

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

La Fleur Medi Spa

900-215-4841

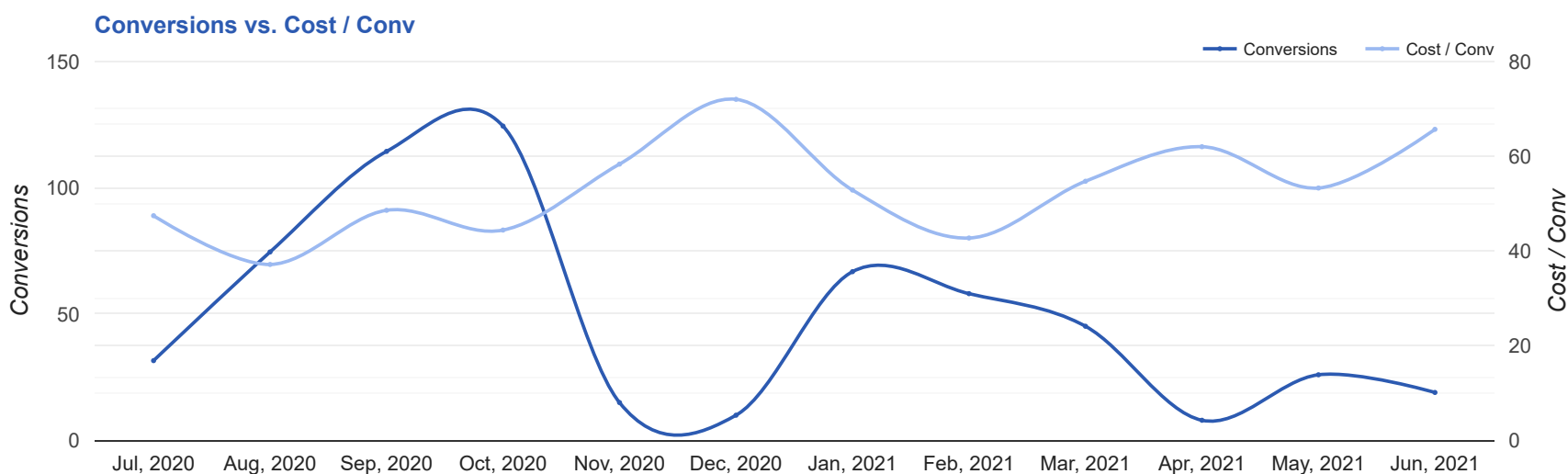
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,248	19	4.48%	\$65.67
↓ 10%	↓ 27%	↓ 2%	↑ 23%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2021 — 31 May 2021	9,592	568	\$1,385.26	\$2.44	5.92%	-	26	4.58%	\$53.28	17.59%
1 Jun 2021 — 30 Jun 2021	8,939	424	\$1,247.65	\$2.94	4.74%	-	19	4.48%	\$65.67	17.57%
Change	653 ↓ 7%	144 ↓ 25%	\$137.61 ↓ 10%	\$0.50 ↑ 20%	1.18% ↓ 20%	0 ↔ -	7 ↓ 27%	0.10% ↓ 2%	\$12.39 ↑ 23%	0.02% ↓ 0%

# Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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	17.59%	
Jun '21	8,939	424	\$1,247.65	\$2.94	4.74%	-	19	4.48%	\$65.67	17.57%	
<b>Total</b>	<b>188,448</b>	<b>10,806</b>	<b>\$28,553.17</b>	<b>\$2.64</b>	<b>5.73%</b>	<b>-</b>	<b>592.9</b>	<b>5.49%</b>	<b>\$48.16</b>	<b>23.68%</b>	

# Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	8,939	424	\$1,247.65	\$2.94	4.74%	-	19	4.48%	\$65.67	17.57%

# Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

## Top Text Ads

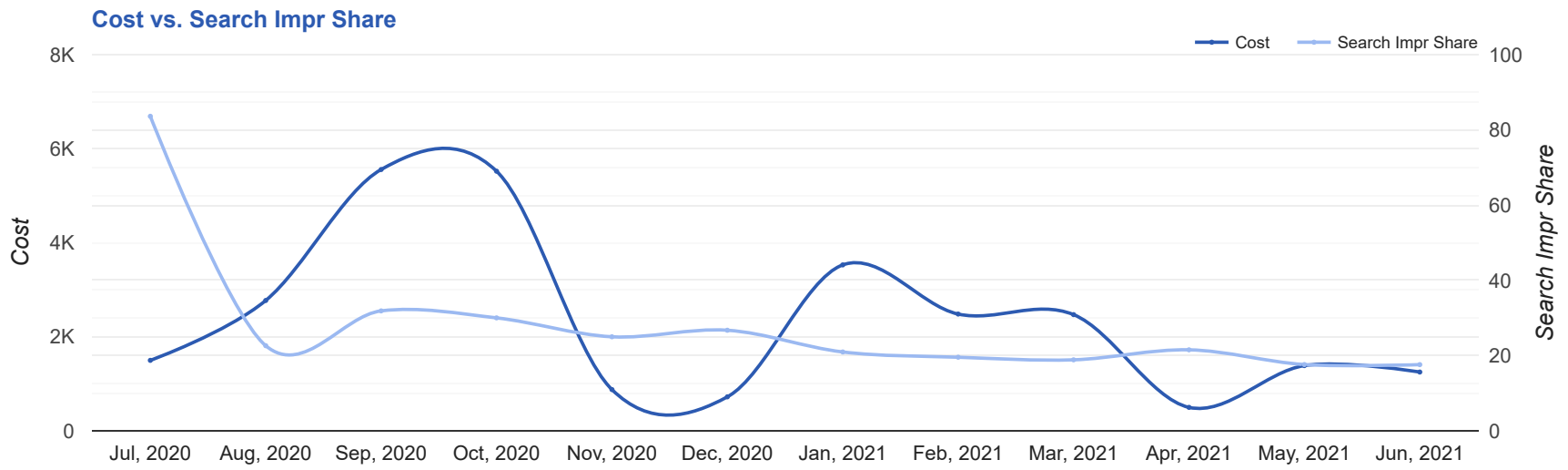
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Huge CoolSculpting Promotion - CoolSculpting in Shrewsbury - Biggest Coolsculpting@ Promo <a href="http://www.lafleurmedispa.com/">www.lafleurmedispa.com/</a> -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Shrewsbury, NJ	1,181	63	\$236.25	\$3.75	5.33%	-	7	11.11%	\$33.75
Fat Reduction in Shrewsbury - Our Biggest Discount Ever - Freeze Away Body Fat <a href="http://www.lafleurmedispa.com/">www.lafleurmedispa.com/</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	353	36	\$79.94	\$2.22	10.20%	-	2	5.56%	\$39.97
La Fleur Medi Spa & Aesthetics - Fat Reduction in Shrewsbury - Non-Surgical Fat Reduction <a href="http://www.lafleurmedispa.com/">www.lafleurmedispa.com/</a> -- -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,278	42	\$112.76	\$2.68	3.29%	-	2	4.76%	\$56.38
CoolSculpting® in Shrewsbury - Freeze Away Body Fat - Our Biggest Discount Ever <a href="http://www.lafleurmedispa.com/">www.lafleurmedispa.com/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	32	3	\$17.43	\$5.81	9.38%	-	1	33.33%	\$17.43
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	194	9	\$26.12	\$2.90	4.64%	-	1	11.11%	\$26.12

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2021 — 30 Jun 2021

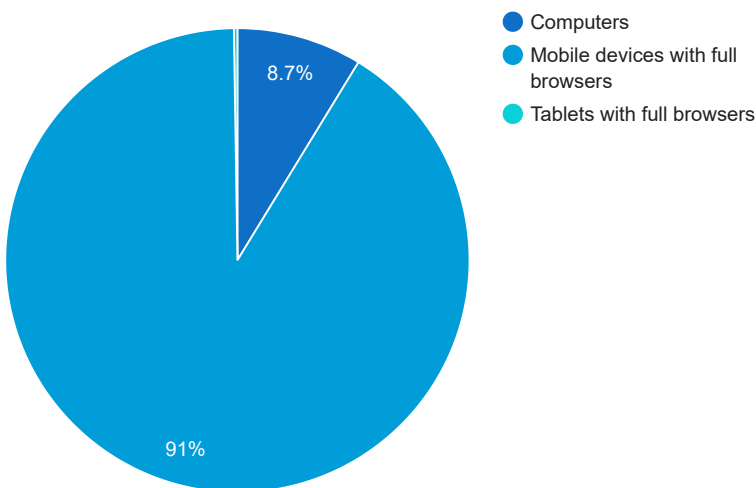
## Budget Coverage



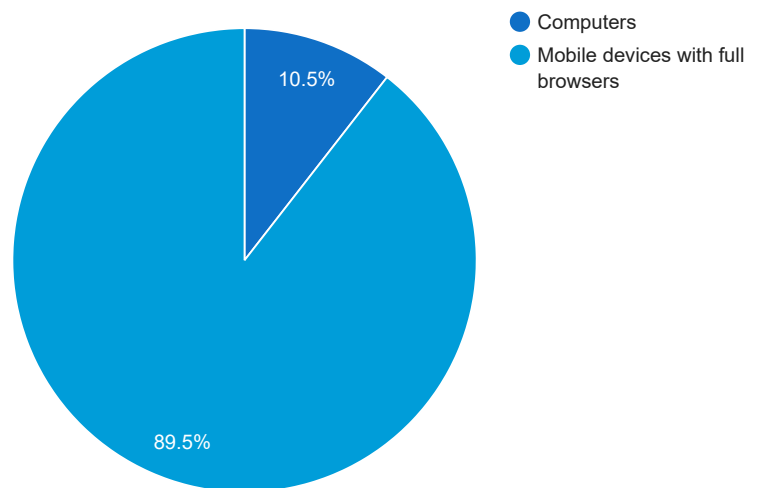
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	1,496.70	83.65
Aug, 2020	2,771.06	22.61
Sep, 2020	5,558.35	31.87
Oct, 2020	5,522.84	30.01
Nov, 2020	874.90	24.98
Dec, 2020	720.03	26.72
Jan, 2021	3,528.52	20.94
Feb, 2021	2,481.91	19.54
Mar, 2021	2,469.96	18.85
Apr, 2021	495.99	21.51
May, 2021	1,385.26	17.59
Jun, 2021	1,247.65	17.57

## 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	7,647	383	\$1,135.61	\$2.97	5.01%	-	17	4.44%	\$66.80
Computers	1,144	39	\$108.99	\$2.79	3.41%	-	2	5.13%	\$54.50
Tablets with full browsers	148	2	\$3.05	\$1.53	1.35%	-	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	8,939	424	\$1,247.65	\$2.94	4.74%	-	19	4.48%	\$65.67

# Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE

CONV

Form Submission

19

## 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