

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

La Fleur Medi Spa

900-215-4841

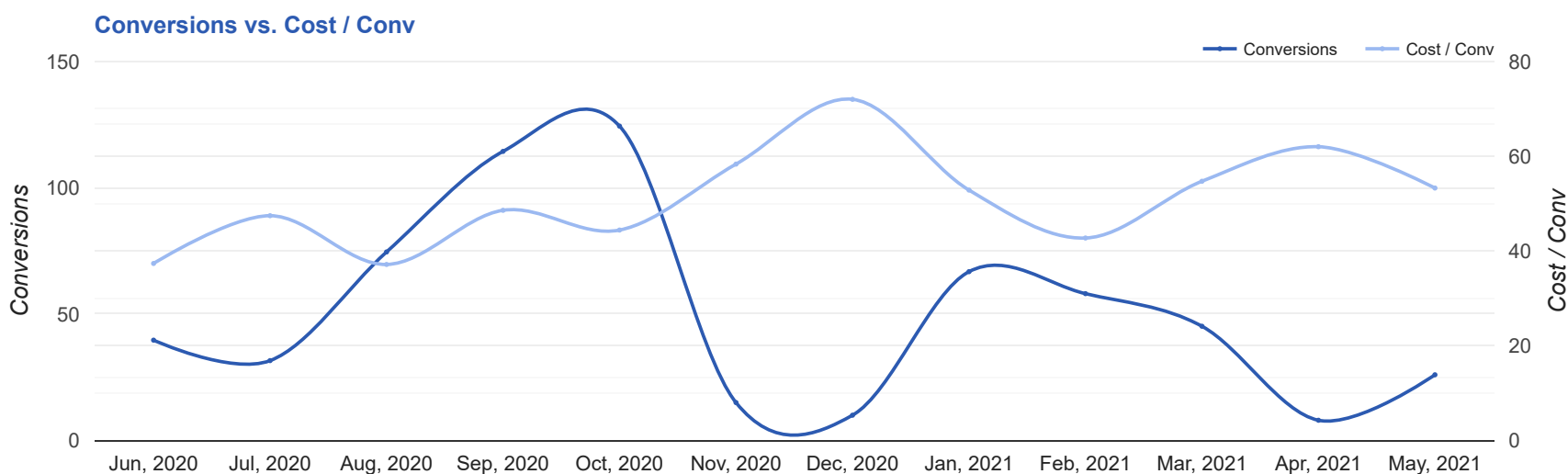
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,385	26	4.58%	\$53.28
↑ 179%	↑ 225%	↓ 7%	↓ 14%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2021 — 30 Apr 2021	3,327	163	\$495.99	\$3.04	4.9%	-	8	4.91%	\$62.00	21.51%
1 May 2021 — 31 May 2021	9,592	568	\$1,385.26	\$2.44	5.92%	-	26	4.58%	\$53.28	17.63%
Change	6,265 ↑ 188%	405 ↑ 248%	\$889.27 ↑ 179%	\$0.60 ↓ 20%	1.02% ↑ 21%	0 ↔ -	18 ↑ 225%	0.33% ↓ 7%	\$8.72 ↓ 14%	3.88% ↓ 18%

Performance by Month - 1 Jun 2020 — 31 May 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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		21.51%
May '21	9,592	568	\$1,385.26	\$2.44	5.92%	-	26	4.58%	\$53.28		17.63%
Total	183,310	10,717	\$28,789.54	\$2.69	5.85%	-	613.7	5.73%	\$46.91		24.46%

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	8,262	467	\$1,235.33	\$2.65	5.65%	-	22	4.71%	\$56.15	17%
search beta ultherapy	548	46	\$76.86	\$1.67	8.39%	-	2	4.35%	\$38.43	44.19%
search beta laser resurfacing	782	55	\$73.07	\$1.33	7.03%	-	2	3.64%	\$36.53	17.03%

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

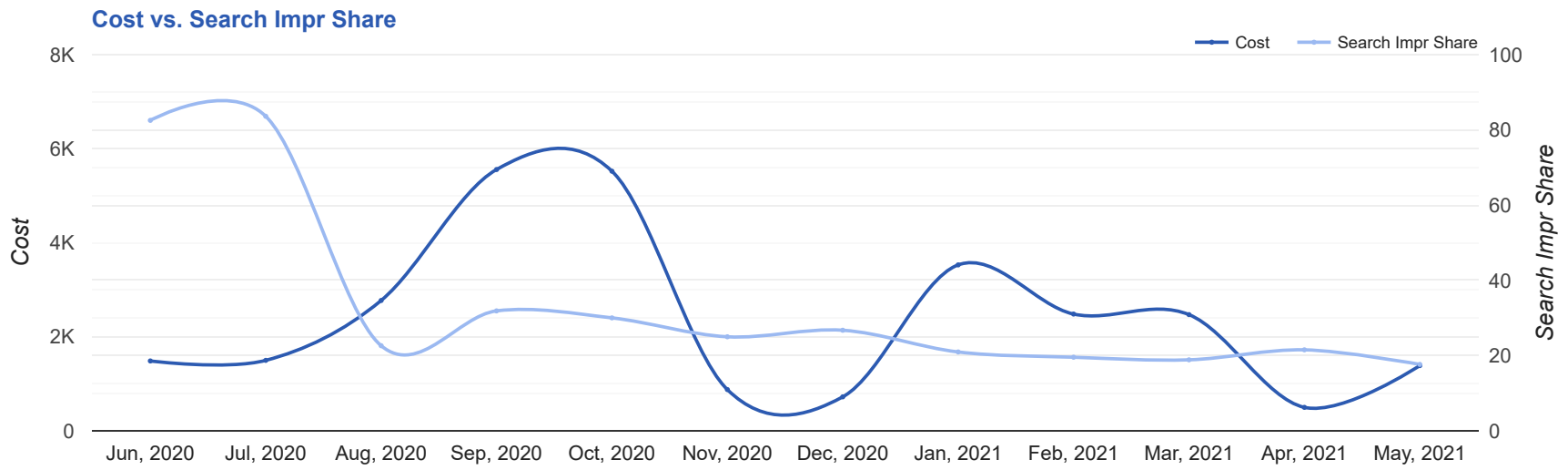
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Huge CoolSculpting Promotion - CoolSculpting in Shrewsbury - Biggest Coolsculpting@ Promo www.lafleurmedispa.com/ -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Shrewsbury, NJ	1,247	75	\$285.22	\$3.80	6.01%	-	8	10.67%	\$35.65
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.	385	27	\$56.21	\$2.08	7.01%	-	3	11.11%	\$18.74
Best CoolSculpting Deal Ever - Limited Time Offer May 2021 - Hurry Offer Ends In <code>{=COUNTDOWN("2021/05/31 00:00:00","en-US",31)}</code> www.lafleurmedispa.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	10	1	\$4.43	\$4.43	10.00%	-	2	200.00%	\$2.21
Fat Reduction in Shrewsbury - Our Biggest Discount Ever - Get Rid of Unwanted Fat www.lafleurmedispa.com/ Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	336	31	\$69.51	\$2.24	9.23%	-	2	6.45%	\$34.76
Fat Reduction in Shrewsbury - Our Biggest Discount Ever - Get Rid of Unwanted Fat www.lafleurmedispa.com/ Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	586	32	\$80.65	\$2.52	5.46%	-	2	6.25%	\$40.33

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

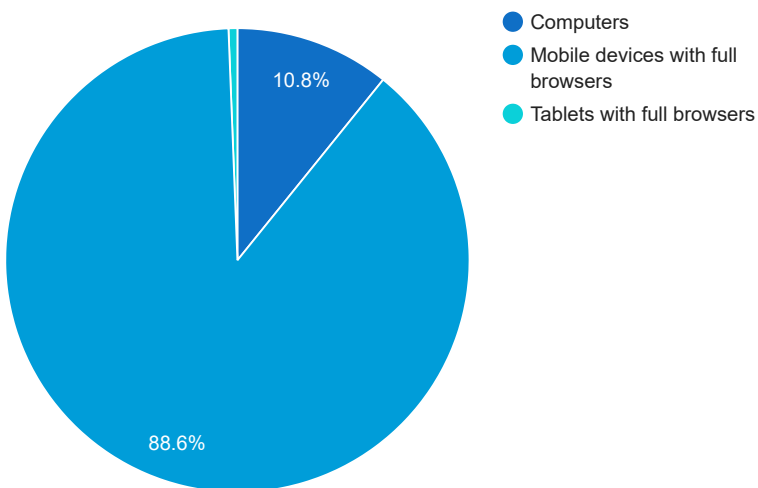
Budget Coverage



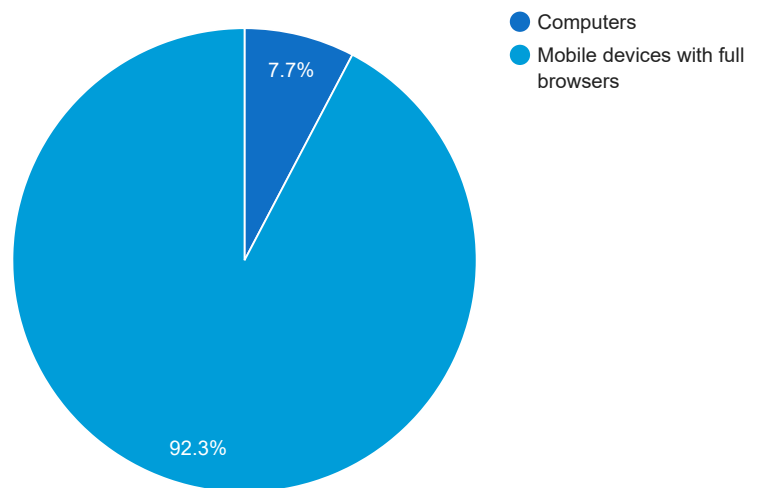
DATE	COST	SEARCH IMPR SHARE
Jun, 2020	1,484.02	82.56
Jul, 2020	1,496.70	83.65
Aug, 2020	2,771.06	22.61
Sep, 2020	5,558.35	31.87
Oct, 2020	5,522.84	30.01
Nov, 2020	874.90	24.98
Dec, 2020	720.03	26.72
Jan, 2021	3,528.52	20.94
Feb, 2021	2,481.91	19.54
Mar, 2021	2,469.96	18.85
Apr, 2021	495.99	21.51
May, 2021	1,385.26	17.63

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	8,060	499	\$1,226.99	\$2.46	6.19%	-	24	4.81%	\$51.12
Computers	1,338	62	\$149.73	\$2.41	4.63%	-	2	3.23%	\$74.86
Tablets with full browsers	194	7	\$8.54	\$1.22	3.61%	-	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	9,592	568	\$1,385.26	\$2.44	5.92%	-	26	4.58%	\$53.28

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE

CONV

Form Submission

24

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