

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

Eternal Medical Spa

916-184-4933

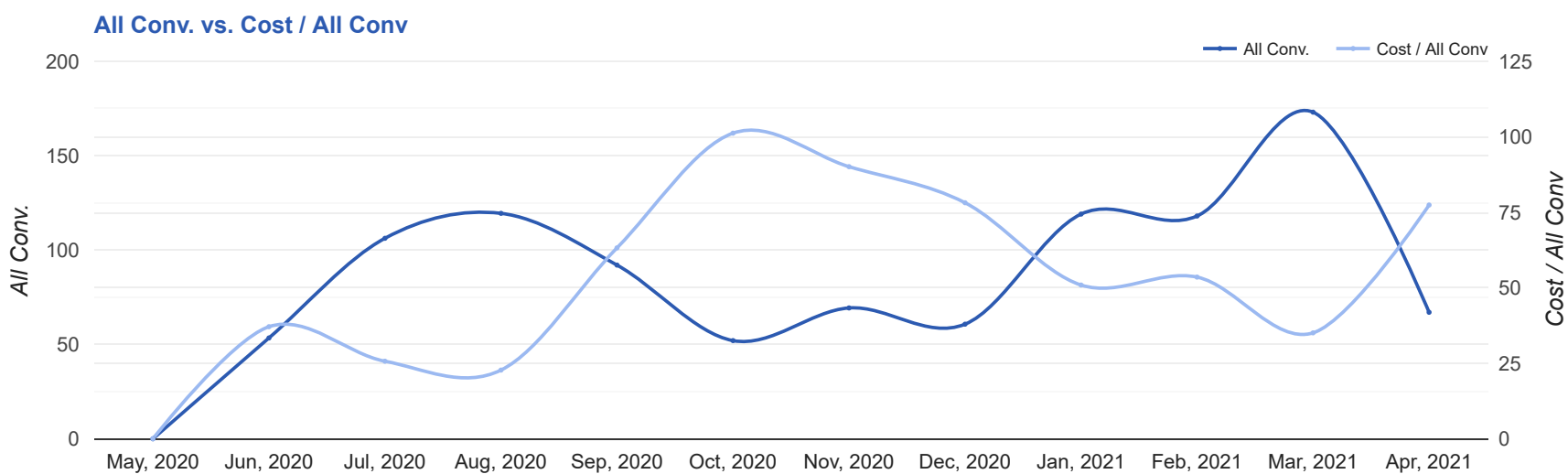
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$5,185	67	8.65%	\$77.39
↓ 15%	↓ 61%	↓ 50%	↑ 121%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	13,539	1,010	\$6,065.13	\$6.01	7.46%	-	17.13%	\$35.06	173
1 Apr 2021 — 30 Apr 2021	10,174	775	\$5,185.12	\$6.69	7.62%	-	8.65%	\$77.39	67
Change	3,365 ↓ 25%	235 ↓ 23%	\$880.01 ↓ 15%	\$0.68 ↑ 11%	0.16% ↑ 2%	0 ↔ -	8.48% ↓ 50%	\$42.33 ↑ 121%	106 ↓ 61%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Jun '20	7,221	324	\$1,981.85	\$6.12	4.49%	-	53.4	16.49%	\$37.10
Jul '20	13,986	688	\$2,725.72	\$3.96	4.92%	-	106.2	15.44%	\$25.67
Aug '20	27,552	914	\$2,714.29	\$2.97	3.32%	-	119.4	13.06%	\$22.74
Sep '20	22,887	859	\$5,813.44	\$6.77	3.75%	-	92	10.71%	\$63.19
Oct '20	10,770	624	\$5,260.82	\$8.43	5.79%	-	52	8.33%	\$101.17
Nov '20	13,626	724	\$6,241.94	\$8.62	5.31%	-	69.3	9.57%	\$90.08
Dec '20	9,229	508	\$4,744.05	\$9.34	5.5%	-	60.7	11.95%	\$78.14
Jan '21	13,318	890	\$6,057.11	\$6.81	6.68%	-	119	13.37%	\$50.90
Feb '21	13,192	940	\$6,315.80	\$6.72	7.13%	-	118	12.55%	\$53.52
Mar '21	13,539	1,010	\$6,065.13	\$6.01	7.46%	-	173	17.13%	\$35.06
Apr '21	10,174	775	\$5,185.12	\$6.69	7.62%	-	67	8.65%	\$77.39
Total	155,494	8,256	\$53,105.27	\$6.43	5.31%	-	1,030	12.48%	\$51.56

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	5,841	500	\$4,137.58	\$8.28	8.56%	-	48	9.6%	\$86.20
search beta coolsculpting exp reach	4,333	275	\$1,047.54	\$3.81	6.35%	-	19	6.91%	\$55.13

Top Keywords - 1 Apr 2021 — 30 Apr 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting near me	47	33	\$446.09	\$13.52	70.21%	-	6	18.18%	\$74.35
freezing your fat off	1	1	\$7.69	\$7.69	100.00%	-	4	400.00%	\$1.92
cool sculpting	246	49	\$411.78	\$8.40	19.92%	-	4	8.16%	\$102.94
best place for coolsculpting near me	1	1	\$17.21	\$17.21	100.00%	-	2	200.00%	\$8.61
dr tamaki weight loss drink	1	1	\$2.47	\$2.47	100.00%	-	2	200.00%	\$1.24
laser liposuction	4	3	\$11.00	\$3.67	75.00%	-	2	66.67%	\$5.50
coolsculpting reviews 2020	1	1	\$7.36	\$7.36	100.00%	-	1	100.00%	\$7.36
coolsculpting nj	3	3	\$30.37	\$10.12	100.00%	-	1	33.33%	\$30.37
body sculpting	35	10	\$40.57	\$4.06	28.57%	-	1	10.00%	\$40.57
coolsculpting deals	2	2	\$26.39	\$13.20	100.00%	-	1	50.00%	\$26.39

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
CoolSculpting® Fat Reduction - CoolSculpting in Totowa - Biggest CoolSculpting® Promo eternalmedicalspa.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Totowa, NJ	1,811	159	\$1,448.32	\$9.11	8.78%	-	21	13.21%	\$68.97
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	761	57	\$218.28	\$3.83	7.49%	-	7	12.28%	\$31.18
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	1,002	77	\$283.52	\$3.68	7.68%	-	5	6.49%	\$56.70
[Dynamic Headline] [Dynamic Display URL] Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	185	31	\$310.09	\$10.00	16.76%	-	4	12.90%	\$77.52
CoolSculpting® Fat Reduction - Limited Time Offer Apr 2021 - 25% Off All CoolSculpting eternalmedicalspa.com// Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Totowa, NJ	109	10	\$86.77	\$8.68	9.17%	-	3	30.00%	\$28.92

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

Budget Coverage

Display Impr Share

0%

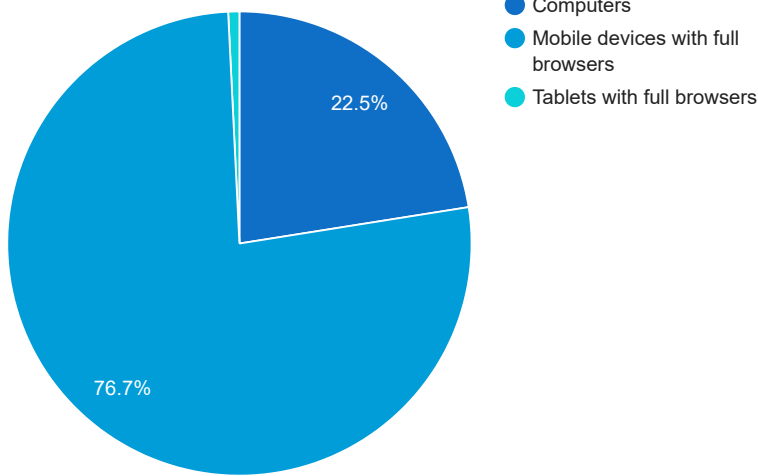
Search Impr Share

27.87%

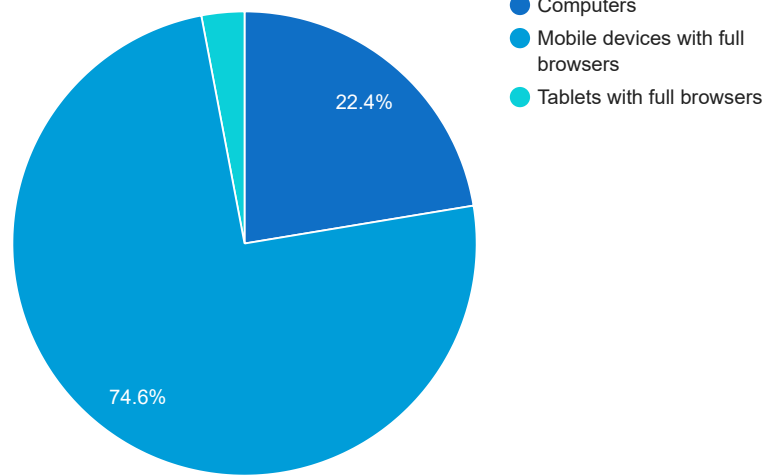
↓ 14%

Cost and Conversions by Device

Cost



All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	8,211	628	\$3,978.70	\$6.34	7.65%	-	50	7.96%	\$79.57
Computers	1,827	138	\$1,166.24	\$8.45	7.55%	-	15	10.87%	\$77.75
Tablets with full browsers	136	9	\$40.18	\$4.46	6.62%	-	2	22.22%	\$20.09

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	10,174	775	\$5,185.12	\$6.69	7.62%	-	67	8.65%	\$77.39

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Form Submit	35
Phone Call	22
Click to Call	4
Calls from ads	1
Local actions - Directions	5

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