

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

Laser + Skin Institute

958-339-8119

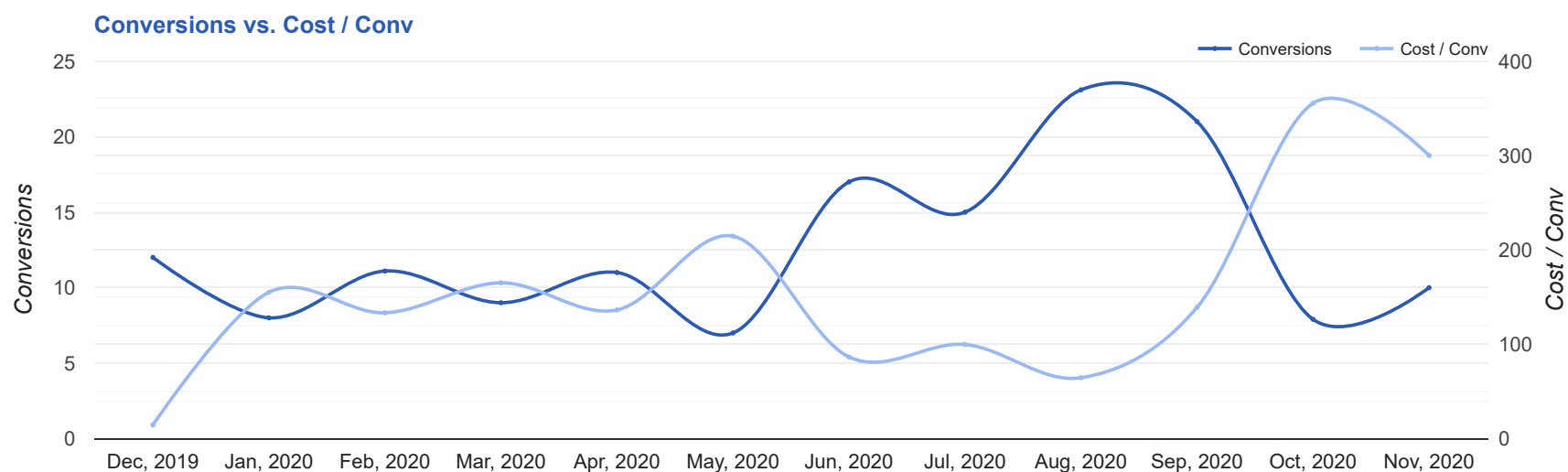
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,000	10	3.95%	\$299.98
↑ 7%	↑ 27%	↓ 8%	↓ 16%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	5,142	183	\$2,800.29	\$15.30	3.56%	-	7.9	4.31%	\$355.37	45.54%
1 Nov 2020 — 30 Nov 2020	7,357	253	\$2,999.79	\$11.86	3.44%	-	10	3.95%	\$299.98	35.69%
<b>Change</b>	2,215 ↑ 43%	70 ↑ 38%	\$199.50 ↑ 7%	\$3.44 ↓ 22%	0.12% ↓ 3%	--	2.12 ↑ 27%	0.36% ↓ 8%	\$55.39 ↓ 16%	9.85% ↓ 22%

# Performance by Month - 1 Dec 2019 — 30 Nov 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	23.1	4.23%	\$64.52	16.85%
Sep '20	16,072	525	\$2,925.82	\$5.57	3.27%	-	21	4.01%	\$139.13	26.73%
Oct '20	5,142	183	\$2,800.29	\$15.30	3.56%	-	7.9	4.31%	\$355.37	45.54%
Nov '20	7,357	253	\$2,999.79	\$11.86	3.44%	-	10	3.95%	\$299.98	35.69%
<b>Total</b>	<b>75,998</b>	<b>3,067</b>	<b>\$20,551.15</b>	<b>\$6.70</b>	<b>4.04%</b>	<b>-</b>	<b>152</b>	<b>4.96%</b>	<b>\$135.21</b>	<b>25.24%</b>

# Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	1,257	75	\$1,499.81	\$20.00	5.97%	-	6	8%	\$249.97	82.65%
search   beta   coolsculpting   exp reach	6,100	178	\$1,499.98	\$8.43	2.92%	-	4	2.25%	\$375.00	32.02%

# Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

## Top Text Ads

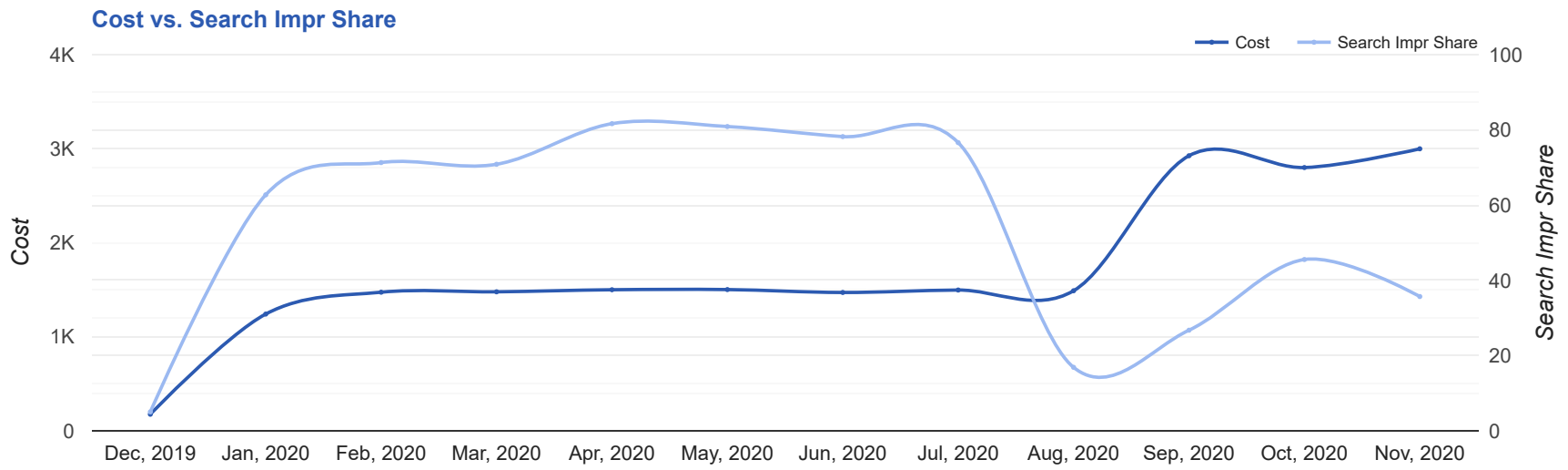
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® in Chatham, NJ - Limited Time Offer   Dec 2020 - Our Biggest Discount Ever <a href="http://www.lsinj.com/">www.lsinj.com/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	8	2	\$36.33	\$18.16	25.00%	-	1.7	83.50%	\$21.75
CoolSculpting® in Chatham, NJ - Dec Only \$1,000 Off 8+ Cycles - Flexible Payment Options <a href="http://www.lsinj.com/">www.lsinj.com/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	69	2	\$48.10	\$24.05	2.90%	-	1	50.00%	\$48.10
CoolSculpting® in Chatham, NJ - Limited Time Offer   Dec 2020 - Flexible Payment Options <a href="http://www.lsinj.com/">www.lsinj.com/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	11	3	\$64.12	\$21.37	27.27%	-	1	33.33%	\$64.12
Huge CoolSculpting Promotion - CoolSculpting in Chatham, NJ - 2020 Coolsculpting Discount <a href="http://www.lsinj.com/--/--">www.lsinj.com/--/--</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Chatham, NJ.	65	6	\$116.86	\$19.48	9.23%	-	1	16.67%	\$116.86
Non-Surgical Fat Reduction - Our Biggest Discount Ever - Offering \$1000 Off 8+ Cycles <a href="http://www.lsinj.com/">www.lsinj.com/</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	108	4	\$34.86	\$8.71	3.70%	-	1	25.00%	\$34.86

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Nov 2020 — 30 Nov 2020

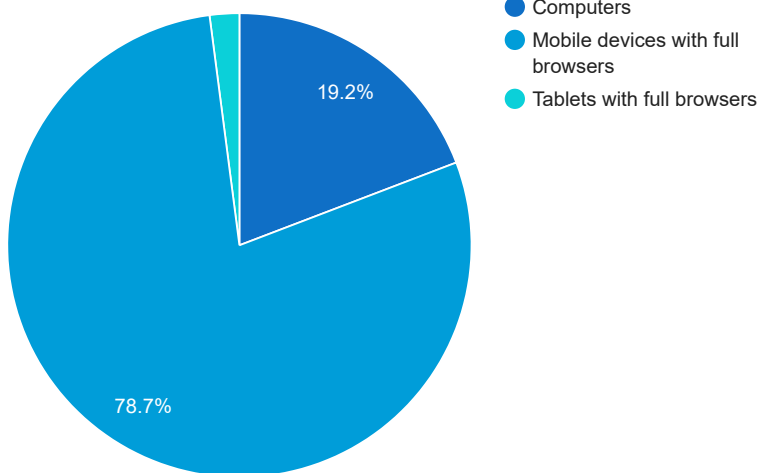
## Budget Coverage



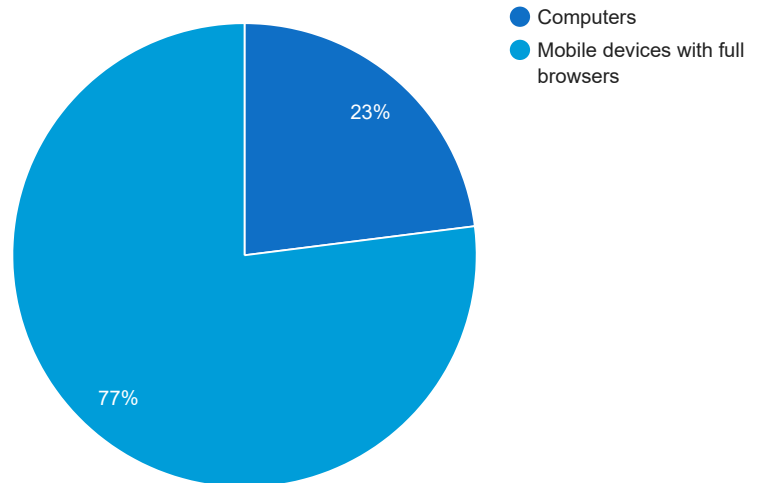
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	174.81	5
Jan, 2020	1,240.93	62.75
Feb, 2020	1,473.59	71.33
Mar, 2020	1,477.86	70.88
Apr, 2020	1,499.82	81.68
May, 2020	1,501.70	80.92
Jun, 2020	1,470.76	78.24
Jul, 2020	1,496.71	76.64
Aug, 2020	1,489.07	16.85
Sep, 2020	2,925.82	26.73
Oct, 2020	2,800.29	45.54
Nov, 2020	2,999.79	35.69

## 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	5,487	199	\$2,362.07	\$11.87	3.63%	-	7.7	3.85%	\$307.96
Computers	1,681	44	\$575.91	\$13.09	2.62%	-	2.3	5.3%	\$247.17
Tablets with full browsers	189	10	\$61.81	\$6.18	5.29%	-	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	7,357	253	\$2,999.79	\$11.86	3.44%	-	10	3.95%	\$299.98

# Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Form Submission	10
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