

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

Metro Laser

848-019-2545

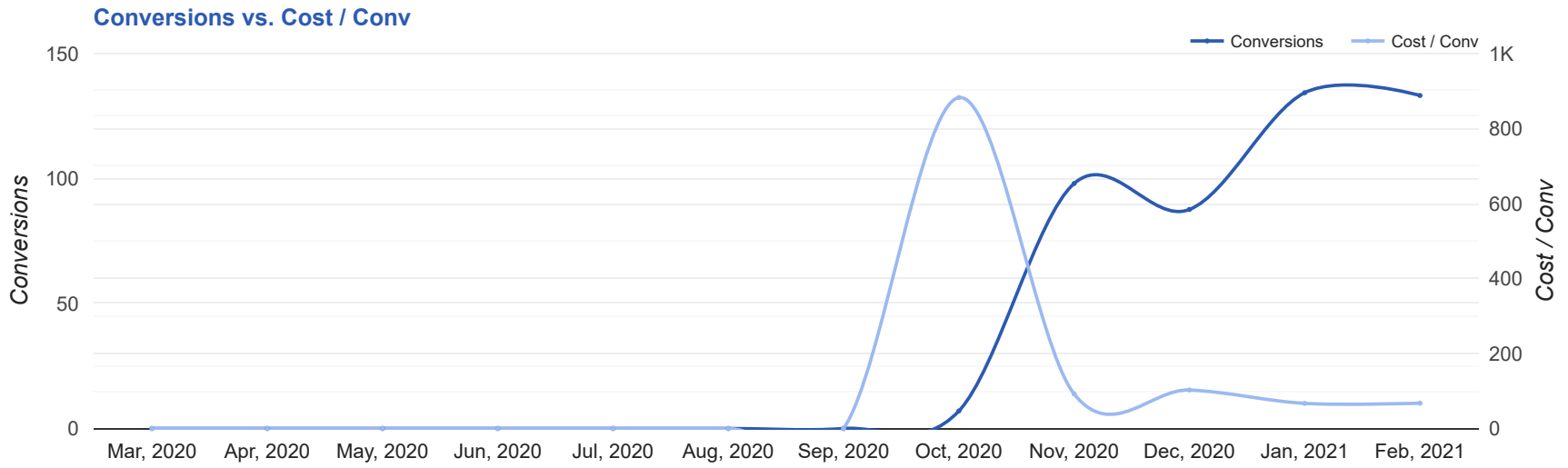
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$8,984	133.2	5.53%	\$67.46
↔ 0%	↓ 1%	↑ 10%	↑ 1%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	51,849	2,680	\$8,978.87	\$3.35	5.17%	-	134.3	5.01%	\$66.88	17.47%
1 Feb 2021 — 28 Feb 2021	48,346	2,406	\$8,984.10	\$3.73	4.98%	-	133.2	5.53%	\$67.46	17.86%
Change	3,503 ↓ 7%	274 ↓ 10%	\$5.23 ↑ 0%	\$0.38 ↑ 11%	0.19% ↓ 4%	--	1.09 ↓ 1%	0.52% ↑ 10%	\$0.58 ↑ 1%	0.39% ↑ 2%

Performance by Month - 1 Mar 2020 — 28 Feb 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%	-	134.3	5.01%	\$66.88	17.47%
Feb '21	48,346	2,406	\$8,984.10	\$3.73	4.98%	-	133.2	5.53%	\$67.46	17.86%
Total	189,476	9,020	\$42,129.99	\$4.67	4.76%	-	460	5.1%	\$91.59	18.75%

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting philadelphia	11,212	585	\$2,001.74	\$3.42	5.22%	-	50	8.55%	\$40.03	14.65%
search beta coolsculpting plymouth	10,893	516	\$1,999.97	\$3.88	4.74%	-	25.2	4.88%	\$79.46	16.54%
search beta laser hair removal philadelphia	5,133	252	\$666.18	\$2.64	4.91%	-	22	8.73%	\$30.28	14.47%
search beta coolsculpting exton	7,537	302	\$1,999.89	\$6.62	4.01%	-	16	5.3%	\$124.99	21.76%
search beta laser hair removal exton	2,711	145	\$646.68	\$4.46	5.35%	-	11	7.59%	\$58.79	26.3%
search beta laser hair removal plymouth	4,860	193	\$667.00	\$3.46	3.97%	-	4	2.07%	\$166.75	15.71%
search beta skin tightening plymouth	2,366	168	\$333.75	\$1.99	7.1%	-	4	2.38%	\$83.44	30.58%
search beta skin tightening philadelphia	2,359	161	\$333.99	\$2.07	6.82%	-	1	0.62%	\$333.99	25.54%
search beta skin tightening exton	1,275	84	\$334.90	\$3.99	6.59%	-	0	0%	\$0.00	62.42%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

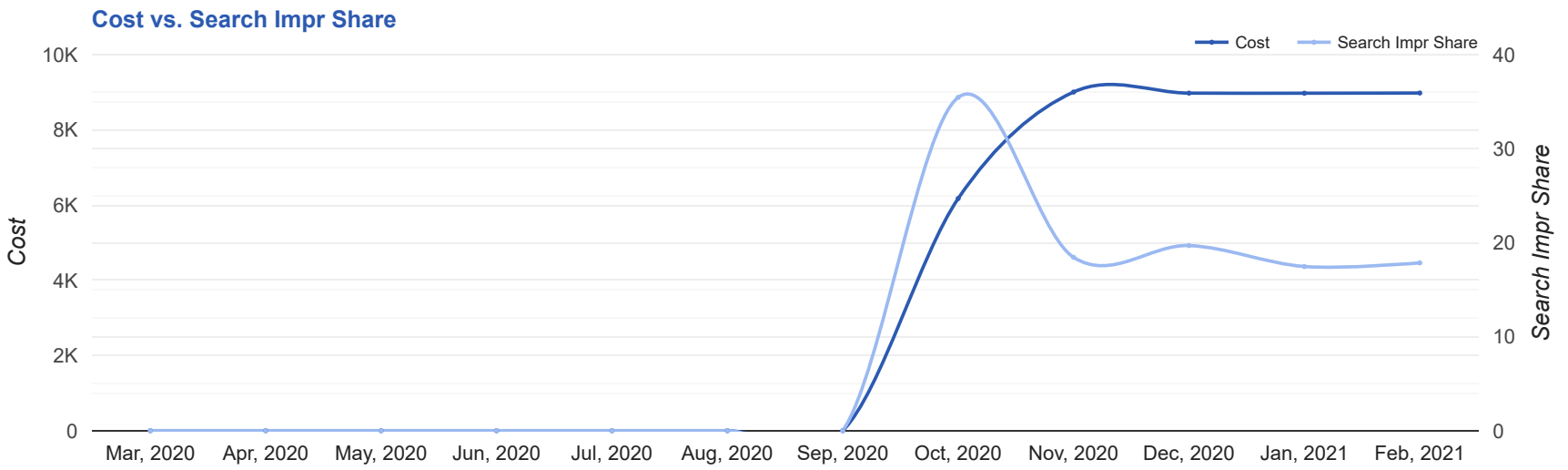
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Metro Laser} - Best Price in Philadelphia - Advanced Laser Technology www.metrolaserphilly.com/laser_hair/removal #1 Laser Hair Removal in Philadelphia. Painless Effective & Permanent Hair Removal.	2,822	145	\$412.91	\$2.85	5.14%	-	13.7	9.43%	\$30.21
{Keyword:Laser Hair Removal Special} - 60% Off Laser Hair Removal - Permanent Hair Reduction www.metrolaserphilly.com/laser_hair/removal #1 Laser Hair Removal in Philadelphia. Painless Effective & Permanent Hair Removal.	1,031	35	\$111.76	\$3.19	3.39%	-	6	17.14%	\$18.63
Metro Laser - Non-Surgical Lipo Alternative - Fat Reduction Treatment www.metrolaserphilly.com/--/-- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	629	46	\$133.37	\$2.90	7.31%	-	5.5	11.96%	\$24.25
Metro Laser Medspa - Laser Skin Tightening - Non-Invasive Skin Tightening www.metrolaserphilly.com/--/-- Laser Skin Tightening from Leading Medspa in Plymouth Meeting. Schedule a Free Consult	1,741	124	\$230.83	\$1.86	7.12%	-	4	3.23%	\$57.71
{Keyword:Metro Laser} - Best Price in Exton, PA - Advanced Laser Technology www.metrolaserphilly.com/laser_hair/removal #1 Laser Hair Removal in Exton, PA. Painless Effective & Permanent Hair Removal.	944	54	\$248.11	\$4.59	5.72%	-	4	7.41%	\$62.03

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

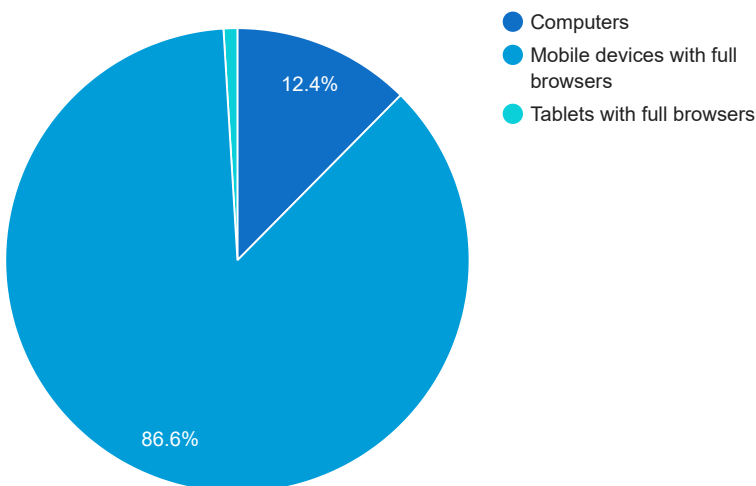
Budget Coverage



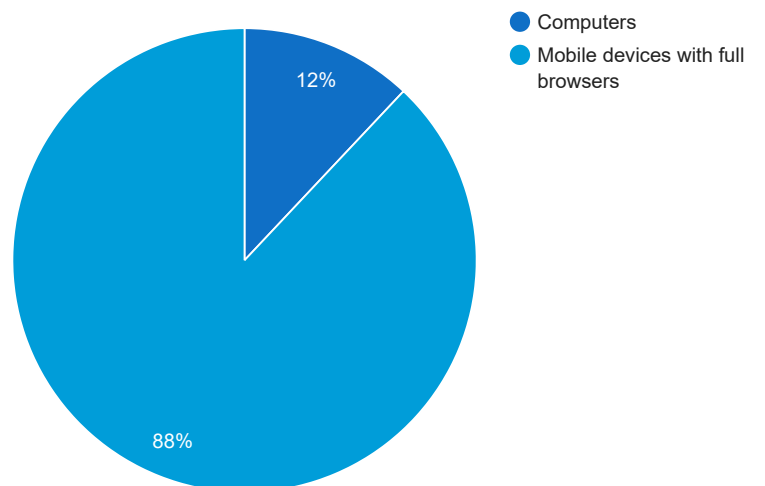
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	6,176.36	35.47
Nov, 2020	9,009.73	18.45
Dec, 2020	8,980.93	19.70
Jan, 2021	8,978.87	17.47
Feb, 2021	8,984.10	17.86

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	39,959	2,110	\$7,782.92	\$3.69	5.28%	-	117.2	5.55%	\$66.42
Computers	7,554	268	\$1,114.87	\$4.16	3.55%	-	16	5.97%	\$69.68
Tablets with full browsers	833	28	\$86.31	\$3.08	3.36%	-	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	48,346	2,406	\$8,984.10	\$3.73	4.98%	-	133.2	5.53%	\$67.46

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Submit lead form	112.2
Call From Ads (MS)	14
Click to Call	7
Local actions - Other engagements	0
Local actions - Website visits	0
Clicks to call	0
Local actions - Directions	0
Local actions - Menu views	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