

**Monthly Account  
Performance Report  
1 Jul 2020 — 31 Jul 2020**

My Spa Society

325-409-8339

# Key Performance Indicators (KPIs)

Cost

\$2,505

↑ ∞

Conv

10

↑ ∞

Conv Rate

5.26%

↑ ∞

Cost / Conv

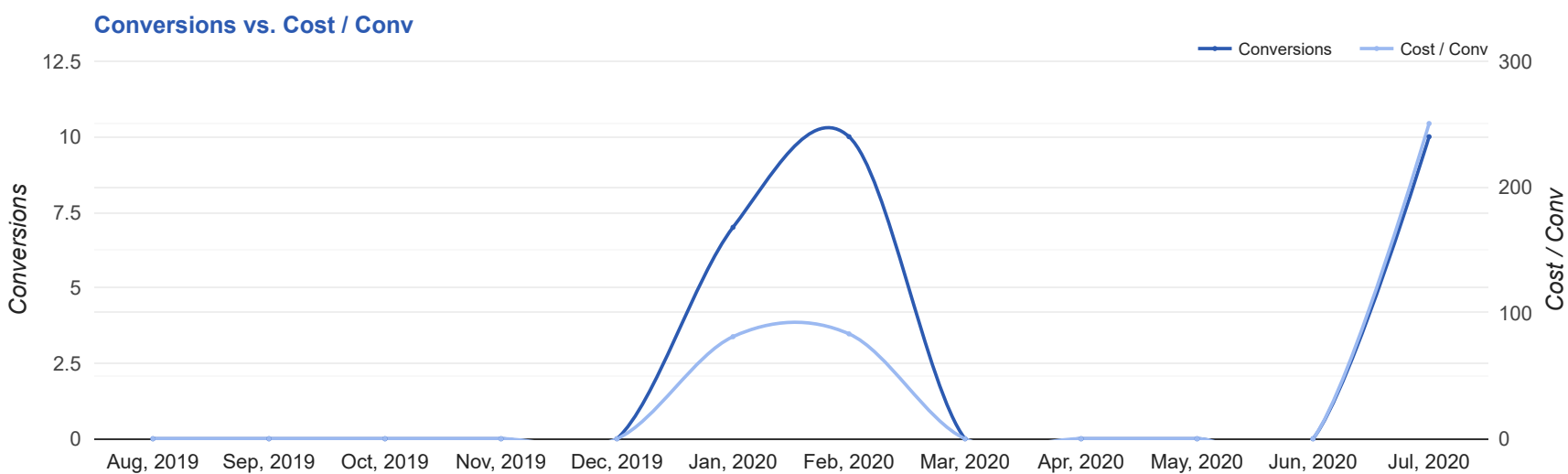
\$250.48

↑ ∞

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jun 2020 — 30 Jun 2020	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 Jul 2020 — 31 Jul 2020	3,036	190	\$2,504.83	\$13.18	6.26%	-	10	5.26%	\$250.48	72.93%
Change	3,036 ↑ ∞%	190 ↑ ∞%	\$2,504.83 ↑ ∞%	\$13.18 ↑ ∞%	6.26% ↑ ∞%	--	10 ↑ ∞%	5.26% ↑ ∞%	\$250.48 ↑ ∞%	72.93% ↑ ∞%

# Performance by Month - 1 Aug 2019 — 31 Jul 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Aug '19	92	3	\$2.86	\$0.95	3.26%	-	0	0%	\$0.00	17.13%
Sep '19	2	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	20%
Oct '19	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Nov '19	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Dec '19	711	23	\$208.94	\$9.08	3.23%	-	0	0%	\$0.00	41.54%
Jan '20	7,692	185	\$567.81	\$3.07	2.41%	-	7	3.78%	\$81.12	23.02%
Feb '20	10,399	298	\$833.42	\$2.80	2.87%	-	10	3.36%	\$83.34	21.46%
Mar '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Apr '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
May '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jun '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jul '20	3,036	190	\$2,504.83	\$13.18	6.26%	-	10	5.26%	\$250.48	72.93%
<b>Total</b>	<b>21,932</b>	<b>699</b>	<b>\$4,117.86</b>	<b>\$5.89</b>	<b>3.19%</b>	<b>-</b>	<b>27</b>	<b>3.86%</b>	<b>\$152.51</b>	<b>24.84%</b>

## Campaign Summary - 1 Jul 2020 — 31 Jul 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	1,835	121	\$2,048.15	\$16.93	6.59%	-	6	4.96%	\$341.36	81.11%
search   beta   skin tightening	1,201	69	\$456.68	\$6.62	5.75%	-	4	5.8%	\$114.17	63.2%

# Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

## Top Text Ads

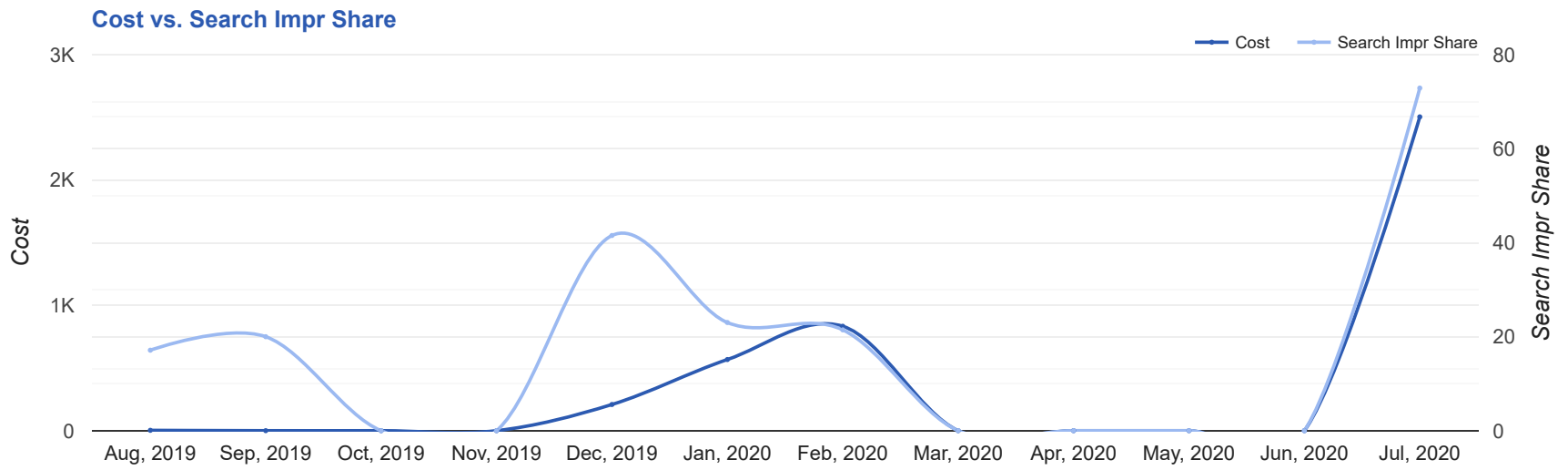
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Spa Society} - Non-Invasive. No Downtime. - Fabulous Long-Term Results <a href="http://www.myspasociety.com/skin/tightening">www.myspasociety.com/skin/tightening</a> Get Skin Tightening With Non-Invasive Radio Frequency Treatments. Start Now	695	45	\$262.62	\$5.84	6.47%	-	2	4.44%	\$131.31
25% Off All CoolSculpting - Affordable & Quick Treatments - Spa Society <a href="http://www.myspasociety.com//">www.myspasociety.com//</a> Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options.	99	5	\$131.48	\$26.30	5.05%	-	2	40.00%	\$65.74
{Keyword:Spa Society} - New Client Special - 25 Off All Fat Freezing <a href="http://www.myspasociety.com//">www.myspasociety.com//</a> Best CoolSculpting Deal. Top Provider in New Jersey for Fat Freezing. Free Consult.	292	15	\$327.58	\$21.84	5.14%	-	1.5	10.00%	\$218.39
CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Top Provider in New Jersey <a href="http://www.myspasociety.com//">www.myspasociety.com//</a> CoolSculpting Deal. Freeze Fat. Top Provider in New Jersey. Free Virtual Consult.	224	13	\$251.76	\$19.37	5.80%	-	1	7.69%	\$251.76
{Keyword:Spa Society} - Non-Invasive Skin Tightening - Fabulous Long-Term Results <a href="http://www.myspasociety.com//">www.myspasociety.com//</a> Tighten Skin Without Surgery & Reduce Wrinkles on the Neck and Chest with EndyMed.	112	4	\$27.18	\$6.79	3.57%	-	1	25.00%	\$27.18

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jul 2020 — 31 Jul 2020

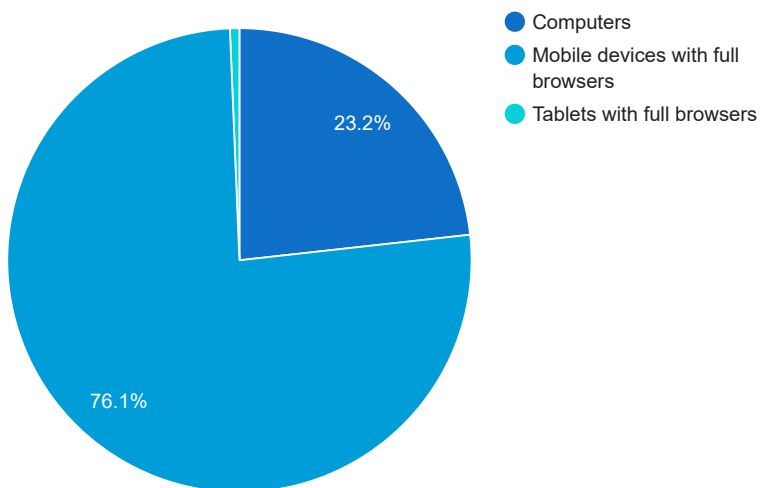
## Budget Coverage



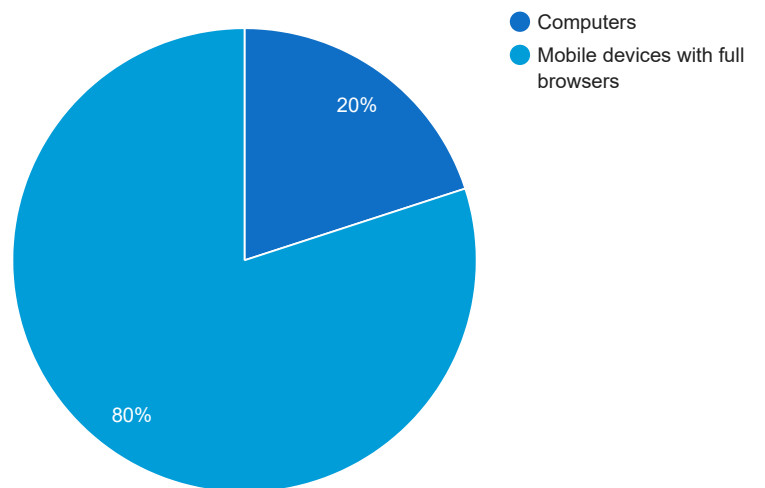
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	2.86	17.13
Sep, 2019	0	20
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	208.94	41.54
Jan, 2020	567.81	23.02
Feb, 2020	833.42	21.46
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	2,504.83	72.93

## 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	2,307	154	\$1,906.14	\$12.38	6.68%	-	8	5.19%	\$238.27
Computers	696	34	\$582.22	\$17.12	4.89%	-	2	5.88%	\$291.11
Tablets with full browsers	33	2	\$16.47	\$8.24	6.06%	-	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	3,036	190	\$2,504.83	\$13.18	6.26%	-	10	5.26%	\$250.48

# Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE

CONV

Submit lead form

10

## 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