

**Monthly Account
Performance Report
1 Dec 2020 — 31 Dec 2020**

Metro Laser

848-019-2545

Key Performance Indicators (KPIs)

Cost

\$8,981

↔ 0%

Conv

87

↓ 11%

Conv Rate

4.37%

↓ 34%

Cost / Conv

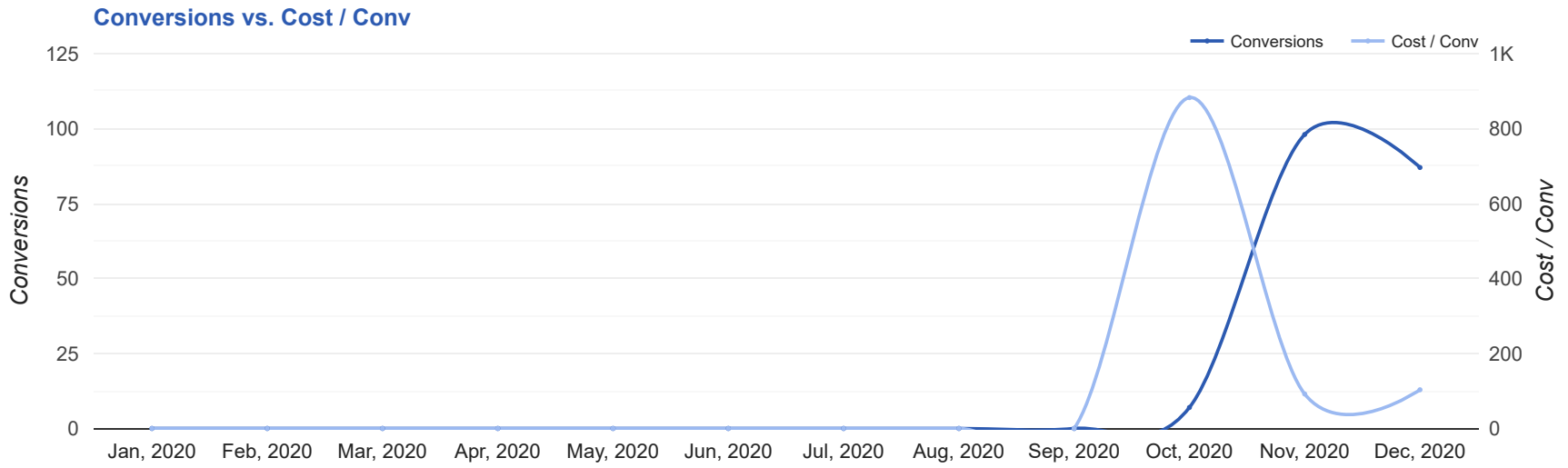
\$103.23

↑ 12%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	36,640	1,488	\$9,009.73	\$6.05	4.06%	-	98	6.59%	\$91.94	18.45%
1 Dec 2020 — 31 Dec 2020	42,518	1,991	\$8,980.93	\$4.51	4.68%	-	87	4.37%	\$103.23	19.7%
Change	5,878 ↑ 16%	503 ↑ 34%	\$28.80 ↓ 0%	\$1.54 ↓ 25%	0.62% ↑ 15%	--	11 ↓ 11%	2.22% ↓ 34%	\$11.29 ↑ 12%	1.25% ↑ 7%

Performance by Month - 1 Jan 2020 — 31 Dec 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	18.45%
Dec '20	42,518	1,991	\$8,980.93	\$4.51	4.68%	-	87	4.37%	\$103.23	19.7%
Total	89,281	3,934	\$24,167.02	\$6.14	4.41%	-	192	4.88%	\$125.87	20.16%

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting philadelphia	10,968	497	\$1,974.77	\$3.97	4.53%	-	27.7	5.57%	\$71.37	16.53%
search beta coolsculpting plymouth	9,677	416	\$1,999.46	\$4.81	4.3%	-	16.3	3.93%	\$122.44	17.74%
search beta laser hair removal philadelphia	3,859	229	\$666.81	\$2.91	5.93%	-	12	5.24%	\$55.57	15.85%
search beta coolsculpting exton	7,321	255	\$2,002.53	\$7.85	3.48%	-	11	4.31%	\$182.05	26.26%
search beta laser hair removal plymouth	3,742	149	\$666.87	\$4.48	3.98%	-	10	6.71%	\$66.69	18.2%
search beta laser hair removal exton	1,981	110	\$666.84	\$6.06	5.55%	-	6	5.45%	\$111.14	25.94%
search beta skin tightening philadelphia	2,057	149	\$333.16	\$2.24	7.24%	-	3	2.01%	\$111.05	26.4%
search beta skin tightening plymouth	2,000	127	\$332.67	\$2.62	6.35%	-	1	0.79%	\$332.67	35.13%
search beta skin tightening exton	913	59	\$337.82	\$5.73	6.46%	-	0	0%	\$0.00	56.25%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

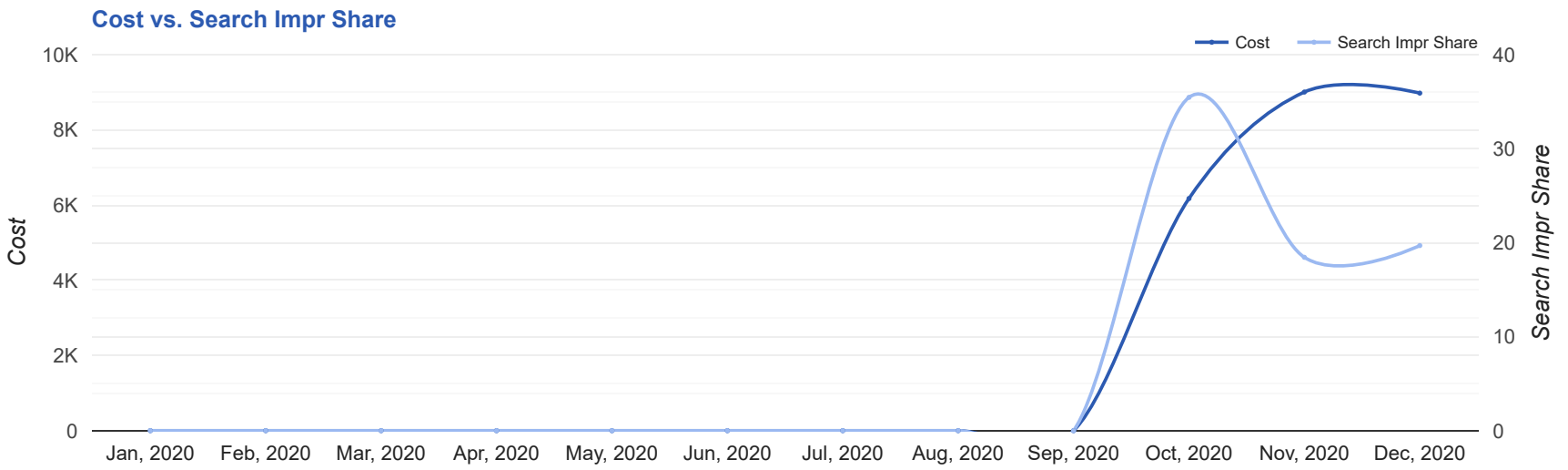
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Metro Laser - Best Price in Plymouth Meeting - Advanced Laser Technology www.metrolaserphilly.com/laser_hair/removal #1 Laser Hair Removal in Plymouth Meeting. Painless Effective & Permanent Hair Removal.	1,559	71	\$332.58	\$4.68	4.55%	-	6	8.45%	\$55.43
Fat Reduction in Plymouth Mtng - Our Biggest Discount Ever - Offering \$1,000 Off 8+ Cycles www.metrolaserphilly.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	540	19	\$87.45	\$4.60	3.52%	-	5	26.32%	\$17.49
Huge CoolSculpting Promotion - CoolSculpting in Philadelphia - 2020 CoolSculpting Discount www.metrolaserphilly.com/-- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	658	44	\$234.48	\$5.33	6.69%	-	4.8	10.98%	\$48.55
{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.	1,418	70	\$271.76	\$3.88	4.94%	-	3	4.29%	\$90.59
Metro Laser - Non-Surgical Fat Reduction - Fat Reduction Treatment www.metrolaserphilly.com/-- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,272	52	\$180.58	\$3.47	4.09%	-	3	5.77%	\$60.19

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

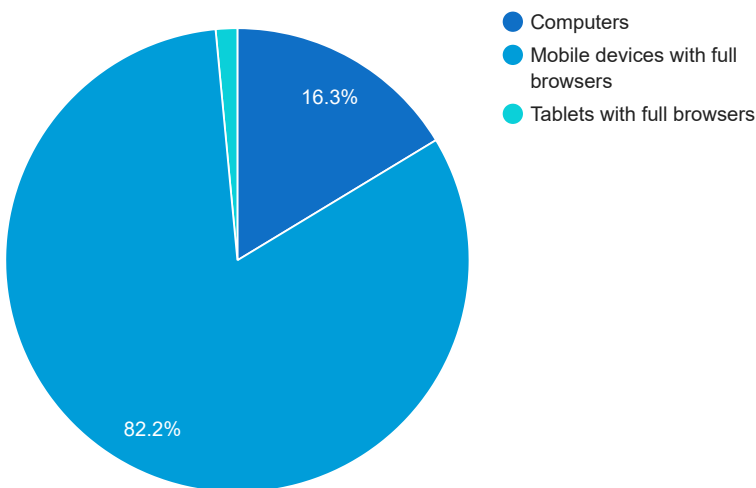
Budget Coverage



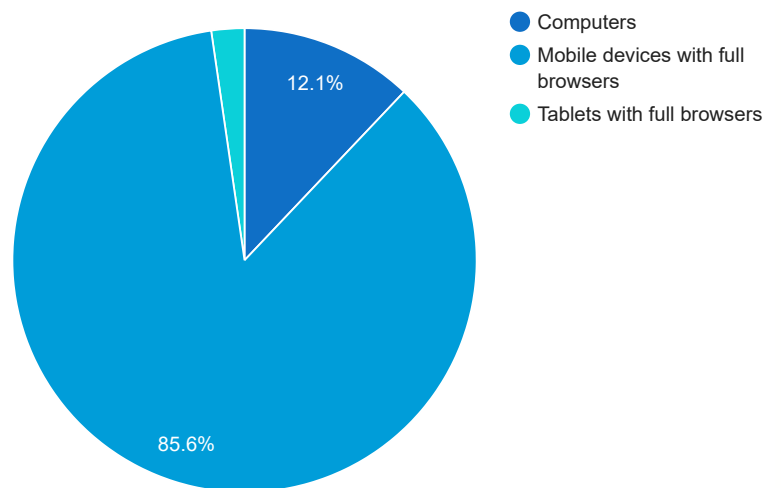
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	6,176.36	35.47
Nov, 2020	9,009.73	18.45
Dec, 2020	8,980.93	19.70

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	34,398	1,667	\$7,378.48	\$4.43	4.85%	-	74.5	4.47%	\$99.04
Computers	7,179	288	\$1,467.36	\$5.10	4.01%	-	10.5	3.65%	\$139.75
Tablets with full browsers	941	36	\$135.09	\$3.75	3.83%	-	2	5.56%	\$67.55

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	42,518	1,991	\$8,980.93	\$4.51	4.68%	-	87	4.37%	\$103.23

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Submit lead form	68
Call From Ads (SQDM)	18
Click to Call	1

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