

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

La Fleur Medi Spa

900-215-4841

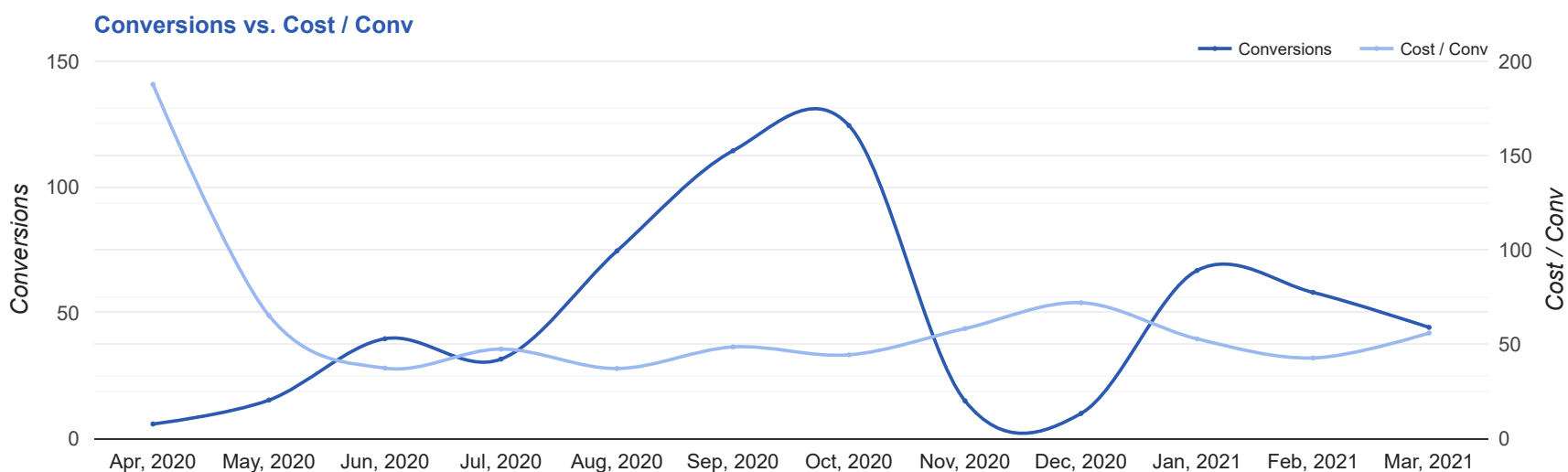
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,470	44.2	4.41%	\$55.94
↔ 0%	↓ 24%	↓ 30%	↑ 31%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Feb 2021 — 28 Feb 2021</b>	19,016	922	\$2,481.91	\$2.69	4.85%	-	58.1	6.3%	\$42.73	19.54%
<b>1 Mar 2021 — 31 Mar 2021</b>	17,353	1,001	\$2,469.96	\$2.47	5.77%	-	44.2	4.41%	\$55.94	18.26%
<b>Change</b>	1,663 ↓ 9%	79 ↑ 9%	\$11.95 ↓ 0%	\$0.22 ↓ 8%	0.92% ↑ 19%	0 ↔ -	13.94 ↓ 24%	1.89% ↓ 30%	\$13.21 ↑ 31%	1.28% ↓ 7%

# Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	58.1	6.3%	\$42.73	19.54%
Mar '21	17,353	1,001	\$2,469.96	\$2.47	5.77%	-	44.2	4.41%	\$55.94	18.26%
<b>Total</b>	<b>173,849</b>	<b>10,284</b>	<b>\$28,995.12</b>	<b>\$2.82</b>	<b>5.92%</b>	<b>-</b>	<b>599.8</b>	<b>5.83%</b>	<b>\$48.34</b>	<b>25.29%</b>

# Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	11,460	669	\$1,972.41	\$2.95	5.84%	-	30.2	4.51%	\$65.42	19.02%
search   beta   laser resurfacing	5,893	332	\$497.55	\$1.50	5.63%	-	14	4.22%	\$35.54	16.95%

# Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

## Top Text Ads

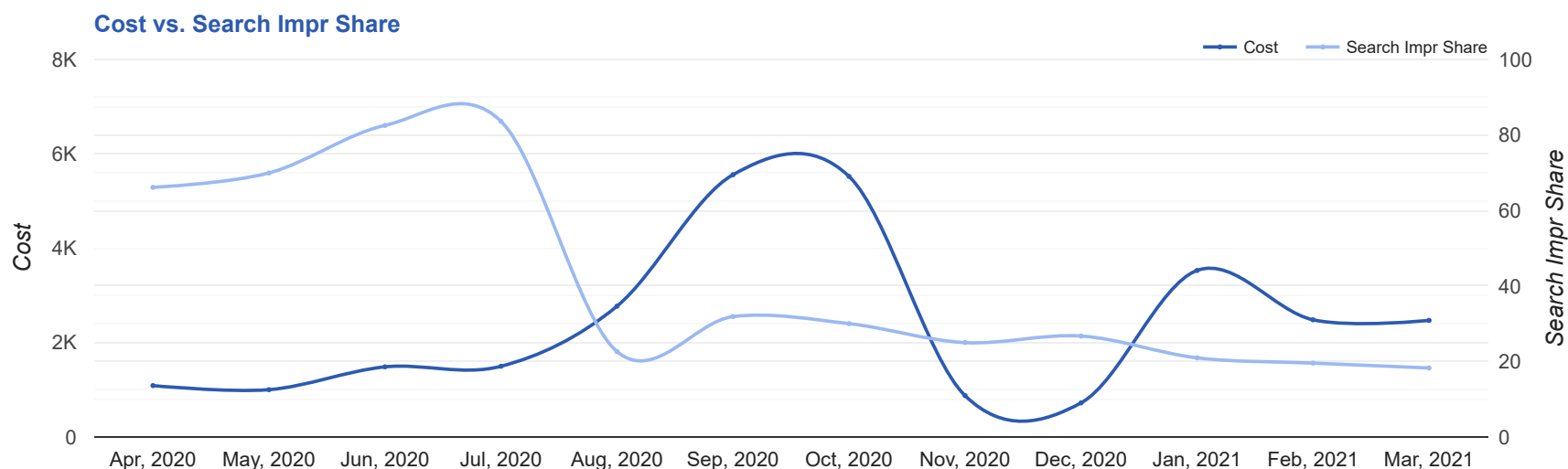
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Huge CoolSculpting Promotion - CoolSculpting in Shrewsbury - Biggest Coolsculpting@ Promo <a href="http://www.lafleurmedispa.com/">www.lafleurmedispa.com/</a> -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Shrewsbury, NJ	1,425	75	\$307.05	\$4.09	5.26%	-	6.2	8.27%	\$49.52
{Keyword:La Fleur Medi Spa & Aesthetics} - New Clients Save 25% - ClearLift <a href="http://www.lafleurmedispa.com/">www.lafleurmedispa.com/</a> -- -- Get Smoother, Younger, More Even Looking Skin with Laser Skin Resurfacing. Free Consult	2,017	124	\$172.89	\$1.39	6.15%	-	4.1	3.29%	\$42.37
#1 Laser Skin Resurfacing - Rejuvenate Your Skin Naturally - ClearLift™ Skin Laser <a href="http://www.lafleurmedispa.com//">www.lafleurmedispa.com//</a> Clearlift: Non-Surgical Facelift. No Downtime. Long Lasting Skin Rejuvenation Treatment	313	21	\$37.40	\$1.78	6.71%	-	3.6	17.19%	\$10.36
{Keyword:La Fleur Medi Spa & Aesthetics} - ClearLift in Shrewsbury, NJ - Younger, Smoother Looking Skin <a href="http://www.lafleurmedispa.com//">www.lafleurmedispa.com//</a> Get Smoother, Younger, More Even Looking Skin with Laser Skin Resurfacing. Free Consult	1,842	103	\$163.42	\$1.59	5.59%	-	3.1	3.05%	\$52.04
Fat Reduction in Shrewsbury - Our Biggest Discount Ever - Offering \$1,500 Off 8+ Cycles <a href="http://www.lafleurmedispa.com//">www.lafleurmedispa.com//</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	883	40	\$127.09	\$3.18	4.53%	-	2	5.00%	\$63.55

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Mar 2021 — 31 Mar 2021

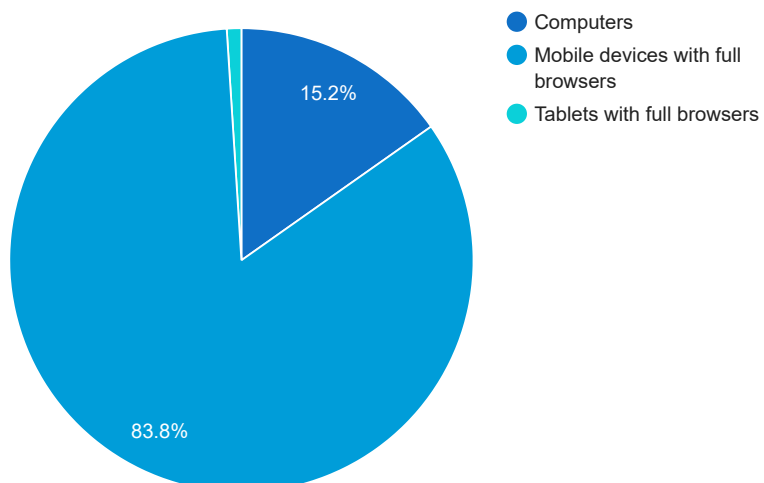
## Budget Coverage



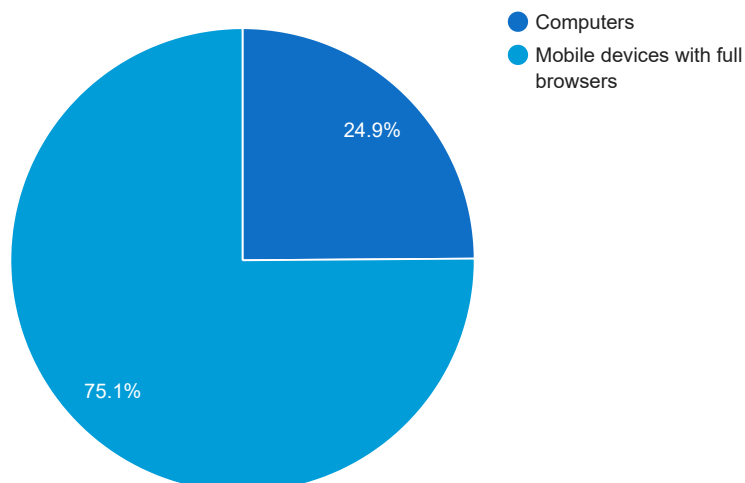
DATE	COST	SEARCH IMPR SHARE
Apr, 2020	1,086.87	66.13
May, 2020	999.96	69.95
Jun, 2020	1,484.02	82.56
Jul, 2020	1,496.70	83.65
Aug, 2020	2,771.06	22.61
Sep, 2020	5,558.35	31.87
Oct, 2020	5,522.84	30.01
Nov, 2020	874.90	24.98
Dec, 2020	720.03	26.72
Jan, 2021	3,528.52	20.94
Feb, 2021	2,481.91	19.54
Mar, 2021	2,469.96	18.26

## 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	14,076	859	\$2,068.81	\$2.41	6.1%	-	33.2	3.86%	\$62.41
Computers	2,968	128	\$376.16	\$2.94	4.31%	-	11	8.59%	\$34.20
Tablets with full browsers	309	14	\$24.99	\$1.79	4.53%	-	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	17,353	1,001	\$2,469.96	\$2.47	5.77%	-	44.2	4.41%	\$55.94

# Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	CONV
Form Submission	41.2
Phone Call	2
Calls from Ads	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