

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

Eternal Medical Spa

916-184-4933

Key Performance Indicators (KPIs)

Cost

\$2,726

↑ 38%

Conv

67.6

↑ 156%

Conv Rate

9.82%

↑ 20%

Cost / Conv

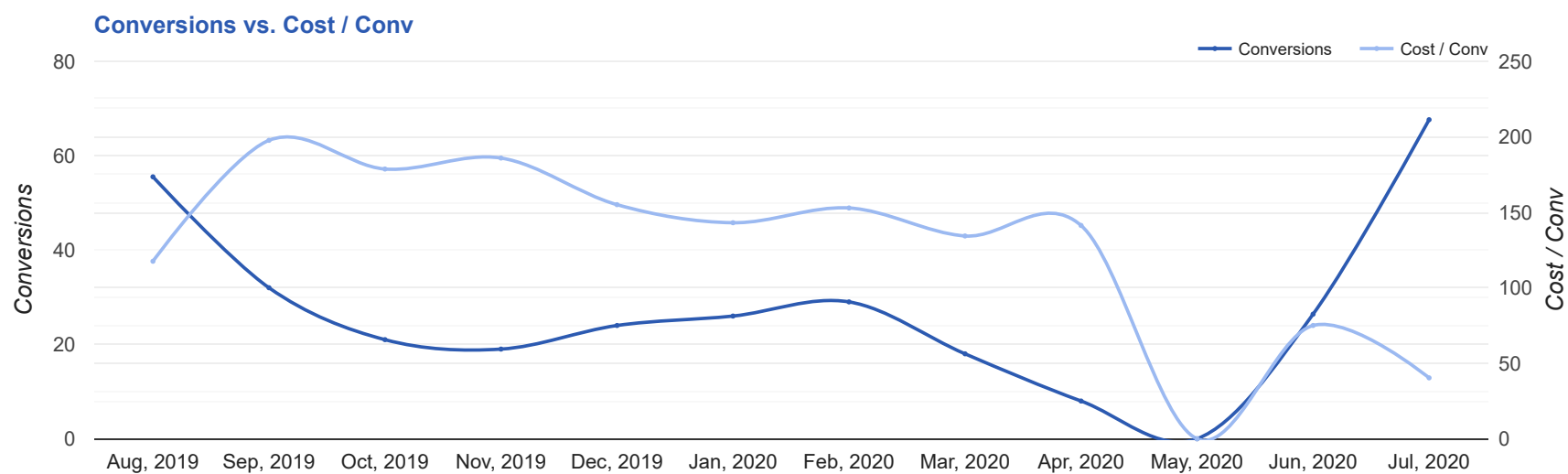
\$40.33

↓ 46%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jun 2020 — 30 Jun 2020	7,221	324	\$1,981.85	\$6.12	4.49%	-	26.4	8.15%	\$75.01	53.65%
1 Jul 2020 — 31 Jul 2020	13,986	688	\$2,725.72	\$3.96	4.92%	-	67.6	9.82%	\$40.33	28.98%
Change	6,765 ↑ 94%	364 ↑ 112%	\$743.87 ↑ 38%	\$2.16 ↓ 35%	0.43% ↑ 10%	--	41.16 ↑ 156%	1.67% ↑ 20%	\$34.68 ↓ 46%	24.67% ↓ 46%

Performance by Month - 1 Aug 2019 — 31 Jul 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	26.4	8.15%	\$75.01	53.65%
Jul '20	13,986	688	\$2,725.72	\$3.96	4.92%	-	67.6	9.82%	\$40.33	28.98%
Total	109,261	4,688	\$40,254.39	\$8.59	4.29%	-	326.5	6.96%	\$123.29	55.46%

Campaign Summary - 1 Jul 2020 — 31 Jul 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	13,986	688	\$2,725.72	\$3.96	4.92%	-	67.6	9.82%	\$40.33	28.98%

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

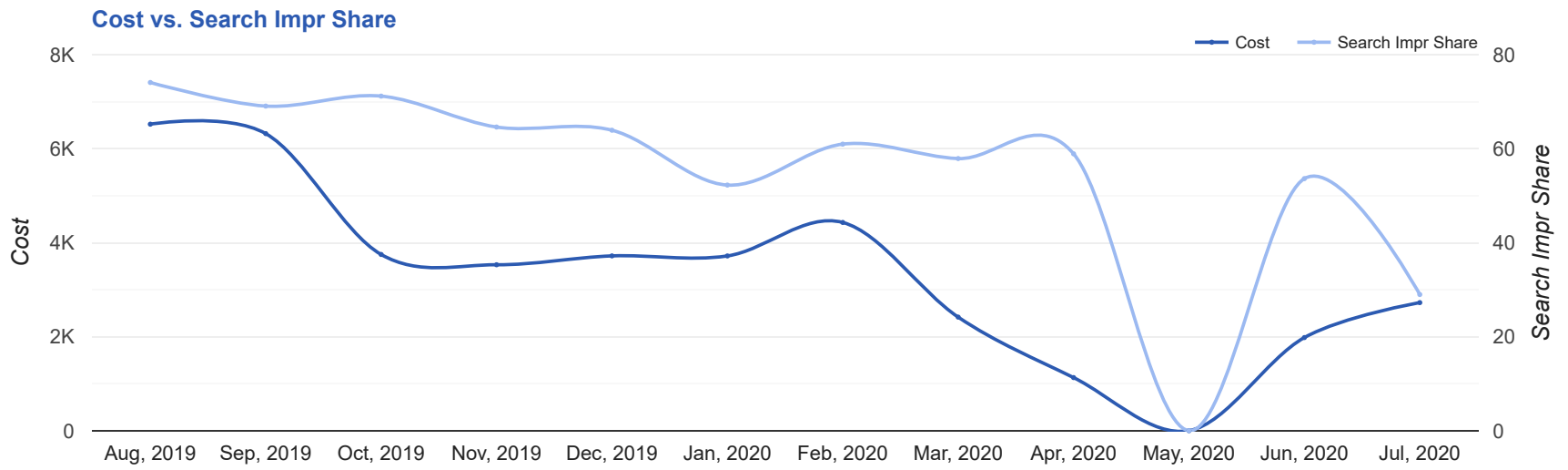
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Totowa - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® eternalmedicalspsa.com/coolsculpting/totowa #1 CoolSculpting Deal. Freeze Fat. Top Provider in Totowa, NJ. Free Consult.	2,629	110	\$527.76	\$4.80	4.18%	-	17.4	15.84%	\$30.30
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.	1,221	60	\$284.58	\$4.74	4.91%	-	11	18.33%	\$25.87
{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.	1,441	106	\$388.82	\$3.67	7.36%	-	6	5.66%	\$64.80
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.	973	34	\$120.86	\$3.55	3.49%	-	5.5	16.18%	\$21.97
#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.	1,304	96	\$223.02	\$2.32	7.36%	-	5	5.21%	\$44.60

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

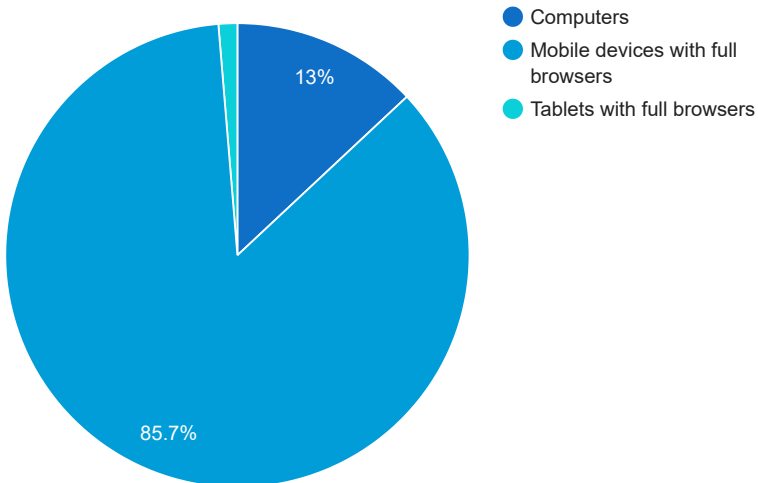
Budget Coverage



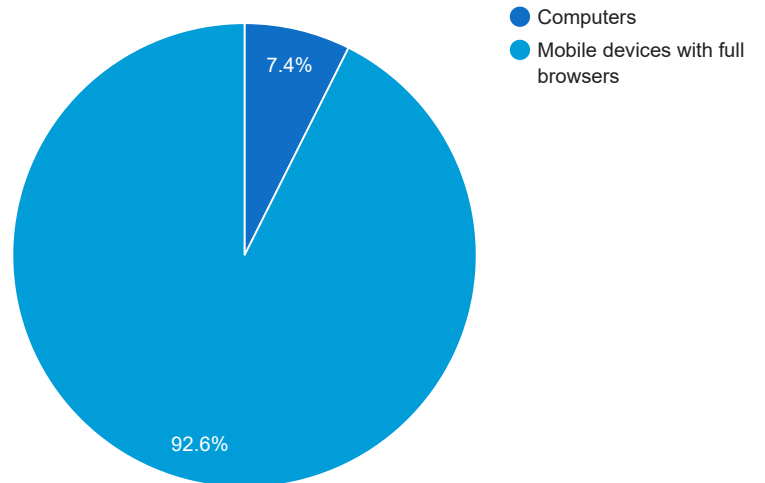
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	6,523.61	74.11
Sep, 2019	6,322.99	69.09
Oct, 2019	3,750.51	71.21
Nov, 2019	3,531.52	64.63
Dec, 2019	3,720.23	63.95
Jan, 2020	3,719.11	52.28
Feb, 2020	4,431.85	60.99
Mar, 2020	2,417.11	57.92
Apr, 2020	1,129.89	58.93
May, 2020	0	0
Jun, 2020	1,981.85	53.65
Jul, 2020	2,725.72	28.98

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	11,312	602	\$2,334.79	\$3.88	5.32%	-	62.6	10.4%	\$37.31
Computers	2,436	76	\$355.19	\$4.67	3.12%	-	5	6.58%	\$71.04
Tablets with full browsers	238	10	\$35.74	\$3.57	4.2%	-	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	13,986	688	\$2,725.72	\$3.96	4.92%	-	67.6	9.82%	\$40.33

Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE	CONV
Form Submit	52.6
Phone Call	14
Calls from ads	1
Local actions - Other engagements	0
Clicks to call	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 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