

**Monthly Account
Performance Report
1 Jan 2021 — 31 Jan 2021**

Laser + Skin Institute

958-339-8119

Key Performance Indicators (KPIs)

Cost

\$2,969

↑ 1%

Conv

16

↑ 220%

Conv Rate

4.65%

↑ 130%

Cost / Conv

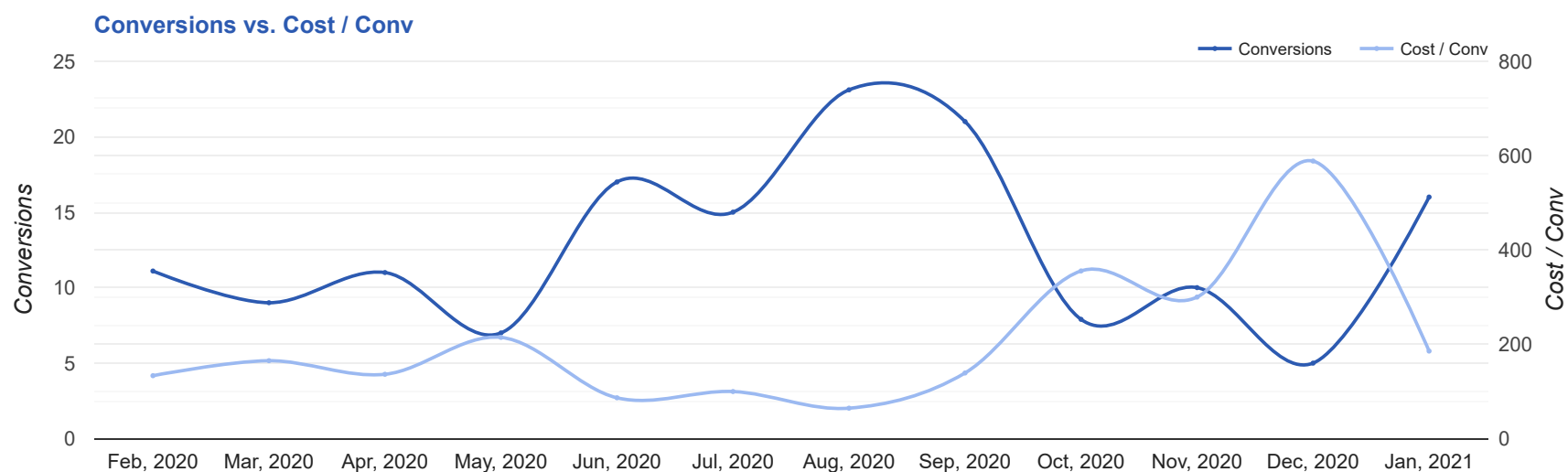
\$185.55

↓ 68%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	5,693	248	\$2,941.34	\$11.86	4.36%	-	5	2.02%	\$588.27	30.97%
1 Jan 2021 — 31 Jan 2021	5,703	344	\$2,968.83	\$8.63	6.03%	-	16	4.65%	\$185.55	25.9%
Change	10 ↑ 0%	96 ↑ 39%	\$27.49 ↑ 1%	\$3.23 ↓ 27%	1.67% ↑ 38%	--	11 ↑ 220%	2.63% ↑ 130%	\$402.72 ↓ 68%	5.07% ↓ 16%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	35.54%
Dec '20	5,693	248	\$2,941.34	\$11.86	4.36%	-	5	2.02%	\$588.27	30.97%
Jan '21	5,703	344	\$2,968.83	\$8.63	6.03%	-	16	4.65%	\$185.55	25.9%
Total	80,344	3,426	\$25,045.58	\$7.31	4.26%	-	153	4.47%	\$163.71	32.37%

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	1,799	124	\$2,076.42	\$16.75	6.89%	-	9	7.26%	\$230.71	85.03%
search beta coolsculpting exp reach	3,904	220	\$892.41	\$4.06	5.64%	-	7	3.18%	\$127.49	19.69%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

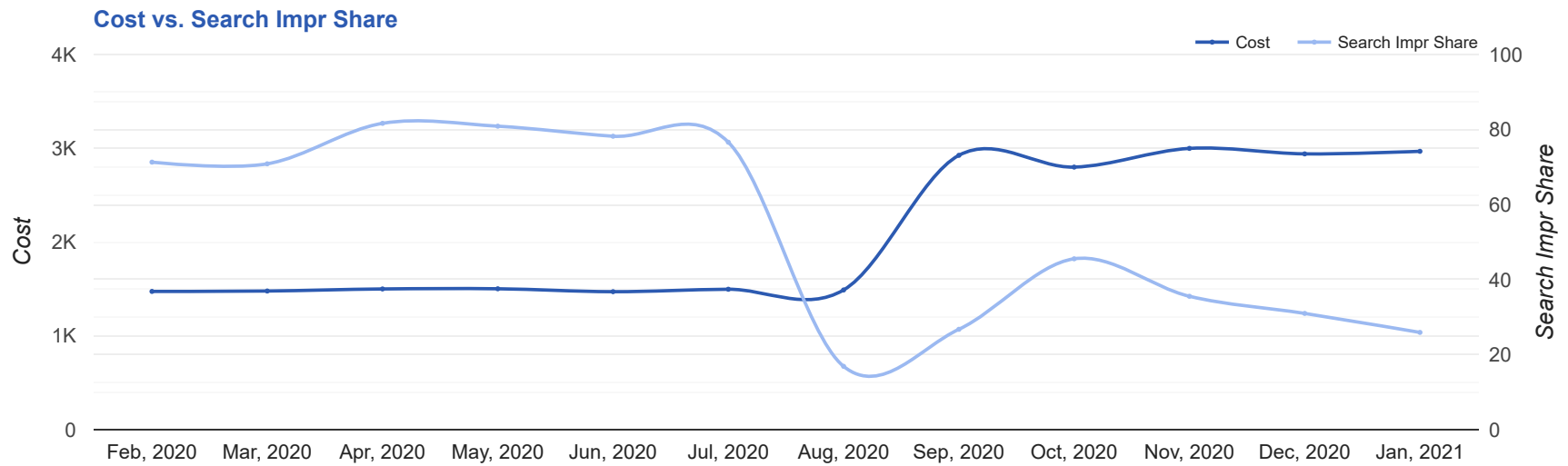
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® in Chatham, NJ - Freeze Away Body Fat - Our Biggest Discount Ever www.lsinj.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	55	8	\$141.24	\$17.66	14.55%	-	2.7	33.38%	\$52.90
Huge CoolSculpting Promotion - CoolSculpting in Chatham, NJ - Biggest CoolSculpting® Promo www.lsinj.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Chatham, NJ.	305	18	\$346.87	\$19.27	5.90%	-	2	11.11%	\$173.44
CoolSculpting® in Chatham, NJ - Jan Only \$1,000 Off 8+ Cycles - Flexible Payment Options www.lsinj.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	222	12	\$185.70	\$15.47	5.41%	-	2	16.67%	\$92.85
CoolSculpting® in Chatham, NJ - Freeze Away Body Fat - Flexible Payment Options www.lsinj.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	45	6	\$107.38	\$17.90	13.33%	-	1.3	22.17%	\$80.74
Huge CoolSculpting Promotion - CoolSculpting in Chatham, NJ - 2021 CoolSculpting Discount www.lsinj.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Chatham, NJ.	71	9	\$146.99	\$16.33	12.68%	-	1	11.11%	\$146.99

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

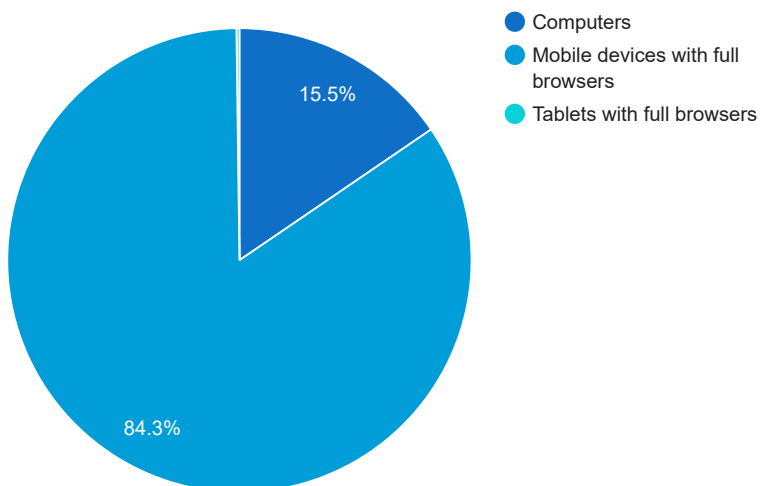
Budget Coverage



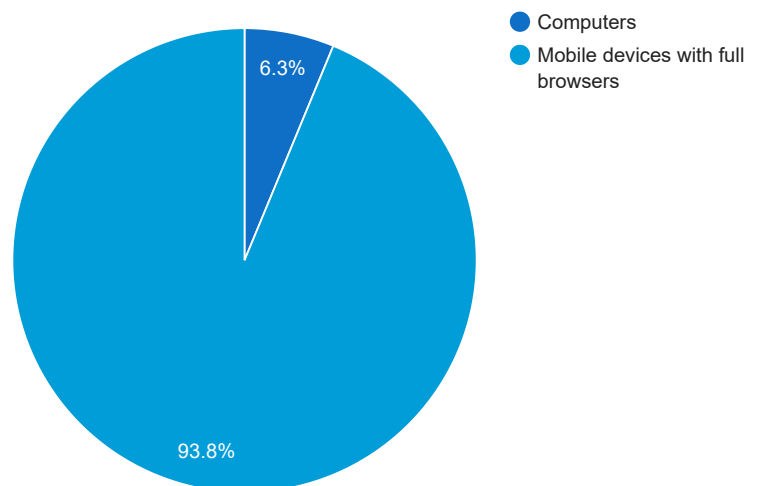
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	1,473.59	71.33
Mar, 2020	1,477.86	70.88
Apr, 2020	1,499.82	81.68
May, 2020	1,501.70	80.92
Jun, 2020	1,470.76	78.24
Jul, 2020	1,496.71	76.64
Aug, 2020	1,489.07	16.85
Sep, 2020	2,925.82	26.73
Oct, 2020	2,800.29	45.54
Nov, 2020	2,999.79	35.54
Dec, 2020	2,941.34	30.97
Jan, 2021	2,968.83	25.90

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	4,343	290	\$2,503.49	\$8.63	6.68%	-	15	5.17%	\$166.90
Computers	1,285	53	\$459.24	\$8.66	4.12%	-	1	1.89%	\$459.24
Tablets with full browsers	75	1	\$6.10	\$6.10	1.33%	-	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	5,703	344	\$2,968.83	\$8.63	6.03%	-	16	4.65%	\$185.55

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Form Submission	10
Click to Call	3
Calls from Ads	3
Local actions - Directions	0
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