

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

Metro Laser

848-019-2545

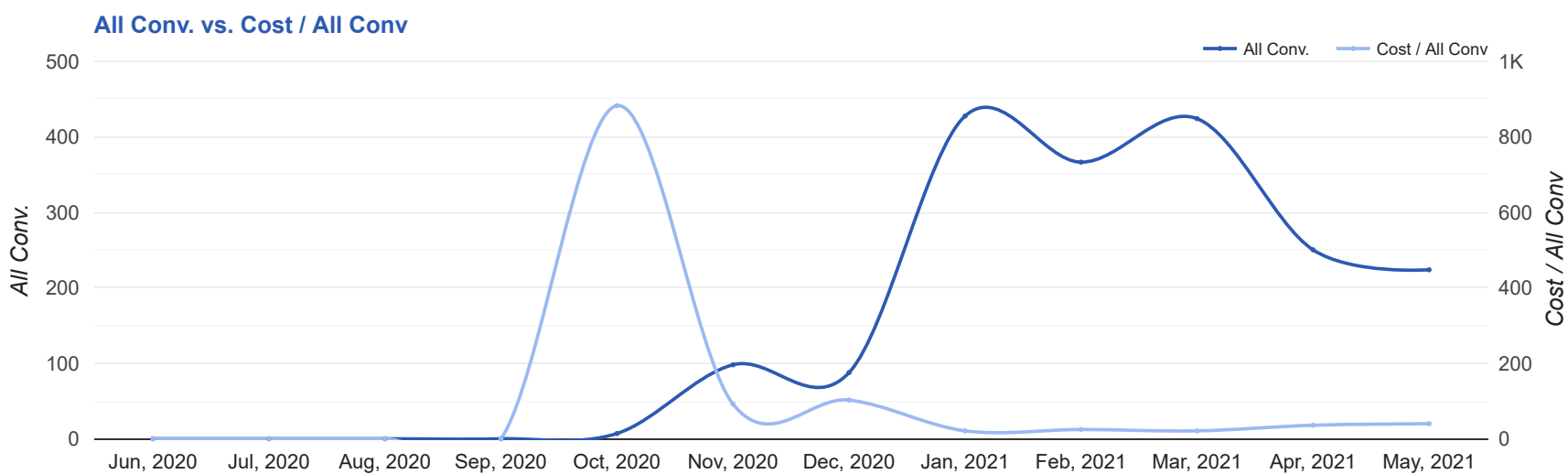
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$8,933	223.8	7.9%	\$39.91
↔ 0%	↓ 11%	↓ 11%	↑ 11%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	51,163	2,829	\$8,974.77	\$3.17	5.53%	-	8.84%	\$35.87	250.2
1 May 2021 — 31 May 2021	51,614	2,832	\$8,932.76	\$3.15	5.49%	-	7.9%	\$39.91	223.8
Change	451 ↑ 1%	3 ↑ 0%	\$42.01 ↓ 0%	\$0.02 ↓ 1%	0.04% ↓ 1%	0 ↔ -	0.94% ↓ 11%	\$4.04 ↑ 11%	26.36 ↓ 11%

Performance by Month - 1 Jun 2020 — 31 May 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%	-	250.2	8.84%	\$35.87
May '21	51,614	2,832	\$8,932.76	\$3.15	5.49%	-	223.8	7.9%	\$39.91
Total	341,076	17,414	\$68,930.28	\$3.96	5.11%	-	1,884	10.82%	\$36.59

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting philadelphia	11,926	640	\$2,000.36	\$3.13	5.37%	-	61.6	9.62%	\$32.48
search beta coolsculpting plymouth	10,655	559	\$1,985.49	\$3.55	5.25%	-	46.9	8.39%	\$42.33
search beta laser hair removal philadelphia	6,062	313	\$655.26	\$2.09	5.16%	-	34	10.86%	\$19.27
search beta coolsculpting exton	7,236	364	\$1,999.93	\$5.49	5.03%	-	31.5	8.65%	\$63.49
search beta laser hair removal plymouth	5,506	235	\$632.51	\$2.69	4.27%	-	23	9.79%	\$27.50
search beta laser hair removal exton	3,476	216	\$664.77	\$3.08	6.21%	-	20	9.26%	\$33.24
search beta skin tightening plymouth	3,010	206	\$330.88	\$1.61	6.84%	-	3	1.46%	\$110.29
search beta skin tightening philadelphia	2,664	202	\$333.78	\$1.65	7.58%	-	2.3	1.15%	\$143.25
search beta skin tightening exton	1,079	97	\$329.78	\$3.40	8.99%	-	1.5	1.55%	\$219.85

Top Keywords - 1 May 2021 — 31 May 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
laser hair removal	748	47	\$119.94	\$2.55	6.28%	-	9	19.15%	\$13.33
liposuction	40	15	\$48.53	\$3.24	37.50%	-	6	40.00%	\$8.09
liposuction cost philadelphia	42	22	\$72.61	\$3.30	52.38%	-	3	13.64%	\$24.20
coolsculpting philadelphia	10	8	\$46.73	\$5.84	80.00%	-	3	37.50%	\$15.58
metrolaser	14	7	\$19.88	\$2.84	50.00%	-	3	42.86%	\$6.63
laser hair removal near me	92	15	\$40.94	\$2.73	16.30%	-	3	20.00%	\$13.65
cool sculpting	88	24	\$129.87	\$5.41	27.27%	-	3	12.50%	\$43.29
cool sculpting	64	17	\$96.94	\$5.70	26.56%	-	3	17.65%	\$32.31
coolsculpting near me	23	13	\$107.79	\$8.29	56.52%	-	3	23.08%	\$35.93
laser hair removal near me	77	13	\$39.99	\$3.08	16.88%	-	3	23.08%	\$13.33

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
{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.	2,368	150	\$510.31	\$3.40	6.33%	-	17	11.33%	\$30.02
{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.	2,710	136	\$291.03	\$2.14	5.02%	-	13.3	9.80%	\$21.83
{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.	1,804	72	\$185.70	\$2.58	3.99%	-	13	18.06%	\$14.28
Metro Laser - Non-Surgical Fat Reduction - Fat Reduction Treatment www.metrolaserphilly.com/--/-- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	2,990	105	\$311.77	\$2.97	3.51%	-	12.5	11.90%	\$24.94
{Keyword: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.	3,281	147	\$412.10	\$2.80	4.48%	-	11	7.48%	\$37.46

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

Budget Coverage

Display Impr Share

0%

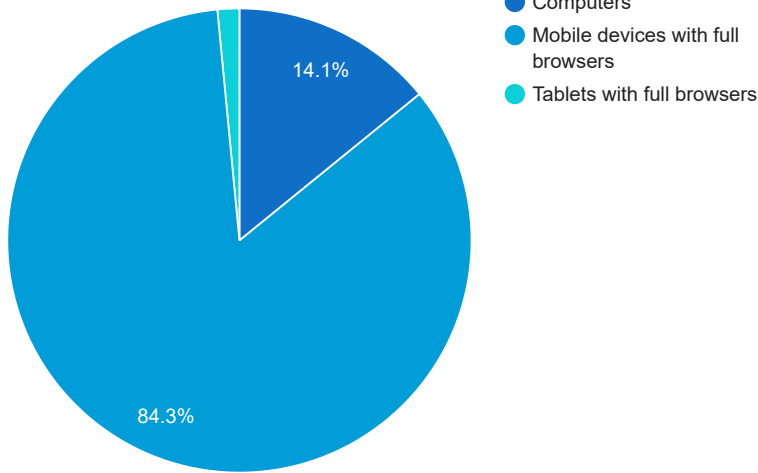
Search Impr Share

19.8%

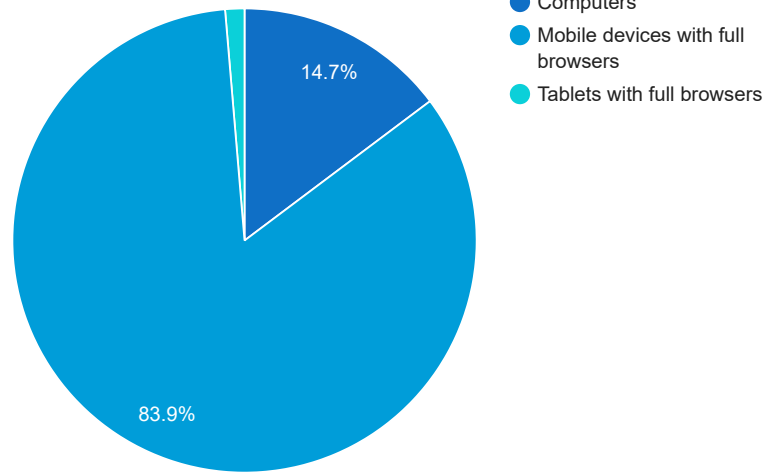
↑ 2%

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	42,267	2,420	\$7,534.52	\$3.11	5.73%	-	187.8	7.76%	\$40.12
Computers	8,292	360	\$1,262.41	\$3.51	4.34%	-	33	9.17%	\$38.25
Tablets with full browsers	1,055	52	\$135.83	\$2.61	4.93%	-	3	5.77%	\$45.28

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	51,608	2,832	\$8,932.76	\$3.15	5.49%	-	223.8	7.9%	\$39.91
Search partners	6	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	107.9
Click to Call	58
Call From Ads (MS)	11.9
Calls from ads	8
Calls from Website	6
Clicks to call	18
Local actions - Directions	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