

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

My Spa Society

325-409-8339

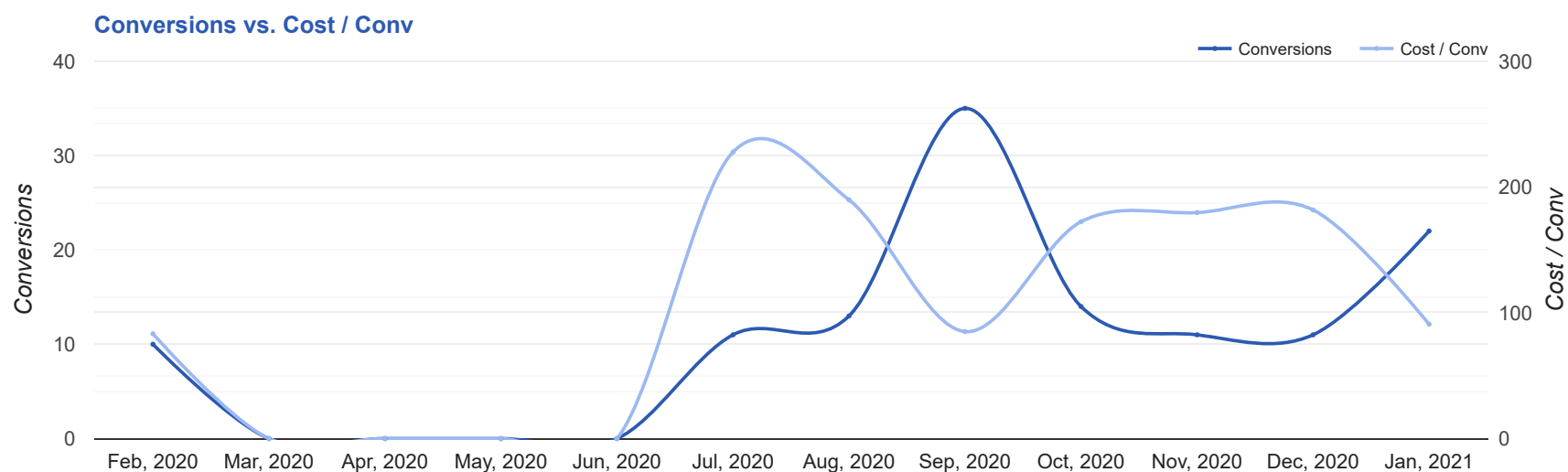
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,000	22	4.24%	\$90.91
↔ 0%	↑ 100%	↑ 33%	↓ 50%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	11,722	346	\$1,999.41	\$5.78	2.95%	-	11	3.18%	\$181.76	21.34%
1 Jan 2021 — 31 Jan 2021	20,736	519	\$1,999.99	\$3.85	2.5%	-	22	4.24%	\$90.91	12.01%
Change	9,014 ↑ 77%	173 ↑ 50%	\$0.58 ↑ 0%	\$1.93 ↓ 33%	0.45% ↓ 15%	--	11 ↑ 100%	1.06% ↑ 33%	\$90.85 ↓ 50%	9.33% ↓ 44%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	
Jan '21	20,736	519	\$1,999.99	\$3.85	2.5%	-	22	4.24%	\$90.91	12.01%	
Total	92,077	2,917	\$17,171.49	\$5.89	3.17%	-	127	4.35%	\$135.21	20.4%	

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	20,736	519	\$1,999.99	\$3.85	2.5%	-	22	4.24%	\$90.91	12.01%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

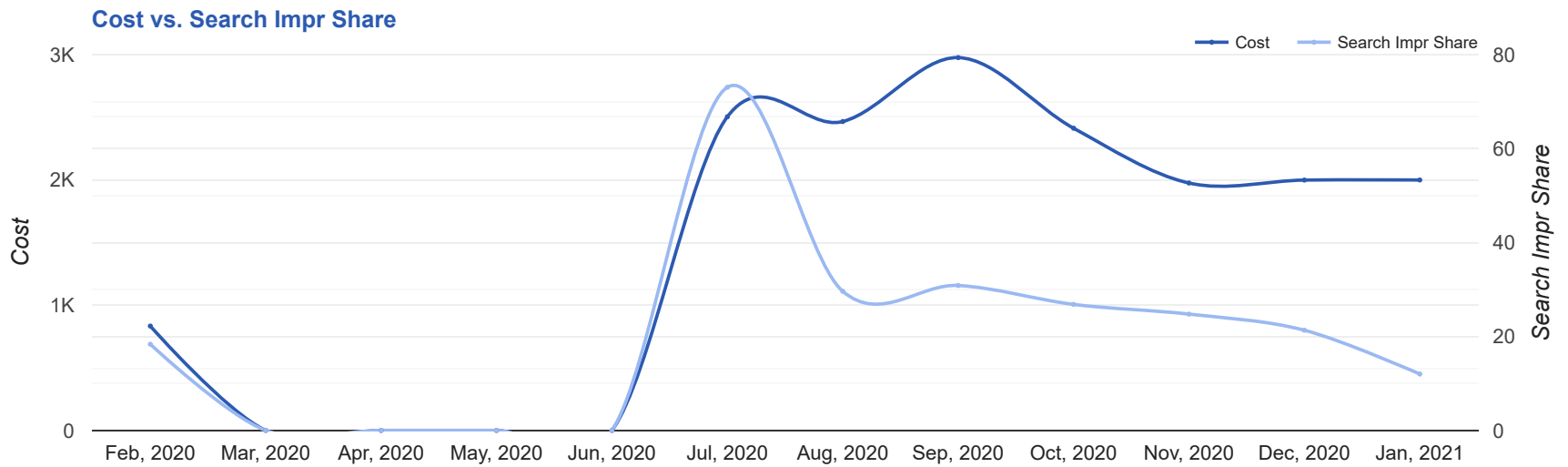
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<p>My Spa Society - Fat Reduction in Weehawken - Non-Surgical Fat Reduction www.myspasociety.com/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.</p>	2,995	106	\$359.61	\$3.39	3.54%	-	4	3.77%	\$89.90
<p>CoolSculpting® Fat Reduction - Jan Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever www.myspasociety.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	71	4	\$30.52	\$7.63	5.63%	-	1	25.00%	\$30.52
<p>Fat Reduction in Weehawken - Freezing Fat Really Works - Get Rid of Unwanted Fat www.myspasociety.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</p>	52	2	\$4.47	\$2.23	3.85%	-	1	50.00%	\$4.47
<p>CoolSculpting® in Weehawken - Limited Time Offer Jan 2021 - Our Biggest Discount Ever www.myspasociety.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	36	1	\$11.07	\$11.07	2.78%	-	1	100.00%	\$11.07
<p>CoolSculpting® in Weehawken - Jan Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In {=COUNTDOWN("2021/01/31 00:00:00","en-US",31)} www.myspasociety.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	129	3	\$16.54	\$5.51	2.33%	-	1	33.33%	\$16.54

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

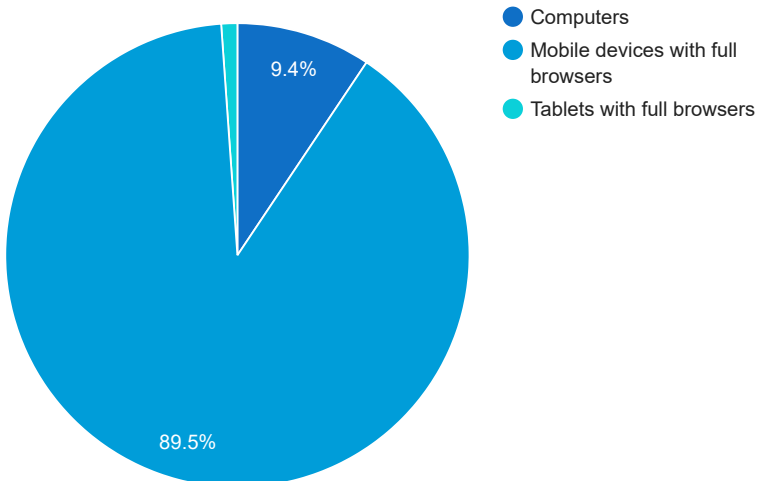
Budget Coverage



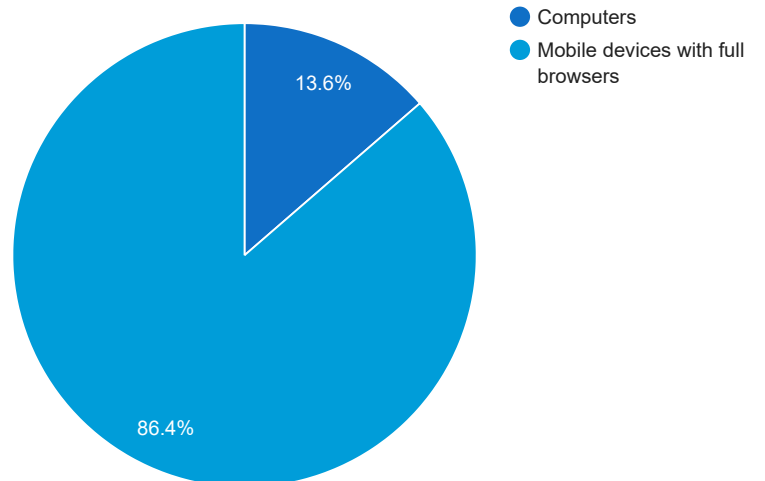
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	833.42	18.36
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	2,504.83	73.08
Aug, 2020	2,466.95	29.63
Sep, 2020	2,977.48	30.87
Oct, 2020	2,413.43	26.84
Nov, 2020	1,975.98	24.77
Dec, 2020	1,999.41	21.34
Jan, 2021	1,999.99	12.01

Cost and Conversions by Device

Cost



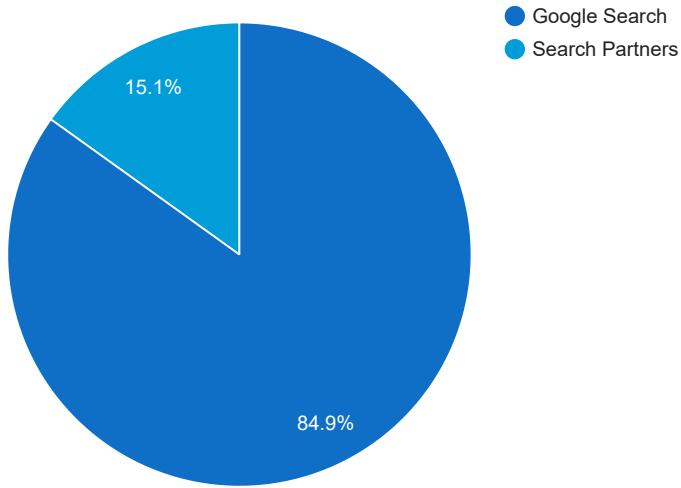
Conversions



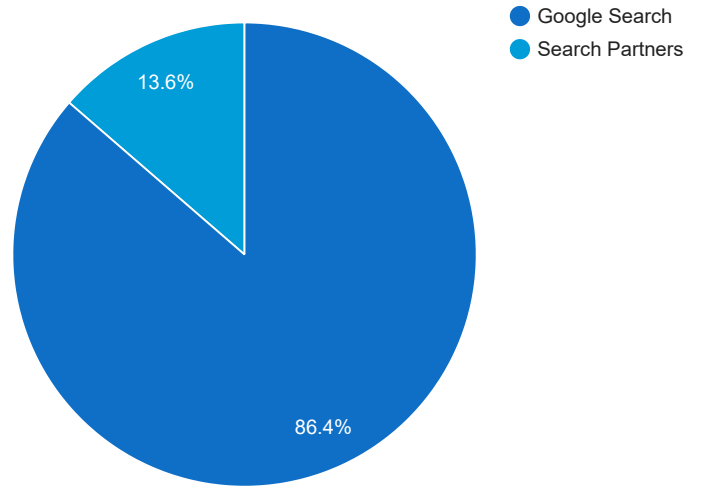
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	17,799	475	\$1,789.82	\$3.77	2.67%	-	19	4%	\$94.20
Computers	2,716	38	\$187.79	\$4.94	1.4%	-	3	7.89%	\$62.60
Tablets with full browsers	221	6	\$22.38	\$3.73	2.71%	-	0	0%	\$0.00

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	10,549	408	\$1,698.05	\$4.16	3.87%	-	19	4.66%	\$89.37
Search partners	10,187	111	\$301.94	\$2.72	1.09%	-	3	2.7%	\$100.65

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Submit lead form	20
Calls from ads	2
Local actions - Directions	0
Local actions - Other engagements	0

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