

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

Laser + Skin Institute

958-339-8119

Key Performance Indicators (KPIs)

Cost

\$1,489

↓ 1%

Conv

23

↑ 53%

Conv Rate

4.22%

↓ 1%

Cost / Conv

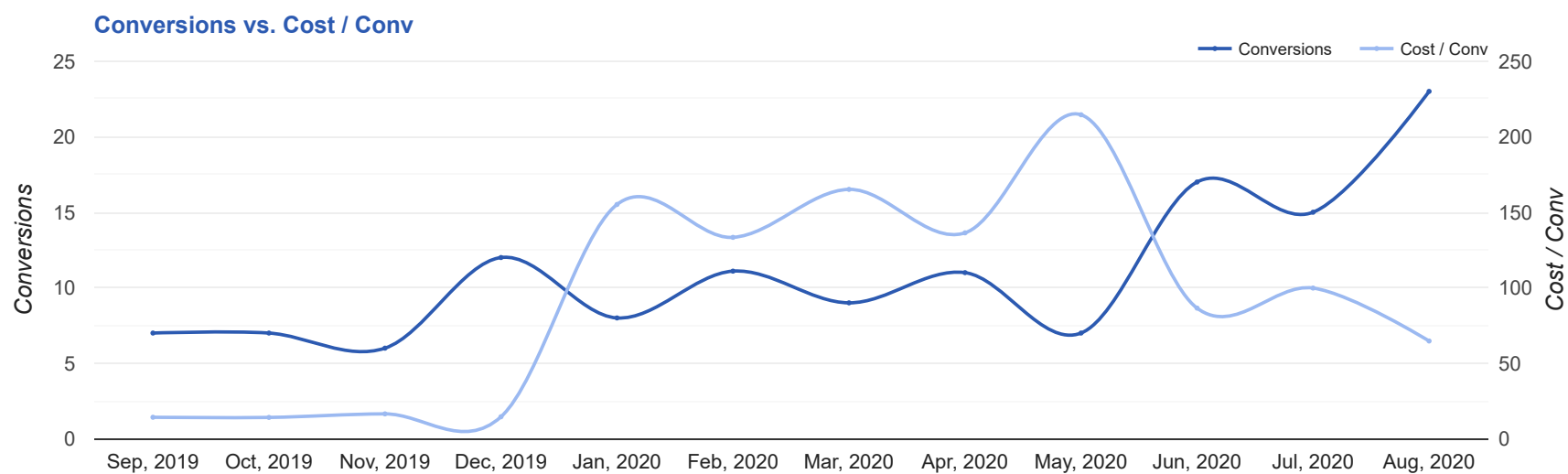
\$64.74

↓ 35%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jul 2020 — 31 Jul 2020	5,345	353	\$1,496.71	\$4.24	6.6%	-	15	4.25%	\$99.78	76.64%
1 Aug 2020 — 31 Aug 2020	13,509	545	\$1,489.07	\$2.73	4.03%	-	23	4.22%	\$64.74	16.85%
Change	8,164 ↑ 153%	192 ↑ 54%	\$7.64 ↓ 1%	\$1.51 ↓ 36%	2.57% ↓ 39%	--	8 ↑ 53%	0.03% ↓ 1%	\$35.04 ↓ 35%	59.79% ↓ 78%

Performance by Month - 1 Sep 2019 — 31 Aug 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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		76.64%
Aug '20	13,509	545	\$1,489.07	\$2.73	4.03%	-	23	4.22%	\$64.74		16.85%
Total	61,678	2,441	\$12,122.76	\$4.97	3.96%	-	133	5.45%	\$91.15		12.48%

Campaign Summary - 1 Aug 2020 — 31 Aug 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	13,509	545	\$1,489.07	\$2.73	4.03%	-	23	4.22%	\$64.74	16.85%

Top Performing Ads - 1 Aug 2020 — 31 Aug 2020

Top Text Ads

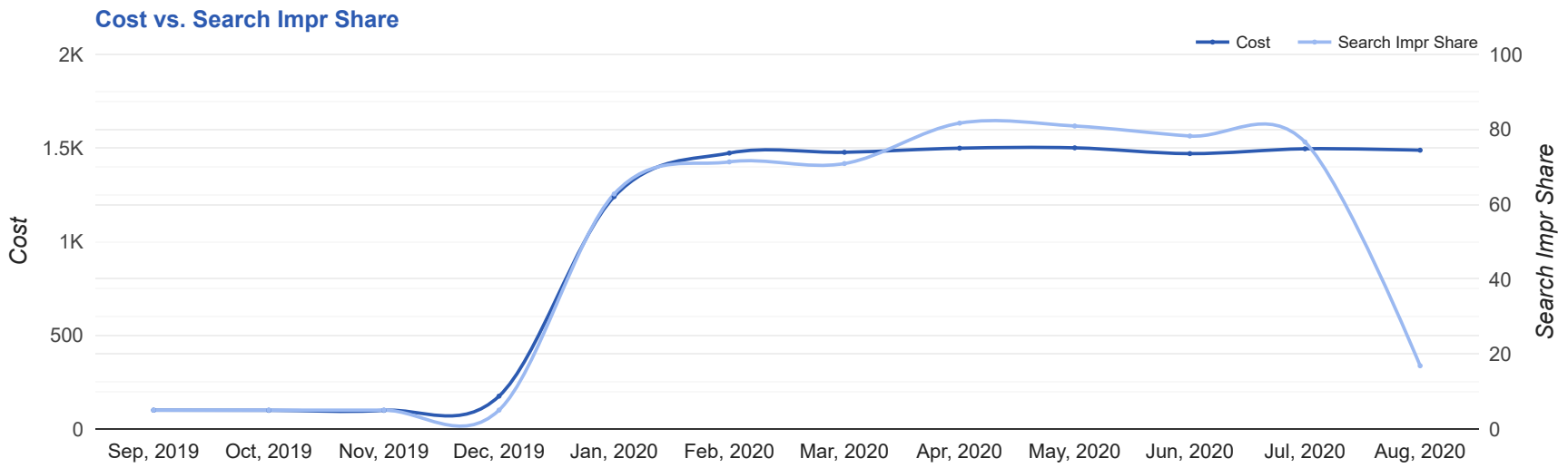
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Laser + Skin Institute - CoolSculpting in Chatham - Fat Reduction Treatment www.lsinj.com/ --/ -- Leading CoolSculpting Provider in Chatham, NJ. Schedule a Free Consultation	4,121	198	\$525.22	\$2.65	4.80%	-	9	4.55%	\$58.36
{Keyword:Laser + Skin Institute} - CoolSculpting in Chatham - Fat Reduction Treatment www.lsinj.com/ --/ -- Leading CoolSculpting Provider in Chatham, NJ. Schedule a Free Consultation	2,500	143	\$398.04	\$2.78	5.72%	-	6	4.20%	\$66.34
CoolSculpting in Chatham - Fat Reduction Treatment - Flexible Payment Options www.lsinj.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,839	42	\$122.10	\$2.91	2.28%	-	4	9.52%	\$30.52
{Keyword:Laser + Skin Institute} - CoolSculpting in Chatham - Fat Reduction Treatment www.lsinj.com/ --/ -- Leading CoolSculpting Provider in Chatham, NJ. Schedule a Free Consultation	71	7	\$25.50	\$3.64	9.86%	-	1	14.29%	\$25.50
{Keyword:Laser + Skin Institute} - CoolSculpting in Chatham - Fat Reduction Treatment www.lsinj.com/ --/ -- Leading CoolSculpting Provider in Chatham, NJ. Schedule a Free Consultation	1,028	19	\$60.78	\$3.20	1.85%	-	1	5.26%	\$60.78

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Aug 2020 — 31 Aug 2020

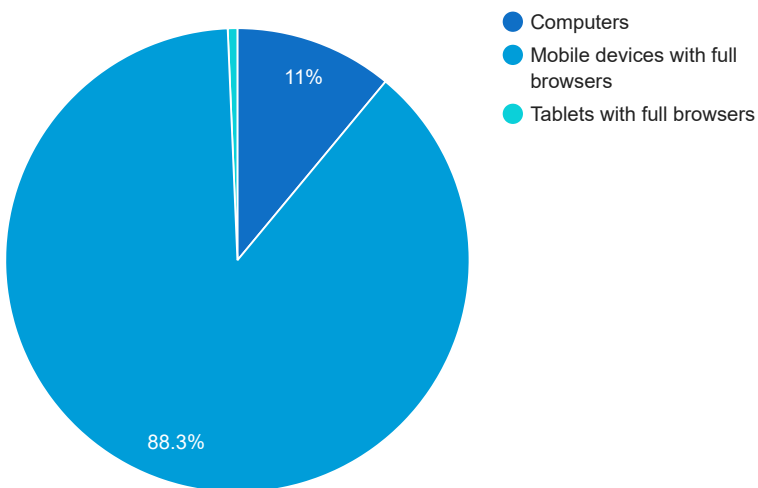
Budget Coverage



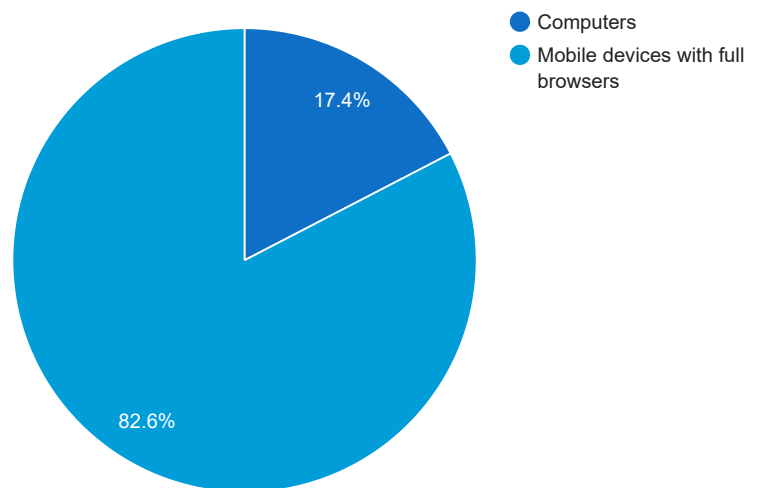
DATE	COST	SEARCH IMPR SHARE
Sep, 2019	99.66	5
Oct, 2019	98.94	5
Nov, 2019	98.91	5
Dec, 2019	174.81	5
Jan, 2020	1,240.93	62.75
Feb, 2020	1,473.59	71.33
Mar, 2020	1,477.86	70.88
Apr, 2020	1,499.82	81.68
May, 2020	1,501.70	80.92
Jun, 2020	1,470.76	78.24
Jul, 2020	1,496.71	76.64
Aug, 2020	1,489.07	16.85

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	11,589	481	\$1,315.09	\$2.73	4.15%	-	19	3.95%	\$69.22
Computers	1,723	60	\$164.01	\$2.73	3.48%	-	4	6.67%	\$41.00
Tablets with full browsers	197	4	\$9.97	\$2.49	2.03%	-	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	13,509	545	\$1,489.07	\$2.73	4.03%	-	23	4.22%	\$64.74

Conversion Types - 1 Aug 2020 — 31 Aug 2020

CONVERSION TYPE	CONV
Form Submission	21
Calls from Ads	2
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 page 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