

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

Eternal Medical Spa

916-184-4933

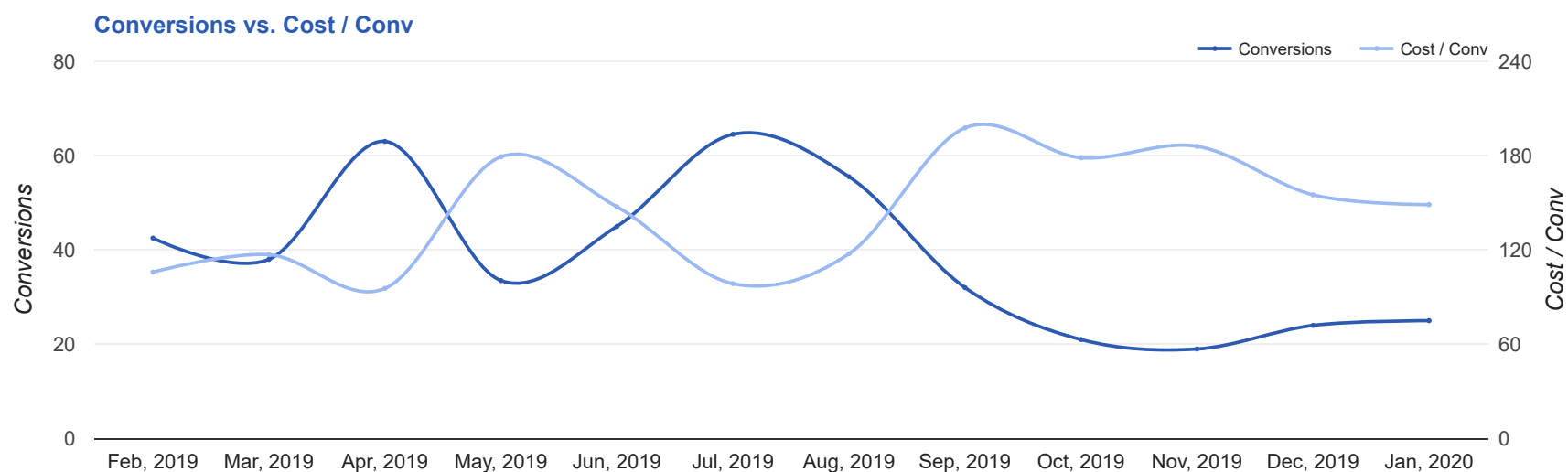
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,719	25	7.6%	\$148.76
↔ 0%	↑ 4%	↑ 5%	↓ 4%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2019 — 31 Dec 2019	8,671	332	\$3,720.23	\$11.21	3.83%	-	24	7.23%	\$155.01	63.96%
1 Jan 2020 — 31 Jan 2020	8,927	329	\$3,719.11	\$11.30	3.69%	-	25	7.6%	\$148.76	52.4%
Change	256 ↑ 3%	3 ↓ 1%	\$1.12 ↓ 0%	\$0.09 ↑ 1%	0.14% ↓ 4%	--	1 ↑ 4%	0.37% ↑ 5%	\$6.25 ↓ 4%	11.56% ↓ 18%

# Performance by Month - 1 Feb 2019 — 31 Jan 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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	64.63%	
Dec '19	8,671	332	\$3,720.23	\$11.21	3.83%	-	24	7.23%	\$155.01	63.95%	
Jan '20	8,927	329	\$3,719.11	\$11.30	3.69%	-	25	7.6%	\$148.76	52.39%	
<b>Total</b>	162,843	6,315	\$61,519.21	\$9.74	3.88%	-	463	7.33%	\$132.87	52.67%	

# Campaign Summary - 1 Jan 2020 — 31 Jan 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	4,028	149	\$1,499.28	\$10.06	3.7%	-	12.5	8.39%	\$119.94	40.34%
search   alpha   coolsculpting	3,531	107	\$1,473.85	\$13.77	3.03%	-	7	6.54%	\$210.55	72.51%
search   alpha   emsculpt	674	34	\$374.78	\$11.02	5.04%	-	3	8.82%	\$124.93	66.1%
search   beta   emsculpt	694	39	\$371.20	\$9.52	5.62%	-	2.5	6.41%	\$148.48	70.34%

# Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

## Top Text Ads

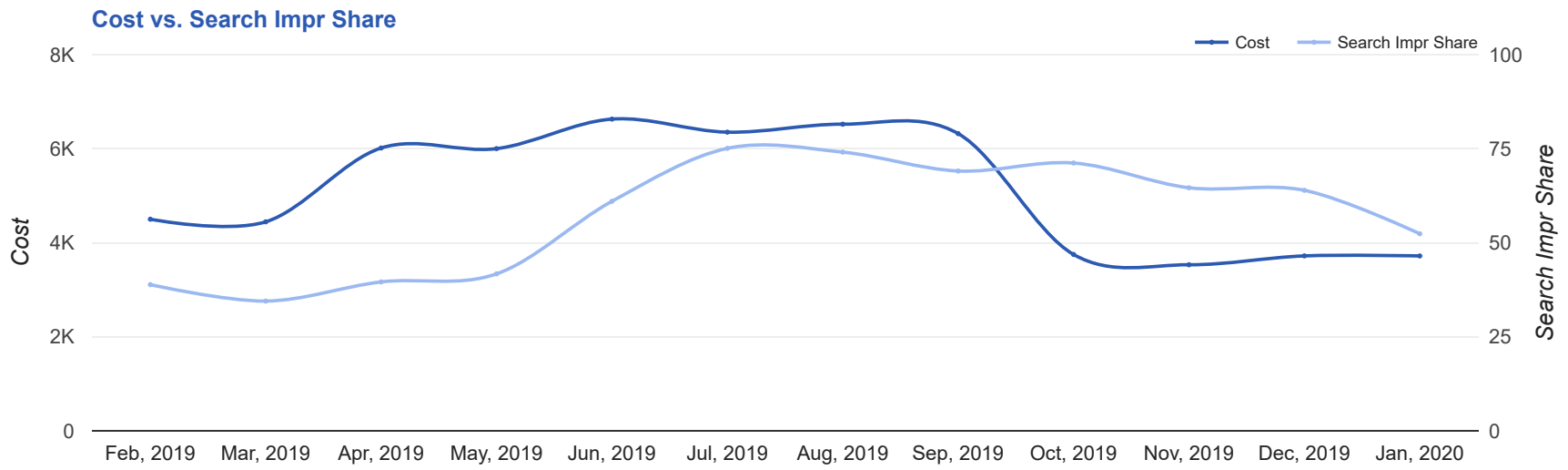
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Totowa - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® <a href="https://eternalmedicalspsa.com/coolsculpting/totowa">eternalmedicalspsa.com/coolsculpting/totowa</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Totowa, NJ. Free Consult.	1,506	43	\$435.90	\$10.14	2.86%	-	6	13.95%	\$72.65
CoolSculpting in Totowa - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime <a href="https://eternalmedicalspsa.com/coolsculpting/">eternalmedicalspsa.com/coolsculpting/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	416	17	\$141.20	\$8.31	4.09%	-	2.5	14.71%	\$56.48
25% Off All Fat Freezing - Eternal Medical Spa - #1 Provider in Totowa <a href="https://eternalmedicalspsa.com/coolsculpting/fat-freezing">eternalmedicalspsa.com/coolsculpting/fat-freezing</a> #1 CoolSculpting® Deal. Top Provider in Totowa, NJ for Fat Freezing. Free Consult.	112	3	\$39.31	\$13.10	2.68%	-	2	66.67%	\$19.66
Eternal Medical Spa - 20% Off Emsculpt Special - Totowa's Top Provider <a href="https://eternalmedicalspsa.com/">eternalmedicalspsa.com/</a> Quick. Painless. No Recovery. In a Half Hour, Emsculpt Does the Work of 20,000 Crunches.	143	10	\$125.62	\$12.56	6.99%	-	2	20.00%	\$62.81
#1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Eternal Medical Spa <a href="https://eternalmedicalspsa.com/coolsculpting/">eternalmedicalspsa.com/coolsculpting/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	674	21	\$235.18	\$11.20	3.12%	-	1	4.76%	\$235.18

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jan 2020 — 31 Jan 2020

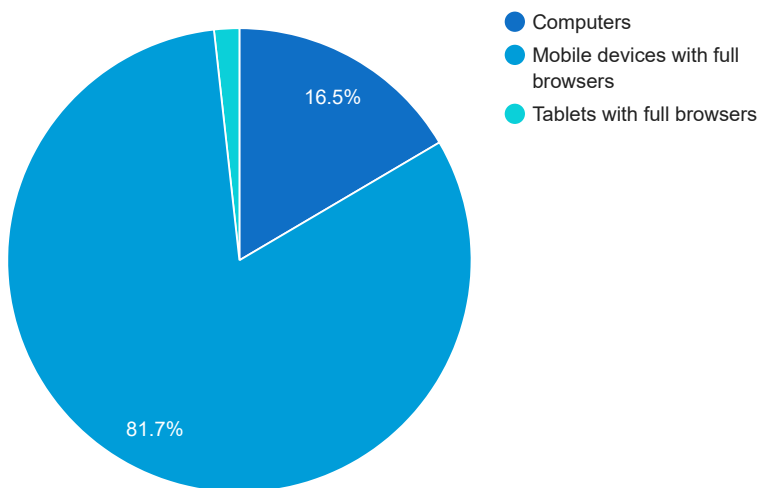
## Budget Coverage



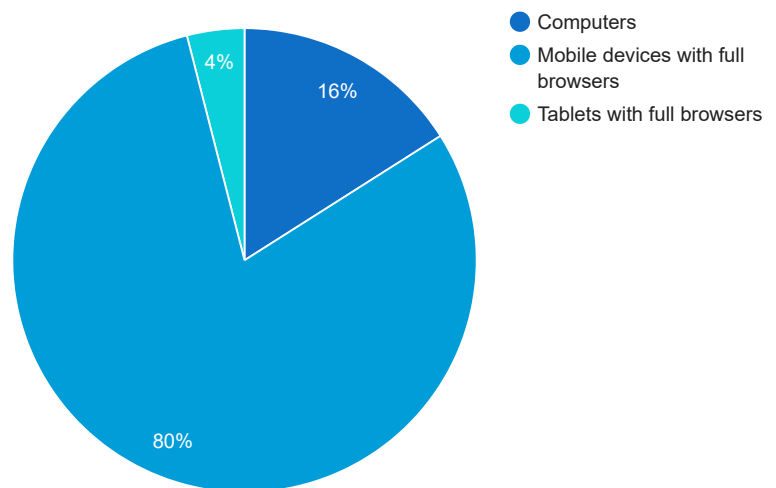
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	4,501.02	38.85
Mar, 2019	4,445.27	34.48
Apr, 2019	6,016.36	39.58
May, 2019	6,003.06	41.72
Jun, 2019	6,631.93	61.03
Jul, 2019	6,353.60	75.11
Aug, 2019	6,523.61	74.11
Sep, 2019	6,322.99	69.09
Oct, 2019	3,750.51	71.21
Nov, 2019	3,531.52	64.63
Dec, 2019	3,720.23	63.95
Jan, 2020	3,719.11	52.39

## 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	6,934	271	\$3,039.19	\$11.21	3.91%	-	20	7.38%	\$151.96
Computers	1,871	50	\$614.63	\$12.29	2.67%	-	4	8%	\$153.66
Tablets with full browsers	122	8	\$65.29	\$8.16	6.56%	-	1	12.5%	\$65.29

### 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	8,927	329	\$3,719.11	\$11.30	3.69%	-	25	7.6%	\$148.76

## Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE	CONV
Form Submit	16
Phone Call	8
Calls from ads	1
Local actions - Other engagements	0
Clicks to call	0
Local actions - Directions	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