

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

La Fleur Medi Spa

900-215-4841

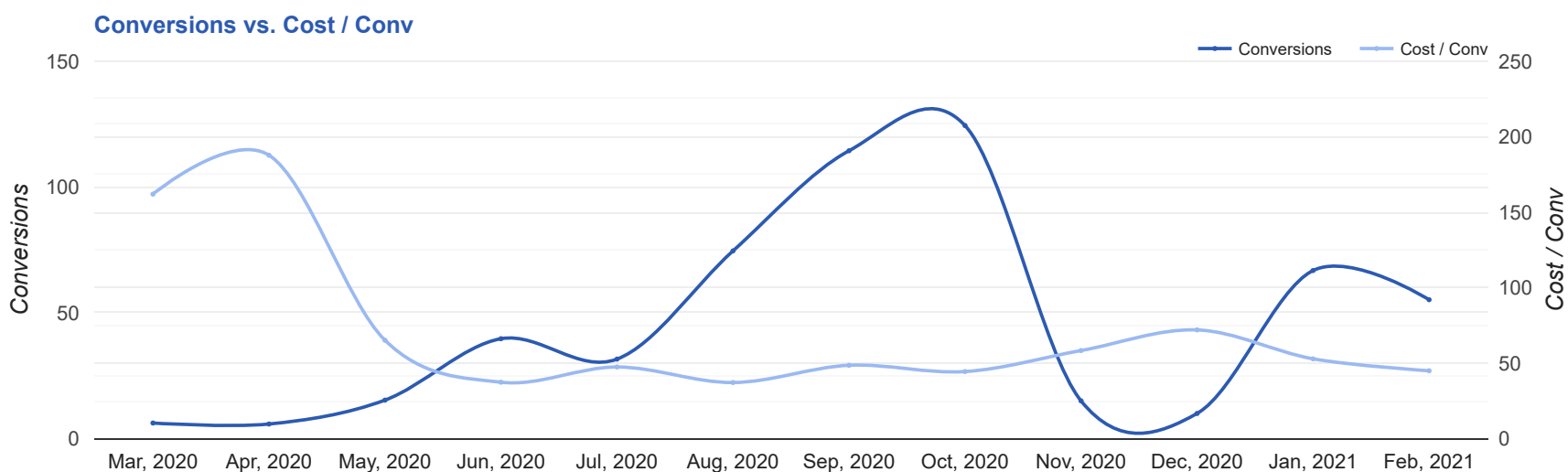
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,482	55.2	5.99%	\$44.93
↓ 30%	↓ 17%	↑ 31%	↓ 15%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	28,302	1,453	\$3,528.52	\$2.43	5.13%	-	66.8	4.59%	\$52.85	20.94%
1 Feb 2021 — 28 Feb 2021	19,016	922	\$2,481.91	\$2.69	4.85%	-	55.2	5.99%	\$44.93	19.24%
Change	9,286 ↓ 33%	531 ↓ 37%	\$1,046.61 ↓ 30%	\$0.26 ↑ 11%	0.28% ↓ 5%	--	11.52 ↓ 17%	1.40% ↑ 31%	\$7.92 ↓ 15%	1.70% ↓ 8%

Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	66.8	4.59%	\$52.85	20.94%
Feb '21	19,016	922	\$2,481.91	\$2.69	4.85%	-	55.2	5.99%	\$44.93	19.24%
Total	158,831	9,403	\$27,530.73	\$2.93	5.92%	-	559	5.94%	\$49.25	26.54%

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	13,316	629	\$1,994.17	\$3.17	4.72%	-	34	5.41%	\$58.65	19.4%
search beta laser resurfacing	5,700	293	\$487.74	\$1.66	5.14%	-	21.2	7.25%	\$22.96	18.87%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

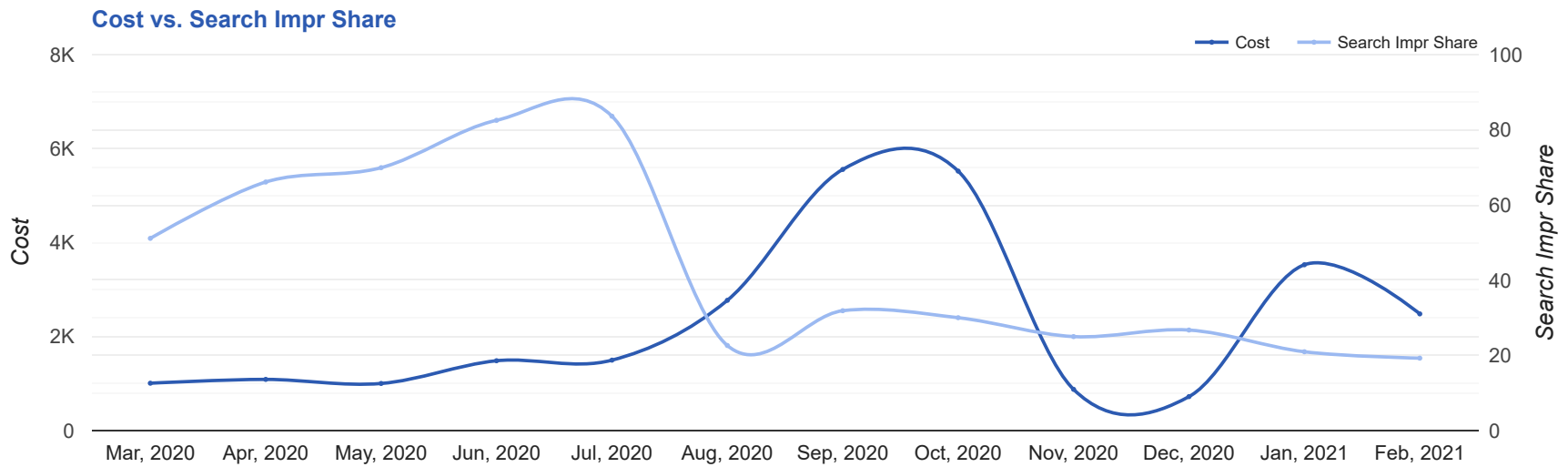
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Huge CoolSculpting Promotion - CoolSculpting in Shrewsbury - Biggest Coolsculpting@ Promo www.lafleurmedispa.com/ -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Shrewsbury, NJ	1,059	55	\$235.68	\$4.29	5.19%	-	7.5	13.64%	\$31.42
{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	1,810	95	\$143.88	\$1.51	5.25%	-	6.4	6.75%	\$22.45
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.	750	49	\$136.74	\$2.79	6.53%	-	5	10.20%	\$27.35
{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	1,592	79	\$129.14	\$1.63	4.96%	-	4.9	6.15%	\$26.57
Laser Skin Resurfacing - Acne Scar Treatment Shrewsbury - Non-Surgical Skin Rejuvenation www.lafleurmedispa.com/ Leading Skin and Laser Spa in Shrewsbury, NJ. Schedule a Free Consultation Today.	216	10	\$29.73	\$2.97	4.63%	-	4	40.00%	\$7.43

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

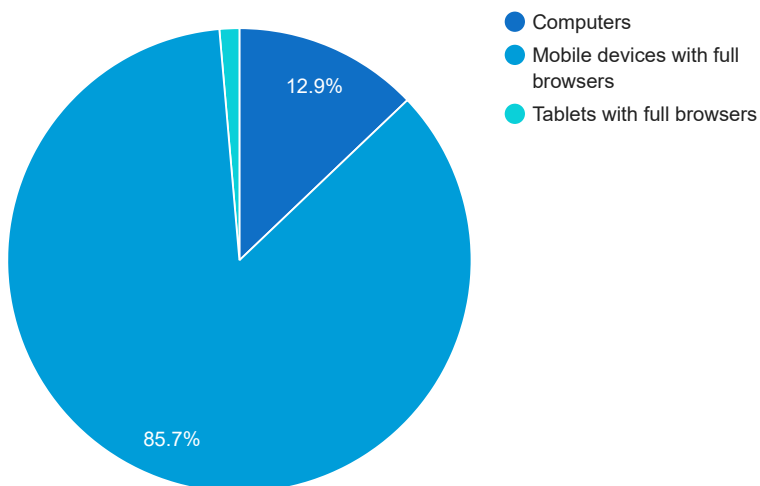
Budget Coverage



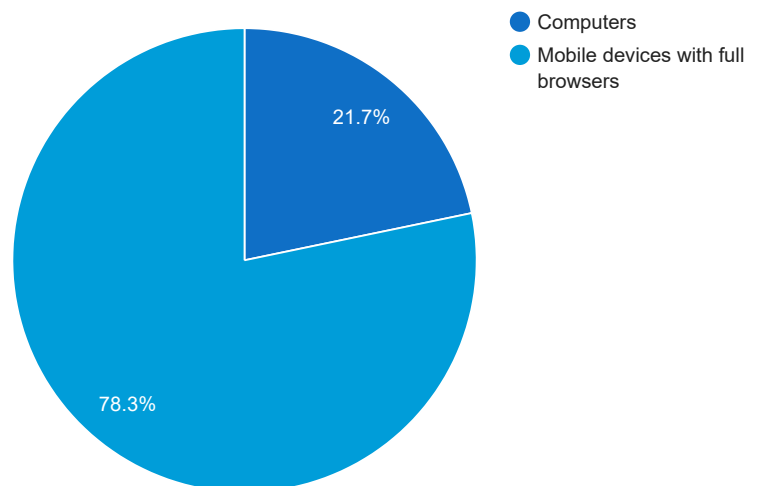
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	1,005.57	51.13
Apr, 2020	1,086.87	66.13
May, 2020	999.96	69.95
Jun, 2020	1,484.02	82.56
Jul, 2020	1,496.70	83.65
Aug, 2020	2,771.06	22.61
Sep, 2020	5,558.35	31.87
Oct, 2020	5,522.84	30.01
Nov, 2020	874.90	24.98
Dec, 2020	720.03	26.72
Jan, 2021	3,528.52	20.94
Feb, 2021	2,481.91	19.24

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	15,344	801	\$2,127.96	\$2.66	5.22%	-	43.2	5.4%	\$49.21
Computers	3,234	104	\$319.66	\$3.07	3.22%	-	12	11.54%	\$26.64
Tablets with full browsers	438	17	\$34.29	\$2.02	3.88%	-	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	19,016	922	\$2,481.91	\$2.69	4.85%	-	55.2	5.99%	\$44.93

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Form Submission	38.7
Phone Call	10.5
Click to Call	4
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