

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

La Fleur Medi Spa

900-215-4841

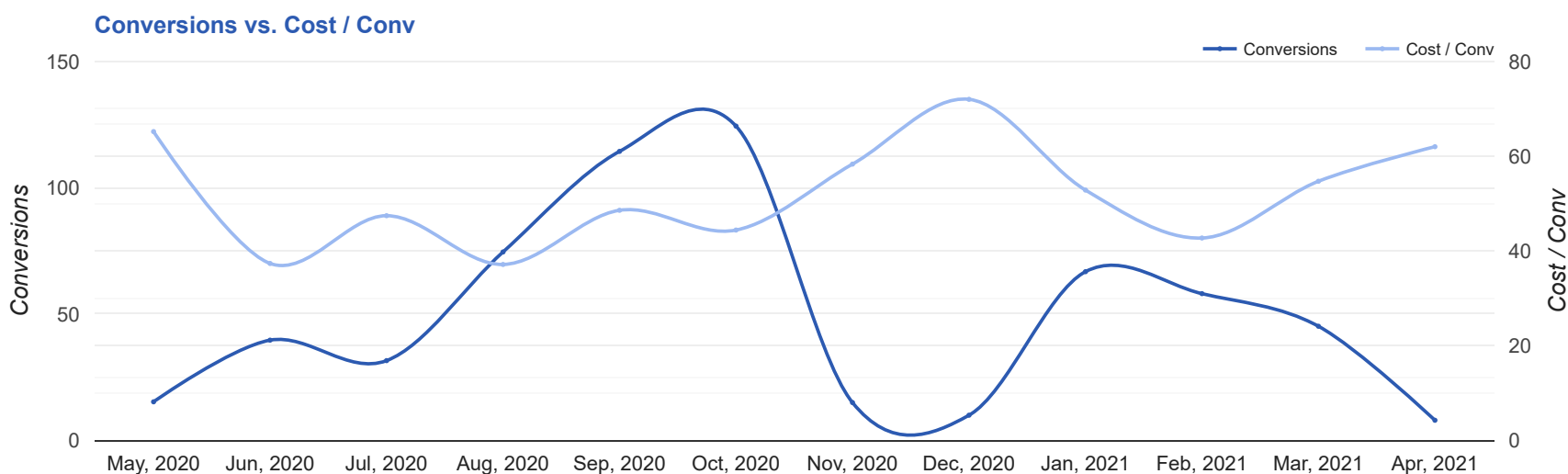
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$496	8	4.91%	\$62.00
↓ 80%	↓ 82%	↑ 9%	↑ 13%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Mar 2021 — 31 Mar 2021	17,353	1,001	\$2,469.96	\$2.47	5.77%	-	45.2	4.51%	\$54.71	18.85%
1 Apr 2021 — 30 Apr 2021	3,327	163	\$495.99	\$3.04	4.9%	-	8	4.91%	\$62.00	22.29%
Change	14,026 ↓ 81%	838 ↓ 84%	\$1,973.97 ↓ 80%	\$0.57 ↑ 23%	0.87% ↓ 15%	0 ↔ -	37.15 ↓ 82%	0.40% ↑ 9%	\$7.29 ↑ 13%	3.44% ↑ 18%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	45.2	4.51%	\$54.71	18.85%	
Apr '21	3,327	163	\$495.99	\$3.04	4.9%	-	8	4.91%	\$62.00	22.29%	
Total	175,770	10,333	\$28,404.24	\$2.75	5.88%	-	603	5.84%	\$47.10	25.21%	

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta laser resurfacing	985	53	\$82.74	\$1.56	5.38%	-	5	9.43%	\$16.55	20.08%
search beta coolsculpting	2,301	104	\$402.87	\$3.87	4.52%	-	3	2.88%	\$134.29	23.28%
search beta ultherapy	41	6	\$10.38	\$1.73	14.63%	-	0	0%	\$0.00	48.48%

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

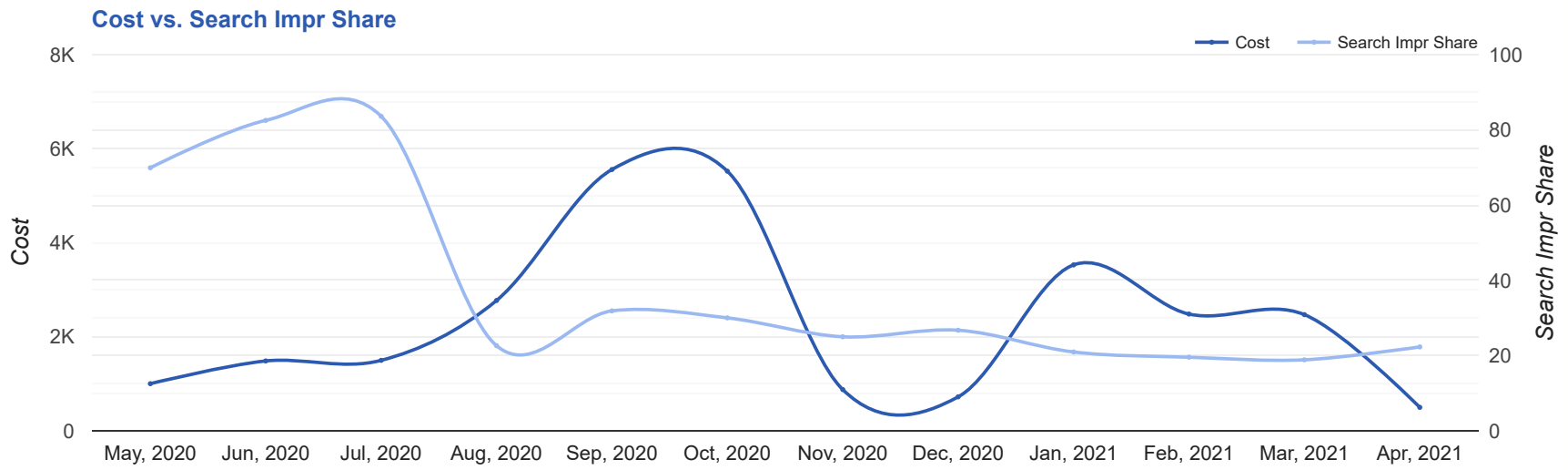
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:La Fleur Medi Spa & Aesthetics} - ClearLift in Shrewsbury, NJ - Younger, Smoother Looking Skin www.lafleurmedispa.com/ Get Smoother, Younger, More Even Looking Skin with Laser Skin Resurfacing. Free Consult	368	20	\$31.07	\$1.55	5.43%	-	2	10.00%	\$15.54
{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	268	13	\$18.88	\$1.45	4.85%	-	2	15.38%	\$9.44
CoolSculpting® in Shrewsbury - Freeze Away Body Fat - Our Biggest Discount Ever www.lafleurmedispa.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	12	2	\$11.98	\$5.99	16.67%	-	1	50.00%	\$11.98
Fat Reduction in Shrewsbury - Our Biggest Discount Ever - Get \$1,500 Off 8+ Treatments www.lafleurmedispa.com/ Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	90	10	\$37.02	\$3.70	11.11%	-	1	10.00%	\$37.02
CoolSculpting® in Shrewsbury - Save \$1,500 Off 8+ Treatments - Flexible Payment Options www.lafleurmedispa.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	28	4	\$26.21	\$6.55	14.29%	-	1	25.00%	\$26.21

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

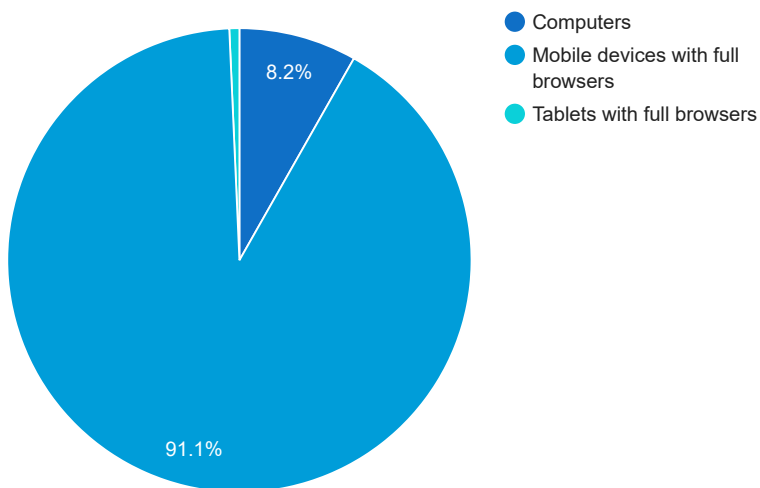
Budget Coverage



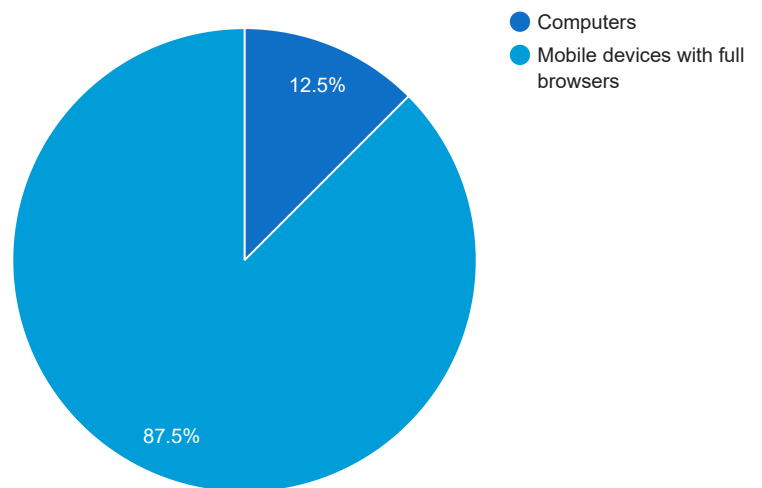
DATE	COST	SEARCH IMPR SHARE
May, 2020	999.96	69.95
Jun, 2020	1,484.02	82.56
Jul, 2020	1,496.70	83.65
Aug, 2020	2,771.06	22.61
Sep, 2020	5,558.35	31.87
Oct, 2020	5,522.84	30.01
Nov, 2020	874.90	24.98
Dec, 2020	720.03	26.72
Jan, 2021	3,528.52	20.94
Feb, 2021	2,481.91	19.54
Mar, 2021	2,469.96	18.85
Apr, 2021	495.99	22.29

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	2,806	147	\$451.78	\$3.07	5.24%	-	7	4.76%	\$64.54
Computers	459	14	\$40.75	\$2.91	3.05%	-	1	7.14%	\$40.75
Tablets with full browsers	62	2	\$3.46	\$1.73	3.23%	-	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	3,327	163	\$495.99	\$3.04	4.9%	-	8	4.91%	\$62.00

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE

CONV

Form Submission

7

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