

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

My Spa Society

325-409-8339

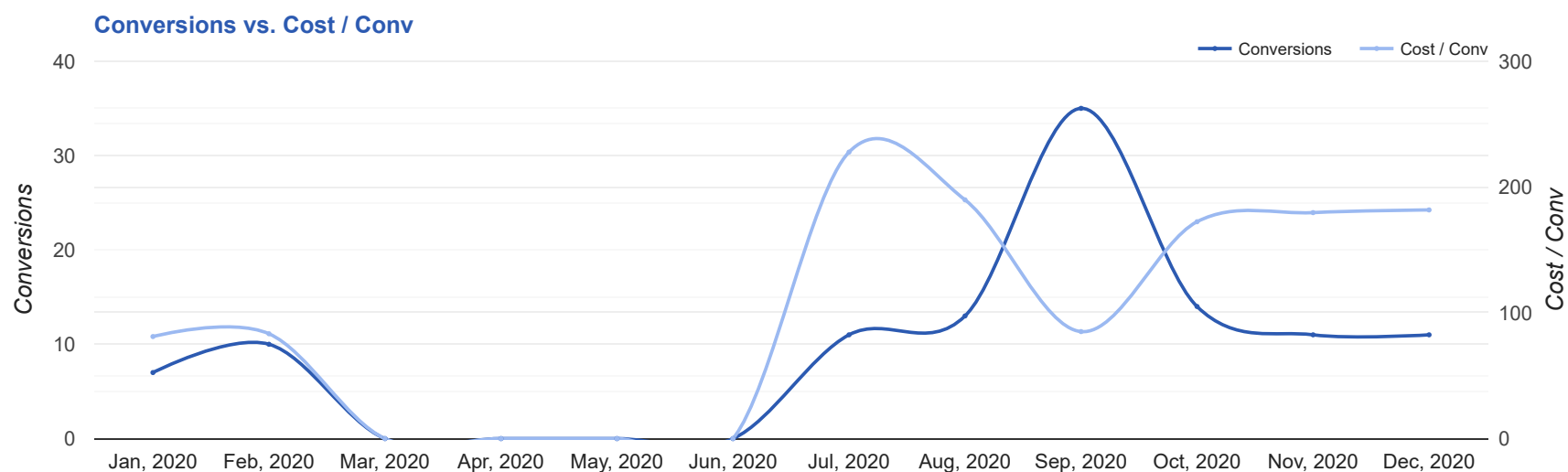
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,999	11	3.18%	\$181.76
↑ 1%	↔ 0%	↓ 16%	↑ 1%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	8,089	290	\$1,975.98	\$6.81	3.59%	-	11	3.79%	\$179.63	24.77%
1 Dec 2020 — 31 Dec 2020	11,722	346	\$1,999.41	\$5.78	2.95%	-	11	3.18%	\$181.76	21.34%
Change	3,633 ↑ 45%	56 ↑ 19%	\$23.43 ↑ 1%	\$1.03 ↓ 15%	0.64% ↓ 18%	--	0 ↔ 0%	0.61% ↓ 16%	\$2.13 ↑ 1%	3.43% ↓ 14%

Performance by Month - 1 Jan 2020 — 31 Dec 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%
Dec '20	11,722	346	\$1,999.41	\$5.78	2.95%	-	11	3.18%	\$181.76	21.34%
Total	79,033	2,583	\$15,739.31	\$6.09	3.27%	-	112	4.34%	\$140.53	25.1%

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	11,722	346	\$1,999.41	\$5.78	2.95%	-	11	3.18%	\$181.76	21.34%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

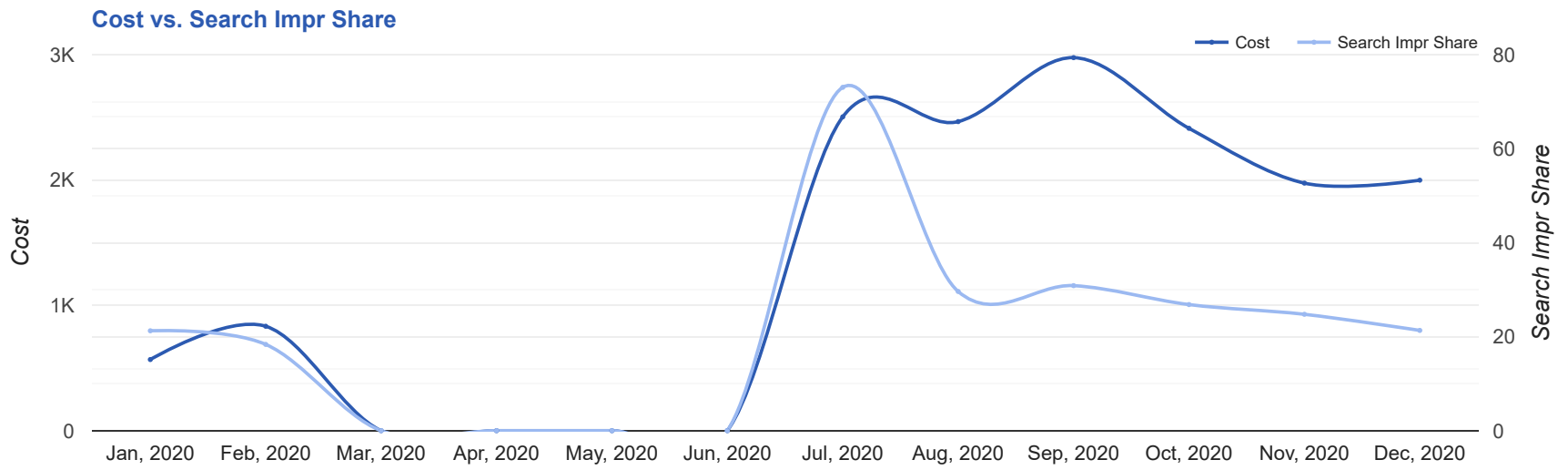
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Spa Society} - CoolSculpting in New Jersey - Fat Reduction Treatment www.myspasociety.com/ -- / -- Leading CoolSculpting Provider in New Jersey. Schedule a Free Consultation	66	1	\$13.24	\$13.24	1.52%	-	1	100.00%	\$13.24
Fat Reduction in Weehawken - Eliminate Fat & Feel Great - Offering \$1,000 Off 8+ Cycles www.myspasociety.com/ CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	84	5	\$62.40	\$12.48	5.95%	-	1	20.00%	\$62.40
Non-Surgical Fat Reduction - CoolSculpting® in Weehawken - Offering \$1,000 Off 8+ Cycles www.myspasociety.com/ CoolSculpting Is The Top Non-Surgical Fat Reduction Treatment. No Surgery. Quick Results.	317	7	\$39.78	\$5.68	2.21%	-	1	14.29%	\$39.78
Non-Surgical Fat Reduction - Eliminate Fat & Feel Great - Offering \$1,000 Off 8+ Cycles www.myspasociety.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	85	5	\$24.18	\$4.84	5.88%	-	1	20.00%	\$24.18
Non-Surgical Fat Reduction - Eliminate Fat & Feel Great - Freeze Away Body Fat www.myspasociety.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	81	3	\$18.21	\$6.07	3.70%	-	1	33.33%	\$18.21

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

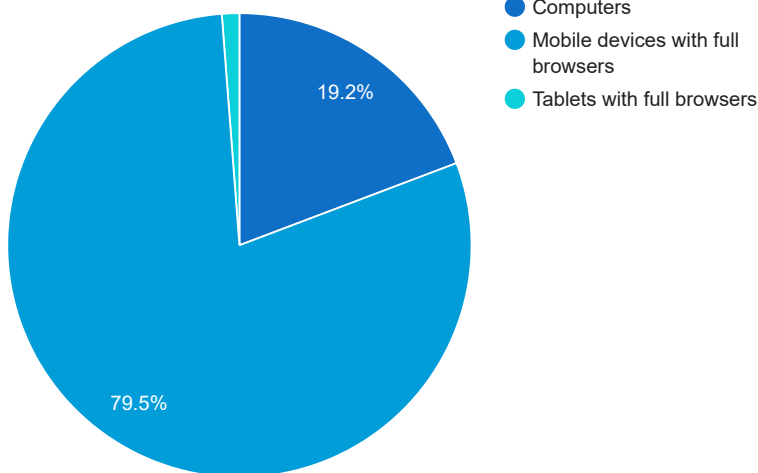
Budget Coverage



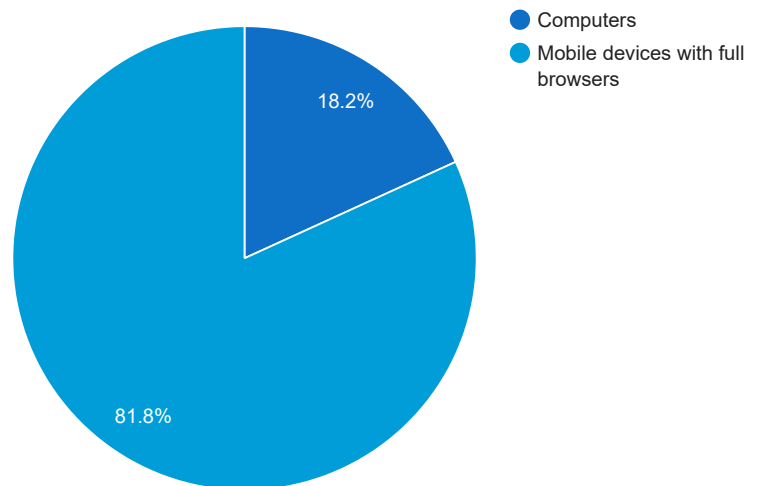
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	567.81	21.26
Feb, 2020	833.42	18.36
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	2,504.83	73.08
Aug, 2020	2,466.95	29.63
Sep, 2020	2,977.48	30.87
Oct, 2020	2,413.43	26.84
Nov, 2020	1,975.98	24.77
Dec, 2020	1,999.41	21.34

Cost and Conversions by Device

Cost



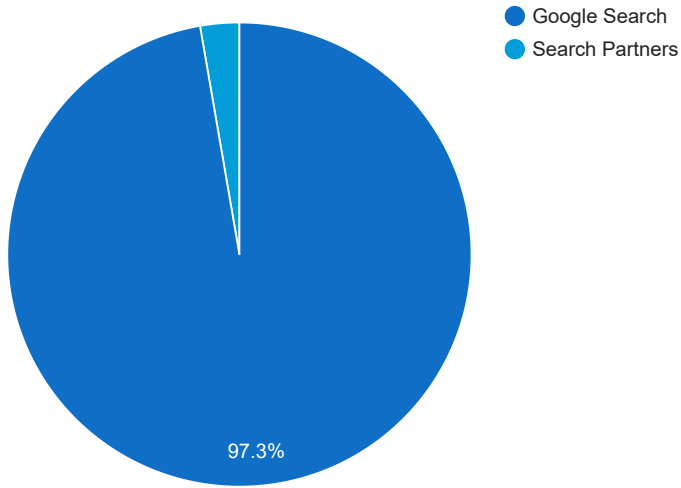
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	9,312	284	\$1,590.41	\$5.60	3.05%	-	9	3.17%	\$176.71
Computers	2,209	58	\$384.71	\$6.63	2.63%	-	2	3.45%	\$192.36
Tablets with full browsers	201	4	\$24.29	\$6.07	1.99%	-	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	9,543	331	\$1,945.06	\$5.88	3.47%	-	11	3.32%	\$176.82
Search partners	2,179	15	\$54.35	\$3.62	0.69%	-	0	0%	\$0.00

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE

CONV

Submit lead form

11

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