

**Monthly Account
Performance Report
1 Jun 2020 — 30 Jun 2020**

Eternal Medical Spa

916-184-4933

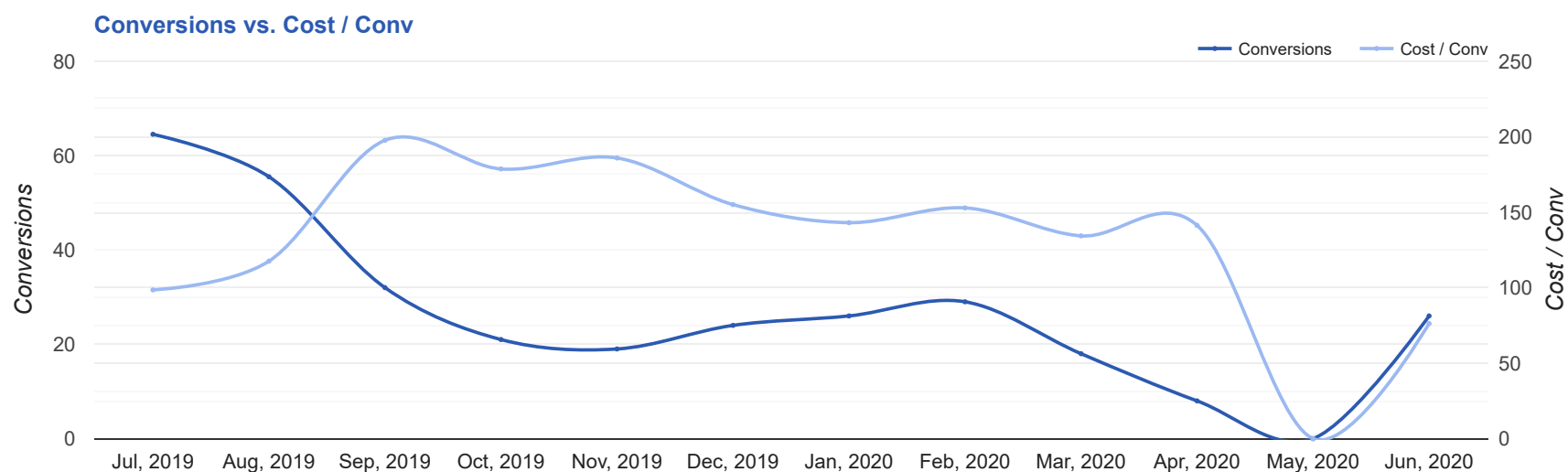
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,982	26	8.02%	\$76.23
↑ ∞	↑ ∞	↑ ∞	↑ ∞

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2020 — 31 May 2020	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 Jun 2020 — 30 Jun 2020	7,221	324	\$1,981.85	\$6.12	4.49%	-	26	8.02%	\$76.23	53.65%
Change	7,221 ↑ ∞%	324 ↑ ∞%	\$1,981.85 ↑ ∞%	\$6.12 ↑ ∞%	4.49% ↑ ∞%	--	26 ↑ ∞%	8.02% ↑ ∞%	\$76.23 ↑ ∞%	53.65% ↑ ∞%

Performance by Month - 1 Jul 2019 — 30 Jun 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	26	7.9%	\$143.04	52.28%
Feb '20	11,006	467	\$4,431.85	\$9.49	4.24%	-	29	6.21%	\$152.82	60.99%
Mar '20	4,343	217	\$2,417.11	\$11.14	5%	-	18	8.29%	\$134.28	57.92%
Apr '20	2,023	120	\$1,129.89	\$9.42	5.93%	-	8	6.67%	\$141.24	58.93%
May '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jun '20	7,221	324	\$1,981.85	\$6.12	4.49%	-	26	8.02%	\$76.23	53.65%
Total	113,146	4,799	\$43,882.27	\$9.14	4.24%	-	323	6.73%	\$135.86	65.58%

Campaign Summary - 1 Jun 2020 — 30 Jun 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	7,221	324	\$1,981.85	\$6.12	4.49%	-	26	8.02%	\$76.23	53.65%

Top Performing Ads - 1 Jun 2020 — 30 Jun 2020

Top Text Ads

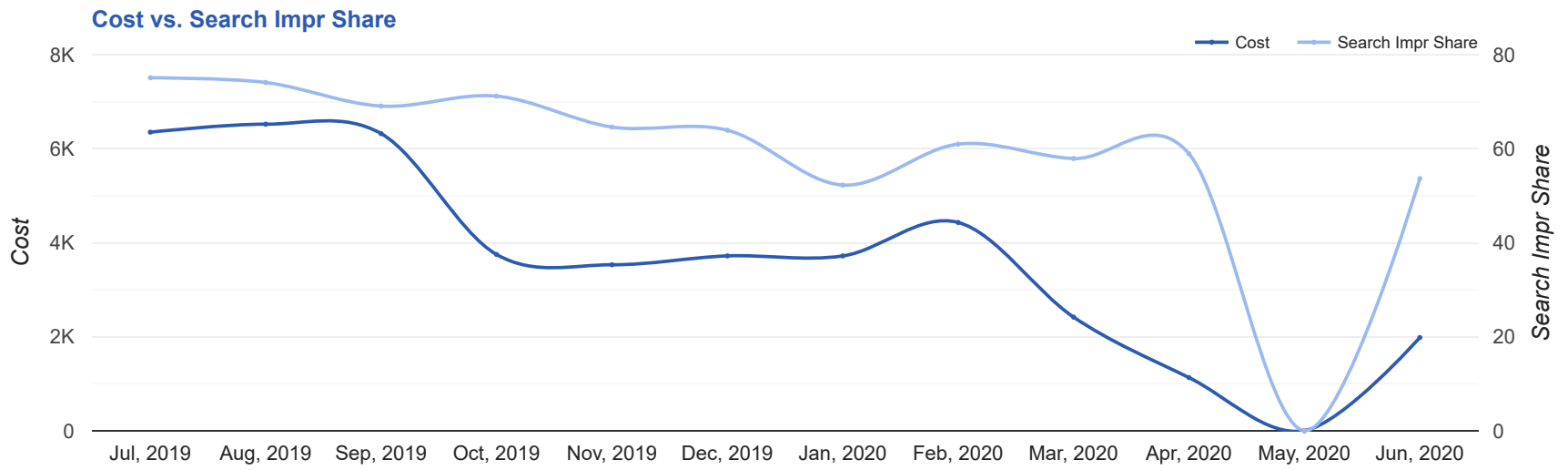
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Totowa - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® eternalmedicalspsa.com/coolsculpting/totowa #1 CoolSculpting Deal. Freeze Fat. Top Provider in Totowa, NJ. Free Consult.	2,421	86	\$652.18	\$7.58	3.55%	-	9.7	11.24%	\$67.44
25% Off All CoolSculpting - Eternal Medical Spa - Provider in Totowa eternalmedicalspsa.com/coolsculpting/ CoolSculpting Deal. Freeze Fat. Top Provider in Totowa, NJ. Free Consult.	878	31	\$246.15	\$7.94	3.53%	-	4.3	13.97%	\$56.85
#1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Eternal Medical Spa eternalmedicalspsa.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	584	25	\$176.68	\$7.07	4.28%	-	3	12.00%	\$58.89
{Keyword:#1 CoolSculpting New Jersey} - Freeze Off Your Stubborn Fat - 25% Off CoolSculpting eternalmedicalspsa.com/--/-- #1 CoolSculpting in Totowa, NJ. Reduce Stubborn Fat. No Surgery or Downtime.	579	53	\$279.21	\$5.27	9.15%	-	2	3.77%	\$139.60
CoolSculpting in Totowa - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime eternalmedicalspsa.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	630	20	\$145.13	\$7.26	3.17%	-	1	5.00%	\$145.13

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2020 — 30 Jun 2020

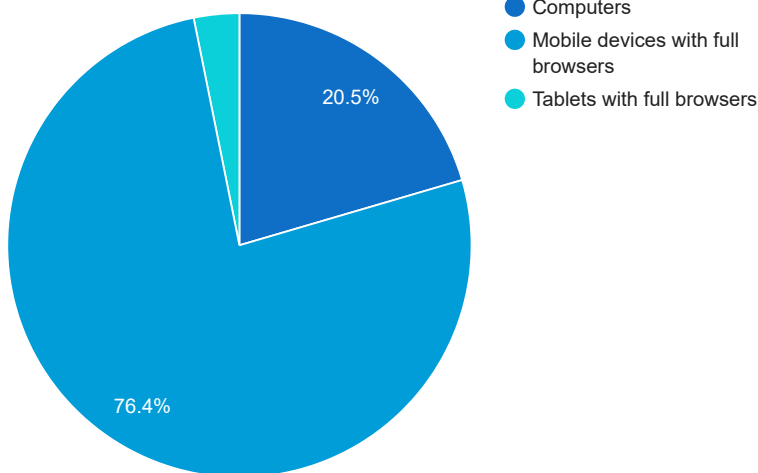
Budget Coverage



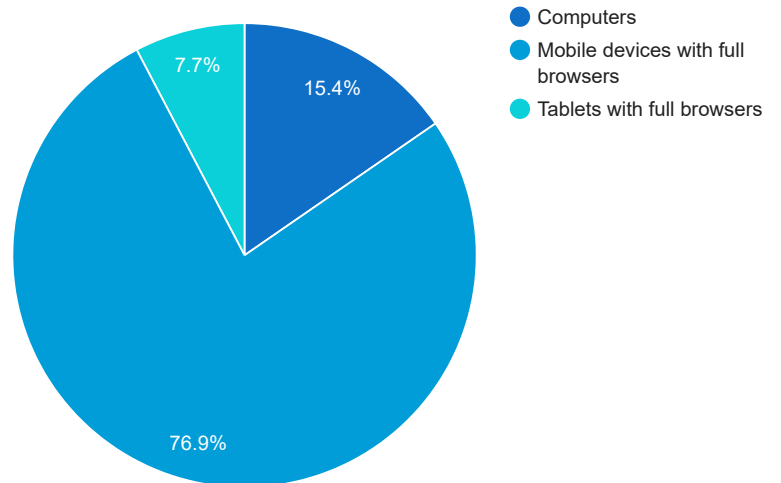
DATE	COST	SEARCH IMPR SHARE
Jul, 2019	6,353.60	75.11
Aug, 2019	6,523.61	74.11
Sep, 2019	6,322.99	69.09
Oct, 2019	3,750.51	71.21
Nov, 2019	3,531.52	64.63
Dec, 2019	3,720.23	63.95
Jan, 2020	3,719.11	52.28
Feb, 2020	4,431.85	60.99
Mar, 2020	2,417.11	57.92
Apr, 2020	1,129.89	58.93
May, 2020	0	0
Jun, 2020	1,981.85	53.65

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	5,716	268	\$1,513.61	\$5.65	4.69%	-	20	7.46%	\$75.68
Computers	1,361	43	\$405.55	\$9.43	3.16%	-	4	9.3%	\$101.39
Tablets with full browsers	144	13	\$62.69	\$4.82	9.03%	-	2	15.38%	\$31.35

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	7,221	324	\$1,981.85	\$6.12	4.49%	-	26	8.02%	\$76.23

Conversion Types - 1 Jun 2020 — 30 Jun 2020

CONVERSION TYPE	CONV
Form Submit	16
Phone Call	10
Local actions - Website visits	0
Local actions - Other engagements	0
Local actions - Directions	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