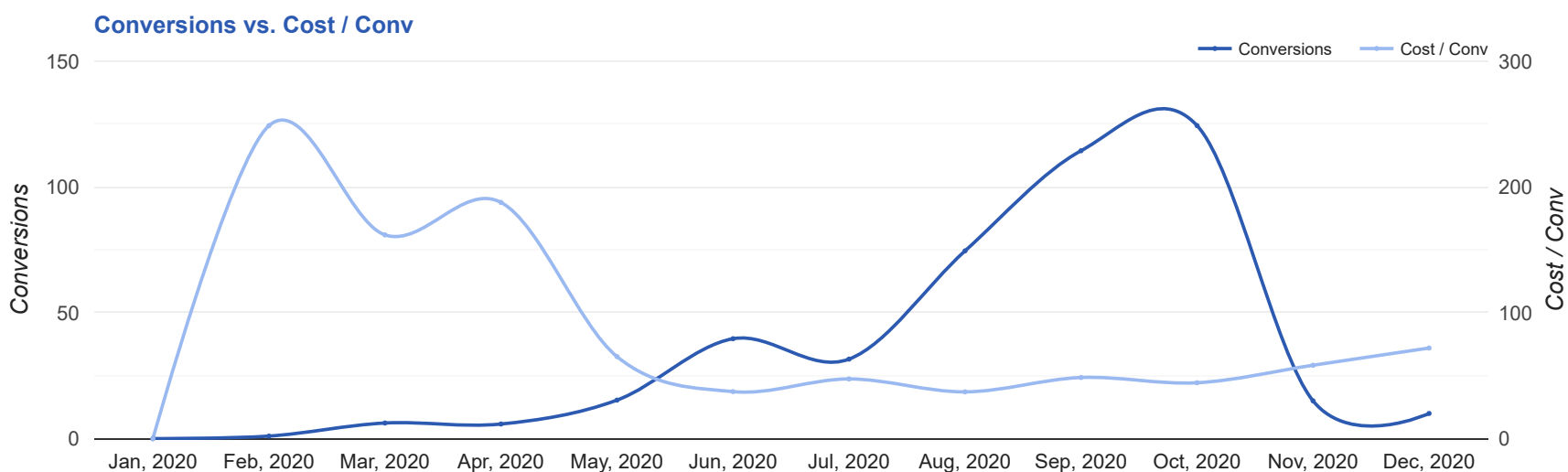
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$720	10	3.8%	\$72.00
↓ 18%	↓ 33%	↓ 46%	↑ 23%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	4,254	214	\$874.90	\$4.09	5.03%	-	15	7.01%	\$58.33	24.98%
1 Dec 2020 — 31 Dec 2020	5,223	263	\$720.03	\$2.74	5.04%	-	10	3.8%	\$72.00	26.25%
Change	969 ↑ 23%	49 ↑ 23%	\$154.87 ↓ 18%	\$1.35 ↓ 33%	0.01% ↑ 0%	- -	5 ↓ 33%	3.21% ↓ 46%	\$13.67 ↑ 23%	1.27% ↑ 5%

Performance by Month - 1 Jan 2020 — 31 Dec 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%
Dec '20	5,223	263	\$720.03	\$2.74	5.04%	-	10	3.8%	\$72.00	26.25%
Total	111,951	7,048	\$21,769.03	\$3.09	6.3%	-	438	6.21%	\$49.70	30.63%

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta ultherapy	420	39	\$85.27	\$2.19	9.29%	-	3	7.69%	\$28.42	56.54%
search beta pdo	556	30	\$51.43	\$1.71	5.4%	-	3	10%	\$17.14	33.2%
search beta coolsculpting exp reach	542	13	\$53.57	\$4.12	2.4%	-	2	15.38%	\$26.79	19.54%
search beta dermal fillers	1,056	57	\$95.66	\$1.68	5.4%	-	1	1.75%	\$95.66	26.36%
search beta coolsculpting	1,695	73	\$295.57	\$4.05	4.31%	-	1	1.37%	\$295.57	24.74%
search beta laser resurfacing	954	51	\$138.53	\$2.72	5.35%	-	0	0%	\$0.00	25.01%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

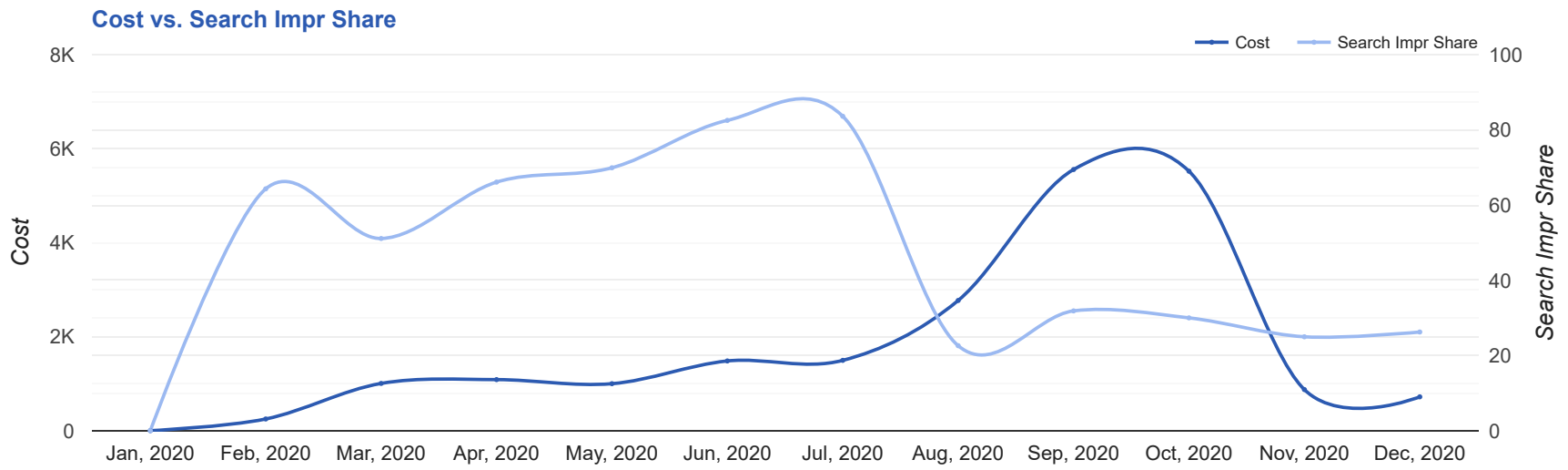
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<p>PDO Thread Lifts - Lift and Tighten Skin - Non-Invasive + Non-Surgical www.lafleurmedispa.com/ --/-- PDO Therapy Lifts and Tightens Drooping Skin Tissues by inducing Collagen Production</p>	76	10	\$11.68	\$1.17	13.16%	-	2	20.00%	\$5.84
<p>CoolSculpting in Shrewsbury - Fat Reduction Treatment - Flexible Payment Options www.lafleurmedispa.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</p>	409	3	\$10.89	\$3.63	0.73%	-	2	66.67%	\$5.45
<p>La Fleur Medi Spa & Aesthetics - Fat Reduction in Shrewsbury - Non-Surgical Fat Reduction www.lafleurmedispa.com/ --/-- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.</p>	33	4	\$25.97	\$6.49	12.12%	-	1	25.00%	\$25.97
<p>{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</p>	653	39	\$57.81	\$1.48	5.97%	-	1	2.56%	\$57.81
<p>{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</p>	103	14	\$27.60	\$1.97	13.59%	-	1	7.14%	\$27.60

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

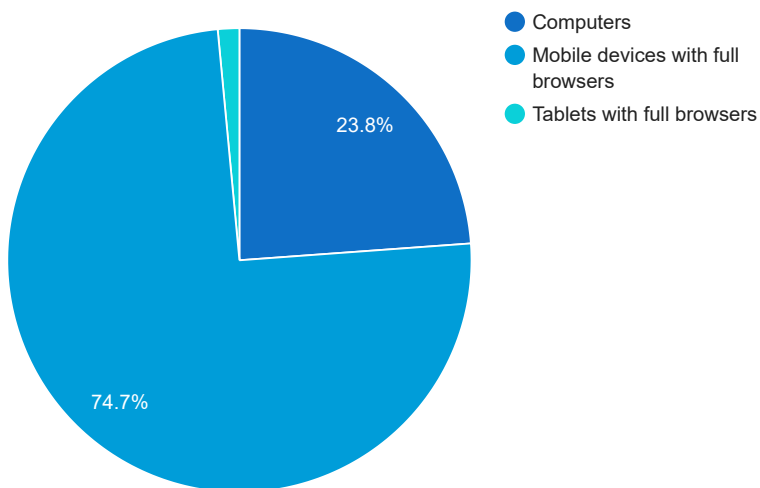
Budget Coverage



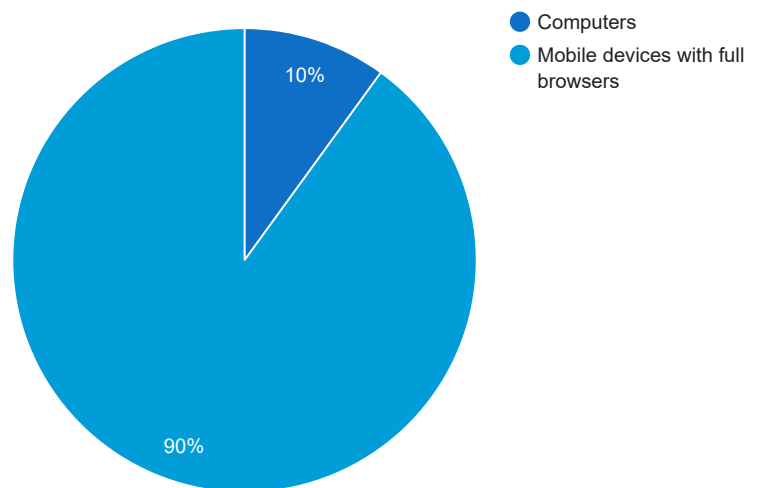
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	0	0
Feb, 2020	248.73	64.34
Mar, 2020	1,005.57	51.13
Apr, 2020	1,086.87	66.13
May, 2020	999.96	69.95
Jun, 2020	1,484.02	82.56
Jul, 2020	1,496.70	83.65
Aug, 2020	2,771.06	22.61
Sep, 2020	5,558.35	31.87
Oct, 2020	5,522.84	30.01
Nov, 2020	874.90	24.98
Dec, 2020	720.03	26.25

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	4,097	217	\$537.57	\$2.48	5.3%	-	9	4.15%	\$59.73
Computers	948	41	\$171.69	\$4.19	4.32%	-	1	2.44%	\$171.69
Tablets with full browsers	178	5	\$10.77	\$2.15	2.81%	-	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	5,223	263	\$720.03	\$2.74	5.04%	-	10	3.8%	\$72.00

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Form Submission	6
Phone Call	3
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