

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

Metro Laser

848-019-2545

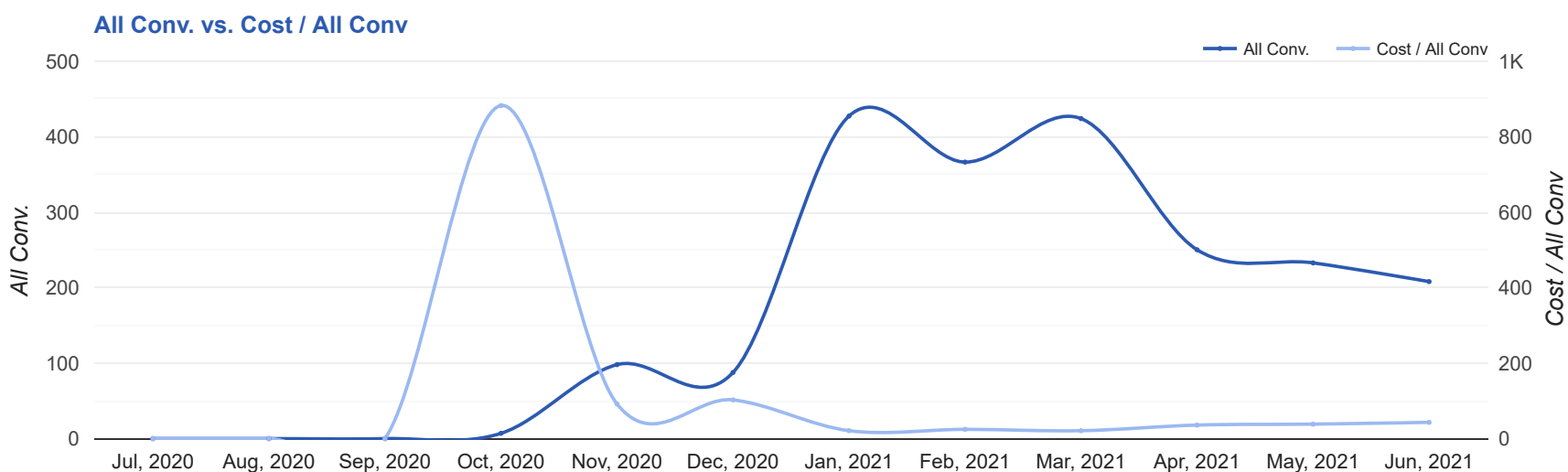
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$8,964	208	8.2%	\$43.10
↔ 0%	↓ 11%	↔ 0%	↑ 12%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	51,614	2,832	\$8,932.76	\$3.15	5.49%	-	8.22%	\$38.37	232.8
1 Jun 2021 — 30 Jun 2021	49,504	2,538	\$8,964.22	\$3.53	5.13%	-	8.2%	\$43.10	208
Change	2,110 ↓ 4%	294 ↓ 10%	\$31.46 ↑ 0%	\$0.38 ↑ 12%	0.36% ↓ 7%	0 ↔ -	0.02% ↓ 0%	\$4.73 ↑ 12%	24.82 ↓ 11%

# Performance by Month - 1 Jul 2020 — 30 Jun 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%	-	232.8	8.22%	\$38.37
Jun '21	49,504	2,538	\$8,964.22	\$3.53	5.13%	-	208	8.2%	\$43.10
<b>Total</b>	<b>390,580</b>	<b>19,952</b>	<b>\$77,894.50</b>	<b>\$3.90</b>	<b>5.11%</b>	<b>-</b>	<b>2,101</b>	<b>10.53%</b>	<b>\$37.07</b>

# Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   coolsculpting   philadelphia	11,734	586	\$1,999.39	\$3.41	4.99%	-	60	10.24%	\$33.32
search   beta   coolsculpting   plymouth	9,831	483	\$1,981.56	\$4.10	4.91%	-	41	8.49%	\$48.33
search   beta   laser hair removal   philadelphia	6,079	314	\$661.49	\$2.11	5.17%	-	29	9.24%	\$22.81
search   beta   laser hair removal   plymouth	5,310	223	\$667.00	\$2.99	4.2%	-	27	12.11%	\$24.70
search   beta   coolsculpting   exton	6,725	320	\$1,998.78	\$6.25	4.76%	-	25.5	7.97%	\$78.38
search   beta   laser hair removal   exton	3,324	178	\$663.77	\$3.73	5.35%	-	13.5	7.58%	\$49.17
search   beta   skin tightening   philadelphia	2,626	178	\$333.91	\$1.88	6.78%	-	6.7	3.75%	\$50.06
search   beta   skin tightening   plymouth	2,881	191	\$326.84	\$1.71	6.63%	-	4.3	2.27%	\$75.48
search   beta   skin tightening   exton	994	65	\$331.48	\$5.10	6.54%	-	1	1.54%	\$331.48

# Top Keywords - 1 Jun 2021 — 30 Jun 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 near me	124	18	\$55.06	\$3.06	14.52%	-	17	94.44%	\$3.24
laser hair removal	795	60	\$136.21	\$2.27	7.55%	-	4	6.67%	\$34.05
cool sculpting	60	17	\$92.99	\$5.47	28.33%	-	4	23.53%	\$23.25
laser hair removal	154	26	\$154.14	\$5.93	16.88%	-	3	11.54%	\$51.38
medspa laser hair removal	1	1	\$2.13	\$2.13	100.00%	-	3	300.00%	\$0.71
cool sculpting cost	21	9	\$39.28	\$4.36	42.86%	-	3	33.33%	\$13.09
liposuction	46	18	\$62.34	\$3.46	39.13%	-	3	16.67%	\$20.78
metrolaser plymouth meeting	3	3	\$10.88	\$3.63	100.00%	-	3	100.00%	\$3.63
falcone center	1	1	\$1.75	\$1.75	100.00%	-	3	300.00%	\$0.58
cool sculpting cost	16	14	\$106.57	\$7.61	87.50%	-	3	21.43%	\$35.52

# Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	COST / ALL	CONV
							RATE		
{Keyword: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.	3,435	148	\$452.58	\$3.06	4.31%	-	25.5	17.23%	\$17.75
{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.	3,550	171	\$353.38	\$2.07	4.82%	-	19	11.11%	\$18.60
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.	1,294	58	\$276.88	\$4.77	4.48%	-	11	18.97%	\$25.17
{Keyword: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.	2,040	103	\$414.47	\$4.02	5.05%	-	11	10.68%	\$37.68
Huge CoolSculpting Promotion - CoolSculpting in Plymouth Mtng - 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.	708	39	\$280.53	\$7.19	5.51%	-	9	23.08%	\$31.17

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2021 — 30 Jun 2021

## Budget Coverage

Display Impr Share

0%

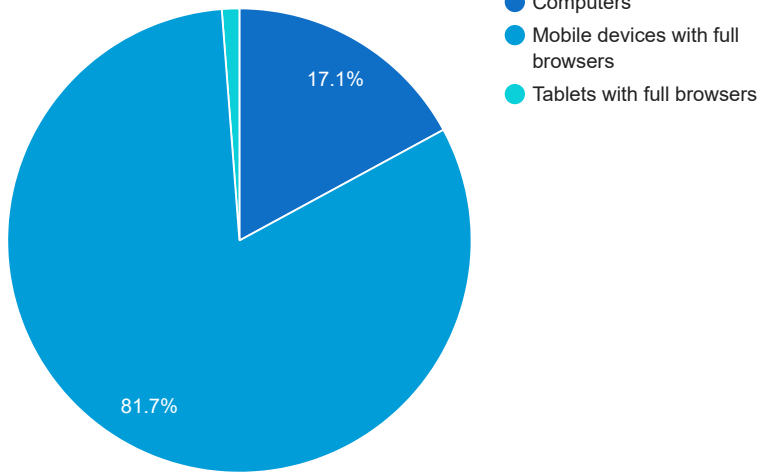
Search Impr Share

20.22%

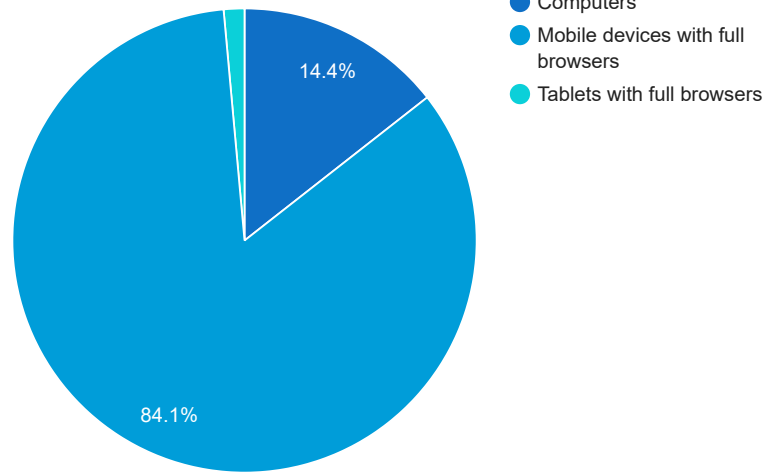
↑ 2%

## 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	40,242	2,158	\$7,323.58	\$3.39	5.36%	-	175	8.11%	\$41.85
Computers	8,347	344	\$1,531.52	\$4.45	4.12%	-	30	8.72%	\$51.05
Tablets with full browsers	915	36	\$109.12	\$3.03	3.93%	-	3	8.33%	\$36.37

## 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	49,350	2,538	\$8,964.22	\$3.53	5.14%	-	208	8.2%	\$43.10
Search partners	154	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00

## Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	102
Click to Call	46
Calls from Website	8
Calls from ads	7
Call From Ads (MS)	7
Clicks to call	26
Local actions - Directions	12

## 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