

**Monthly Account
Performance Report
1 Jan 2021 — 31 Jan 2021**

La Fleur Medi Spa

900-215-4841

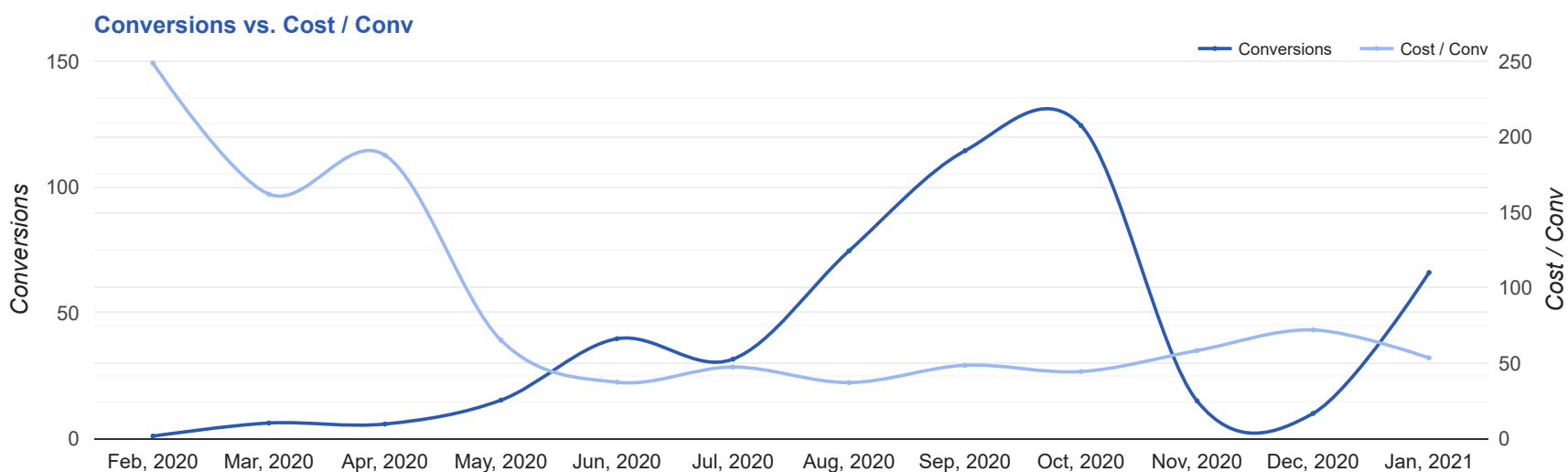
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,529	66	4.54%	\$53.46
↑ 390%	↑ 560%	↑ 19%	↓ 26%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	5,223	263	\$720.03	\$2.74	5.04%	-	10	3.8%	\$72.00	26.72%
1 Jan 2021 — 31 Jan 2021	28,302	1,453	\$3,528.52	\$2.43	5.13%	-	66	4.54%	\$53.46	20.92%
Change	23,079 ↑ 442%	1,190 ↑ 452%	\$2,808.49 ↑ 390%	\$0.31 ↓ 11%	0.09% ↑ 2%	--	56 ↑ 560%	0.74% ↑ 19%	\$18.54 ↓ 26%	5.80% ↓ 22%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



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	26.72%
Jan '21	28,302	1,453	\$3,528.52	\$2.43	5.13%	-	66	4.54%	\$53.46	20.92%
Total	140,253	8,501	\$25,297.55	\$2.98	6.06%	-	504	5.93%	\$50.19	28.02%

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	12,871	574	\$1,991.89	\$3.47	4.46%	-	30	5.23%	\$66.40	18.45%
search beta laser resurfacing	4,557	254	\$483.78	\$1.90	5.57%	-	19	7.48%	\$25.46	17.64%
search beta pdo	3,353	166	\$317.36	\$1.91	4.95%	-	9	5.42%	\$35.26	30.9%
search beta ultherapy	2,045	162	\$311.89	\$1.93	7.92%	-	4	2.47%	\$77.97	51.55%
search beta dermal fillers	5,476	297	\$423.60	\$1.43	5.42%	-	4	1.35%	\$105.90	21.86%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

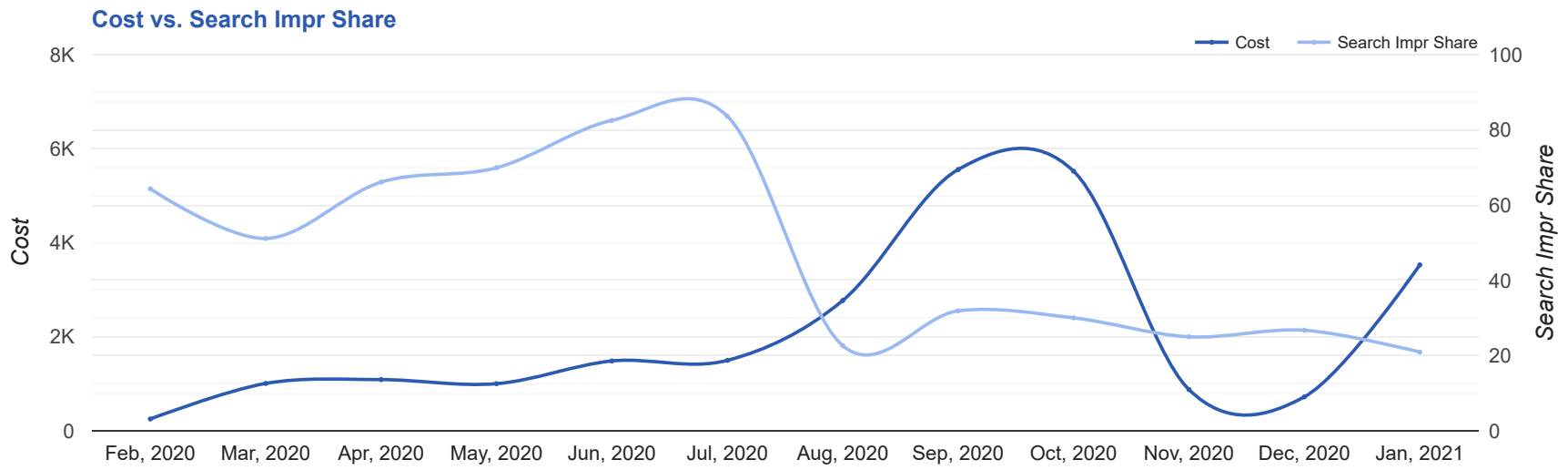
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:La Fleur Medi Spa & Aesthetics} - ClearLift in Shrewsbury, NJ - Younger, Smoother Looking Skin www.lafleurmedispa.com/ Get Smoother, Younger, More Even Looking Skin with Laser Skin Resurfacing. Free Consult	1,472	92	\$173.18	\$1.88	6.25%	-	11	11.96%	\$15.74
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	1,082	72	\$143.89	\$2.00	6.65%	-	7	9.72%	\$20.56
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.	1,643	62	\$204.82	\$3.30	3.77%	-	4	6.45%	\$51.20
{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	973	48	\$91.48	\$1.91	4.93%	-	3	6.25%	\$30.49
Fat Reduction in Shrewsbury - Our Biggest Discount Ever - Freeze Away Body Fat www.lafleurmedispa.com/ Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	909	26	\$87.49	\$3.36	2.86%	-	2.5	9.54%	\$35.28

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

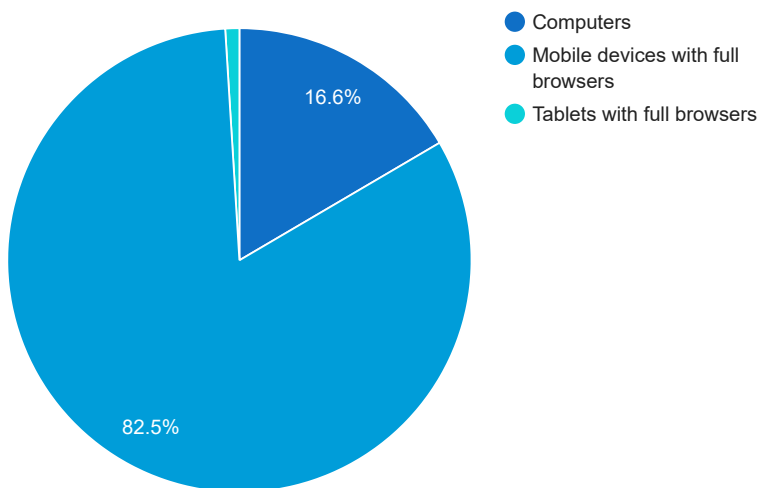
Budget Coverage



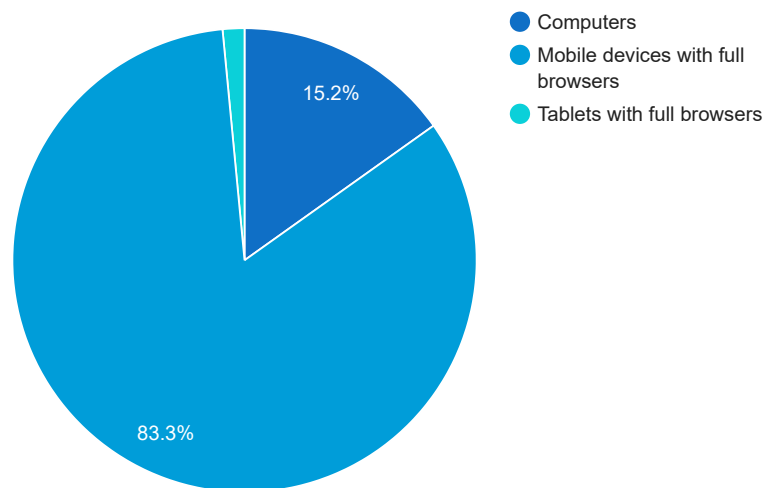
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	248.73	64.34
Mar, 2020	1,005.57	51.13
Apr, 2020	1,086.87	66.13
May, 2020	999.96	69.95
Jun, 2020	1,484.02	82.56
Jul, 2020	1,496.70	83.65
Aug, 2020	2,771.06	22.61
Sep, 2020	5,558.35	31.87
Oct, 2020	5,522.84	30.01
Nov, 2020	874.90	24.98
Dec, 2020	720.03	26.72
Jan, 2021	3,528.52	20.92

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	22,515	1,236	\$2,909.91	\$2.35	5.49%	-	55	4.45%	\$52.91
Computers	5,122	197	\$584.07	\$2.96	3.85%	-	10	5.08%	\$58.41
Tablets with full browsers	665	20	\$34.54	\$1.73	3.01%	-	1	5%	\$34.54

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	28,302	1,453	\$3,528.52	\$2.43	5.13%	-	66	4.54%	\$53.46

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Form Submission	44
Phone Call	17
Calls from Ads	3
Click to Call	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