

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

Eternal Medical Spa

916-184-4933

Key Performance Indicators (KPIs)

Cost

\$5,813

↑ 114%

Conv

43

↓ 43%

Conv Rate

5.01%

↓ 39%

Cost / Conv

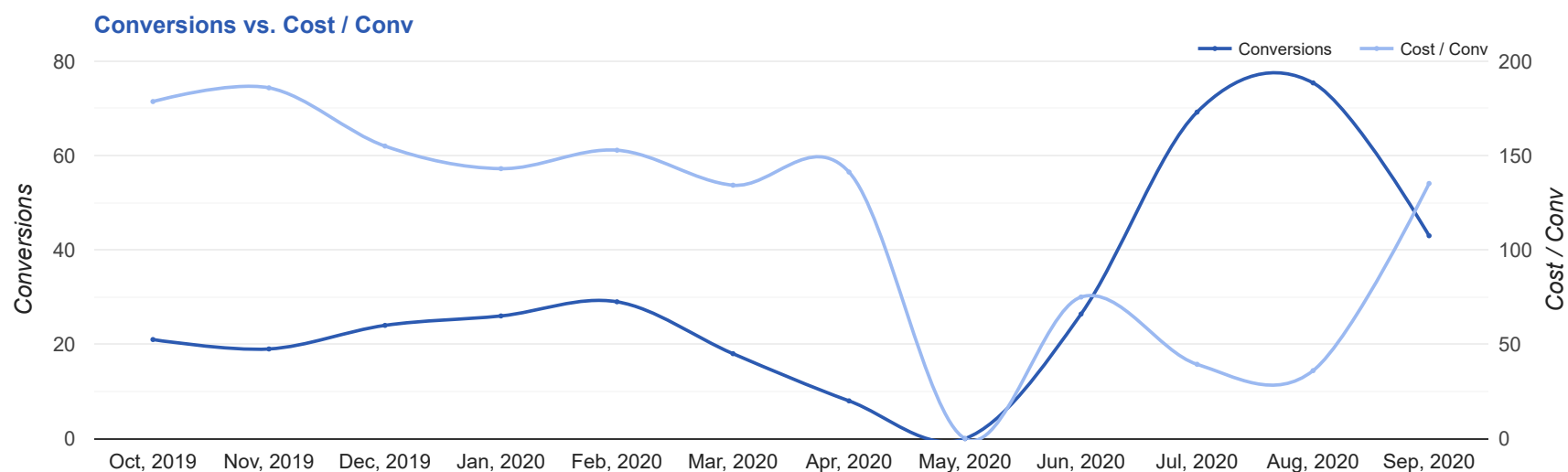
\$135.20

↑ 275%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	27,552	914	\$2,714.29	\$2.97	3.32%	-	75.4	8.25%	\$36.01	14.7%
1 Sep 2020 — 30 Sep 2020	22,887	859	\$5,813.44	\$6.77	3.75%	-	43	5.01%	\$135.20	25.54%
Change	4,665 ↓ 17%	55 ↓ 6%	\$3,099.15 ↑ 114%	\$3.80 ↑ 128%	0.43% ↑ 13%	--	32.38 ↓ 43%	3.24% ↓ 39%	\$99.19 ↑ 275%	10.84% ↑ 74%

Performance by Month - 1 Oct 2019 — 30 Sep 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	75.4	8.25%	\$36.01	14.7%
Sep '20	22,887	859	\$5,813.44	\$6.77	3.75%	-	43	5.01%	\$135.20	25.54%
Total	126,371	4,912	\$35,935.52	\$7.32	3.89%	-	359	7.31%	\$100.10	29.53%

Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	22,232	783	\$5,012.29	\$6.40	3.52%	-	39	4.98%	\$128.52	25.06%
search beta emsculpt	655	76	\$801.15	\$10.54	11.6%	-	4	5.26%	\$200.29	84.62%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

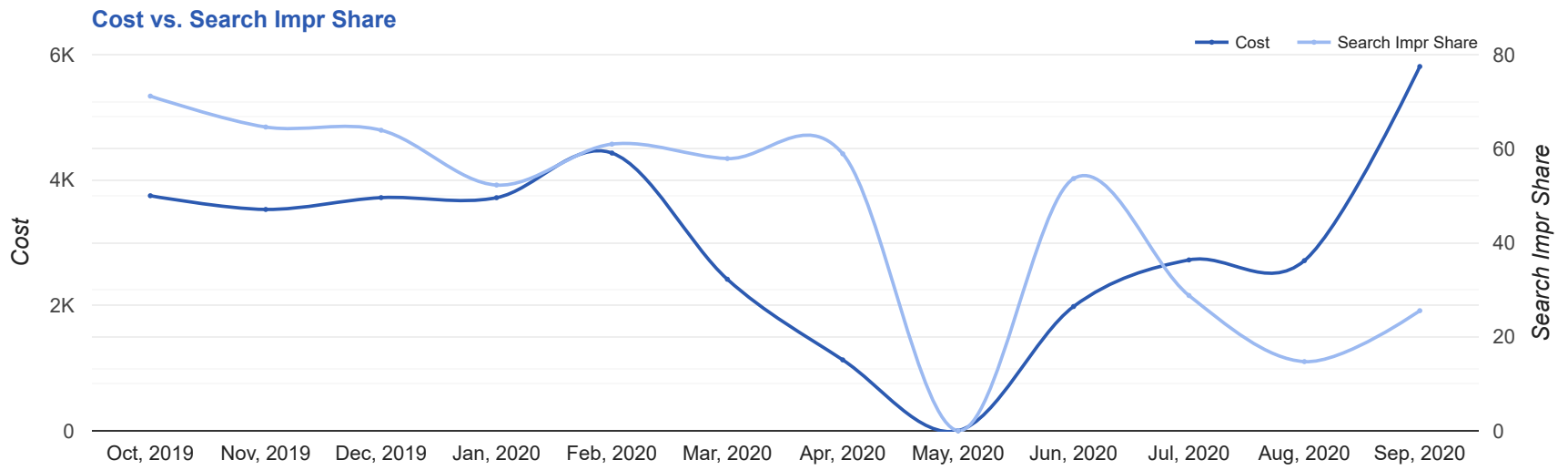
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Totowa - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime eternalmedicalspsa.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	4,761	114	\$406.48	\$3.57	2.39%	-	7	6.14%	\$58.07
#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.	486	25	\$64.82	\$2.59	5.14%	-	4	16.00%	\$16.20
#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.	1,795	45	\$159.97	\$3.55	2.51%	-	2	4.49%	\$79.19
CoolSculpting Special 25% Off - Safe + Effective Fat Reduction - #1 CoolSculpting Totowa NJ eternalmedicalspsa.com// Top CoolSculpting in New Jersey - Freeze Away Your Fat in Totowa Without Surgery.	762	17	\$50.65	\$2.98	2.23%	-	2	11.76%	\$25.32
#1 Provider in Totowa - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® eternalmedicalspsa.com/coolsculpting/totowa Best CoolSculpting Deal Near Me. Top Provider in Totowa, NJ for Fat Freezing. Free Consult	90	3	\$41.96	\$13.99	3.33%	-	2	66.67%	\$20.98

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

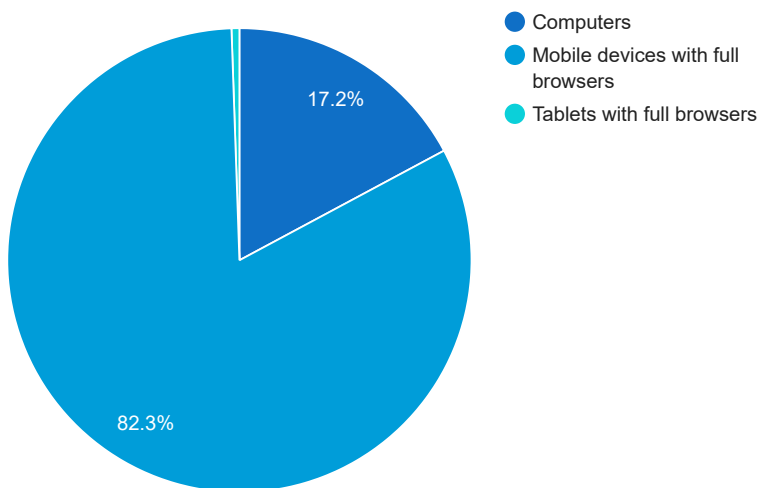
Budget Coverage



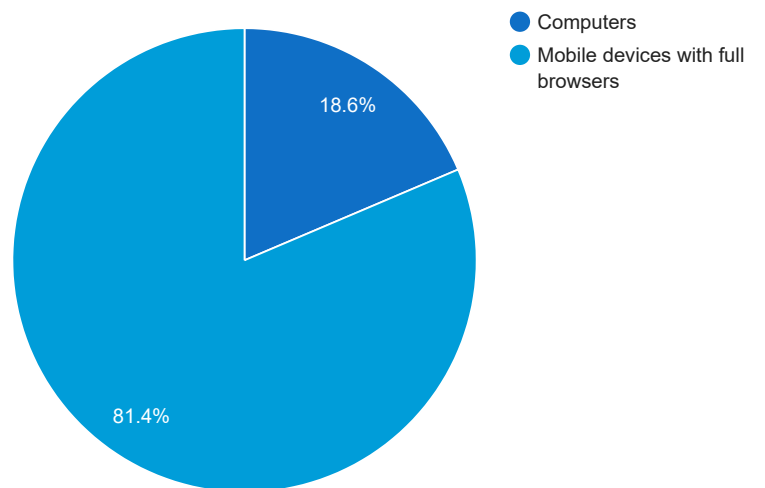
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	3,750.51	71.21
Nov, 2019	3,531.52	64.63
Dec, 2019	3,720.23	63.95
Jan, 2020	3,719.11	52.28
Feb, 2020	4,431.85	60.99
Mar, 2020	2,417.11	57.92
Apr, 2020	1,129.89	58.93
May, 2020	0	0
Jun, 2020	1,981.85	53.65
Jul, 2020	2,725.72	28.77
Aug, 2020	2,714.29	14.70
Sep, 2020	5,813.44	25.54

Cost and Conversions by Device

Cost



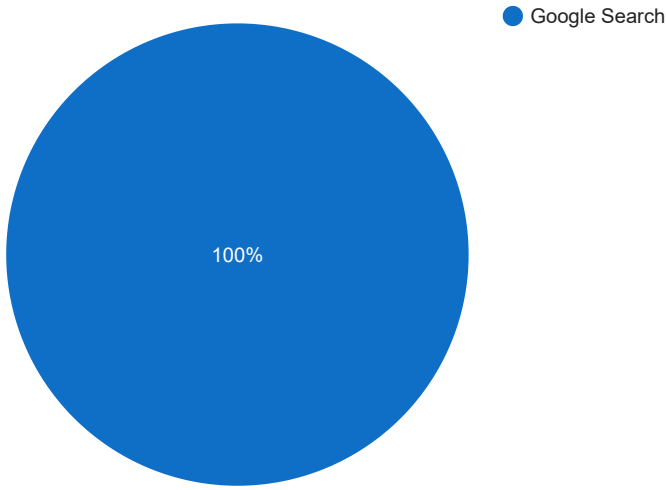
Conversions



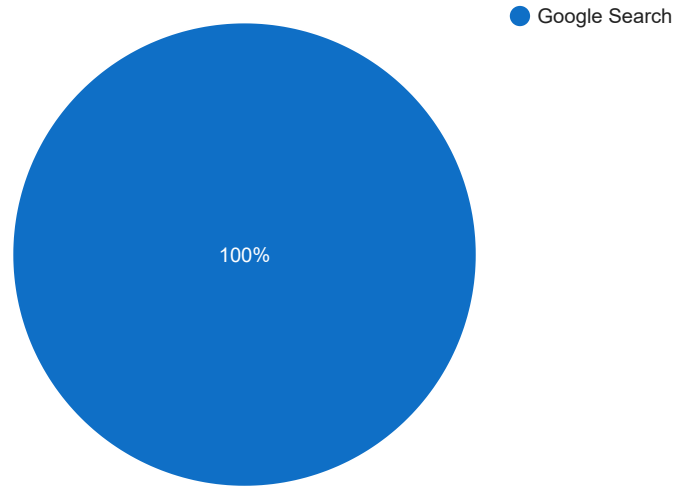
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	18,156	723	\$4,783.34	\$6.62	3.98%	-	35	4.84%	\$136.67
Computers	4,295	131	\$998.28	\$7.62	3.05%	-	8	6.11%	\$124.79
Tablets with full browsers	436	5	\$31.82	\$6.36	1.15%	-	0	0%	\$0.00

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	22,887	859	\$5,813.44	\$6.77	3.75%	-	43	5.01%	\$135.20

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
Form Submit	31
Phone Call	10
Click to Call	2
Local actions - Website visits	0
Clicks to call	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