

**Monthly Account
Performance Report
1 Jul 2020 — 31 Jul 2020**

Laser + Skin Institute

958-339-8119

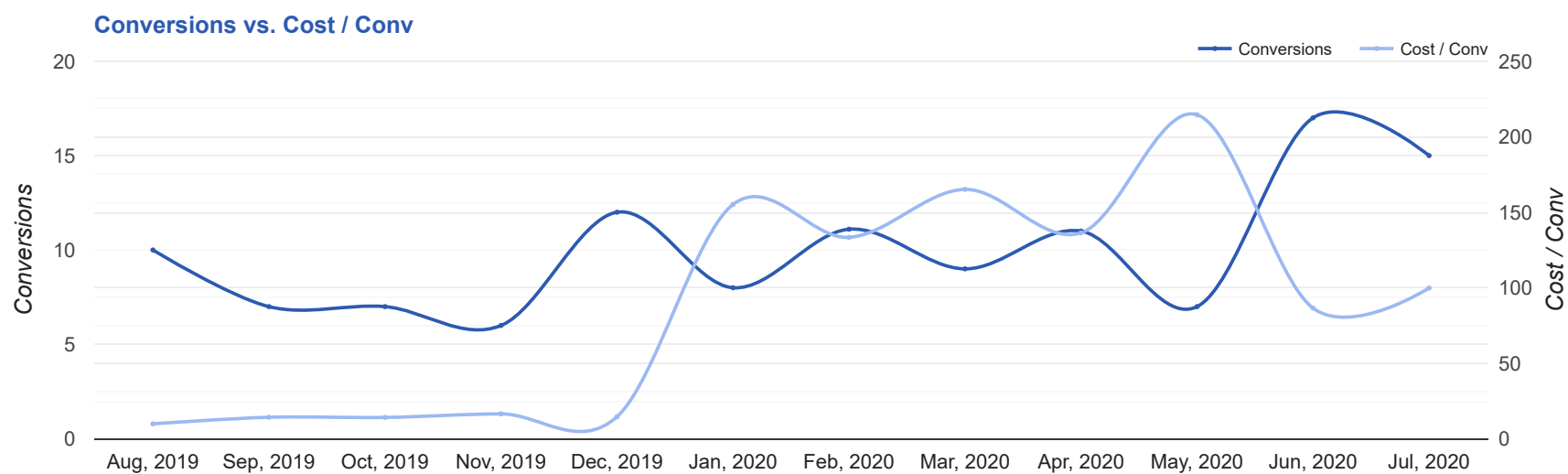
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,497	15	4.25%	\$99.78
↑ 2%	↓ 12%	↓ 39%	↑ 15%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jun 2020 — 30 Jun 2020	4,751	242	\$1,470.76	\$6.08	5.09%	-	17	7.02%	\$86.52	78.24%
1 Jul 2020 — 31 Jul 2020	5,345	353	\$1,496.71	\$4.24	6.6%	-	15	4.25%	\$99.78	76.82%
Change	594 ↑ 13%	111 ↑ 46%	\$25.95 ↑ 2%	\$1.84 ↓ 30%	1.51% ↑ 30%	--	2 ↓ 12%	2.77% ↓ 39%	\$13.26 ↑ 15%	1.42% ↓ 2%

Performance by Month - 1 Aug 2019 — 31 Jul 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%
Jul '20	5,345	353	\$1,496.71	\$4.24	6.6%	-	15	4.25%	\$99.78	76.82%
Total	54,576	2,015	\$10,732.64	\$5.33	3.69%	-	120	5.96%	\$89.44	10.07%

Campaign Summary - 1 Jul 2020 — 31 Jul 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	5,345	353	\$1,496.71	\$4.24	6.6%	-	15	4.25%	\$99.78	76.82%

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

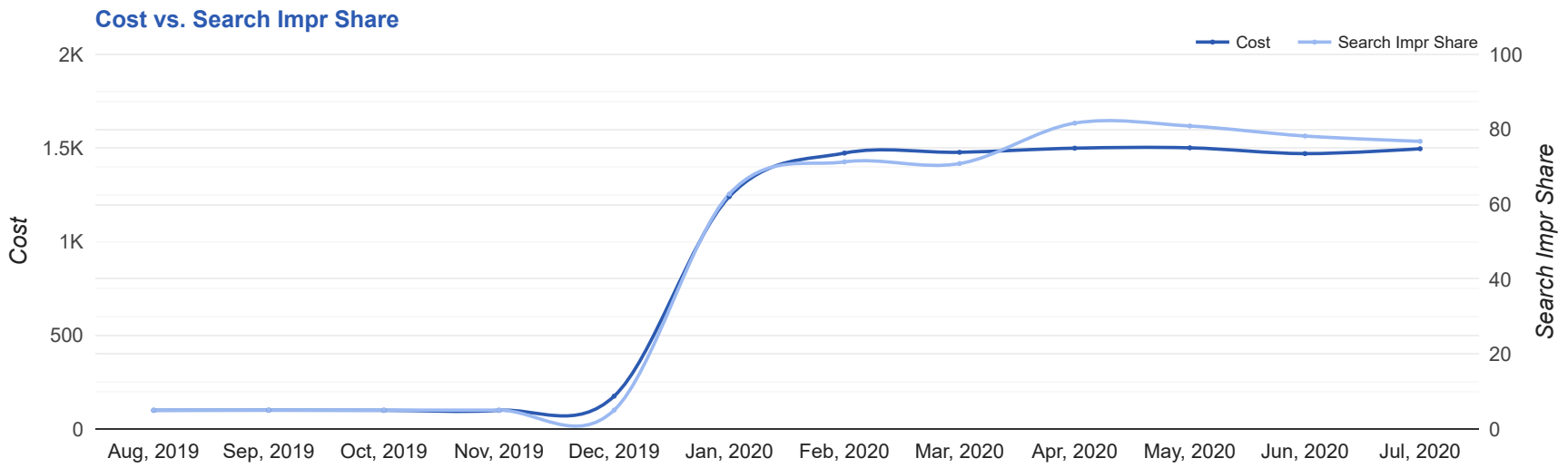
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Laser + Skin Institute} - CoolSculpting in Chatham - Fat Reduction Treatment www.lsinj.com/ --/ -- Leading CoolSculpting Provider in Chatham, NJ. Schedule a Free Consultation	1,942	80	\$303.89	\$3.80	4.12%	-	3.7	4.59%	\$82.80
CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Top Provider in Chatham www.lsinj.com/ CoolSculpting Deal. Freeze Fat. Top Provider in Chatham, NJ. Free Virtual Consult.	488	15	\$72.17	\$4.81	3.07%	-	2	13.33%	\$36.09
25% Off All CoolSculpting - Affordable & Quick Treatments - Laser + Skin Institute www.lsinj.com/ Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options.	100	6	\$38.49	\$6.42	6.00%	-	2	33.33%	\$19.25
{Keyword:Laser + Skin Institute} - CoolSculpting in Chatham - Fat Reduction Treatment www.lsinj.com/ --/ -- Leading CoolSculpting Provider in Chatham, NJ. Schedule a Free Consultation	233	34	\$121.00	\$3.56	14.59%	-	2	5.88%	\$60.50
{Keyword:Laser + Skin Institute} - CoolSculpting in Chatham - Fat Reduction Treatment www.lsinj.com/ --/ -- Leading CoolSculpting Provider in Chatham, NJ. Schedule a Free Consultation	94	10	\$31.96	\$3.20	10.64%	-	1	10.00%	\$31.96

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

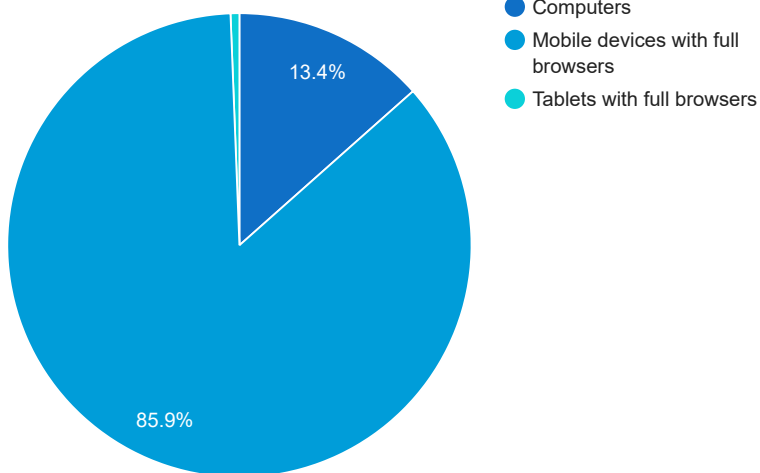
Budget Coverage



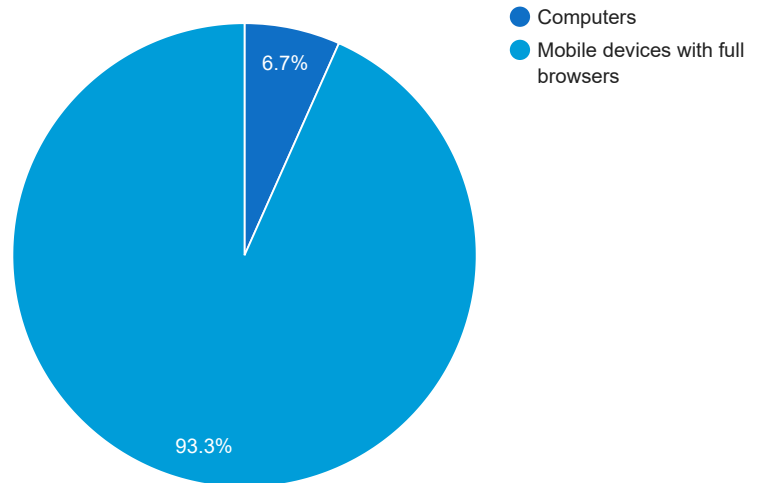
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	98.95	5
Sep, 2019	99.66	5
Oct, 2019	98.94	5
Nov, 2019	98.91	5
Dec, 2019	174.81	5
Jan, 2020	1,240.93	62.75
Feb, 2020	1,473.59	71.33
Mar, 2020	1,477.86	70.88
Apr, 2020	1,499.82	81.68
May, 2020	1,501.70	80.92
Jun, 2020	1,470.76	78.24
Jul, 2020	1,496.71	76.82

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	4,259	304	\$1,286.25	\$4.23	7.14%	-	14	4.61%	\$91.88
Computers	1,021	45	\$201.27	\$4.47	4.41%	-	1	2.22%	\$201.27
Tablets with full browsers	65	4	\$9.19	\$2.30	6.15%	-	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	5,345	353	\$1,496.71	\$4.24	6.6%	-	15	4.25%	\$99.78

Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE	CONV
Form Submission	15
Juvederm Power User (www.lsinj.com)	0
Local actions - Website visits	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