

**Monthly Account
Performance Report
1 Jun 2020 — 30 Jun 2020**

Laser + Skin Institute

958-339-8119

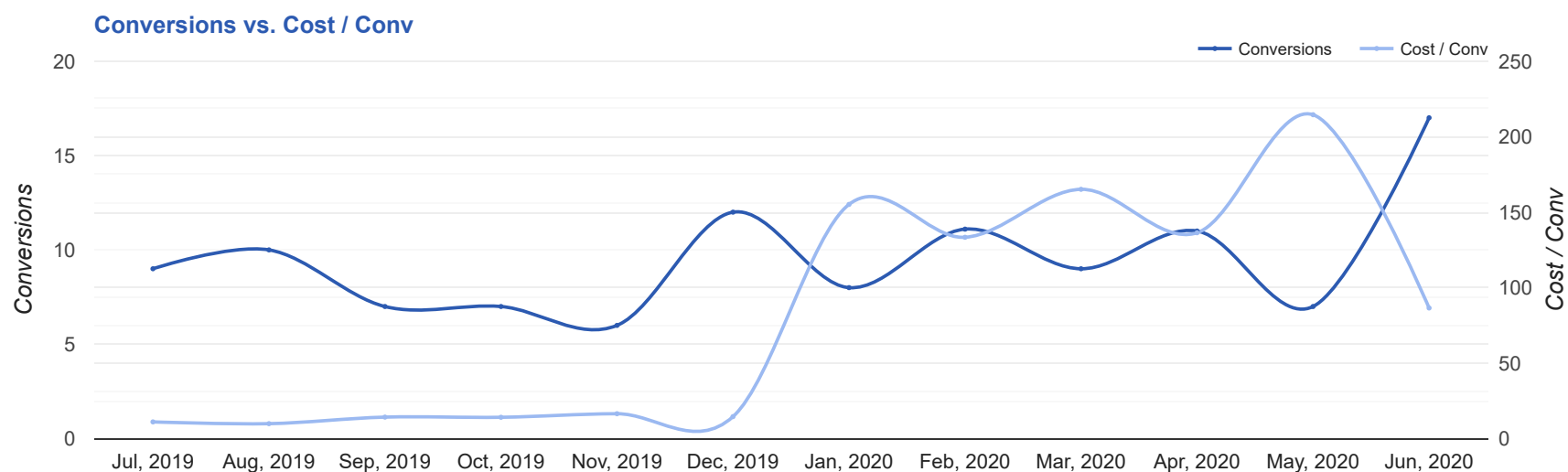
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,471	17	7.02%	\$86.52
↓ 2%	↑ 143%	↑ 132%	↓ 60%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2020 — 31 May 2020	3,618	232	\$1,501.70	\$6.47	6.41%	-	7	3.02%	\$214.53	80.92%
1 Jun 2020 — 30 Jun 2020	4,751	242	\$1,470.76	\$6.08	5.09%	-	17	7.02%	\$86.52	78.24%
Change	1,133 ↑ 31%	10 ↑ 4%	\$30.94 ↓ 2%	\$0.39 ↓ 6%	1.32% ↓ 21%	--	10 ↑ 143%	4.00% ↑ 132%	\$128.01 ↓ 60%	2.68% ↓ 3%

Performance by Month - 1 Jul 2019 — 30 Jun 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Jul '19	5,336	113	\$99.66	\$0.88	2.12%	-	9	7.96%	\$11.07	5%
Aug '19	6,407	119	\$98.95	\$0.83	1.86%	-	10	8.4%	\$9.90	5%
Sep '19	4,144	97	\$99.66	\$1.03	2.34%	-	7	7.22%	\$14.24	5%
Oct '19	5,233	113	\$98.94	\$0.88	2.16%	-	7	6.19%	\$14.13	5%
Nov '19	4,874	125	\$98.91	\$0.79	2.56%	-	6	4.8%	\$16.49	5%
Dec '19	4,462	128	\$174.81	\$1.37	2.87%	-	12	9.38%	\$14.57	5%
Jan '20	2,588	105	\$1,240.93	\$11.82	4.06%	-	8	7.62%	\$155.12	62.75%
Feb '20	6,412	196	\$1,473.59	\$7.52	3.06%	-	11.1	5.64%	\$133.36	71.33%
Mar '20	4,094	146	\$1,477.86	\$10.12	3.57%	-	9	6.13%	\$165.12	70.88%
Apr '20	2,648	159	\$1,499.82	\$9.43	6%	-	11	6.92%	\$136.35	81.68%
May '20	3,618	232	\$1,501.70	\$6.47	6.41%	-	7	3.02%	\$214.53	80.92%
Jun '20	4,751	242	\$1,470.76	\$6.08	5.09%	-	17	7.02%	\$86.52	78.24%
Total	54,567	1,775	\$9,335.59	\$5.26	3.25%	-	114	6.42%	\$81.89	8.5%

Campaign Summary - 1 Jun 2020 — 30 Jun 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	4,751	242	\$1,470.76	\$6.08	5.09%	-	17	7.02%	\$86.52	78.24%

Top Performing Ads - 1 Jun 2020 — 30 Jun 2020

Top Text Ads

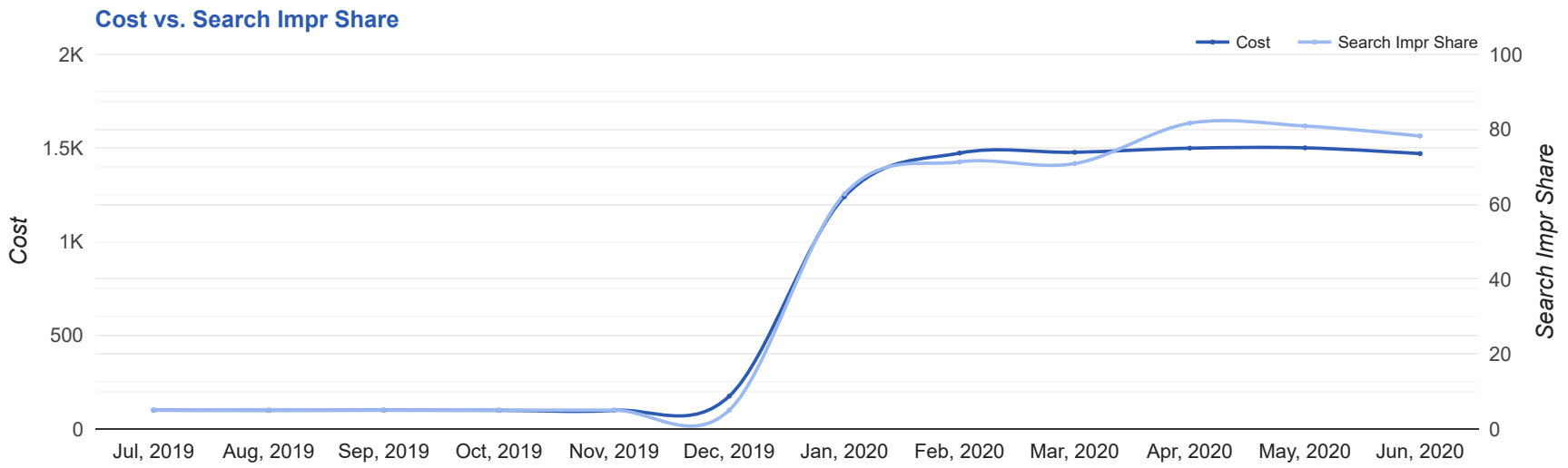
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting Deal: 25% Off - Freeze Away Stubborn Fat - Virtual Consultation Available www.lsinj.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	504	18	\$124.62	\$6.92	3.57%	-	4	22.22%	\$31.16
25% Off All CoolSculpting® - Best Price in Chatham - Laser + Skin Institute www.lsinj.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	264	27	\$166.56	\$6.17	10.23%	-	2	7.41%	\$83.28
CoolSculpting in Chatham - #1 Fat Reduction Treatment - Book A Virtual Consultation www.lsinj.com/coolsculpting/fat-freezing No Surgery. Minimal Downtime. Clinically Proven Safe & Effective. New Clients Get 25% Off	62	4	\$34.85	\$8.71	6.45%	-	2	50.00%	\$17.43
#1 Provider in Chatham - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® www.lsinj.com/coolsculpting/chatham #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chatham, NJ. Free Consult.	699	20	\$165.97	\$8.30	2.86%	-	1	5.00%	\$165.97
#1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Book A Virtual Consultation www.lsinj.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	17	2	\$11.24	\$5.62	11.76%	-	1	50.00%	\$11.24

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2020 — 30 Jun 2020

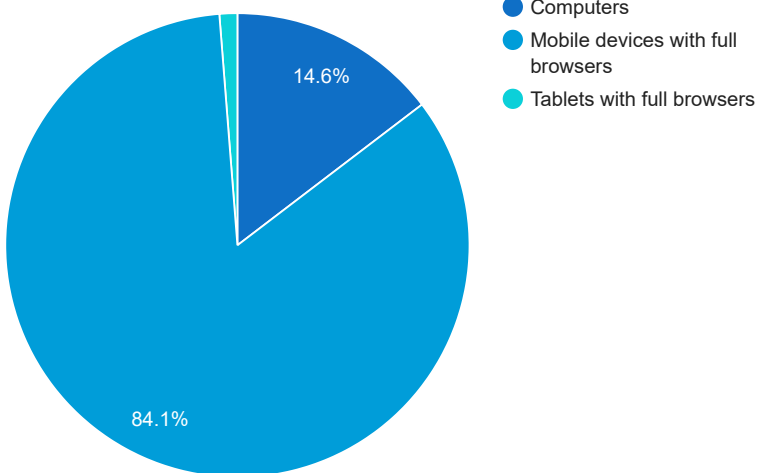
Budget Coverage



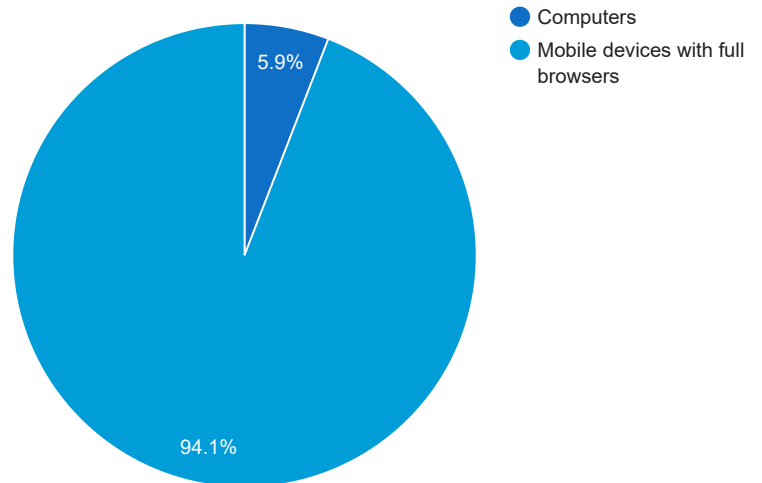
DATE	COST	SEARCH IMPR SHARE
Jul, 2019	99.66	5
Aug, 2019	98.95	5
Sep, 2019	99.66	5
Oct, 2019	98.94	5
Nov, 2019	98.91	5
Dec, 2019	174.81	5
Jan, 2020	1,240.93	62.75
Feb, 2020	1,473.59	71.33
Mar, 2020	1,477.86	70.88
Apr, 2020	1,499.82	81.68
May, 2020	1,501.70	80.92
Jun, 2020	1,470.76	78.24

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	3,797	203	\$1,237.27	\$6.09	5.35%	-	16	7.88%	\$77.33
Computers	893	33	\$215.19	\$6.52	3.7%	-	1	3.03%	\$215.19
Tablets with full browsers	61	6	\$18.30	\$3.05	9.84%	-	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	4,751	242	\$1,470.76	\$6.08	5.09%	-	17	7.02%	\$86.52

Conversion Types - 1 Jun 2020 — 30 Jun 2020

CONVERSION TYPE	CONV
Form Submission	16
Calls from Ads	1
Juvederm Power User (www.lsinj.com)	0

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