

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

Metro Laser

848-019-2545

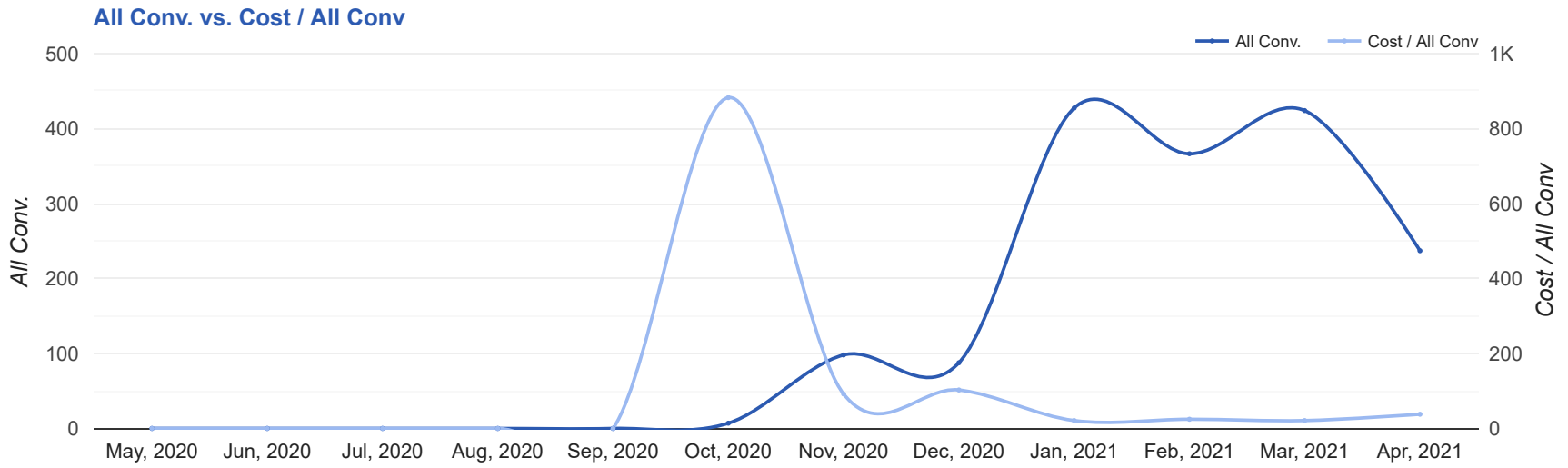
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$8,975	237	8.38%	\$37.87
↑ 1%	↓ 44%	↓ 46%	↑ 81%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	48,823	2,733	\$8,892.76	\$3.25	5.6%	-	15.51%	\$20.98	423.9
1 Apr 2021 — 30 Apr 2021	51,163	2,829	\$8,974.77	\$3.17	5.53%	-	8.38%	\$37.87	237
Change	2,340 ↑ 5%	96 ↑ 4%	\$82.01 ↑ 1%	\$0.08 ↓ 2%	0.07% ↓ 1%	0 ↔ -	7.13% ↓ 46%	\$16.89 ↑ 81%	186.90 ↓ 44%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Oct '20	10,123	455	\$6,176.36	\$13.57	4.49%	-	7	1.54%	\$882.34
Nov '20	36,640	1,488	\$9,009.73	\$6.05	4.06%	-	98	6.59%	\$91.94
Dec '20	42,518	1,991	\$8,980.93	\$4.51	4.68%	-	87.6	4.4%	\$102.56
Jan '21	51,849	2,680	\$8,978.87	\$3.35	5.17%	-	427.3	15.94%	\$21.02
Feb '21	48,346	2,406	\$8,984.10	\$3.73	4.98%	-	366.3	15.22%	\$24.53
Mar '21	48,823	2,733	\$8,892.76	\$3.25	5.6%	-	423.9	15.51%	\$20.98
Apr '21	51,163	2,829	\$8,974.77	\$3.17	5.53%	-	237	8.38%	\$37.87
Total	289,462	14,582	\$59,997.52	\$4.11	5.04%	-	1,647	11.29%	\$36.43

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting philadelphia	11,705	656	\$2,000.41	\$3.05	5.6%	-	68.5	10.44%	\$29.20
search beta coolsculpting plymouth	10,964	620	\$2,000.00	\$3.23	5.65%	-	52.2	8.41%	\$38.34
search beta laser hair removal philadelphia	6,099	303	\$666.97	\$2.20	4.97%	-	38	12.54%	\$17.55
search beta laser hair removal plymouth	5,552	227	\$650.97	\$2.87	4.09%	-	33.3	14.68%	\$19.53
search beta coolsculpting exton	6,936	342	\$1,993.53	\$5.83	4.93%	-	17.7	5.17%	\$112.82
search beta laser hair removal exton	3,642	192	\$661.85	\$3.45	5.27%	-	15	7.81%	\$44.12
search beta skin tightening philadelphia	2,608	199	\$333.43	\$1.68	7.63%	-	6.8	3.43%	\$48.82
search beta skin tightening plymouth	2,715	206	\$333.69	\$1.62	7.59%	-	4.2	2.02%	\$80.02
search beta skin tightening exton	942	84	\$333.92	\$3.98	8.92%	-	1.3	1.58%	\$251.07

Top Keywords - 1 Apr 2021 — 30 Apr 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting near me	32	19	\$116.86	\$6.15	59.38%	-	6	31.58%	\$19.48
metrolaser philly	1	1	\$4.79	\$4.79	100.00%	-	4	400.00%	\$1.20
metrolaser plymouth meeting	3	3	\$12.21	\$4.07	100.00%	-	4	133.33%	\$3.05
coolsculpting near me	16	14	\$105.44	\$7.53	87.50%	-	4	28.57%	\$26.36
cool sculpting	36	14	\$136.77	\$9.77	38.89%	-	3	21.43%	\$45.59
coolsculpting philadelphia	12	11	\$68.05	\$6.19	91.67%	-	3	27.27%	\$22.68
ideal image	26	4	\$10.02	\$2.50	15.38%	-	3	75.00%	\$3.34
liposuction	41	15	\$49.24	\$3.28	36.59%	-	3	20.00%	\$16.41
liposuction cost	11	8	\$25.46	\$3.18	72.73%	-	3	37.50%	\$8.49
coolsculpting	36	12	\$59.91	\$4.99	33.33%	-	3	25.00%	\$19.97

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Huge CoolSculpting Promotion - CoolSculpting in Philadelphia - 2021 CoolSculpting Discount www.metrolaserphilly.com/--/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,300	74	\$309.88	\$4.19	5.69%	-	16.5	22.30%	\$18.78
{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.	3,028	158	\$349.65	\$2.21	5.22%	-	16	10.13%	\$21.85
{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.	1,604	82	\$200.58	\$2.45	5.11%	-	13	15.85%	\$15.43
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.	2,196	92	\$250.33	\$2.72	4.19%	-	12	13.04%	\$20.86
{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.	2,491	141	\$538.83	\$3.82	5.66%	-	10	7.09%	\$53.88

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

Budget Coverage

Display Impr Share

0%

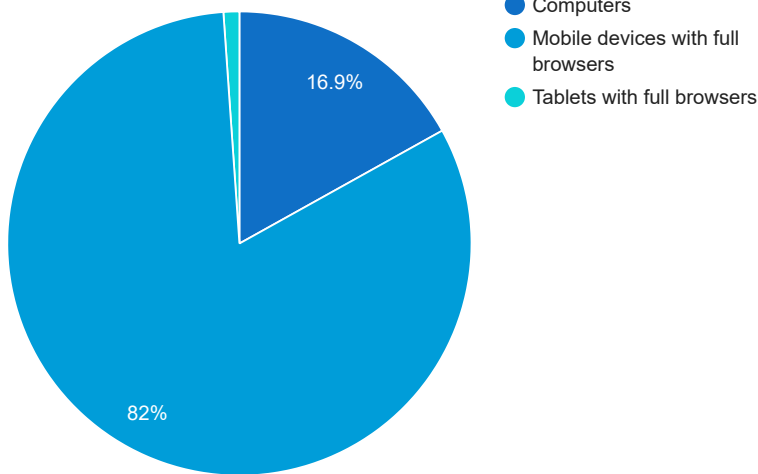
Search Impr Share

19.47%

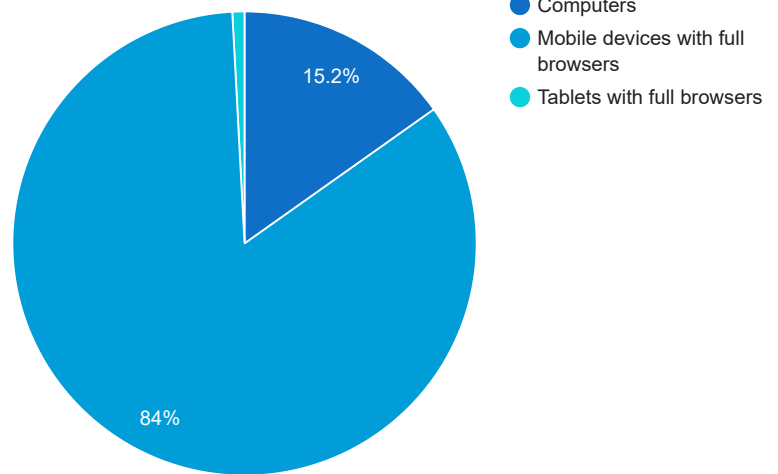
↑ 10%

Cost and Conversions by Device

Cost



All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	41,000	2,384	\$7,357.62	\$3.09	5.81%	-	199	8.35%	\$36.97
Computers	9,247	395	\$1,518.13	\$3.84	4.27%	-	36	9.11%	\$42.17
Tablets with full browsers	916	50	\$99.02	\$1.98	5.46%	-	2	4%	\$49.51

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	51,130	2,829	\$8,974.77	\$3.17	5.53%	-	237	8.38%	\$37.87
Search partners	33	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	111.5
Click to Call	49
Call From Ads (MS)	12
Calls from Website	9.5
Calls from ads	3
Clicks to call	35
Local actions - Directions	17

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