

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

Laser + Skin Institute

958-339-8119

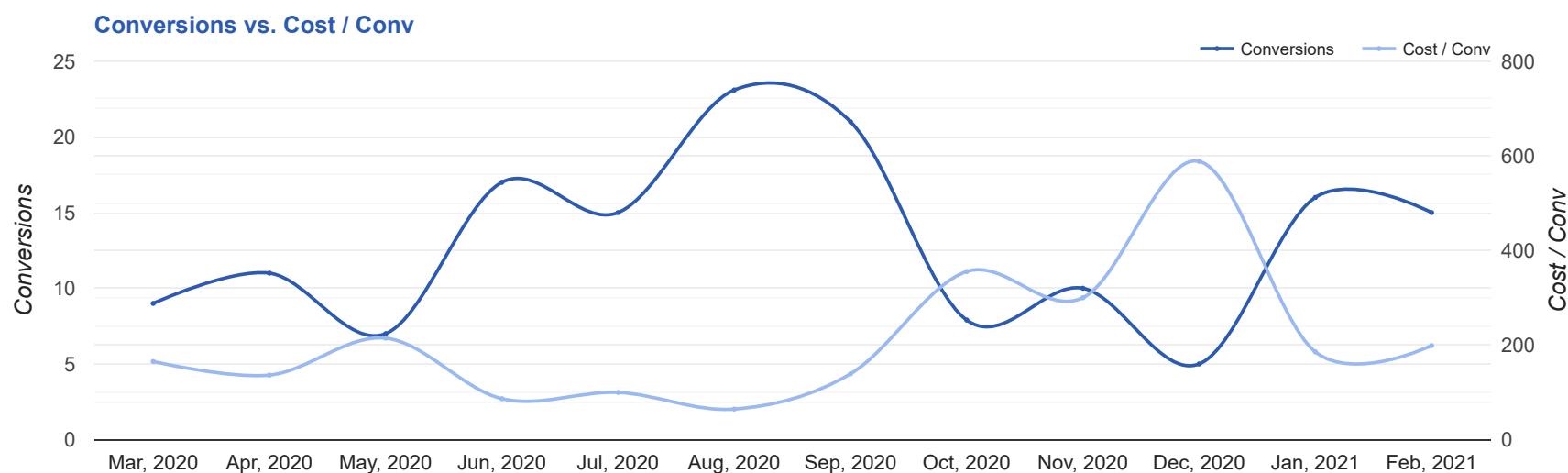
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,983	15	4.75%	\$198.88
↔ 0%	↓ 6%	↑ 2%	↑ 7%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	5,703	344	\$2,968.83	\$8.63	6.03%	-	16	4.65%	\$185.55	25.86%
1 Feb 2021 — 28 Feb 2021	6,273	316	\$2,983.14	\$9.44	5.04%	-	15	4.75%	\$198.88	28.21%
Change	570 ↑ 10%	28 ↓ 8%	\$14.31 ↑ 0%	\$0.81 ↑ 9%	0.99% ↓ 16%	--	1 ↓ 6%	0.10% ↑ 2%	\$13.33 ↑ 7%	2.35% ↑ 9%

Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	25.86%
Feb '21	6,273	316	\$2,983.14	\$9.44	5.04%	-	15	4.75%	\$198.88	28.21%
Total	80,205	3,546	\$26,555.13	\$7.49	4.42%	-	156.9	4.43%	\$169.21	30.67%

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	1,853	111	\$2,099.32	\$18.91	5.99%	-	11	9.91%	\$190.85	82.13%
search beta coolsculpting exp reach	4,420	205	\$883.82	\$4.31	4.64%	-	4	1.95%	\$220.96	22.08%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

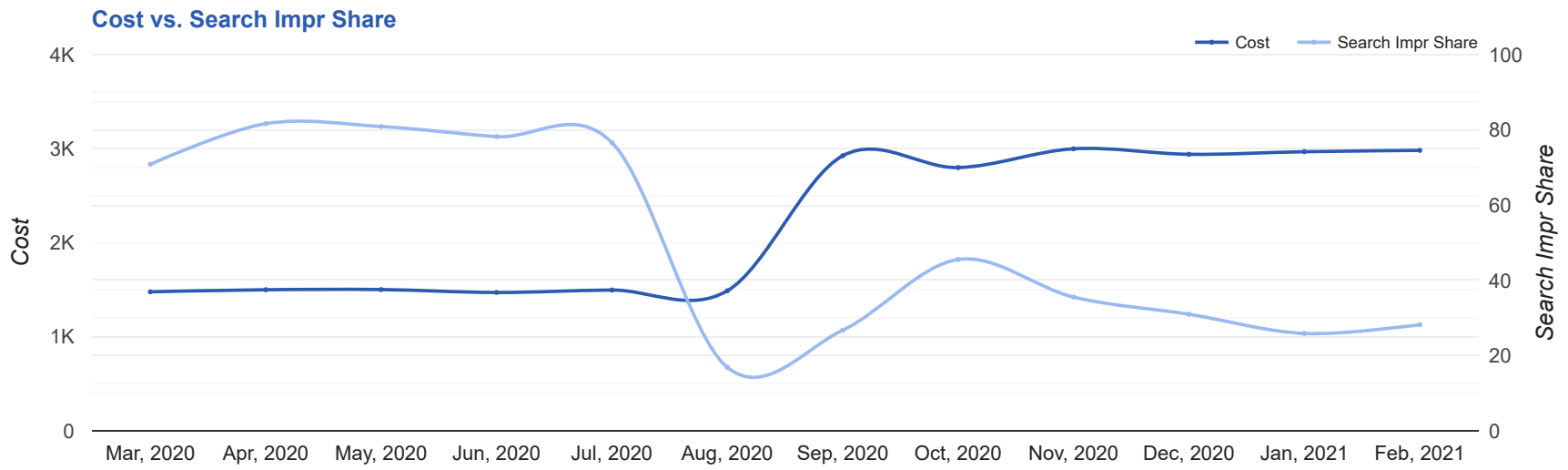
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Huge CoolSculpting Promotion - CoolSculpting in Chatham, NJ - Biggest CoolSculpting@ Promo www.lsinj.com/--/-- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Chatham, NJ.	502	30	\$654.16	\$21.81	5.98%	-	4	13.33%	\$163.54
CoolSculpting@ in Chatham, NJ - Feb Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever www.lsinj.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	158	9	\$199.84	\$22.20	5.70%	-	3	33.33%	\$66.61
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.	137	16	\$238.81	\$14.93	11.68%	-	1	6.25%	\$238.81
CoolSculpting@ in Chatham, NJ - Feb 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.	150	7	\$184.84	\$26.41	4.67%	-	1	14.29%	\$184.84
Huge CoolSculpting Promotion - Limited Time Offer Feb 2021 - Our Biggest Discount Ever www.lsinj.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	6	1	\$11.25	\$11.25	16.67%	-	1	100.00%	\$11.25

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

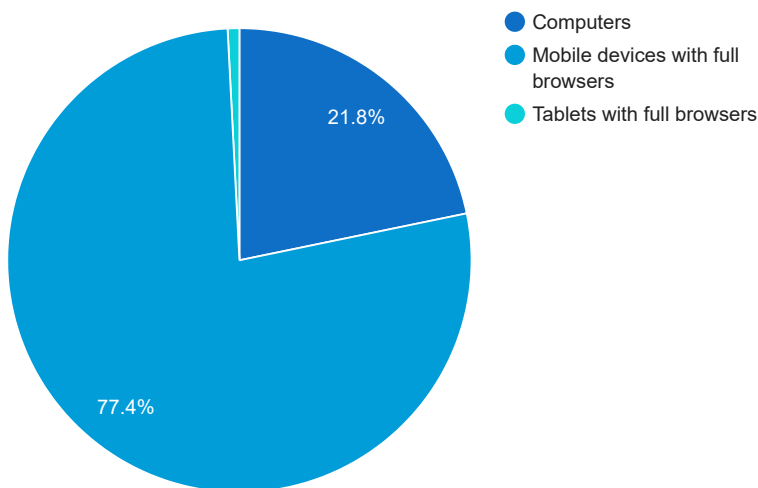
Budget Coverage



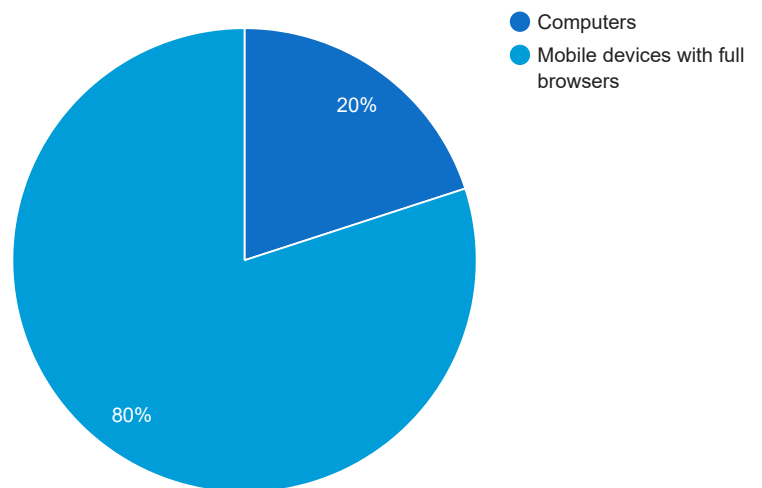
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	1,477.86	70.88
Apr, 2020	1,499.82	81.68
May, 2020	1,501.70	80.92
Jun, 2020	1,470.76	78.24
Jul, 2020	1,496.71	76.64
Aug, 2020	1,489.07	16.85
Sep, 2020	2,925.82	26.73
Oct, 2020	2,800.29	45.54
Nov, 2020	2,999.79	35.54
Dec, 2020	2,941.34	30.97
Jan, 2021	2,968.83	25.86
Feb, 2021	2,983.14	28.21

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	4,745	254	\$2,309.71	\$9.09	5.35%	-	12	4.72%	\$192.48
Computers	1,434	59	\$649.14	\$11.00	4.11%	-	3	5.08%	\$216.38
Tablets with full browsers	94	3	\$24.29	\$8.10	3.19%	-	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	6,273	316	\$2,983.14	\$9.44	5.04%	-	15	4.75%	\$198.88

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Form Submission	14
Click to Call	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 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