

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

Metro Laser

848-019-2545

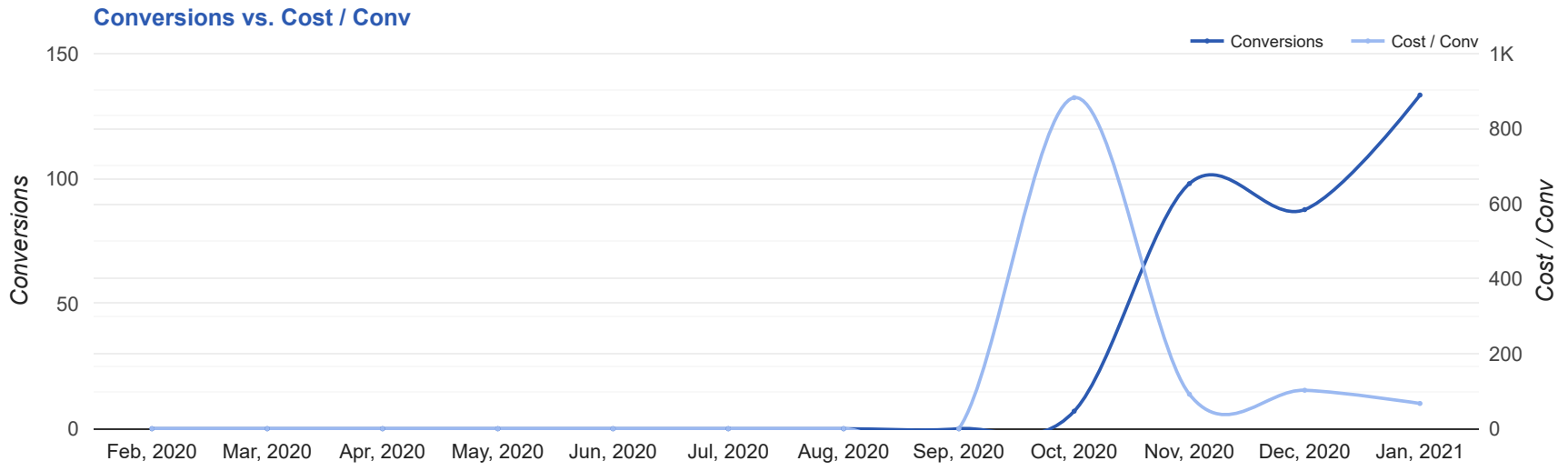
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$8,979	133.4	4.98%	\$67.29
↔ 0%	↑ 52%	↑ 13%	↓ 34%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	42,518	1,991	\$8,980.93	\$4.51	4.68%	-	87.6	4.4%	\$102.56	19.7%
1 Jan 2021 — 31 Jan 2021	51,849	2,680	\$8,978.87	\$3.35	5.17%	-	133.4	4.98%	\$67.29	17.48%
<b>Change</b>	9,331 ↑ 22%	689 ↑ 35%	\$2.06 ↓ 0%	\$1.16 ↓ 26%	0.49% ↑ 10%	--	45.86 ↑ 52%	0.58% ↑ 13%	\$35.27 ↓ 34%	2.22% ↓ 11%

# Performance by Month - 1 Feb 2020 — 31 Jan 2021



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%	-	87.6	4.4%	\$102.56	19.7%
Jan '21	51,849	2,680	\$8,978.87	\$3.35	5.17%	-	133.4	4.98%	\$67.29	17.48%
<b>Total</b>	141,130	6,614	\$33,145.89	\$5.01	4.69%	-	326	4.93%	\$101.67	19.08%

# Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting   philadelphia	13,800	637	\$2,002.04	\$3.14	4.62%	-	41.3	6.49%	\$48.44	15.07%
search   beta   coolsculpting   plymouth	11,810	581	\$1,999.87	\$3.44	4.92%	-	29.2	5.02%	\$68.56	16.32%
search   beta   coolsculpting   exton	8,291	346	\$1,999.82	\$5.78	4.17%	-	19.8	5.72%	\$101.10	20.38%
search   beta   laser hair removal   philadelphia	5,111	311	\$660.84	\$2.12	6.08%	-	19.7	6.32%	\$33.63	14.42%
search   beta   laser hair removal   plymouth	4,209	206	\$660.41	\$3.21	4.89%	-	9	4.36%	\$73.46	15.44%
search   beta   laser hair removal   exton	2,727	167	\$659.33	\$3.95	6.12%	-	8	4.79%	\$82.42	25.53%
search   beta   skin tightening   philadelphia	2,473	178	\$334.50	\$1.88	7.2%	-	4	2.25%	\$83.63	23.6%
search   beta   skin tightening   plymouth	2,389	166	\$332.22	\$2.00	6.95%	-	2.5	1.51%	\$132.89	32.25%
search   beta   skin tightening   exton	1,039	88	\$329.84	\$3.75	8.47%	-	0	0%	\$0.00	43.31%

# Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

## Top Text Ads

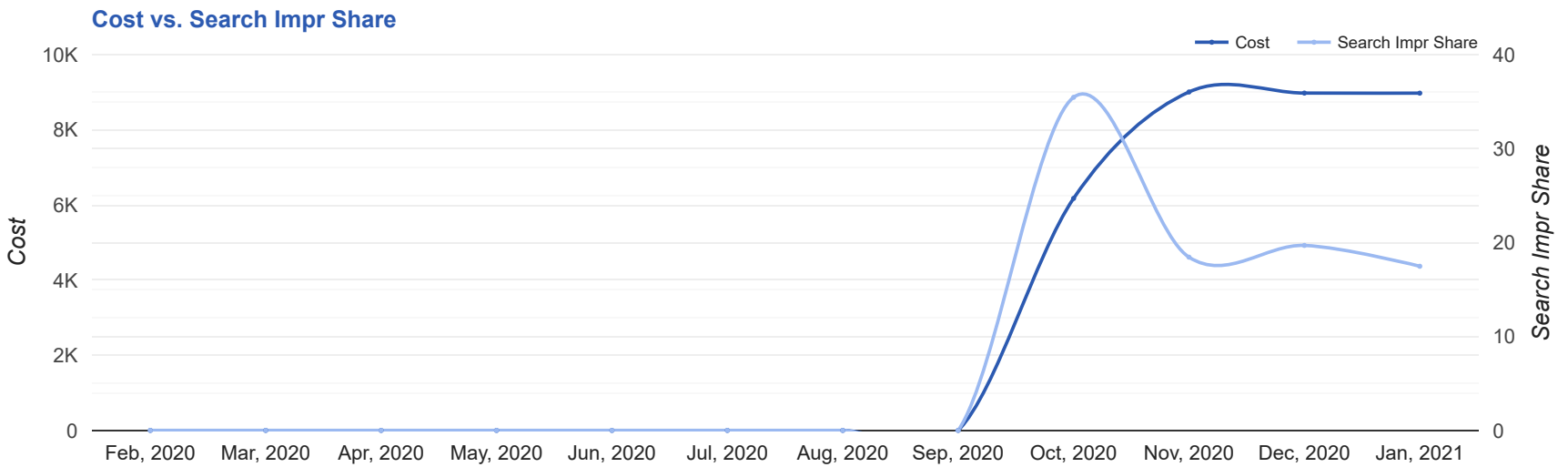
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Metro Laser} - Best Price in Philadelphia - Advanced Laser Technology <a href="http://www.metrolaserphilly.com/laser_hair/removal">www.metrolaserphilly.com/laser_hair/removal</a> #1 Laser Hair Removal in Philadelphia. Painless Effective & Permanent Hair Removal.	2,707	168	\$392.01	\$2.33	6.21%	-	9.2	5.45%	\$42.84
Huge CoolSculpting Promotion - CoolSculpting in Philadelphia - 2021 CoolSculpting Discount <a href="http://www.metrolaserphilly.com/">www.metrolaserphilly.com/</a> -- -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,212	50	\$220.12	\$4.40	4.13%	-	5	10.00%	\$44.02
Metro Laser - Best Price in Exton, PA - Advanced Laser Technology <a href="http://www.metrolaserphilly.com/laser_hair/removal">www.metrolaserphilly.com/laser_hair/removal</a> #1 Laser Hair Removal in Exton, PA. Painless Effective & Permanent Hair Removal.	1,063	76	\$315.27	\$4.15	7.15%	-	5	6.58%	\$63.05
{Keyword:Laser Hair Removal Special} - 60% Off Laser Hair Removal - Permanent Hair Reduction <a href="http://www.metrolaserphilly.com/laser_hair/removal">www.metrolaserphilly.com/laser_hair/removal</a> #1 Laser Hair Removal in Philadelphia. Painless Effective & Permanent Hair Removal.	447	24	\$55.00	\$2.29	5.37%	-	4	16.67%	\$13.75
Metro Laser - Best Price in Plymouth Meeting - Advanced Laser Technology <a href="http://www.metrolaserphilly.com/laser_hair/removal">www.metrolaserphilly.com/laser_hair/removal</a> #1 Laser Hair Removal in Plymouth Meeting. Painless Effective & Permanent Hair Removal.	1,740	110	\$367.41	\$3.34	6.32%	-	4	3.63%	\$92.08

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jan 2021 — 31 Jan 2021

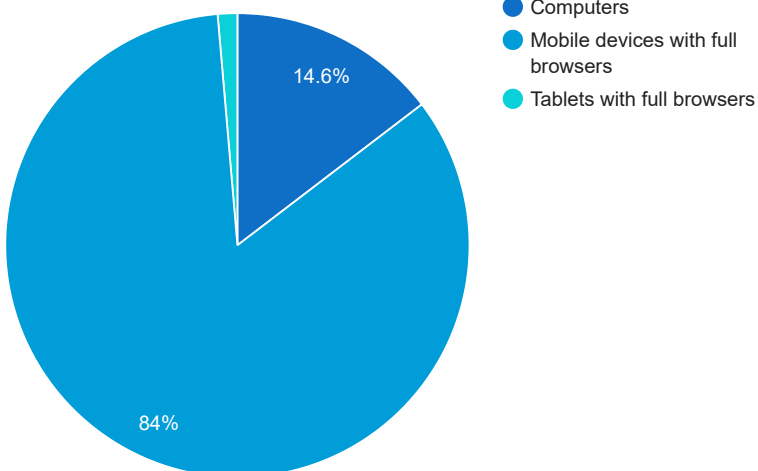
## Budget Coverage



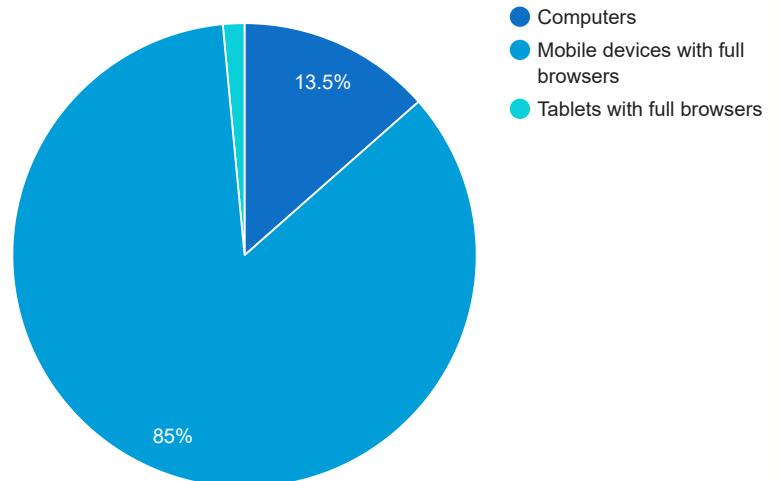
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	6,176.36	35.47
Nov, 2020	9,009.73	18.45
Dec, 2020	8,980.93	19.70
Jan, 2021	8,978.87	17.48

## 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	42,246	2,318	\$7,543.88	\$3.25	5.49%	-	113.4	4.89%	\$66.51
Computers	8,554	326	\$1,312.52	\$4.03	3.81%	-	18	5.52%	\$72.92
Tablets with full browsers	1,049	36	\$122.47	\$3.40	3.43%	-	2	5.56%	\$61.24

### 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	51,849	2,680	\$8,978.87	\$3.35	5.17%	-	133.4	4.98%	\$67.29

## Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Submit lead form	111.5
Call From Ads (SQDM)	21
Click to Call	1
Local actions - Other engagements	0
Local actions - Directions	0
Local actions - Menu views	0
Local actions - Website visits	0
Clicks to call	0

## 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