

**Monthly Account
Performance Report
1 Jan 2021 — 31 Jan 2021**

Eternal Medical Spa

916-184-4933

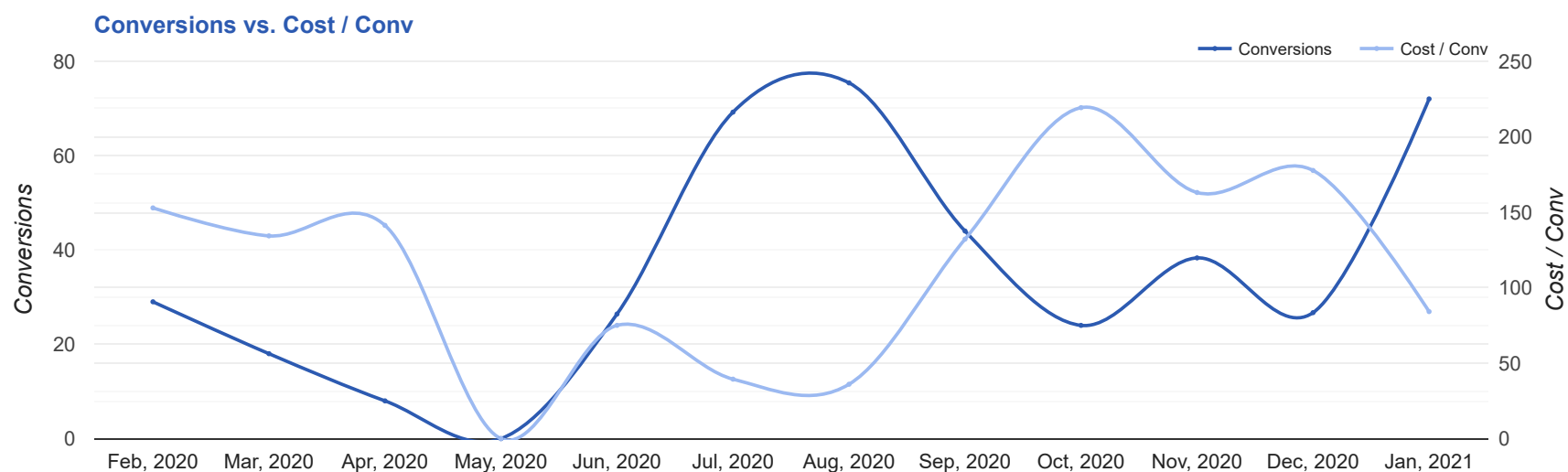
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$6,057	72	8.09%	\$84.13
↑ 28%	↑ 170%	↑ 54%	↓ 53%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	9,229	508	\$4,744.05	\$9.34	5.5%	-	26.7	5.26%	\$177.61	37.25%
1 Jan 2021 — 31 Jan 2021	13,318	890	\$6,057.11	\$6.81	6.68%	-	72	8.09%	\$84.13	34.71%
Change	4,089 ↑ 44%	382 ↑ 75%	\$1,313.06 ↑ 28%	\$2.53 ↓ 27%	1.18% ↑ 21%	--	45.29 ↑ 170%	2.83% ↑ 54%	\$93.48 ↓ 53%	2.54% ↓ 7%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%
Jan '21	13,318	890	\$6,057.11	\$6.81	6.68%	-	72	8.09%	\$84.13	34.71%
Total	135,961	6,335	\$43,518.07	\$6.87	4.66%	-	431	6.8%	\$100.97	27.48%

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	4,240	358	\$3,482.40	\$9.73	8.44%	-	42	11.73%	\$82.91	82.86%
search beta coolsculpting exp reach	7,452	359	\$1,574.87	\$4.39	4.82%	-	16	4.46%	\$98.43	24.61%
search beta emsculpt	1,626	173	\$999.84	\$5.78	10.64%	-	14	8.09%	\$71.42	57.87%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

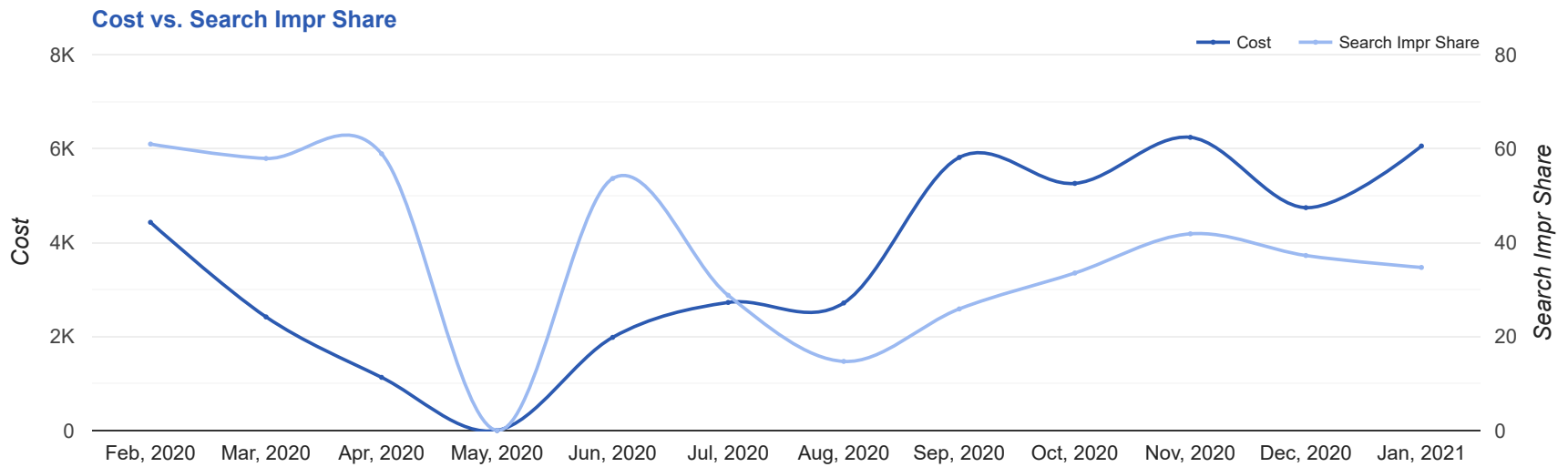
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
[Dynamic Headline] [Dynamic Display URL] Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	142	25	\$315.02	\$12.60	17.61%	-	8	32.12%	\$39.23
CoolSculpting® Fat Reduction - CoolSculpting in Totowa - Biggest CoolSculpting® Promo eternalmedicalspa.com/ -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Totowa, NJ	918	73	\$734.71	\$10.06	7.95%	-	6	8.22%	\$122.45
Fat Reduction in Totowa - Our Biggest Discount Ever - Get Rid of Unwanted Fat eternalmedicalspa.com// CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,735	60	\$313.92	\$5.23	3.46%	-	6	10.00%	\$52.32
CoolSculpting® in Totowa - Jan Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In {=COUNTDOWN("2021/01/31 00:00:00","en-US",31)} eternalmedicalspa.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	229	27	\$263.61	\$9.76	11.79%	-	4.3	16.04%	\$60.88
{Keyword:Eternal Medspa Emsculpting} - Best Emsculpt Price in Totowa - Top Provider in Totowa eternalmedicalspa.com/emsculpting/ -- Emsculpt is a Non-Surgical Alternative to Liposuction That Reduces Fat and Builds Muscles	491	80	\$532.62	\$6.66	16.29%	-	4	5.00%	\$133.16

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

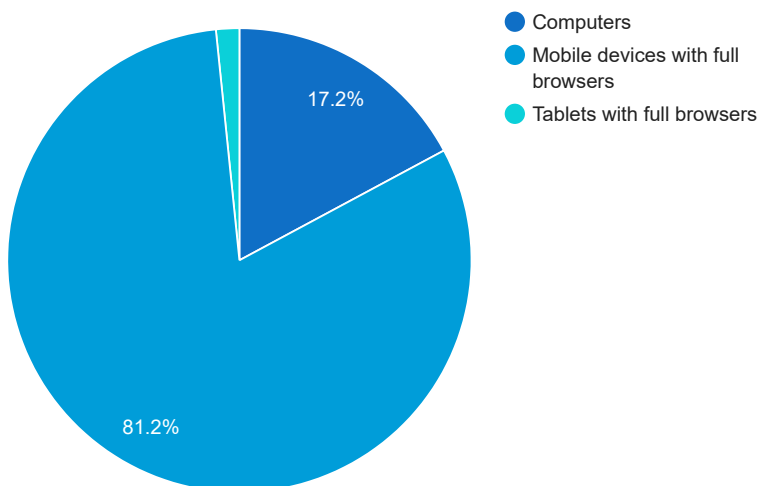
Budget Coverage



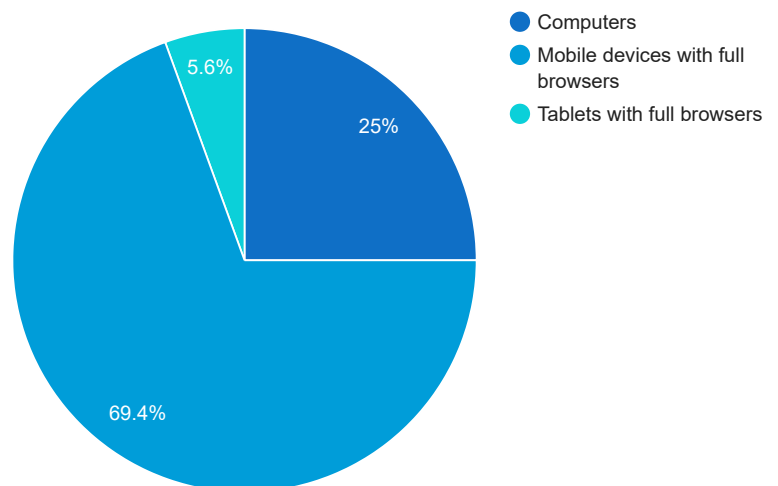
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	4,431.85	60.99
Mar, 2020	2,417.11	57.92
Apr, 2020	1,129.89	58.93
May, 2020	0	0
Jun, 2020	1,981.85	53.65
Jul, 2020	2,725.72	28.77
Aug, 2020	2,714.29	14.70
Sep, 2020	5,813.44	25.88
Oct, 2020	5,260.82	33.52
Nov, 2020	6,241.94	41.87
Dec, 2020	4,744.05	37.25
Jan, 2021	6,057.11	34.71

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	10,475	763	\$4,919.42	\$6.45	7.28%	-	50	6.56%	\$98.33
Computers	2,614	113	\$1,039.39	\$9.20	4.32%	-	18	15.93%	\$57.74
Tablets with full browsers	229	14	\$98.30	\$7.02	6.11%	-	4	28.36%	\$24.76

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	13,318	890	\$6,057.11	\$6.81	6.68%	-	72	8.09%	\$84.13

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Form Submit	52
Phone Call	17
Click to Call	2
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 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