

**Monthly Account
Performance Report
1 Nov 2019 — 30 Nov 2019**

Eternal Medical Spa

916-184-4933

Key Performance Indicators (KPIs)

Cost

\$3,532

↓ 6%

Conv

19

↓ 10%

Conv Rate

5.12%

↓ 29%

Cost / Conv

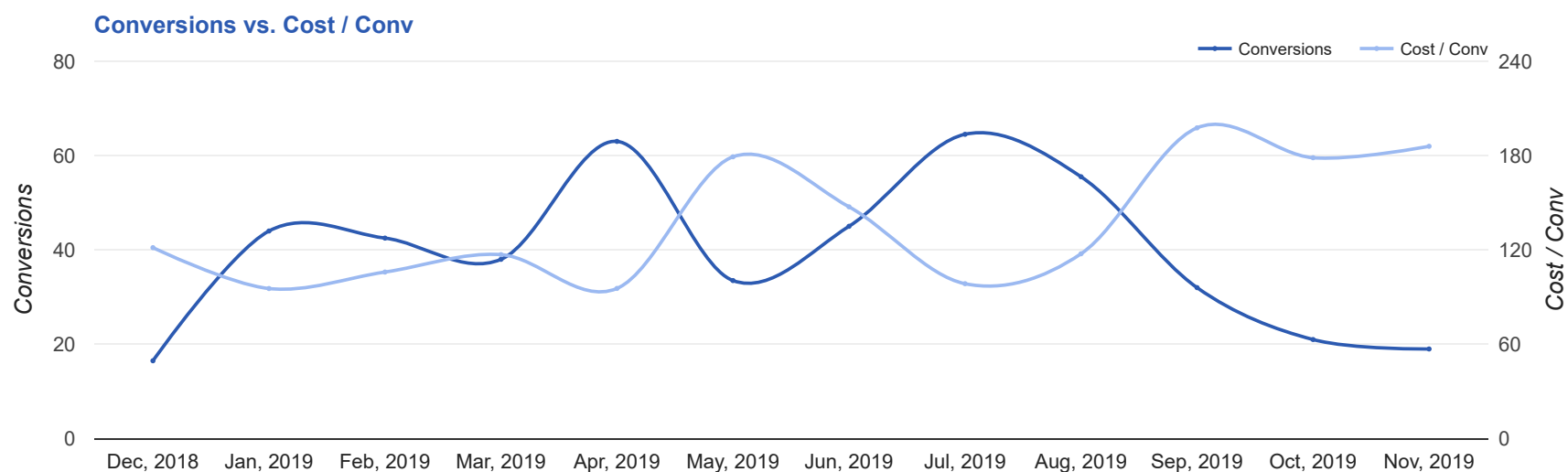
\$185.87

↑ 4%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2019 — 31 Oct 2019	8,949	291	\$3,750.51	\$12.89	3.25%	-	21	7.22%	\$178.60	71.21%
1 Nov 2019 — 30 Nov 2019	10,806	371	\$3,531.52	\$9.52	3.43%	-	19	5.12%	\$185.87	64.6%
Change	1,857 ↑ 21%	80 ↑ 27%	\$218.99 ↓ 6%	\$3.37 ↓ 26%	0.18% ↑ 6%	--	2 ↓ 10%	2.10% ↓ 29%	\$7.27 ↑ 4%	6.61% ↓ 9%

Performance by Month - 1 Dec 2018 — 30 Nov 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
Dec '18	10,895	274	\$2,003.61	\$7.31	2.51%	-	16.5	6.02%	\$121.43	48.43%	
Jan '19	23,252	619	\$4,199.04	\$6.78	2.66%	-	44	7.11%	\$95.43	52.62%	
Feb '19	16,103	552	\$4,501.02	\$8.15	3.43%	-	42.5	7.7%	\$105.91	38.85%	
Mar '19	15,287	505	\$4,445.27	\$8.80	3.3%	-	38	7.52%	\$116.98	34.48%	
Apr '19	14,955	489	\$6,016.36	\$12.30	3.27%	-	63	12.88%	\$95.50	39.58%	
May '19	12,881	469	\$6,003.06	\$12.80	3.64%	-	33.5	7.14%	\$179.20	41.72%	
Jun '19	15,064	629	\$6,631.93	\$10.54	4.18%	-	45	7.15%	\$147.38	61.03%	
Jul '19	17,871	799	\$6,353.60	\$7.95	4.47%	-	64.5	8.07%	\$98.51	75.11%	
Aug '19	18,855	927	\$6,523.61	\$7.04	4.92%	-	55.5	5.99%	\$117.54	74.11%	
Sep '19	14,474	622	\$6,322.99	\$10.17	4.3%	-	32	5.14%	\$197.59	69.09%	
Oct '19	8,949	291	\$3,750.51	\$12.89	3.25%	-	21	7.22%	\$178.60	71.21%	
Nov '19	10,806	371	\$3,531.52	\$9.52	3.43%	-	19	5.12%	\$185.87	64.61%	
Total	179,392	6,547	\$60,282.52	\$9.21	3.65%	-	474.5	7.25%	\$127.04	51.95%	

Campaign Summary - 1 Nov 2019 — 30 Nov 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	7,760	229	\$1,970.45	\$8.60	2.95%	-	13	5.68%	\$151.57	64.07%
search beta emsculpt	1,195	50	\$299.91	\$6.00	4.18%	-	3	6%	\$99.97	60.46%
search alpha coolsculpting	1,244	57	\$812.76	\$14.26	4.58%	-	2	3.51%	\$406.38	94.35%
search alpha emsculpt	607	35	\$448.40	\$12.81	5.77%	-	1	2.86%	\$448.40	46.15%

Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

Top Text Ads

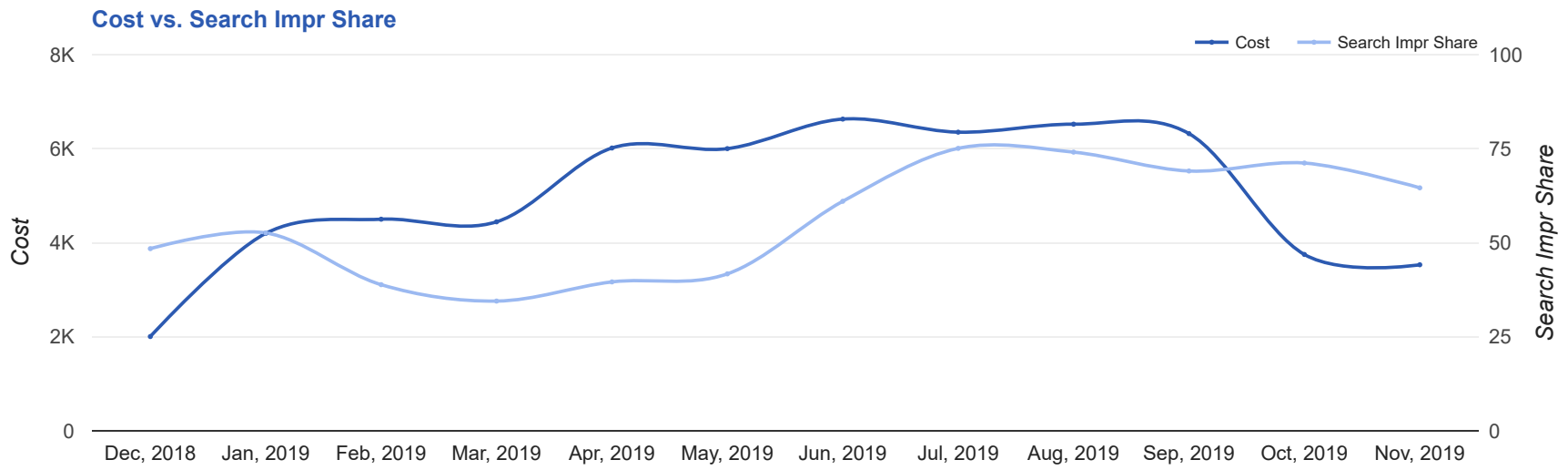
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Totowa - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime eternalmedicalspa.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,627	52	\$500.59	\$9.63	3.20%	-	5	9.62%	\$100.12
#1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Eternal Medical Spa eternalmedicalspa.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	1,888	43	\$407.41	\$9.47	2.28%	-	3	6.98%	\$135.80
#1 Provider in Totowa - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® eternalmedicalspa.com/coolsculpting/totowa #1 CoolSculpting Deal. Freeze Fat. Top Provider in Totowa, NJ. Free Consult.	1,930	41	\$334.16	\$8.15	2.12%	-	3	7.32%	\$111.39
{Keyword:Best Price in Totowa} - Eternal Medical Spa - #1 Provider in Totowa eternalmedicalspa.com/--/-- Sit Back, Relax, and Let the Stubborn Fat Melt Away. Emsculpt® Treatments Take 30 Minutes.	530	24	\$143.43	\$5.98	4.53%	-	2	8.33%	\$71.72
#1 Provider in Totowa - New Client Specials - FDA Cleared Safe + Effective eternalmedicalspa.com// Frustrated By Stubborn Bulges? Melt Them Away and Build Muscle with Emsculpting.	64	2	\$11.29	\$5.64	3.13%	-	1	50.00%	\$11.29

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2019 — 30 Nov 2019

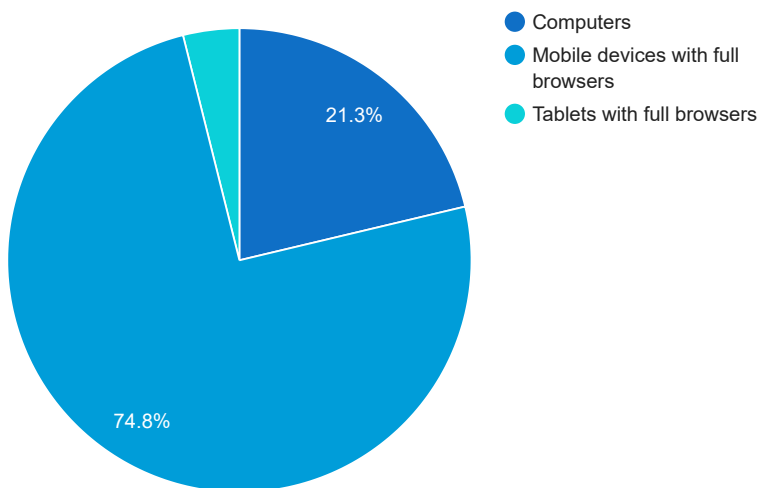
Budget Coverage



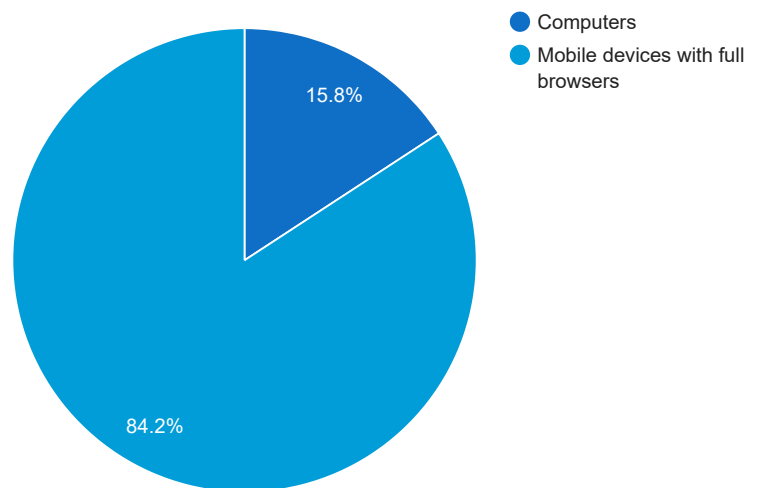
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	2,003.61	48.43
Jan, 2019	4,199.04	52.62
Feb, 2019	4,501.02	38.85
Mar, 2019	4,445.27	34.48
Apr, 2019	6,016.36	39.58
May, 2019	6,003.06	41.72
Jun, 2019	6,631.93	61.03
Jul, 2019	6,353.60	75.11
Aug, 2019	6,523.61	74.11
Sep, 2019	6,322.99	69.09
Oct, 2019	3,750.51	71.21
Nov, 2019	3,531.52	64.61

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	7,954	288	\$2,641.84	\$9.17	3.62%	-	16	5.56%	\$165.12
Computers	2,516	71	\$751.54	\$10.59	2.82%	-	3	4.23%	\$250.51
Tablets with full browsers	336	12	\$138.14	\$11.51	3.57%	-	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	10,806	371	\$3,531.52	\$9.52	3.43%	-	19	5.12%	\$185.87

Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE	CONV
Form Submit	14
Phone Call	5
Clicks to call	0
Local actions - Website visits	0
Local actions - Other engagements	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