

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

MD Body & Medspa

289-582-0507

# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$5,725	22	6.81%	\$260.24
↑ ∞	↑ ∞	↑ ∞	↑ ∞

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2021 — 31 May 2021	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 Jun 2021 — 30 Jun 2021	11,975	323	\$5,725.33	\$17.73	2.7%	-	22	6.81%	\$260.24	39.6%
<b>Change</b>	11,975 ↑ ∞%	323 ↑ ∞%	\$5,725.33 ↑ ∞%	\$17.73 ↑ ∞%	2.70% ↑ ∞%	0 ↔ -	22 ↑ ∞%	6.81% ↑ ∞%	\$260.24 ↑ ∞%	39.60% ↑ ∞%

# Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Jun '21	11,975	323	\$5,725.33	\$17.73	2.7%	-	22	6.81%	\$260.24	39.6%
<b>Total</b>	11,975	323	\$5,725.33	\$17.73	2.7%	-	22	6.81%	\$260.24	39.6%

# Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting   greenwood	6,430	159	\$4,227.13	\$26.59	2.47%	-	13	8.18%	\$325.16	49.64%
search   beta   coolsculpting   westminster	5,545	164	\$1,498.20	\$9.14	2.96%	-	9	5.49%	\$166.47	32.06%

# Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:MD Body & Medspa} - CoolSculpting in Westminster - Biggest CoolSculpting® Promo <a href="http://mbody.beautysculpt.net/coolsculpting/westminster">mbody.beautysculpt.net/coolsculpting/westminster</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminster, CO	730	28	\$297.56	\$10.63	3.84%	-	2	7.14%	\$148.78
CoolSculpting® Fat Reduction - Limited Time Offer   June 2021 - Hurry Offer Ends In {=COUNTDOWN("2021/06/30 00:00:00","en-US",31)} <a href="http://mbody.beautysculpt.net/coolsculpting/">mbody.beautysculpt.net/coolsculpting/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	44	1	\$8.13	\$8.13	2.27%	-	1	100.00%	\$8.13
Best CoolSculpting Deal Ever - Limited Time Offer   June 2021 - Hurry Offer Ends In {=COUNTDOWN("2021/06/30 00:00:00","en-US",31)} <a href="http://mbody.beautysculpt.net/coolsculpting/">mbody.beautysculpt.net/coolsculpting/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	26	3	\$154.31	\$51.44	11.54%	-	1	33.33%	\$154.31
Fat Reduction in Greenwood VLG - Freeze Away Body Fat - Get \$1,300 Off 8+ Treatments <a href="http://mbody.beautysculpt.net/coolsculpting/">mbody.beautysculpt.net/coolsculpting/</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	141	3	\$59.17	\$19.72	2.13%	-	1	33.33%	\$59.17
Best CoolSculpting Deal Ever - Limited Time Offer   June 2021 - Up to \$1,300 Off CoolSculpting <a href="http://mbody.beautysculpt.net/coolsculpting/">mbody.beautysculpt.net/coolsculpting/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	29	2	\$117.60	\$58.80	6.90%	-	1	50.00%	\$117.60

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2021 — 30 Jun 2021

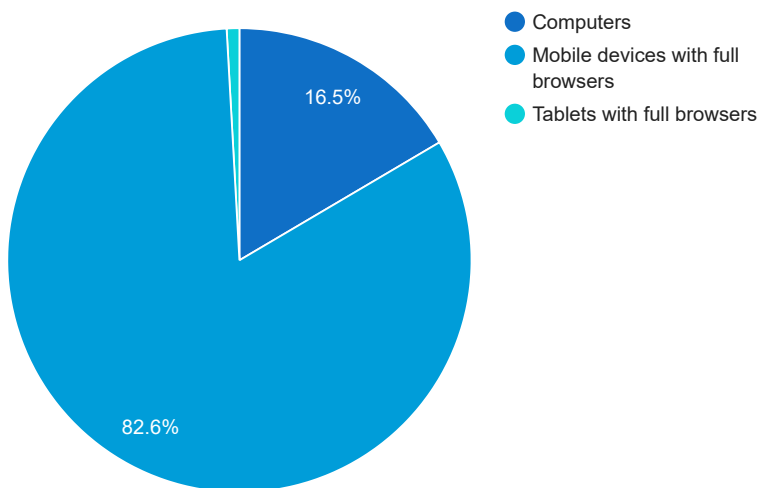
## Budget Coverage



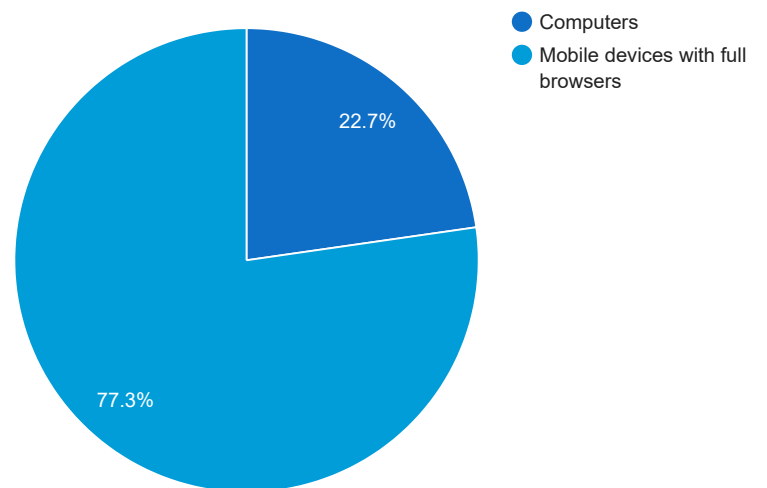
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	0	0
Mar, 2021	0	0
Apr, 2021	0	0
May, 2021	0	0
Jun, 2021	5,725.33	39.60

## 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	9,297	274	\$4,728.97	\$17.26	2.95%	-	17	6.2%	\$278.17
Computers	2,335	45	\$945.96	\$21.02	1.93%	-	5	11.11%	\$189.19
Tablets with full browsers	343	4	\$50.40	\$12.60	1.17%	-	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	11,975	323	\$5,725.33	\$17.73	2.7%	-	22	6.81%	\$260.24

# Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE

CONV

Submit lead form

19

Click to Call

3

## 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