

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

Eternal Medical Spa

916-184-4933

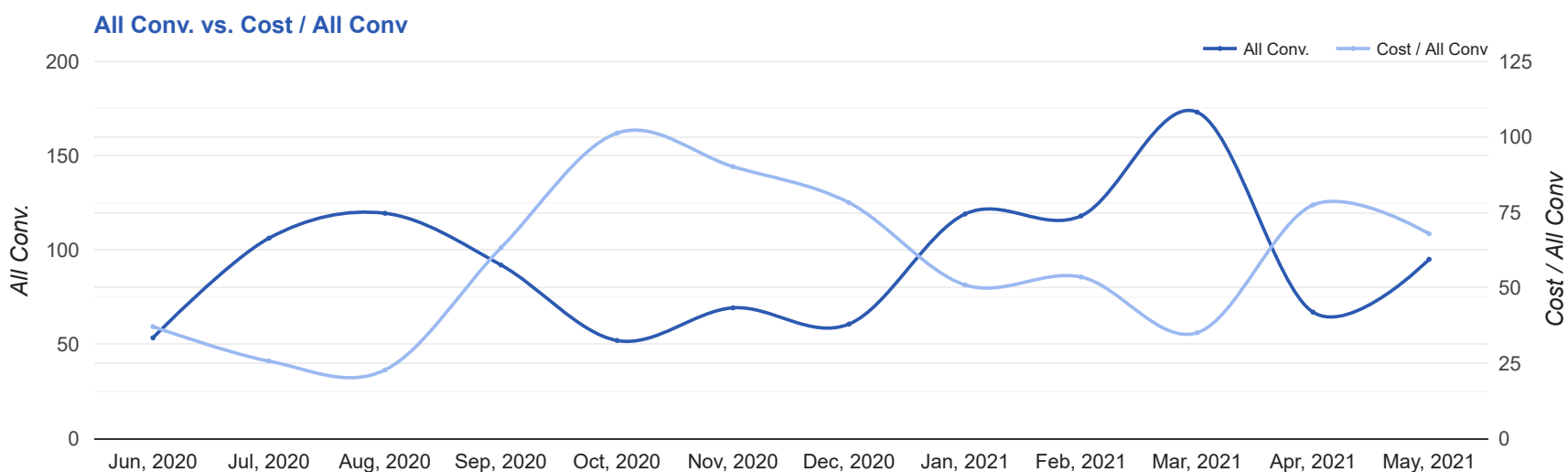
Key Performance Indicators (KPIs)

| | | | |
|---------|-----------|----------------|-----------------|
| Cost | All Conv. | All Conv. Rate | Cost / All Conv |
| \$6,445 | 95 | 7.83% | \$67.84 |
| ↑ 24% | ↑ 42% | ↓ 9% | ↓ 12% |

Performance Comparison - Month-over-Month

| | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | ALL CONV. RATE | COST / ALL CONV | ALL CONV. |
|--------------------------|----------------|--------------|---------------------|-----------------|----------------|----------|----------------|-----------------|-------------|
| 1 Apr 2021 — 30 Apr 2021 | 10,174 | 775 | \$5,185.12 | \$6.69 | 7.62% | - | 8.65% | \$77.39 | 67 |
| 1 May 2021 — 31 May 2021 | 18,271 | 1,214 | \$6,445.04 | \$5.31 | 6.64% | - | 7.83% | \$67.84 | 95 |
| Change | 8,097 ↑ 80% | 439 ↑ 57% | \$1,259.92 ↑ 24% | \$1.38 ↓ 21% | 0.98% ↓ 13% | 0 ↔ - | 0.82% ↓ 9% | \$9.55 ↓ 12% | 28 ↑ 42% |

Performance by Month - 1 Jun 2020 — 31 May 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 |
| May '21 | 18,271 | 1,214 | \$6,445.04 | \$5.31 | 6.64% | - | 95 | 7.83% | \$67.84 |
| Total | 173,765 | 9,470 | \$59,550.31 | \$6.29 | 5.45% | - | 1,125 | 11.88% | \$52.93 |

Campaign Summary - 1 May 2021 — 31 May 2021

| CAMPAIGN | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | ALL CONV. | ALL CONV. RATE | COST / ALL CONV |
|---|--------|--------|------------|---------|-------|---------|-----------|----------------|-----------------|
| search beta coolsculpting | 17,397 | 1,153 | \$6,239.40 | \$5.41 | 6.63% | - | 92 | 7.98% | \$67.82 |
| search beta coolsculpting exp reach | 874 | 61 | \$205.64 | \$3.37 | 6.98% | - | 3 | 4.92% | \$68.55 |

Top Keywords - 1 May 2021 — 31 May 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 | 62 | 36 | \$421.31 | \$11.70 | 58.06% | - | 8.7 | 24.25% | \$48.26 |
| coolsculpting | 202 | 34 | \$261.87 | \$7.70 | 16.83% | - | 6 | 17.65% | \$43.65 |
| cool sculpting | 236 | 47 | \$379.51 | \$8.07 | 19.92% | - | 6 | 12.77% | \$63.25 |
| body sculpting | 67 | 17 | \$103.26 | \$6.07 | 25.37% | - | 4 | 23.53% | \$25.82 |
| coolsculpting cost | 29 | 17 | \$100.08 | \$5.89 | 58.62% | - | 3 | 17.65% | \$33.36 |
| liposuction cost | 31 | 11 | \$55.07 | \$5.01 | 35.48% | - | 3 | 27.27% | \$18.36 |
| body sculpting near me | 15 | 12 | \$83.96 | \$7.00 | 80.00% | - | 2 | 16.67% | \$41.98 |
| eximia treatment price | 3 | 1 | \$0.93 | \$0.93 | 33.33% | - | 2 | 200.00% | \$0.47 |
| quickest way to lose weight | 2 | 2 | \$10.61 | \$5.30 | 100.00% | - | 1 | 50.00% | \$10.61 |
| coolsculpting denville nj | 1 | 2 | \$27.46 | \$13.73 | 200.00% | - | 1 | 50.00% | \$27.46 |

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

| AD | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | ALL CONV. | ALL CONV. RATE | COST / ALL CONV |
|---|-------|--------|------------|---------|--------|---------|-----------|----------------|-----------------|
| 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 | 3,505 | 295 | \$1,275.55 | \$4.32 | 8.42% | - | 16 | 5.42% | \$79.72 |
| CoolSculpting® Fat Reduction - CoolSculpting in Totowa - Biggest CoolSculpting® Promo eternalmedicalspa.com/ -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Totowa, NJ | 1,381 | 107 | \$879.22 | \$8.22 | 7.75% | - | 13.7 | 12.83% | \$64.04 |
| CoolSculpting® Fat Reduction - CoolSculpting in Totowa - Biggest CoolSculpting® Promo eternalmedicalspa.com/ -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Totowa, NJ | 221 | 24 | \$198.55 | \$8.27 | 10.86% | - | 6 | 25.00% | \$33.09 |
| 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 | 2,152 | 144 | \$594.96 | \$4.13 | 6.69% | - | 4.3 | 2.97% | \$139.33 |
| CoolSculpting® Fat Reduction - CoolSculpting in Totowa - Biggest CoolSculpting® Promo eternalmedicalspa.com/ -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Totowa, NJ | 250 | 26 | \$135.57 | \$5.21 | 10.40% | - | 3 | 11.54% | \$45.19 |

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

Budget Coverage

Display Impr Share

0%

-

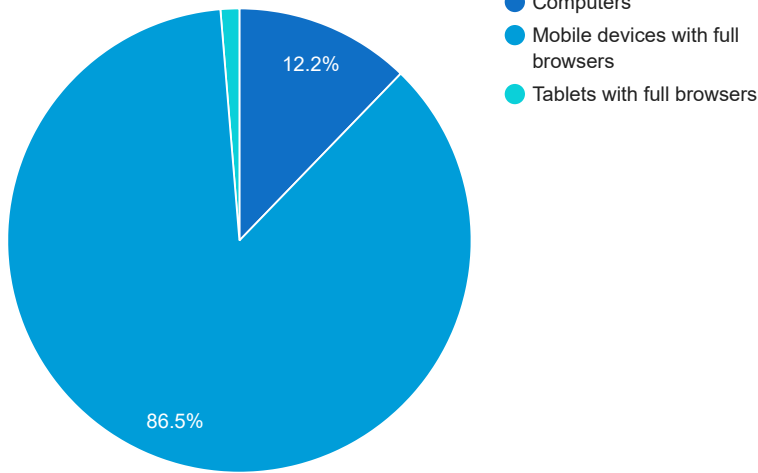
Search Impr Share

27.87%

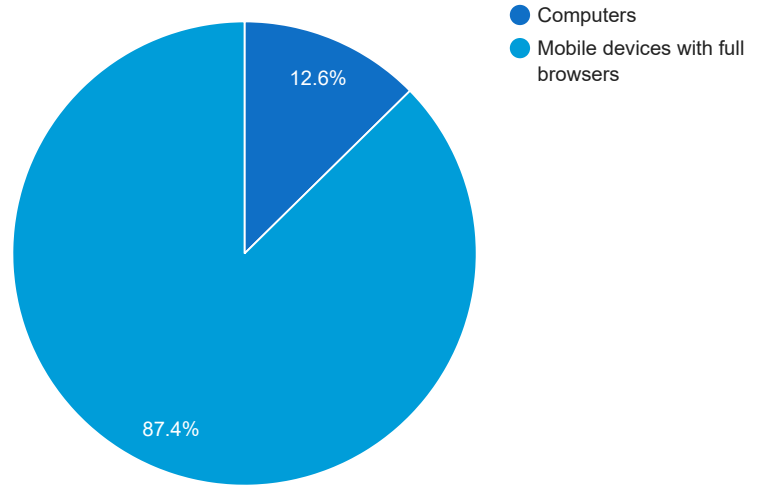
↔ 0%

Cost and Conversions by Device

Cost



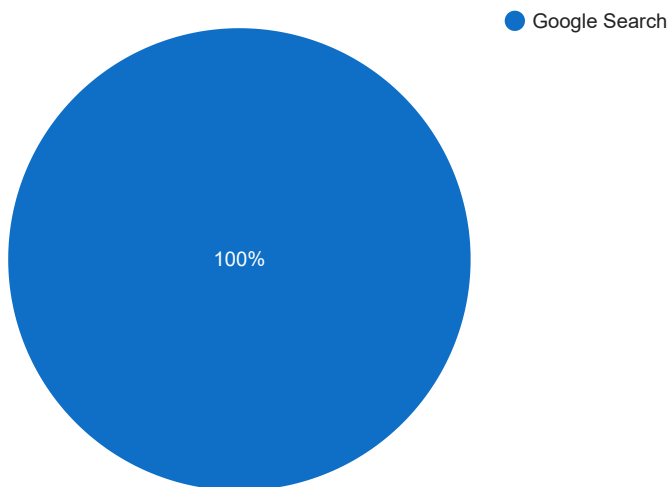
All Conv.



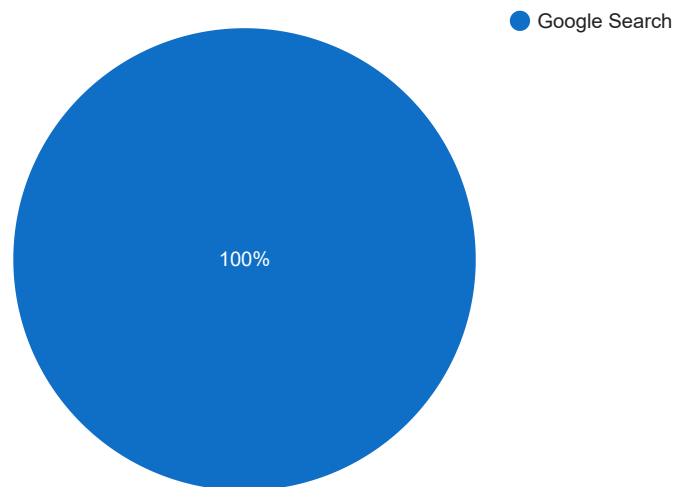
| DEVICE | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | ALL CONV. | ALL CONV. RATE | COST / ALL CONV |
|-----------------------------------|--------|--------|------------|---------|-------|---------|-----------|----------------|-----------------|
| Mobile devices with full browsers | 15,230 | 1,069 | \$5,572.48 | \$5.21 | 7.02% | - | 83 | 7.76% | \$67.14 |
| Computers | 2,810 | 130 | \$788.21 | \$6.06 | 4.63% | - | 12 | 9.23% | \$65.68 |
| Tablets with full browsers | 231 | 15 | \$84.35 | \$5.62 | 6.49% | - | 0 | 0% | \$0.00 |

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 | 18,271 | 1,214 | \$6,445.04 | \$5.31 | 6.64% | - | 95 | 7.83% | \$67.84 |

Conversion Types - 1 May 2021 — 31 May 2021

| CONVERSION TYPE | ALL CONV. |
|----------------------------|-----------|
| Form Submit | 55 |
| Phone Call | 24 |
| Click to Call | 6 |
| Clicks to call | 5 |
| 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