

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

Eternal Medical Spa

916-184-4933

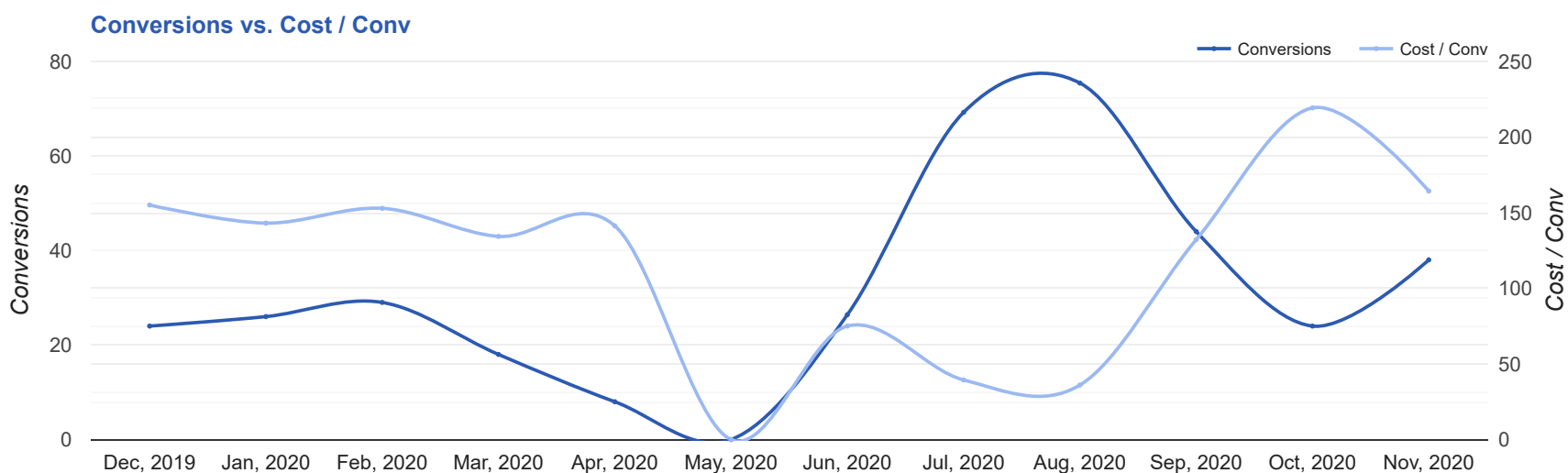
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$6,242	38	5.25%	\$164.26
↑ 19%	↑ 58%	↑ 36%	↓ 25%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	10,770	624	\$5,260.82	\$8.43	5.79%	-	24	3.85%	\$219.20	33.52%
1 Nov 2020 — 30 Nov 2020	13,626	724	\$6,241.94	\$8.62	5.31%	-	38	5.25%	\$164.26	41.87%
<b>Change</b>	2,856 ↑ 27%	100 ↑ 16%	\$981.12 ↑ 19%	\$0.19 ↑ 2%	0.48% ↓ 8%	--	14 ↑ 58%	1.40% ↑ 36%	\$54.94 ↓ 25%	8.35% ↑ 25%

# Performance by Month - 1 Dec 2019 — 30 Nov 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	24	3.85%	\$219.20	33.52%
Nov '20	13,626	724	\$6,241.94	\$8.62	5.31%	-	38	5.25%	\$164.26	41.87%
<b>Total</b>	<b>131,012</b>	<b>5,598</b>	<b>\$40,156.25</b>	<b>\$7.17</b>	<b>4.27%</b>	<b>-</b>	<b>382</b>	<b>6.82%</b>	<b>\$105.12</b>	<b>28.34%</b>

# Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	2,982	196	\$2,624.95	\$13.39	6.57%	-	20	10.2%	\$131.25	73.61%
search   beta   coolsculpting   exp reach	9,058	369	\$2,622.23	\$7.11	4.07%	-	12	3.25%	\$218.52	35.7%
search   beta   emsculpt	1,586	159	\$994.76	\$6.26	10.03%	-	6	3.77%	\$165.79	53.32%

# Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

## Top Text Ads

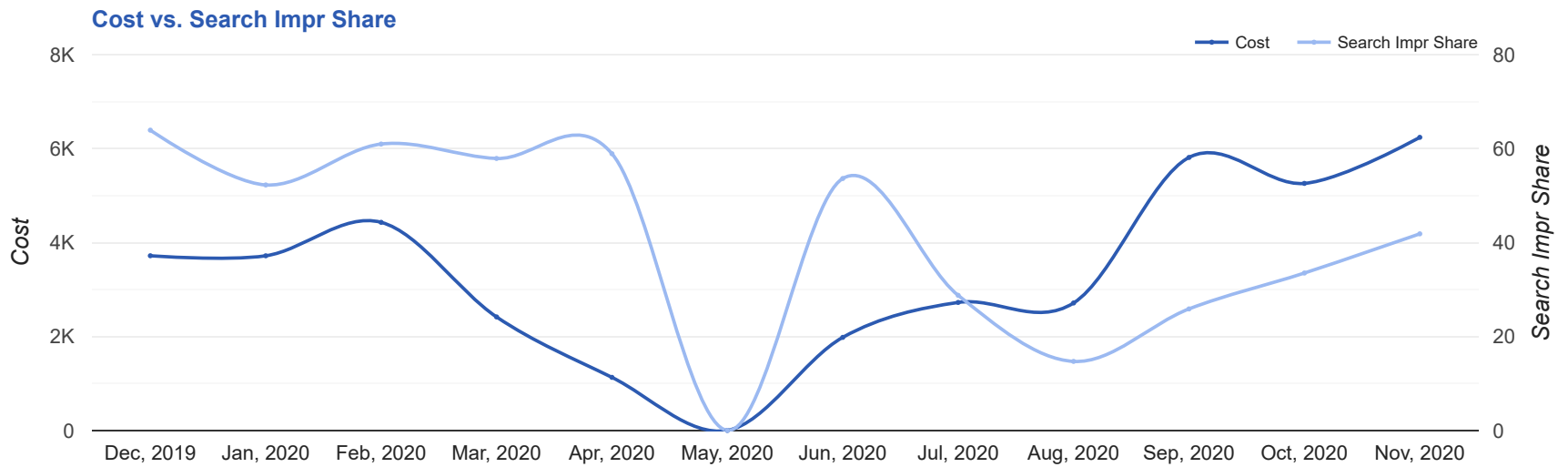
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Totowa - Biggest Coolsculpting® Promo <a href="https://eternalmedicalspa.com/">eternalmedicalspa.com/ --/ --</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Totowa, NJ	543	25	\$421.29	\$16.85	4.60%	-	5	20.00%	\$84.26
{Keyword:Eternal Medspa   Emsculpting} - Best Emsculpt Price in Totowa - Top Provider in Totowa <a href="https://eternalmedicalspa.com/emsculpting/">eternalmedicalspa.com/emsculpting/ --</a> Emsculpt is a Non-Surgical Alternative to Liposuction That Reduces Fat and Builds Muscles	594	69	\$468.91	\$6.80	11.62%	-	3	4.35%	\$156.30
CoolSculpting® in Totowa - Dec Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In <small>{=COUNTDOWN(2020/12/31 00:00:00en-US31)}</small> <a href="https://eternalmedicalspa.com//">eternalmedicalspa.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	33	4	\$48.34	\$12.09	12.12%	-	2	50.00%	\$24.17
Eternal Medical Spa - Fat Reduction in Totowa - Non-Surgical Fat Reduction <a href="https://eternalmedicalspa.com/ --/ --">eternalmedicalspa.com/ --/ --</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,492	86	\$442.07	\$5.14	5.76%	-	2	2.33%	\$221.03
Fat Reduction in Totowa - Eliminate Fat & Feel Great - Offering \$1000 OFF 8+ Cycles <a href="https://eternalmedicalspa.com//">eternalmedicalspa.com//</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	290	10	\$59.06	\$5.91	3.45%	-	2	20.00%	\$29.53

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Nov 2020 — 30 Nov 2020

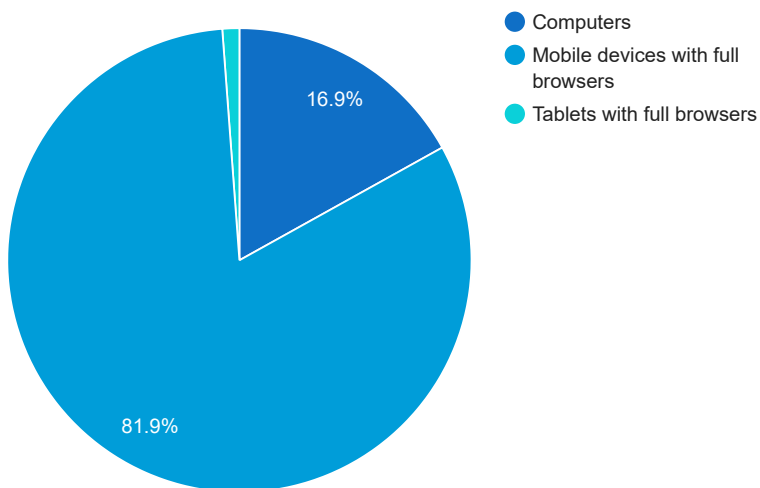
## Budget Coverage



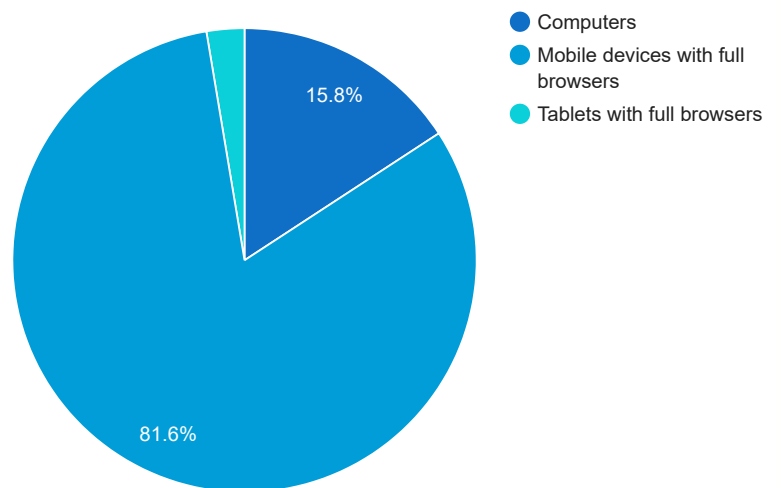
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	3,720.23	63.95
Jan, 2020	3,719.11	52.28
Feb, 2020	4,431.85	60.99
Mar, 2020	2,417.11	57.92
Apr, 2020	1,129.89	58.93
May, 2020	0	0
Jun, 2020	1,981.85	53.65
Jul, 2020	2,725.72	28.77
Aug, 2020	2,714.29	14.70
Sep, 2020	5,813.44	25.88
Oct, 2020	5,260.82	33.52
Nov, 2020	6,241.94	41.87

## 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	10,776	614	\$5,111.65	\$8.33	5.7%	-	31	5.05%	\$164.89
Computers	2,589	98	\$1,056.54	\$10.78	3.79%	-	6	6.12%	\$176.09
Tablets with full browsers	261	12	\$73.75	\$6.15	4.6%	-	1	8.33%	\$73.75

### 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	13,626	724	\$6,241.94	\$8.62	5.31%	-	38	5.25%	\$164.26

## Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Form Submit	25
Phone Call	12
Click to Call	1
Local actions - Other engagements	0
Local actions - Directions	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