

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

Eternal Medical Spa

916-184-4933

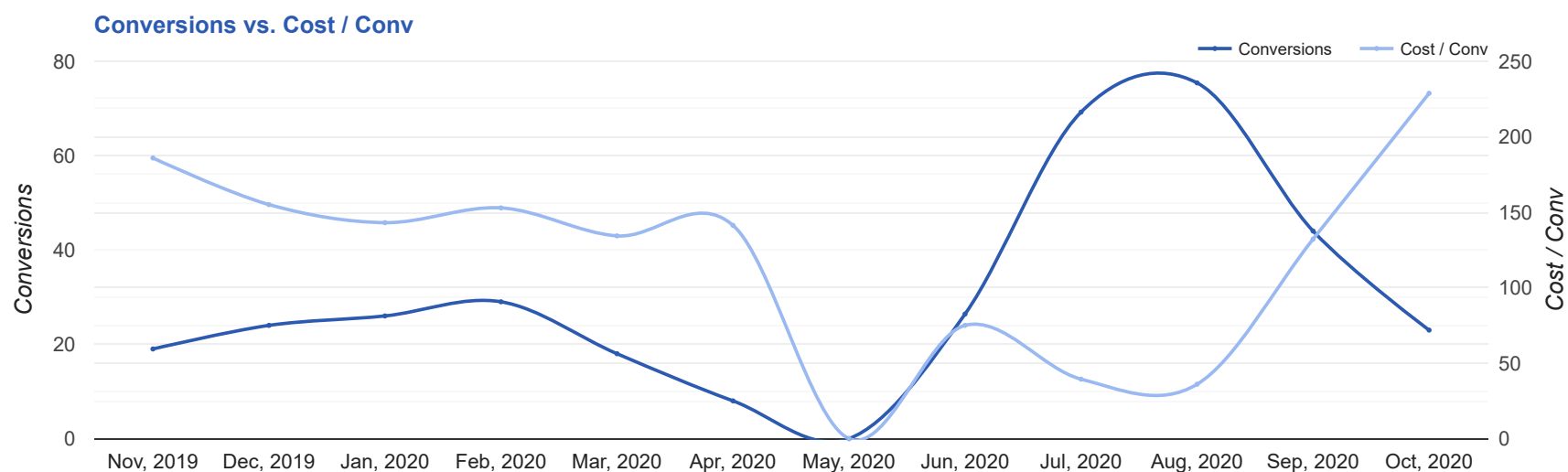
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$5,261	23	3.69%	\$228.73
↓ 10%	↓ 48%	↓ 28%	↑ 73%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	22,887	859	\$5,813.44	\$6.77	3.75%	-	44	5.12%	\$132.12	25.88%
1 Oct 2020 — 31 Oct 2020	10,770	624	\$5,260.82	\$8.43	5.79%	-	23	3.69%	\$228.73	33.33%
Change	12,117 ↓ 53%	235 ↓ 27%	\$552.62 ↓ 10%	\$1.66 ↑ 25%	2.04% ↑ 54%	--	21 ↓ 48%	1.43% ↓ 28%	\$96.61 ↑ 73%	7.45% ↑ 29%

Performance by Month - 1 Nov 2019 — 31 Oct 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	44	5.12%	\$132.12	25.88%	
Oct '20	10,770	624	\$5,260.82	\$8.43	5.79%	-	23	3.69%	\$228.73	33.33%	
Total	128,192	5,245	\$37,445.83	\$7.14	4.09%	-	362	6.9%	\$103.44	28.71%	

Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	5,986	298	\$3,707.29	\$12.44	4.98%	-	13	4.36%	\$285.18	41.24%
search beta coolsculpting exp reach	3,019	146	\$633.75	\$4.34	4.84%	-	5	3.42%	\$126.75	20.63%
search beta emsculpt	1,765	180	\$919.78	\$5.11	10.2%	-	5	2.78%	\$183.96	55.71%

Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

Top Text Ads

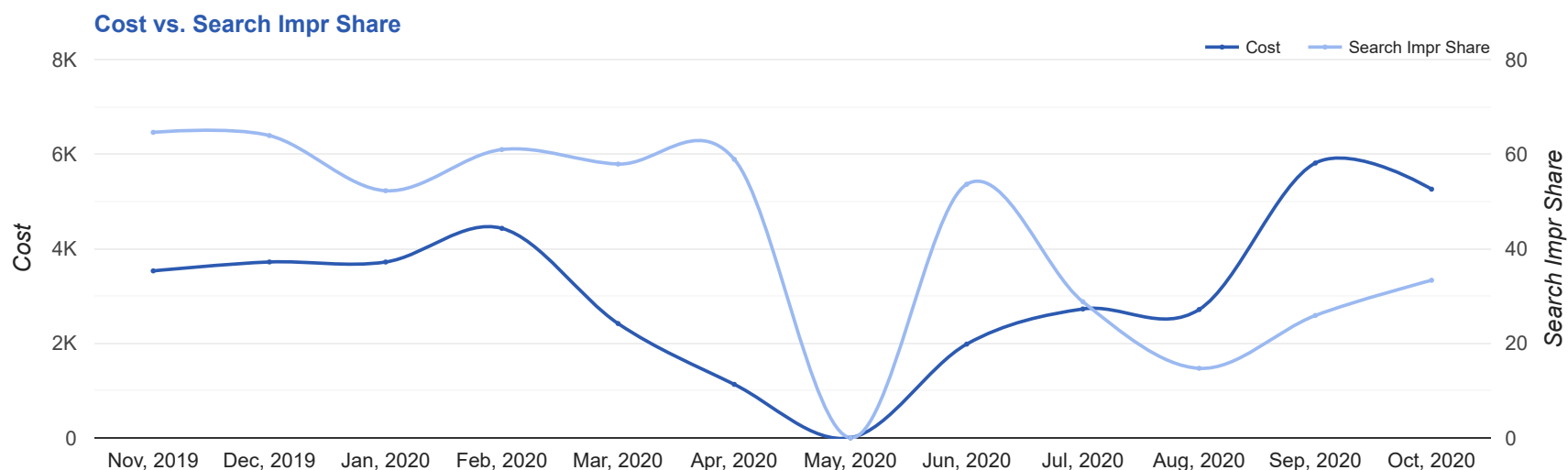
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Eternal Medical Spa - Non-Surgical Body Sculpting - Fat Reduction Treatment eternalmedicalspsa.com/ -- -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	89	10	\$69.56	\$6.96	11.24%	-	2	20.00%	\$34.78
{Keyword:Eternal Medspa Emsculpting} - Best Emsculpt Price in Totowa - Top Provider in Totowa eternalmedicalspsa.com/emsculpting/ -- Emsculpt is a Non-Surgical Alternative to Liposuction That Reduces Fat and Builds Muscles	750	79	\$398.62	\$5.05	10.53%	-	2	2.53%	\$199.31
Best Emsculpt in Totowa - Let the Fat Melt Away - New Client Specials eternalmedicalspsa.com// The All Around Best Non-Surgical Body Contouring is Emsculpt. Nothing Else Compares.	42	7	\$38.24	\$5.46	16.67%	-	1	14.29%	\$38.24
Fat Reduction in Totowa - Our Biggest Discount Ever - Offering \$1000 Off Right Now eternalmedicalspsa.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	88	3	\$13.11	\$4.37	3.41%	-	1	33.33%	\$13.11
CoolSculpting® Deal \$1000 Off - CoolSculpting in Totowa - Biggest CoolSculpting® Promo eternalmedicalspsa.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Totowa, NJ	40	4	\$76.91	\$19.23	10.00%	-	1	25.00%	\$76.91

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2020 — 31 Oct 2020

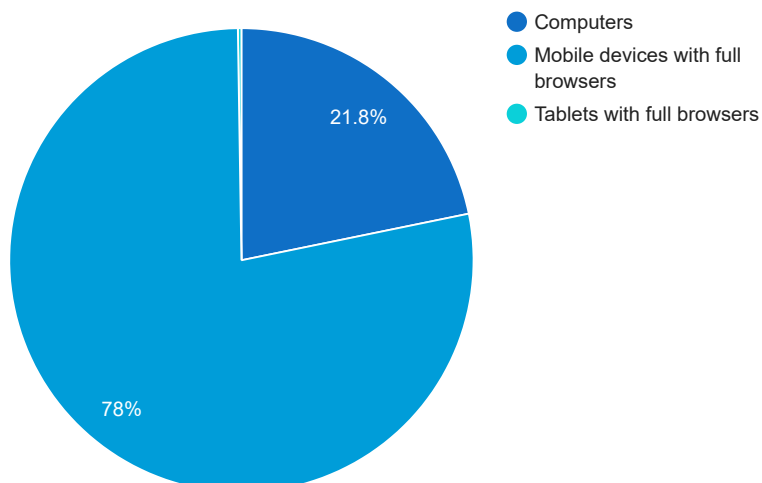
Budget Coverage



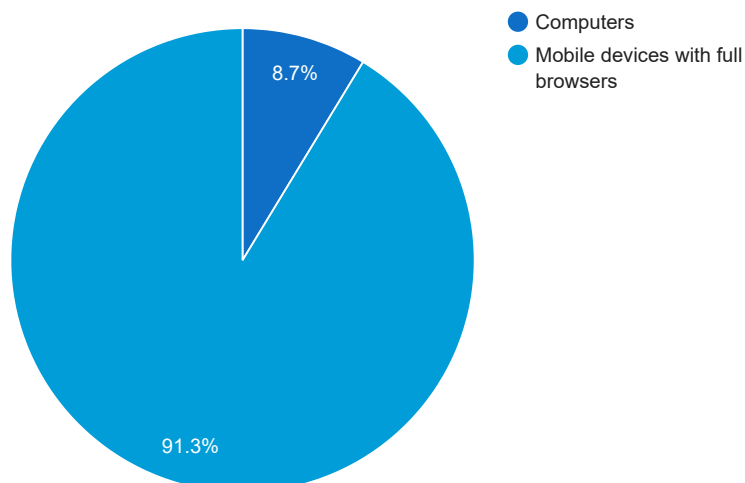
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	3,531.52	64.63
Dec, 2019	3,720.23	63.95
Jan, 2020	3,719.11	52.28
Feb, 2020	4,431.85	60.99
Mar, 2020	2,417.11	57.92
Apr, 2020	1,129.89	58.93
May, 2020	0	0
Jun, 2020	1,981.85	53.65
Jul, 2020	2,725.72	28.77
Aug, 2020	2,714.29	14.70
Sep, 2020	5,813.44	25.88
Oct, 2020	5,260.82	33.33

Cost and Conversions by Device

Cost



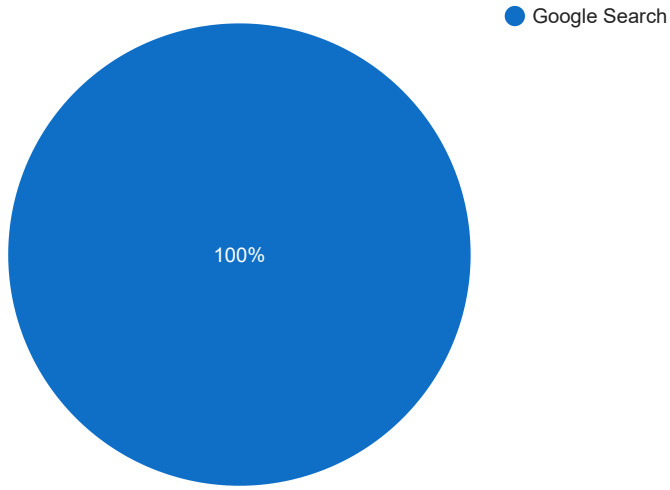
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	8,249	519	\$4,102.03	\$7.90	6.29%	-	21	4.05%	\$195.33
Computers	2,317	100	\$1,145.90	\$11.46	4.32%	-	2	2%	\$572.95
Tablets with full browsers	204	5	\$12.89	\$2.58	2.45%	-	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	10,770	624	\$5,260.82	\$8.43	5.79%	-	23	3.69%	\$228.73

Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
Form Submit	13
Phone Call	8
Calls from ads	2
Local actions - Other engagements	0
Local actions - Website visits	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