

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

Eternal Medical Spa

916-184-4933

Key Performance Indicators (KPIs)

Cost

\$2,714

↔ 0%

Conv

73.4

↑ 6%

Conv Rate

8.03%

↓ 20%

Cost / Conv

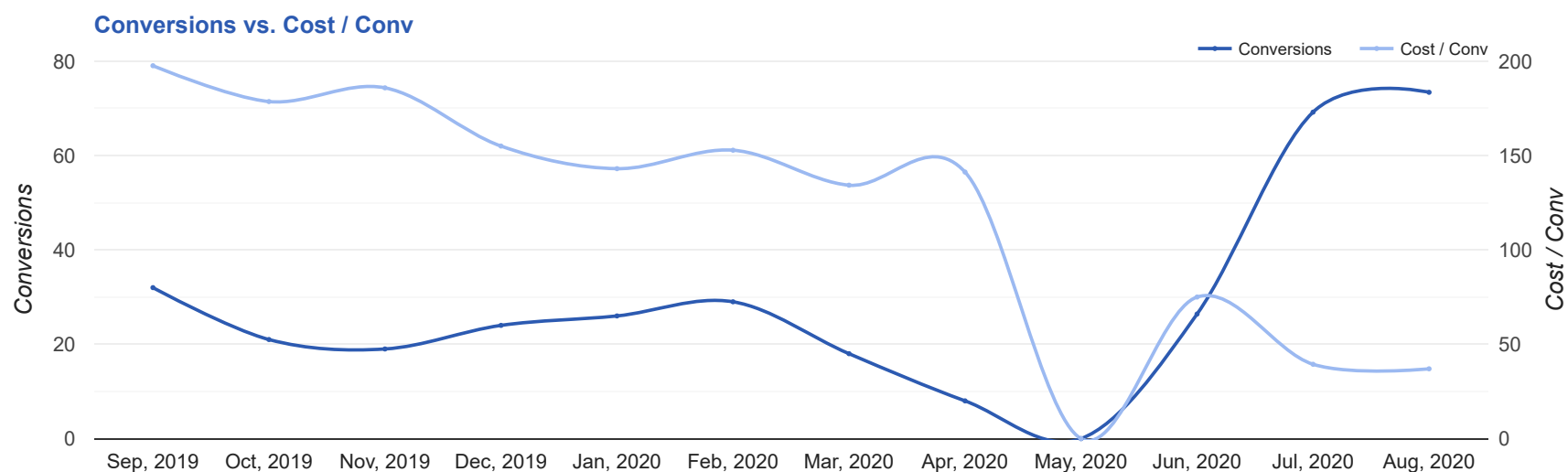
\$36.99

↓ 6%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jul 2020 — 31 Jul 2020	13,986	688	\$2,725.72	\$3.96	4.92%	-	69.2	10.06%	\$39.39	28.77%
1 Aug 2020 — 31 Aug 2020	27,552	914	\$2,714.29	\$2.97	3.32%	-	73.4	8.03%	\$36.99	14.73%
Change	13,566 ↑ 97%	226 ↑ 33%	\$11.43 ↓ 0%	\$0.99 ↓ 25%	1.60% ↓ 33%	--	4.18 ↑ 6%	2.03% ↓ 20%	\$2.40 ↓ 6%	14.04% ↓ 49%

Performance by Month - 1 Sep 2019 — 31 Aug 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	69.2	10.06%	\$39.39	28.77%
Aug '20	27,552	914	\$2,714.29	\$2.97	3.32%	-	73.4	8.03%	\$36.99	14.73%
Total	117,958	4,675	\$36,445.07	\$7.80	3.96%	-	346	7.4%	\$105.33	32.86%

Campaign Summary - 1 Aug 2020 — 31 Aug 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	27,552	914	\$2,714.29	\$2.97	3.32%	-	73.4	8.03%	\$36.99	14.73%

Top Performing Ads - 1 Aug 2020 — 31 Aug 2020

Top Text Ads

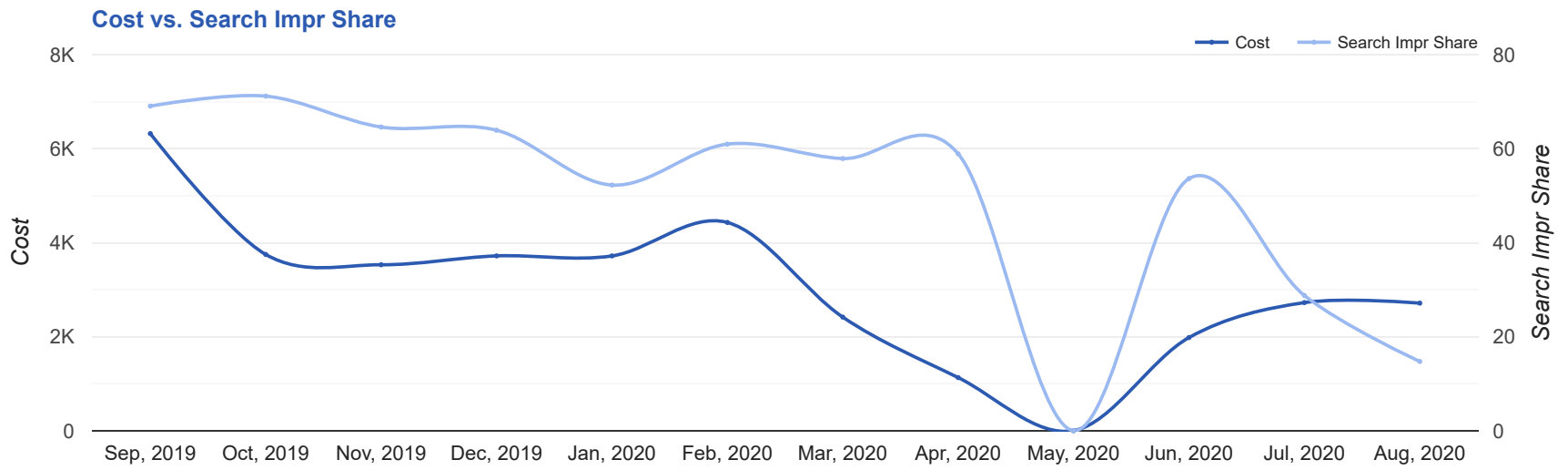
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Totowa - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime eternalmedicalspsa.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	11,417	374	\$1,216.50	\$3.25	3.28%	-	28.4	7.59%	\$42.86
#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.	4,294	148	\$432.97	\$2.93	3.45%	-	13.5	9.12%	\$32.07
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.	1,165	59	\$213.32	\$3.62	5.06%	-	7	11.86%	\$30.47
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.	135	13	\$33.26	\$2.56	9.63%	-	3	23.08%	\$11.09
#1 CoolSculpting New Jersey - Freeze Off Your Stubborn Fat - \$1000 Off CoolSculpting eternalmedicalspsa.com// #1 CoolSculpting in Totowa, NJ. Reduce Stubborn Fat. No Surgery or Downtime.	702	30	\$57.11	\$1.90	4.27%	-	3	10.00%	\$19.04

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Aug 2020 — 31 Aug 2020

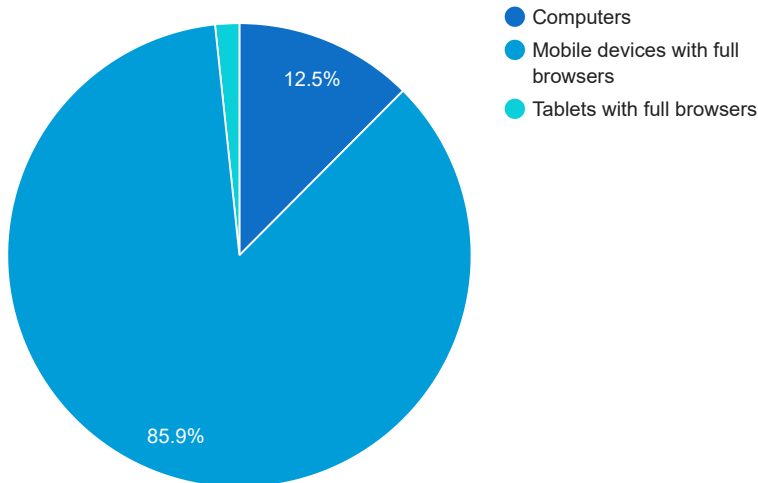
Budget Coverage



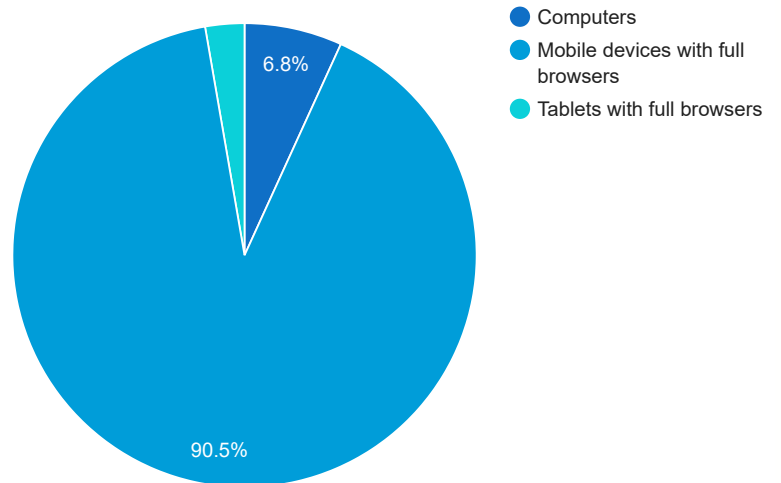
DATE	COST	SEARCH IMPR SHARE
Sep, 2019	6,322.99	69.09
Oct, 2019	3,750.51	71.21
Nov, 2019	3,531.52	64.63
Dec, 2019	3,720.23	63.95
Jan, 2020	3,719.11	52.28
Feb, 2020	4,431.85	60.99
Mar, 2020	2,417.11	57.92
Apr, 2020	1,129.89	58.93
May, 2020	0	0
Jun, 2020	1,981.85	53.65
Jul, 2020	2,725.72	28.77
Aug, 2020	2,714.29	14.73

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	22,903	787	\$2,330.52	\$2.96	3.44%	-	66.4	8.43%	\$35.11
Computers	4,113	112	\$338.12	\$3.02	2.72%	-	5	4.46%	\$67.62
Tablets with full browsers	536	15	\$45.65	\$3.04	2.8%	-	2	13.33%	\$22.83

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	27,552	914	\$2,714.29	\$2.97	3.32%	-	73.4	8.03%	\$36.99

Conversion Types - 1 Aug 2020 — 31 Aug 2020

CONVERSION TYPE	CONV
Form Submit	53.4
Phone Call	19
Calls from ads	1
Local actions - Other engagements	0
Local actions - Directions	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