

**Monthly Account  
Performance Report  
1 Nov 2020 — 30 Nov 2020**

My Spa Society

325-409-8339

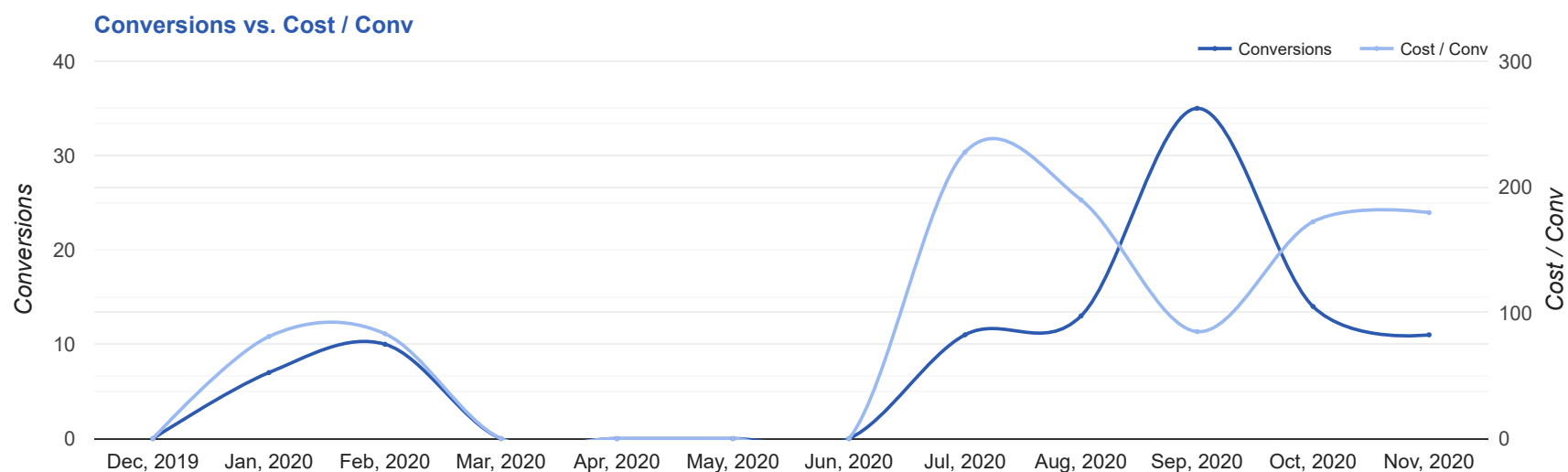
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,976	11	3.79%	\$179.63
↓ 18%	↓ 21%	↓ 2%	↑ 4%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	10,940	362	\$2,413.43	\$6.67	3.31%	-	14	3.87%	\$172.39	26.84%
1 Nov 2020 — 30 Nov 2020	8,089	290	\$1,975.98	\$6.81	3.59%	-	11	3.79%	\$179.63	24.77%
<b>Change</b>	2,851 ↓ 26%	72 ↓ 20%	\$437.45 ↓ 18%	\$0.14 ↑ 2%	0.28% ↑ 8%	--	3 ↓ 21%	0.08% ↓ 2%	\$7.24 ↑ 4%	2.07% ↓ 8%

# Performance by Month - 1 Dec 2019 — 30 Nov 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Dec '19	711	23	\$208.94	\$9.08	3.23%	-	0	0%	\$0.00	40.75%
Jan '20	7,692	185	\$567.81	\$3.07	2.41%	-	7	3.78%	\$81.12	21.26%
Feb '20	10,399	298	\$833.42	\$2.80	2.87%	-	10	3.36%	\$83.34	18.36%
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%	-	11	5.79%	\$227.71	73.08%
Aug '20	11,861	423	\$2,466.95	\$5.83	3.57%	-	13	3.07%	\$189.77	29.63%
Sep '20	15,294	489	\$2,977.48	\$6.09	3.2%	-	35	7.16%	\$85.07	30.87%
Oct '20	10,940	362	\$2,413.43	\$6.67	3.31%	-	14	3.87%	\$172.39	26.84%
Nov '20	8,089	290	\$1,975.98	\$6.81	3.59%	-	11	3.79%	\$179.63	24.77%
<b>Total</b>	<b>68,022</b>	<b>2,260</b>	<b>\$13,948.84</b>	<b>\$6.17</b>	<b>3.32%</b>	<b>-</b>	<b>101</b>	<b>4.47%</b>	<b>\$138.11</b>	<b>25.99%</b>

## Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	8,089	290	\$1,975.98	\$6.81	3.59%	-	11	3.79%	\$179.63	24.77%

# Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

## Top Text Ads

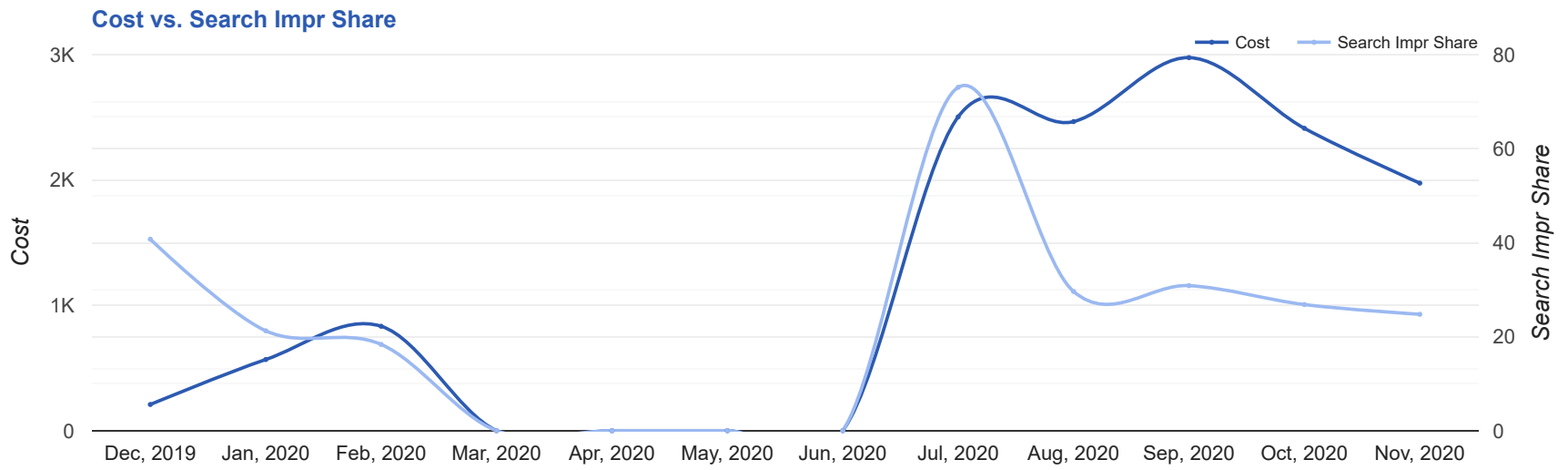
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Spa Society - CoolSculpting in New Jersey - Fat Reduction Treatment <a href="http://www.myspasociety.com/">www.myspasociety.com/</a> --/ -- Leading CoolSculpting Provider in New Jersey. Schedule a Free Consultation	3,379	113	\$499.26	\$4.42	3.34%	-	3	2.65%	\$166.42
{Keyword:Spa Society} - CoolSculpting in New Jersey - Fat Reduction Treatment <a href="http://www.myspasociety.com/">www.myspasociety.com/</a> --/ -- Leading CoolSculpting Provider in New Jersey. Schedule a Free Consultation	612	34	\$244.21	\$7.18	5.56%	-	3	8.82%	\$81.40
Non-Surgical Lipo Alternative - CoolSculpting® in Weehawken - Offering \$1000 Off 8+ Cycles <a href="http://www.myspasociety.com/">www.myspasociety.com/</a> Freeze Fat Away Fat with CoolSculpting. The Natural Looking Alternative To Lipo.	472	22	\$232.02	\$10.55	4.66%	-	1	4.55%	\$232.02
Avoid Liposuction Surgery - Target Belly Fat, Love Handles - Schedule a Free Consultation <a href="http://www.myspasociety.com/">www.myspasociety.com/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	394	21	\$187.26	\$8.92	5.33%	-	1	4.76%	\$187.26
CoolSculpting in New Jersey - Fat Reduction Treatment - Flexible Payment Options <a href="http://www.myspasociety.com/">www.myspasociety.com/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	958	25	\$190.04	\$7.60	2.61%	-	1	4.00%	\$190.04

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Nov 2020 — 30 Nov 2020

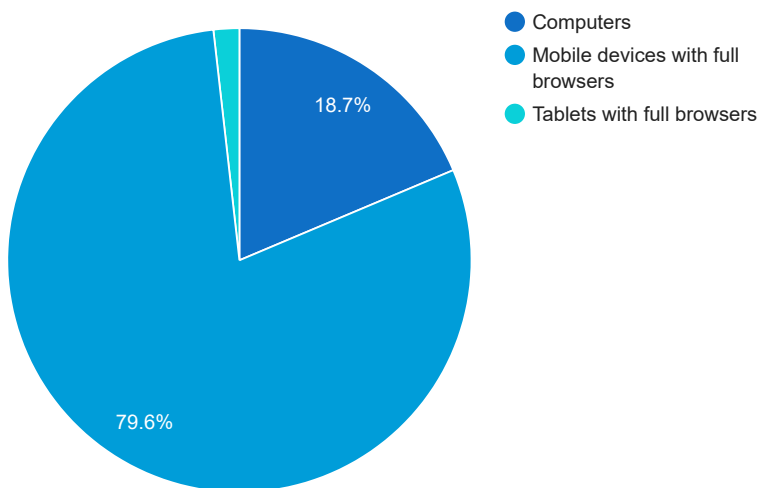
## Budget Coverage



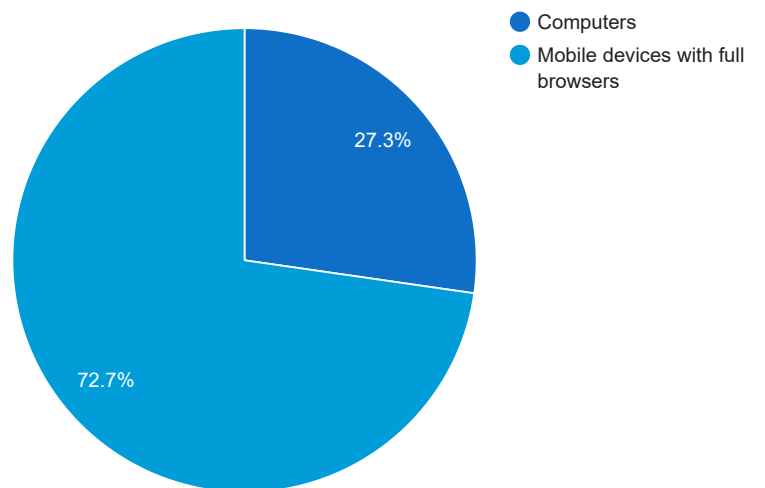
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	208.94	40.75
Jan, 2020	567.81	21.26
Feb, 2020	833.42	18.36
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	2,504.83	73.08
Aug, 2020	2,466.95	29.63
Sep, 2020	2,977.48	30.87
Oct, 2020	2,413.43	26.84
Nov, 2020	1,975.98	24.77

## 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	6,270	236	\$1,572.00	\$6.66	3.76%	-	8	3.39%	\$196.50
Computers	1,597	48	\$368.53	\$7.68	3.01%	-	3	6.25%	\$122.84
Tablets with full browsers	222	6	\$35.45	\$5.91	2.7%	-	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	8,089	290	\$1,975.98	\$6.81	3.59%	-	11	3.79%	\$179.63

# Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE

CONV

Submit lead form

10

Click to Call

1

## 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