

**Monthly Account  
Performance Report  
1 Feb 2020 — 29 Feb 2020**

Eternal Medical Spa

916-184-4933

# Key Performance Indicators (KPIs)

Cost

\$4,432

↑ 19%

Conv

29

↑ 16%

Conv Rate

6.21%

↓ 18%

Cost / Conv

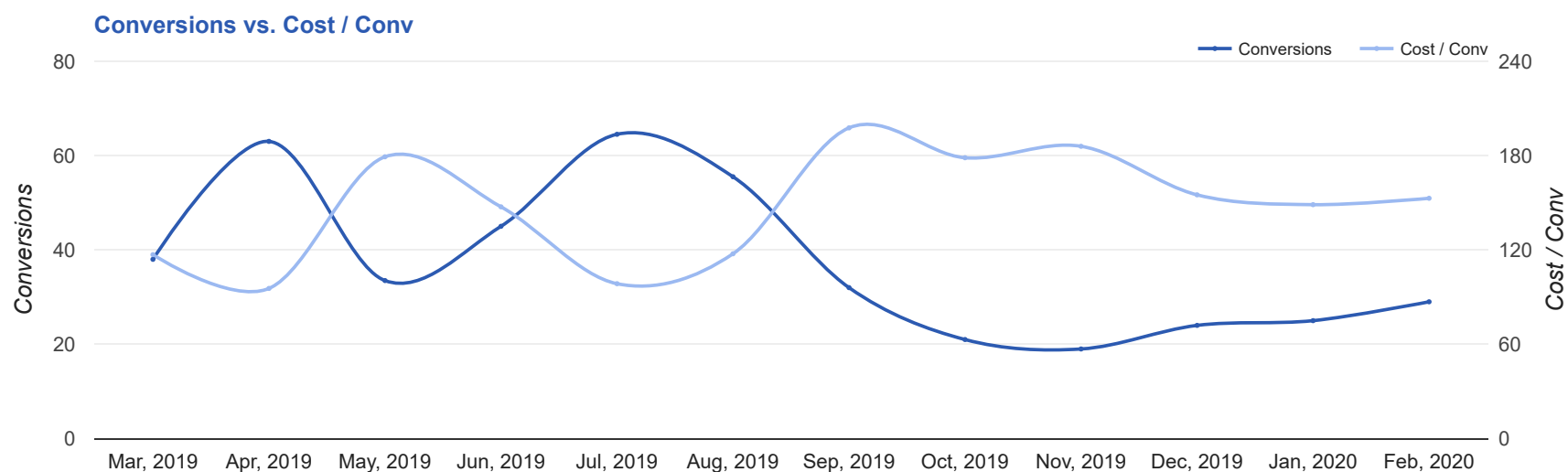
\$152.82

↑ 3%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Jan 2020 — 31 Jan 2020</b>	8,927	329	\$3,719.11	\$11.30	3.69%	-	25	7.6%	\$148.76	52.28%
<b>1 Feb 2020 — 29 Feb 2020</b>	11,006	467	\$4,431.85	\$9.49	4.24%	-	29	6.21%	\$152.82	60.99%
<b>Change</b>	2,079 ↑ 23%	138 ↑ 42%	\$712.74 ↑ 19%	\$1.81 ↓ 16%	0.55% ↑ 15%	--	4 ↑ 16%	1.39% ↓ 18%	\$4.06 ↑ 3%	8.71% ↑ 17%

# Performance by Month - 1 Mar 2019 — 29 Feb 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	52.28%
Feb '20	11,006	467	\$4,431.85	\$9.49	4.24%	-	29	6.21%	\$152.82	60.99%
<b>Total</b>	<b>157,746</b>	<b>6,230</b>	<b>\$61,450.04</b>	<b>\$9.86</b>	<b>3.95%</b>	<b>-</b>	<b>449.5</b>	<b>7.22%</b>	<b>\$136.71</b>	<b>55.19%</b>

## Campaign Summary - 1 Feb 2020 — 29 Feb 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	7,230	252	\$2,393.65	\$9.50	3.49%	-	18	7.14%	\$132.98	56.63%
search   beta   emsculpt	1,674	108	\$671.30	\$6.22	6.45%	-	7	6.48%	\$95.90	65.14%
Original Page vs. 1200 Page	1,859	95	\$1,211.38	\$12.75	5.11%	-	4	4.21%	\$302.85	77.19%
search   alpha   coolsculpting	215	7	\$110.91	\$15.84	3.26%	-	0	0%	\$0.00	81.66%
search   alpha   emsculpt	28	5	\$44.61	\$8.92	17.86%	-	0	0%	\$0.00	87.1%

# Top Performing Ads - 1 Feb 2020 — 29 Feb 2020

## Top Text Ads

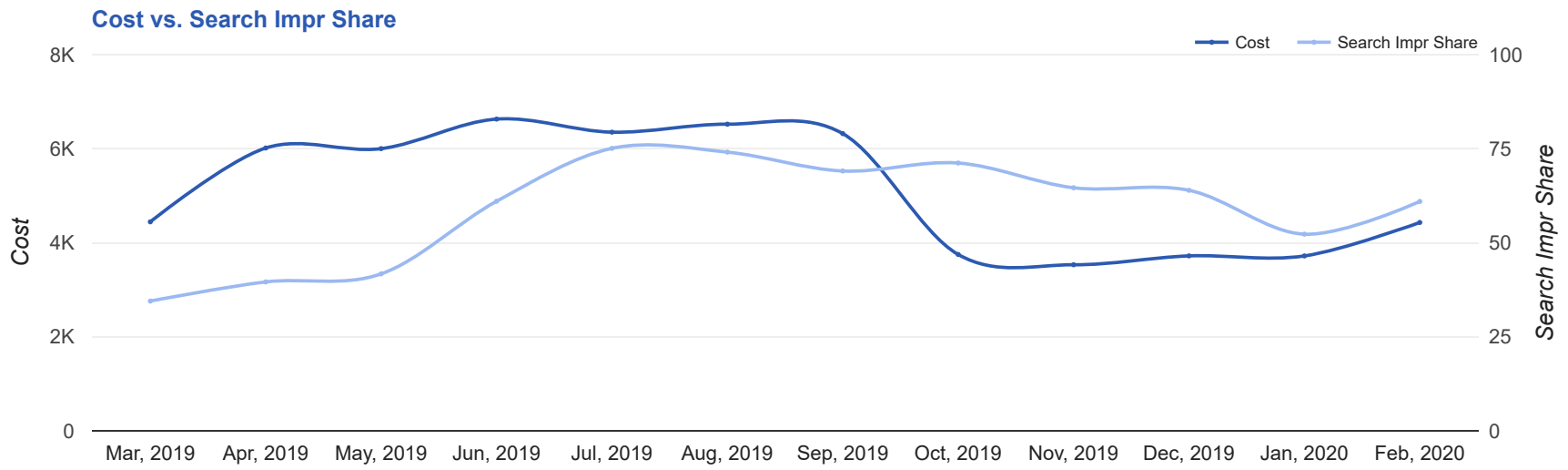
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Totowa - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® <a href="https://eternalmedicalspsa.com/coolsculpting/totowa">eternalmedicalspsa.com/coolsculpting/totowa</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Totowa, NJ. Free Consult.	2,734	66	\$749.73	\$11.36	2.41%	-	9	13.64%	\$83.30
20% Off Emsculpt® Special - Best Price in Totowa - Burn Fat. Build Muscles. <a href="https://eternalmedicalspsa.com/--/--">eternalmedicalspsa.com/--/--</a> Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options.	114	18	\$85.87	\$4.77	15.79%	-	3.5	19.44%	\$24.53
{Keyword:Best Price in Totowa} - Eternal Medical Spa - #1 Provider in Totowa <a href="https://eternalmedicalspsa.com/--/--">eternalmedicalspsa.com/--/--</a> Sit Back, Relax, and Let the Stubborn Fat Melt Away. Emsculpt® Treatments Take 30 Minutes.	815	53	\$340.65	\$6.43	6.50%	-	3.5	6.60%	\$97.33
25% Off All CoolSculpting - Eternal Medical Spa - Provider in Totowa <a href="https://eternalmedicalspsa.com/coolsculpting/">eternalmedicalspsa.com/coolsculpting/</a> CoolSculpting Deal. Freeze Fat. Top Provider in Totowa, NJ. Free Consult.	991	23	\$305.92	\$13.30	2.32%	-	2	8.70%	\$152.96
25% Off All CoolSculpting® - Best Price in Totowa - Eternal Medical Spa <a href="https://eternalmedicalspsa.com/coolsculpting/special">eternalmedicalspsa.com/coolsculpting/special</a> Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	687	50	\$331.13	\$6.62	7.28%	-	2	4.00%	\$165.56

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Feb 2020 — 29 Feb 2020

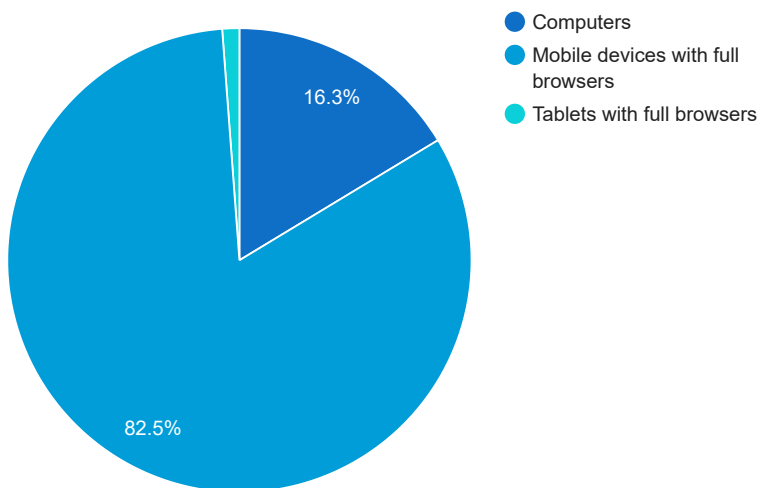
## Budget Coverage



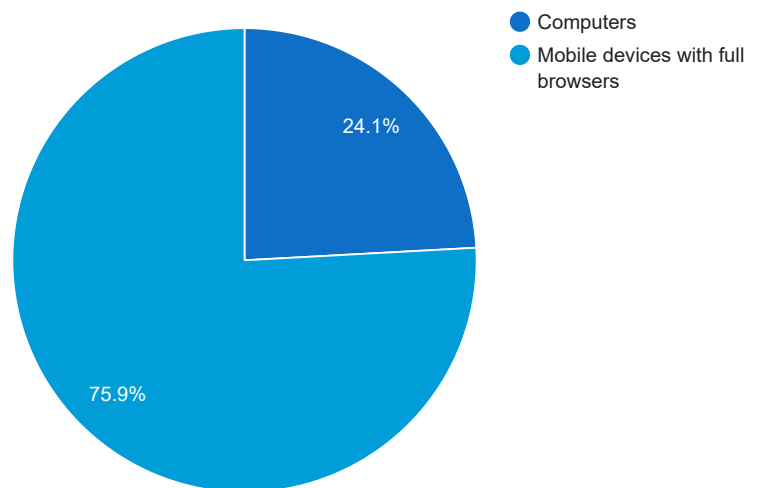
DATE	COST	SEARCH IMPR SHARE
Mar, 2019	4,445.27	34.48
Apr, 2019	6,016.36	39.58
May, 2019	6,003.06	41.72
Jun, 2019	6,631.93	61.03
Jul, 2019	6,353.60	75.11
Aug, 2019	6,523.61	74.11
Sep, 2019	6,322.99	69.09
Oct, 2019	3,750.51	71.21
Nov, 2019	3,531.52	64.63
Dec, 2019	3,720.23	63.95
Jan, 2020	3,719.11	52.28
Feb, 2020	4,431.85	60.99

## 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	8,584	387	\$3,654.90	\$9.44	4.51%	-	22	5.68%	\$166.13
Computers	2,202	74	\$724.29	\$9.79	3.36%	-	7	9.46%	\$103.47
Tablets with full browsers	220	6	\$52.66	\$8.78	2.73%	-	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	11,006	467	\$4,431.85	\$9.49	4.24%	-	29	6.21%	\$152.82

## Conversion Types - 1 Feb 2020 — 29 Feb 2020

CONVERSION TYPE	CONV
Form Submit	16
Phone Call	13
Local actions - Other engagements	0
Local actions - Website visits	0
Local actions - Directions	0
Clicks to call	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