

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

Eternal Medical Spa

916-184-4933

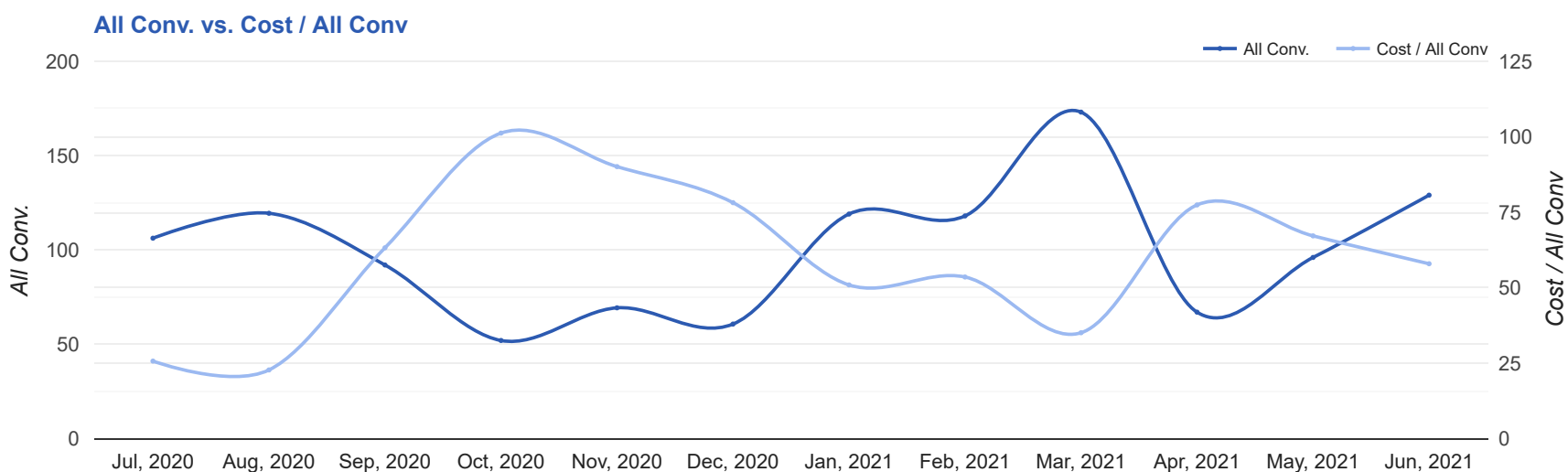
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$7,470	129	9.54%	\$57.91
↑ 16%	↑ 34%	↑ 21%	↓ 14%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	18,271	1,214	\$6,445.04	\$5.31	6.64%	-	7.91%	\$67.14	96
1 Jun 2021 — 30 Jun 2021	20,194	1,352	\$7,470.46	\$5.53	6.7%	-	9.54%	\$57.91	129
Change	1,923 ↑ 11%	138 ↑ 11%	\$1,025.42 ↑ 16%	\$0.22 ↑ 4%	0.06% ↑ 1%	0 ↔ -	1.63% ↑ 21%	\$9.23 ↓ 14%	33 ↑ 34%

Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	96	7.91%	\$67.14
Jun '21	20,194	1,352	\$7,470.46	\$5.53	6.7%	-	129	9.54%	\$57.91
Total	186,738	10,498	\$65,038.92	\$6.20	5.62%	-	1,201.6	11.45%	\$54.13

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	19,041	1,225	\$6,479.39	\$5.29	6.43%	-	115	9.39%	\$56.34
search beta emsculpt	1,097	123	\$983.30	\$7.99	11.21%	-	14	11.38%	\$70.24
search beta qwo cellulite	56	4	\$7.77	\$1.94	7.14%	-	0	0%	\$0.00

Top Keywords - 1 Jun 2021 — 30 Jun 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting	216	47	\$400.28	\$8.52	21.76%	-	9	19.15%	\$44.48
coolsculpting near me	56	24	\$287.93	\$12.00	42.86%	-	5.7	23.63%	\$50.78
liposuction cost new jersey	97	31	\$148.13	\$4.78	31.96%	-	5	16.13%	\$29.63
liposuction	264	29	\$141.86	\$4.89	10.98%	-	4.6	15.97%	\$30.64
em sculpting near me	5	2	\$31.47	\$15.73	40.00%	-	4	200.00%	\$7.87
liposuction near me	17	7	\$45.50	\$6.50	41.18%	-	4	57.14%	\$11.38
coolsculpting cost	29	16	\$106.37	\$6.65	55.17%	-	3.2	20.25%	\$32.83
emsculpt	169	31	\$230.71	\$7.44	18.34%	-	3	9.68%	\$76.90
laser lipo arms	1	2	\$9.04	\$4.52	200.00%	-	2	100.00%	\$4.52
cool sculpting cost	45	18	\$97.68	\$5.43	40.00%	-	2	11.11%	\$48.84

Top Performing Ads - 1 Jun 2021 — 30 Jun 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	4,715	389	\$1,764.14	\$4.54	8.25%	-	35.8	9.19%	\$49.33
CoolSculpting® Fat Reduction - CoolSculpting in Totowa - Biggest CoolSculpting® Promo eternalmedicalspa.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Totowa, NJ	1,528	136	\$1,245.41	\$9.16	8.90%	-	24.1	17.71%	\$51.72
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	2,352	146	\$615.59	\$4.22	6.21%	-	15	10.27%	\$41.04
{Keyword:Eternal Medspa Emsculpting} - Best Emsculpt Price in Totowa - Top Provider in Totowa eternalmedicalspa.com/emsculpting/totowa Emsculpt is a Non-Surgical Alternative to Liposuction That Reduces Fat and Builds Muscles	437	59	\$496.39	\$8.41	13.50%	-	10	16.95%	\$49.64
CoolSculpting® Fat Reduction - CoolSculpting in Totowa - Biggest CoolSculpting® Promo eternalmedicalspa.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Totowa, NJ	426	39	\$229.22	\$5.88	9.15%	-	6.2	16.00%	\$36.73

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

Budget Coverage

Display Impr Share

0%

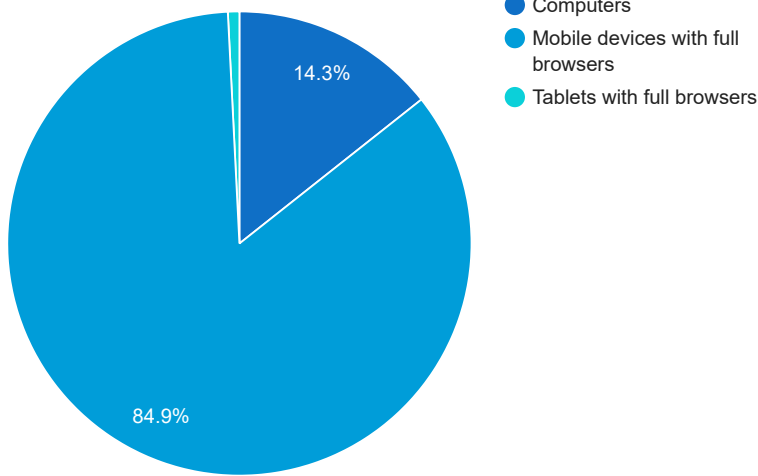
Search Impr Share

20.93%

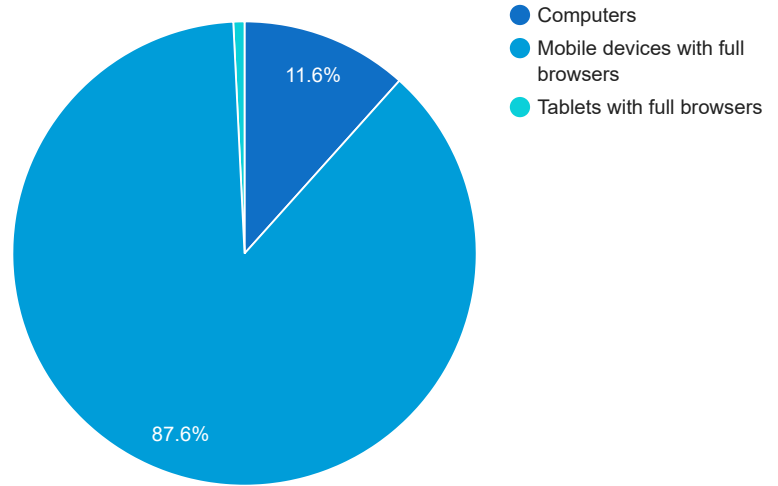
↓ 25%

Cost and Conversions by Device

Cost



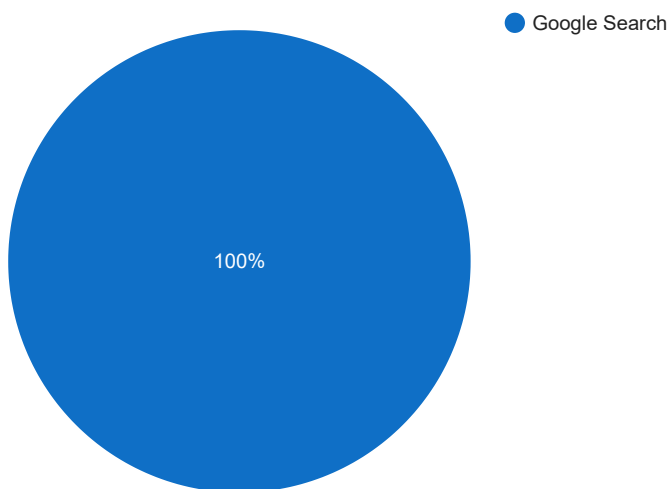
All Conv.



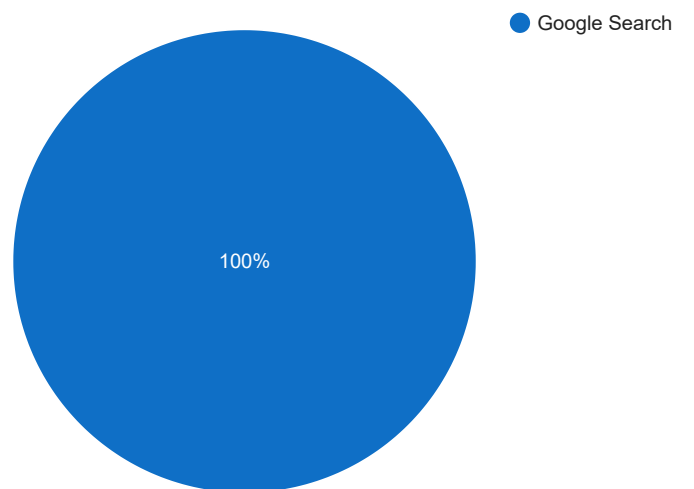
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	17,118	1,172	\$6,339.25	\$5.41	6.85%	-	113	9.64%	\$56.10
Computers	2,793	165	\$1,071.61	\$6.49	5.91%	-	15	9.09%	\$71.44
Tablets with full browsers	283	15	\$59.60	\$3.97	5.3%	-	1	6.67%	\$59.60

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	20,194	1,352	\$7,470.46	\$5.53	6.7%	-	129	9.54%	\$57.91

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Form Submit	73
Phone Call	36
Click to Call	7
Calls From Ads (MS)	2
Clicks to call	9
Local actions - Directions	2

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