

**Monthly Account
Performance Report
1 Nov 2020 — 30 Nov 2020**

Metro Laser

848-019-2545

Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$9,010	98	6.59%	\$91.94
↑ 46%	↑ 1,300%	↑ 328%	↓ 90%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	10,123	455	\$6,176.36	\$13.57	4.49%	-	7	1.54%	\$882.34	35.47%
1 Nov 2020 — 30 Nov 2020	36,640	1,488	\$9,009.73	\$6.05	4.06%	-	98	6.59%	\$91.94	18.64%
Change	26,517 ↑ 262%	1,033 ↑ 227%	\$2,833.37 ↑ 46%	\$7.52 ↓ 55%	0.43% ↓ 10%	--	91 ↑ 1,300%	5.05% ↑ 328%	\$790.40 ↓ 90%	16.83% ↓ 47%

Performance by Month - 1 Dec 2019 — 30 Nov 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Oct '20	10,123	455	\$6,176.36	\$13.57	4.49%	-	7	1.54%	\$882.34	35.47%
Nov '20	36,640	1,488	\$9,009.73	\$6.05	4.06%	-	98	6.59%	\$91.94	18.64%
Total	46,763	1,943	\$15,186.09	\$7.82	4.15%	-	105	5.4%	\$144.63	20.77%

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting philadelphia	8,707	351	\$2,005.17	\$5.71	4.03%	-	37.3	10.64%	\$53.71	15.58%
search beta coolsculpting plymouth	8,309	276	\$1,999.93	\$7.25	3.32%	-	22.7	8.21%	\$88.22	18.21%
search beta coolsculpting exton	6,403	168	\$1,999.96	\$11.90	2.62%	-	13.5	8.04%	\$148.15	27.35%
search beta laser hair removal philadelphia	4,375	220	\$666.99	\$3.03	5.03%	-	12.8	5.83%	\$51.99	13.78%
search beta laser hair removal plymouth	4,042	165	\$668.78	\$4.05	4.08%	-	5.5	3.33%	\$121.60	19.15%
search beta skin tightening philadelphia	1,319	97	\$333.40	\$3.44	7.35%	-	2	2.06%	\$166.70	20.47%
search beta laser hair removal exton	1,633	90	\$666.34	\$7.40	5.51%	-	2	2.22%	\$333.17	22.96%
search beta skin tightening plymouth	1,082	75	\$335.20	\$4.47	6.93%	-	1.7	2.23%	\$200.72	26.07%
search beta skin tightening exton	770	46	\$333.96	\$7.26	5.97%	-	0.5	1.09%	\$667.92	48.06%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

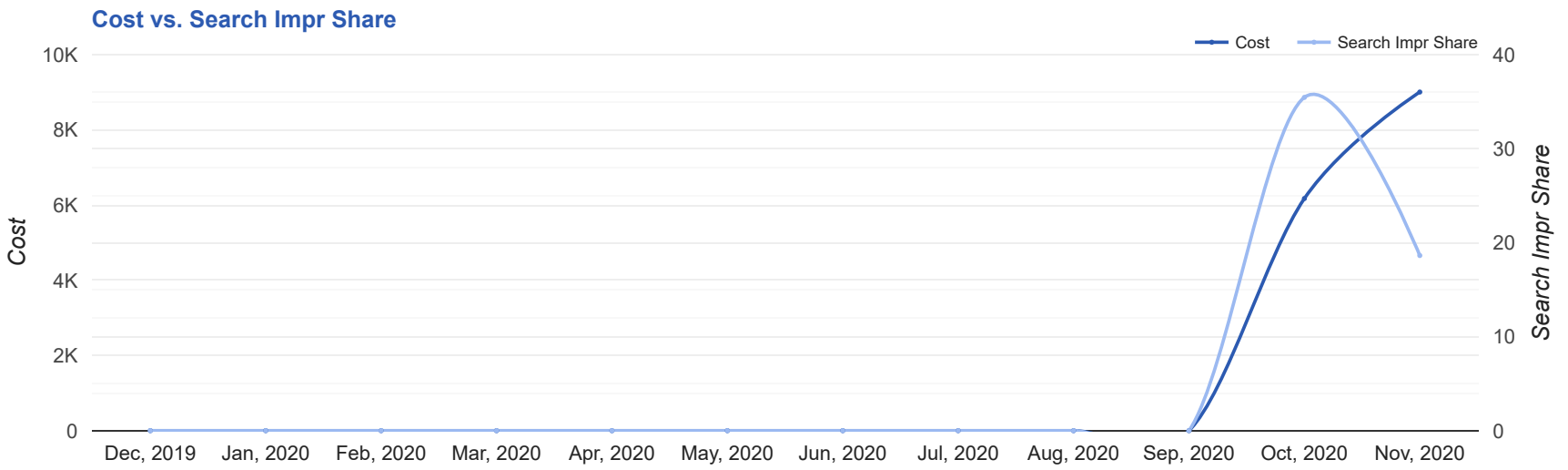
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Metro Laser} - Best Price in Philadelphia - Advanced Laser Technology www.metrolaserphilly.com/laser_hair/removal #1 Laser Hair Removal in Philadelphia. Painless Effective & Permanent Hair Removal.	2,038	85	\$339.44	\$3.99	4.17%	-	7.5	8.82%	\$45.26
Metro Laser - Non-Surgical Lipo Alternative - Fat Reduction Treatment www.metrolaserphilly.com/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	753	33	\$234.65	\$7.11	4.38%	-	7	21.21%	\$33.52
Metro Laser - Non-Surgical Fat Reduction - Fat Reduction Treatment www.metrolaserphilly.com/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,296	50	\$245.23	\$4.90	3.86%	-	4	8.00%	\$61.31
Metro Laser - Best Price in Plymouth Meeting - Advanced Laser Technology www.metrolaserphilly.com/laser_hair/removal #1 Laser Hair Removal in Plymouth Meeting. Painless Effective & Permanent Hair Removal.	1,273	74	\$215.94	\$2.92	5.81%	-	3.5	4.73%	\$61.70
CoolSculpting in Plymouth Mtng - Dec Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever www.metrolaserphilly.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	222	12	\$67.82	\$5.65	5.41%	-	3.2	26.42%	\$21.39

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

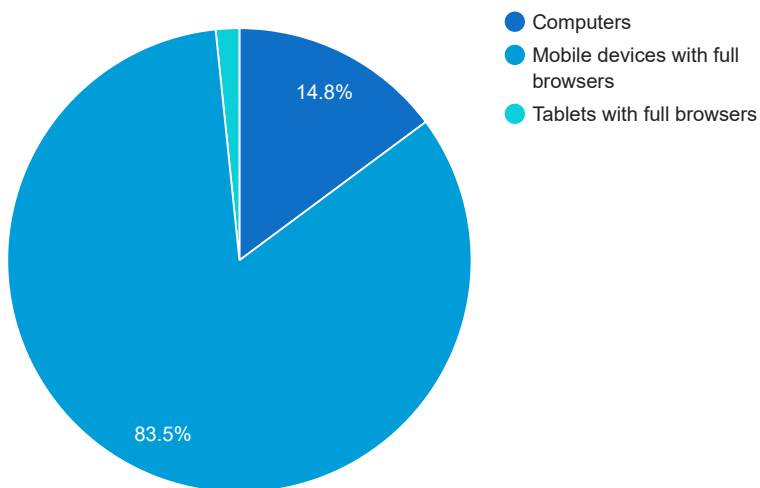
Budget Coverage



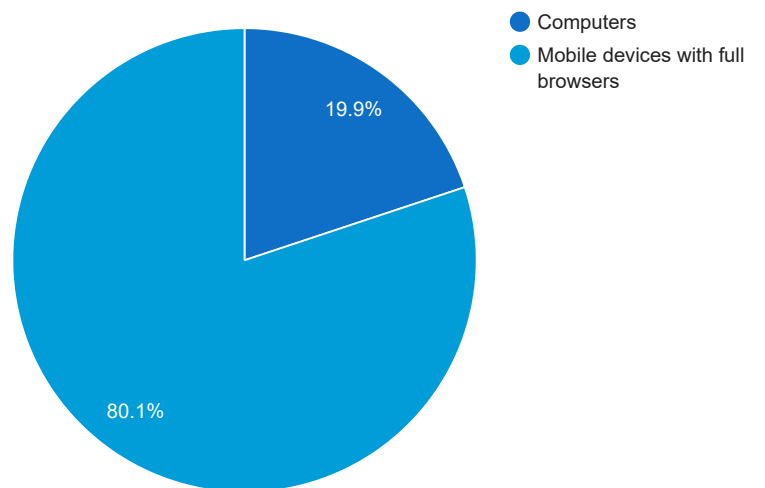
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	6,176.36	35.47
Nov, 2020	9,009.73	18.64

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	29,621	1,260	\$7,525.25	\$5.97	4.25%	-	78.5	6.23%	\$95.86
Computers	6,187	200	\$1,336.61	\$6.68	3.23%	-	19.5	9.75%	\$68.54
Tablets with full browsers	832	28	\$147.87	\$5.28	3.37%	-	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	36,640	1,488	\$9,009.73	\$6.05	4.06%	-	98	6.59%	\$91.94

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Submit lead form	43
Click to Call	41
Call From Ads (SQDM)	14

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