

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

Eternal Medical Spa

916-184-4933

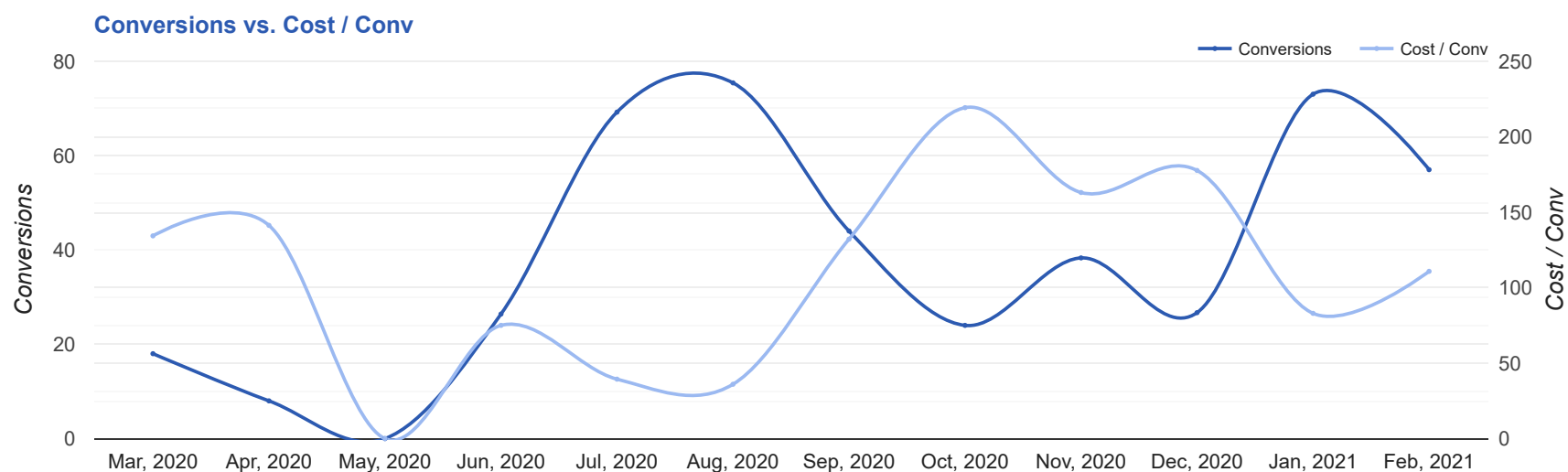
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$6,316	57	6.06%	\$110.80
↑ 4%	↓ 22%	↓ 26%	↑ 34%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	13,318	890	\$6,057.11	\$6.81	6.68%	-	73	8.2%	\$82.97	34.78%
1 Feb 2021 — 28 Feb 2021	13,192	940	\$6,315.80	\$6.72	7.13%	-	57	6.06%	\$110.80	34.1%
Change	126 ↓ 1%	50 ↑ 6%	\$258.69 ↑ 4%	\$0.09 ↓ 1%	0.45% ↑ 7%	--	16 ↓ 22%	2.14% ↓ 26%	\$27.83 ↑ 34%	0.68% ↓ 2%

Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	73	8.2%	\$82.97	34.78%
Feb '21	13,192	940	\$6,315.80	\$6.72	7.13%	-	57	6.06%	\$110.80	34.1%
Total	138,147	6,808	\$45,402.02	\$6.67	4.93%	-	460	6.76%	\$98.70	26.81%

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	4,347	371	\$3,898.53	\$10.51	8.53%	-	33.4	8.99%	\$116.86	78.25%
search beta emsculpt	2,208	238	\$982.65	\$4.13	10.78%	-	17	7.14%	\$57.80	47.95%
search beta coolsculpting exp reach	6,637	331	\$1,434.62	\$4.33	4.99%	-	6.6	2.01%	\$216.06	23.43%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

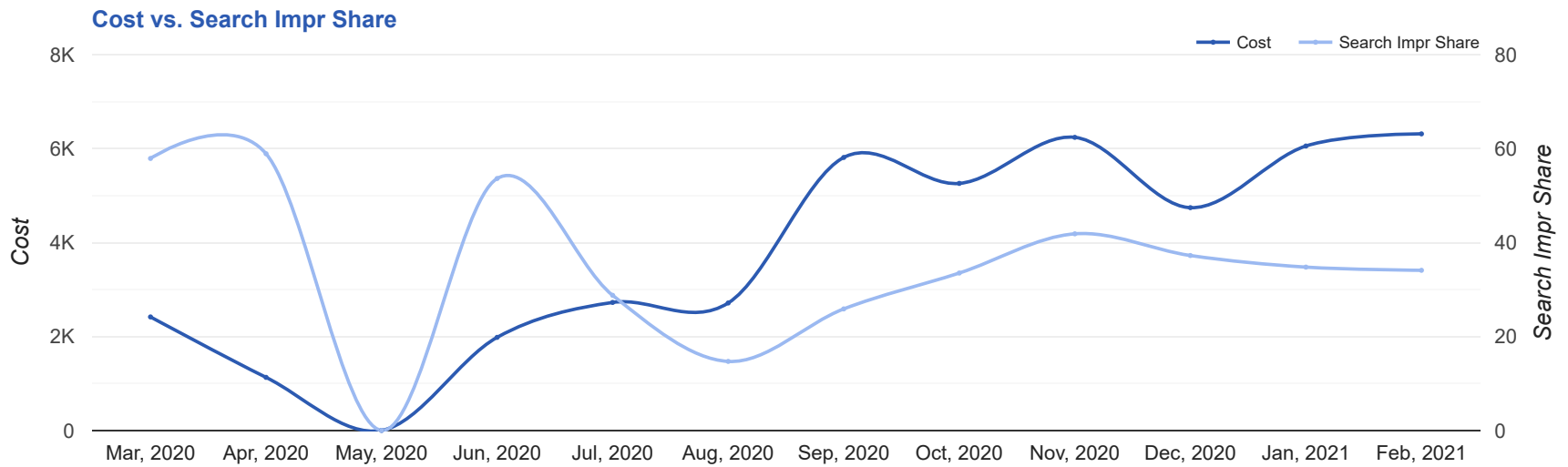
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Eternal Medspa Emsculpting} - Best Emsculpt Price in Totowa - Top Provider in Totowa eternalmedicalspsa.com/emsculpting/ -- Emsculpt is a Non-Surgical Alternative to Liposuction That Reduces Fat and Builds Muscles	1,082	133	\$588.76	\$4.43	12.29%	-	13	9.77%	\$45.29
CoolSculpting® in Totowa - Limited Time Offer Feb 2021 - Our Biggest Discount Ever eternalmedicalspsa.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	51	7	\$79.73	\$11.39	13.73%	-	4	57.14%	\$19.93
CoolSculpting® Fat Reduction - CoolSculpting in Totowa - Biggest CoolSculpting® Promo eternalmedicalspsa.com/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Totowa, NJ	663	55	\$654.35	\$11.90	8.30%	-	3.7	6.73%	\$176.85
CoolSculpting® in Totowa - Feb Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever eternalmedicalspsa.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	117	16	\$147.65	\$9.23	13.68%	-	3.5	21.88%	\$42.19
Eternal Medical Spa - Fat Reduction in Totowa - Non-Surgical Fat Reduction eternalmedicalspsa.com/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,169	95	\$437.86	\$4.61	8.13%	-	3	3.16%	\$145.95

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

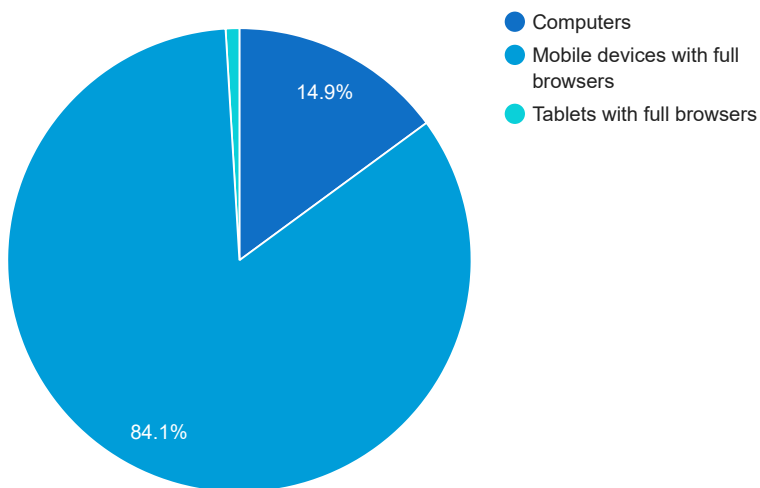
Budget Coverage



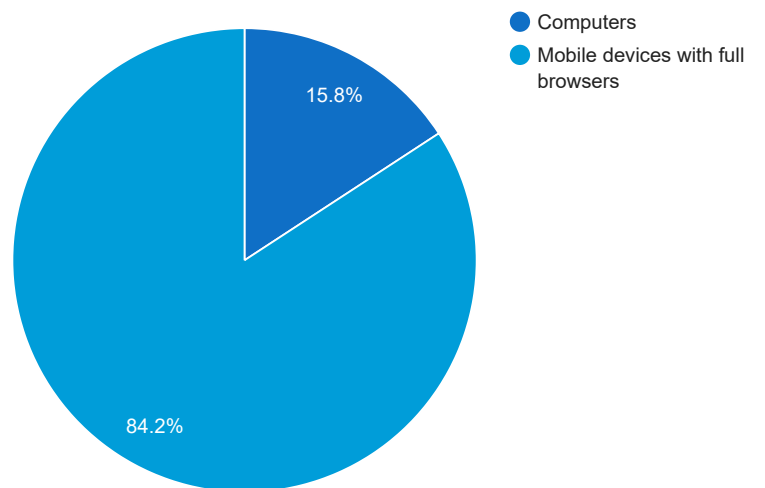
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	2,417.11	57.92
Apr, 2020	1,129.89	58.93
May, 2020	0	0
Jun, 2020	1,981.85	53.65
Jul, 2020	2,725.72	28.77
Aug, 2020	2,714.29	14.70
Sep, 2020	5,813.44	25.88
Oct, 2020	5,260.82	33.52
Nov, 2020	6,241.94	41.87
Dec, 2020	4,744.05	37.25
Jan, 2021	6,057.11	34.78
Feb, 2021	6,315.80	34.10

Cost and Conversions by Device

Cost



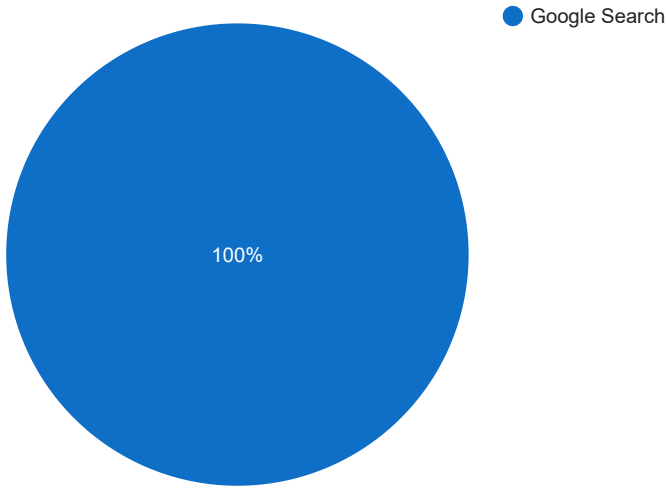
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	10,261	819	\$5,313.34	\$6.49	7.98%	-	48	5.86%	\$110.69
Computers	2,668	109	\$942.21	\$8.64	4.09%	-	9	8.26%	\$104.69
Tablets with full browsers	263	12	\$60.25	\$5.02	4.56%	-	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	13,192	940	\$6,315.80	\$6.72	7.13%	-	57	6.06%	\$110.80

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Form Submit	40
Phone Call	14
Click to Call	2
Calls from ads	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