

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

Eternal Medical Spa

916-184-4933

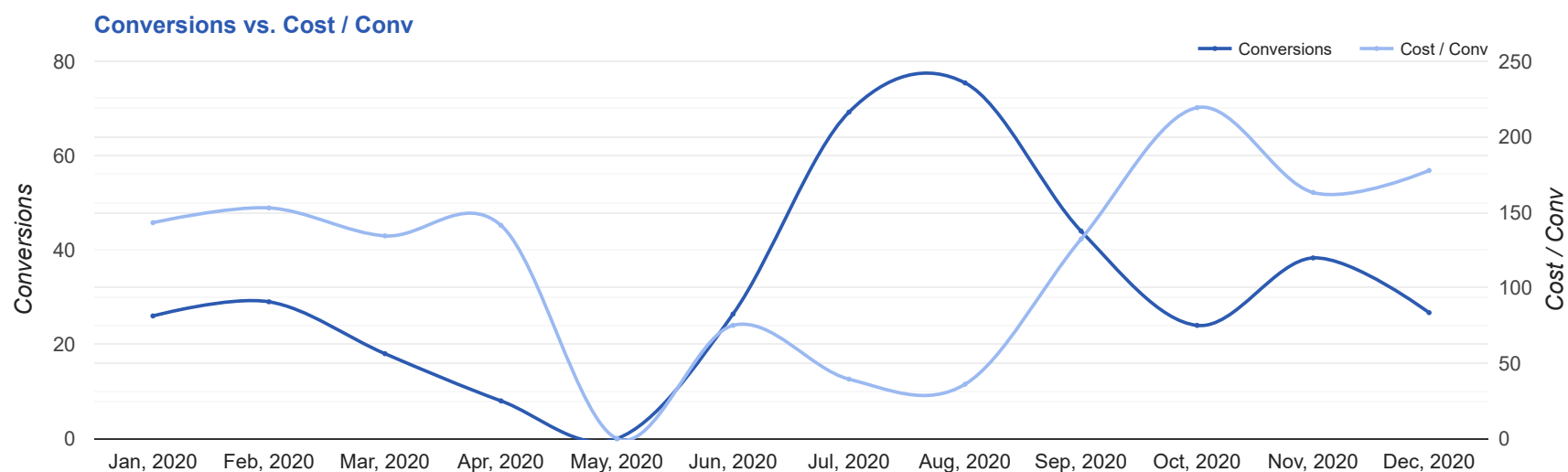
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$4,744	26.7	5.26%	\$177.61
↓ 24%	↓ 30%	↓ 1%	↑ 9%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	13,626	724	\$6,241.94	\$8.62	5.31%	-	38.3	5.29%	\$163.02	41.87%
1 Dec 2020 — 31 Dec 2020	9,229	508	\$4,744.05	\$9.34	5.5%	-	26.7	5.26%	\$177.61	37.25%
Change	4,397 ↓ 32%	216 ↓ 30%	\$1,497.89 ↓ 24%	\$0.72 ↑ 8%	0.19% ↑ 4%	--	11.58 ↓ 30%	0.03% ↓ 1%	\$14.59 ↑ 9%	4.62% ↓ 11%

Performance by Month - 1 Jan 2020 — 31 Dec 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	38.3	5.29%	\$163.02	41.87%
Dec '20	9,229	508	\$4,744.05	\$9.34	5.5%	-	26.7	5.26%	\$177.61	37.25%
Total	131,570	5,774	\$41,180.07	\$7.13	4.39%	-	385	6.67%	\$106.96	27.79%

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	2,742	182	\$2,737.23	\$15.04	6.64%	-	17.7	9.73%	\$154.56	75.5%
search beta emsculpt	1,396	112	\$733.12	\$6.55	8.02%	-	5	4.46%	\$146.62	58.83%
search beta coolsculpting exp reach	5,091	214	\$1,273.70	\$5.95	4.2%	-	4	1.87%	\$318.43	27.51%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

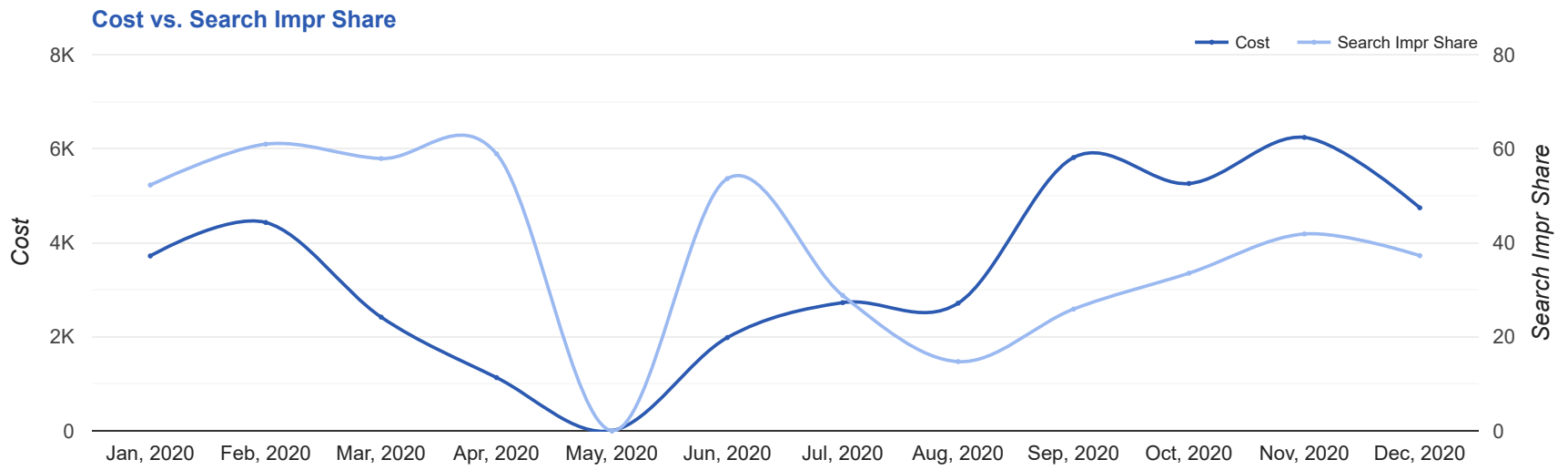
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Totowa - Biggest CoolSculpting® Promo eternalmedicalspa.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Totowa, NJ	828	49	\$832.84	\$17.00	5.92%	-	3.7	7.57%	\$224.49
Eternal Medical Spa - Fat Reduction in Totowa - Non-Surgical Fat Reduction eternalmedicalspa.com/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	671	30	\$192.80	\$6.43	4.47%	-	3	10.00%	\$64.27
[Dynamic Headline] [Dynamic Display URL] Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	67	5	\$93.07	\$18.61	7.46%	-	2	40.00%	\$46.53
{Keyword:Eternal Medical Spa} - Non-Invasive Body Contouring - 25% Off Emsculpt® Special eternalmedicalspa.com/ Emsculpt is a Non-Surgical Body Contouring Procedure That Reduces Fat and Builds Muscles	27	6	\$26.99	\$4.50	22.22%	-	1	16.67%	\$26.99
Eternal Medical Spa - Non-Invasive Body Contouring - 25% Off Emsculpt® Special eternalmedicalspa.com/ Emsculpt is a Non-Surgical Body Contouring Procedure That Reduces Fat and Builds Muscles	25	2	\$12.47	\$6.24	8.00%	-	1	50.00%	\$12.47

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

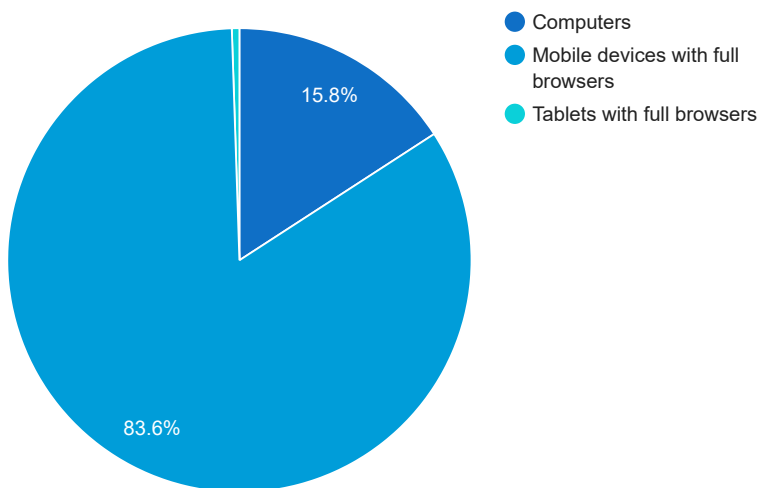
Budget Coverage



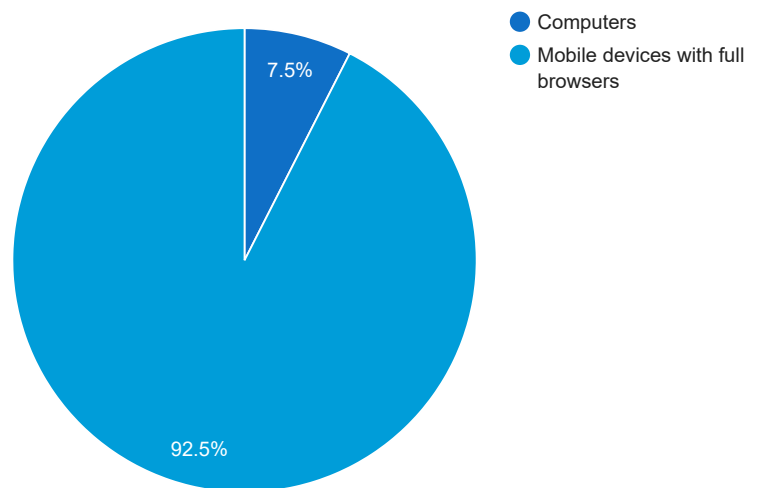
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	3,719.11	52.28
Feb, 2020	4,431.85	60.99
Mar, 2020	2,417.11	57.92
Apr, 2020	1,129.89	58.93
May, 2020	0	0
Jun, 2020	1,981.85	53.65
Jul, 2020	2,725.72	28.77
Aug, 2020	2,714.29	14.70
Sep, 2020	5,813.44	25.88
Oct, 2020	5,260.82	33.52
Nov, 2020	6,241.94	41.87
Dec, 2020	4,744.05	37.25

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	7,137	438	\$3,967.52	\$9.06	6.14%	-	24.7	5.64%	\$160.56
Computers	1,946	67	\$751.63	\$11.22	3.44%	-	2	2.99%	\$375.82
Tablets with full browsers	146	3	\$24.90	\$8.30	2.05%	-	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	9,229	508	\$4,744.05	\$9.34	5.5%	-	26.7	5.26%	\$177.61

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Form Submit	16.7
Phone Call	8
Calls from ads	1
Click to Call	1
Local actions - Website visits	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