

**Monthly Account  
Performance Report  
1 Feb 2021 — 28 Feb 2021**

My Spa Society

325-409-8339

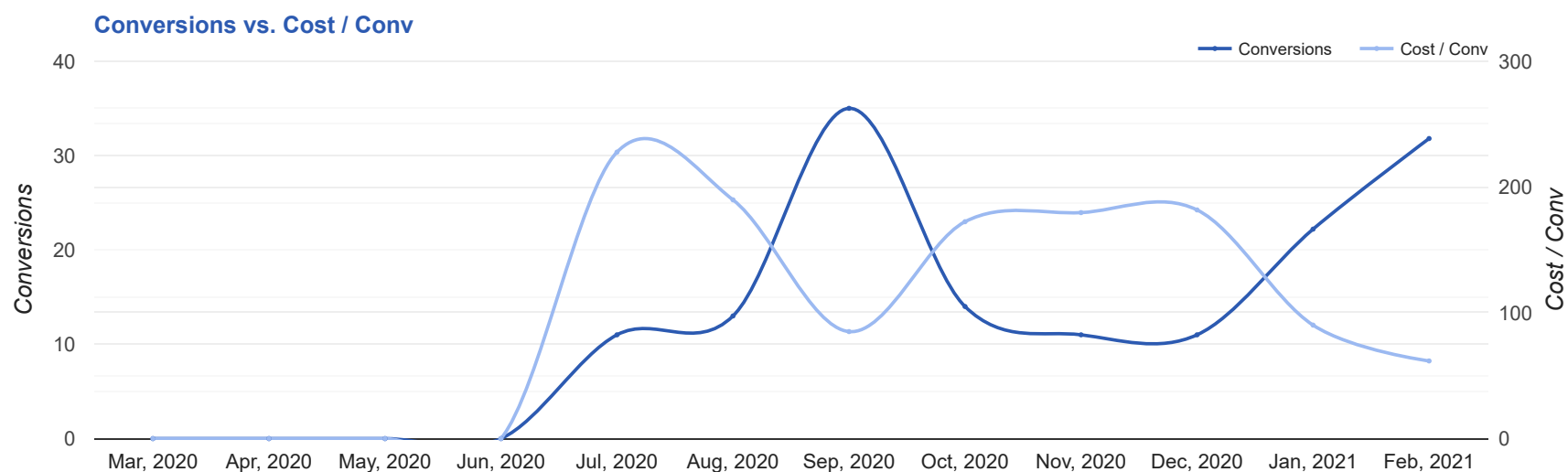
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,965	31.8	5.55%	\$61.73
↓ 2%	↑ 44%	↑ 30%	↓ 32%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	20,736	519	\$1,999.99	\$3.85	2.5%	-	22.2	4.27%	\$90.21	12.01%
1 Feb 2021 — 28 Feb 2021	17,332	574	\$1,964.81	\$3.42	3.31%	-	31.8	5.55%	\$61.73	10.53%
<b>Change</b>	3,404 ↓ 16%	55 ↑ 11%	\$35.18 ↓ 2%	\$0.43 ↓ 11%	0.81% ↑ 32%	--	9.66 ↑ 44%	1.28% ↑ 30%	\$28.48 ↓ 32%	1.48% ↓ 12%

# Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	22.2	4.27%	\$90.21	12.01%
Feb '21	17,332	574	\$1,964.81	\$3.42	3.31%	-	31.8	5.55%	\$61.73	10.53%
<b>Total</b>	<b>99,010</b>	<b>3,193</b>	<b>\$18,302.88</b>	<b>\$5.73</b>	<b>3.22%</b>	<b>-</b>	<b>149</b>	<b>4.67%</b>	<b>\$122.84</b>	<b>17.7%</b>

# Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	17,332	574	\$1,964.81	\$3.42	3.31%	-	31.8	5.55%	\$61.73	10.53%

# Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

## Top Text Ads

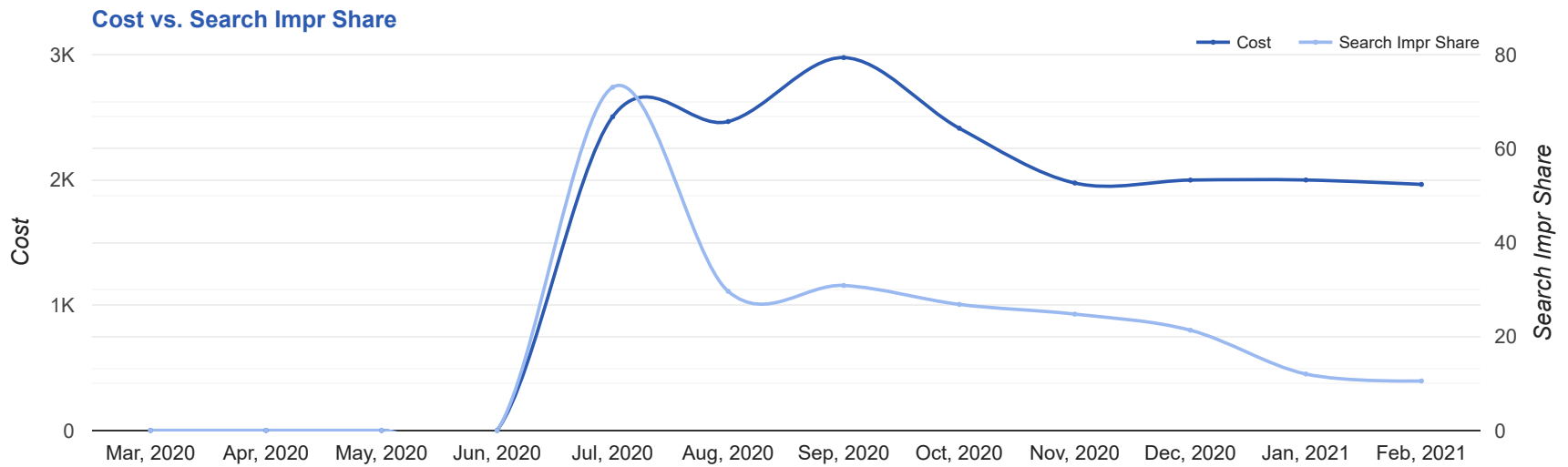
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">My Spa Society - Fat Reduction in Weehawken - Non-Surgical Fat Reduction</a> <a href="http://www.myspasociety.com/">www.myspasociety.com/</a> --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	3,782	154	\$459.70	\$2.99	4.07%	-	7.3	4.76%	\$62.71
<a href="#">My Spa Society - Fat Reduction in Weehawken - Non-Surgical Fat Reduction</a> <a href="http://www.myspasociety.com/">www.myspasociety.com/</a> --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	1,419	81	\$331.57	\$4.09	5.71%	-	5	6.17%	\$66.31
<a href="#">CoolSculpting® in Weehawken - Feb Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever</a> <a href="http://www.myspasociety.com/">www.myspasociety.com/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	34	4	\$14.60	\$3.65	11.76%	-	2	50.00%	\$7.30
<a href="#">Best CoolSculpting Deal Ever - Freeze Away Body Fat - Our Biggest Discount Ever</a> <a href="http://www.myspasociety.com/">www.myspasociety.com/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	9	1	\$4.21	\$4.21	11.11%	-	1	100.00%	\$4.21
<a href="#">Best CoolSculpting Deal Ever - Limited Time Offer   Feb 2021 - CoolSculpting Special 25% Off</a> <a href="http://www.myspasociety.com/">www.myspasociety.com/</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Weehawken, NJ	20	4	\$9.90	\$2.48	20.00%	-	1	25.00%	\$9.90

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Feb 2021 — 28 Feb 2021

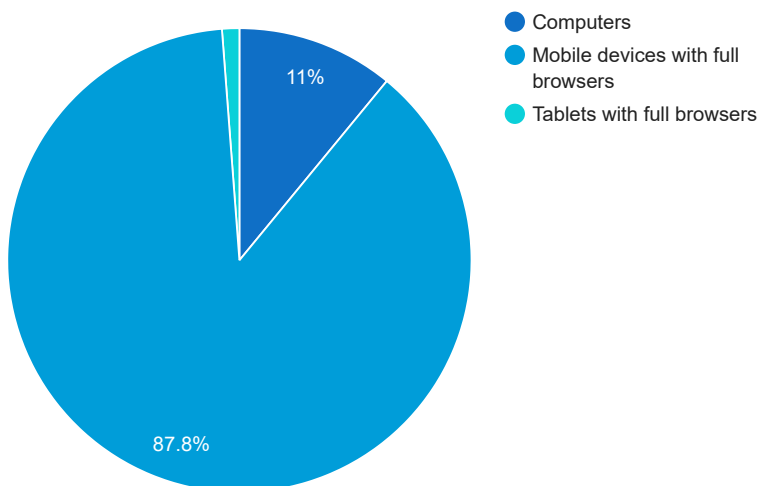
## Budget Coverage



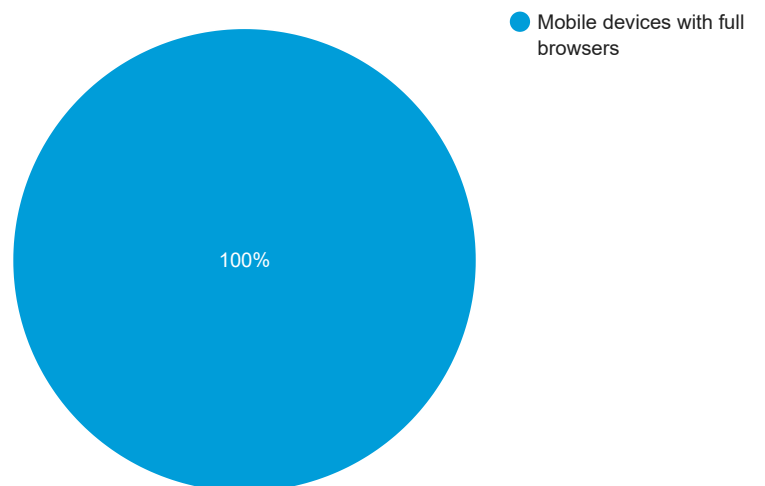
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	2,504.83	73.08
Aug, 2020	2,466.95	29.63
Sep, 2020	2,977.48	30.87
Oct, 2020	2,413.43	26.84
Nov, 2020	1,975.98	24.77
Dec, 2020	1,999.41	21.34
Jan, 2021	1,999.99	12.01
Feb, 2021	1,964.81	10.53

## Cost and Conversions by Device

### Cost



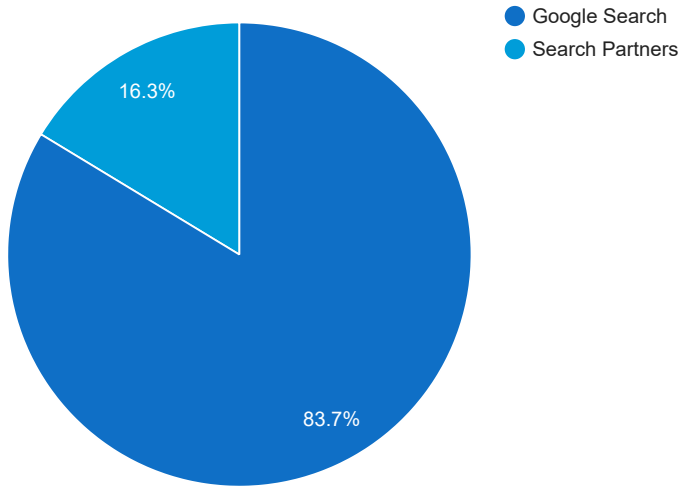
### Conversions



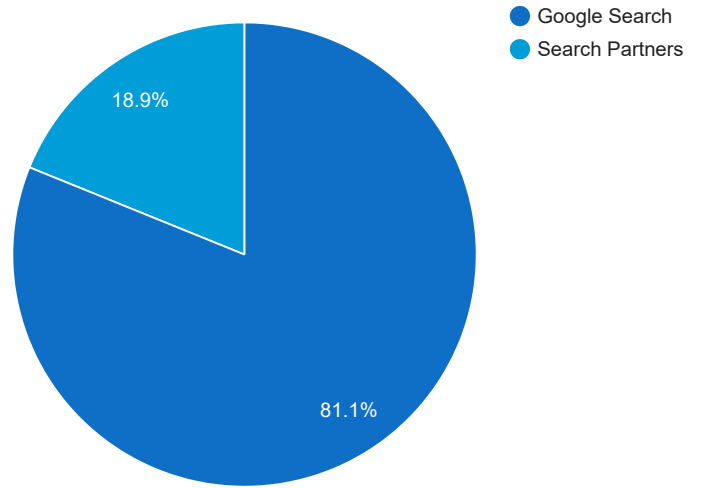
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	15,082	516	\$1,725.92	\$3.34	3.42%	-	31.8	6.17%	\$54.22
Computers	2,088	49	\$215.22	\$4.39	2.35%	-	0	0%	\$0.00
Tablets with full browsers	162	9	\$23.67	\$2.63	5.56%	-	0	0%	\$0.00

### 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	9,036	457	\$1,644.01	\$3.60	5.06%	-	25.8	5.65%	\$63.65
Search partners	8,296	117	\$320.80	\$2.74	1.41%	-	6	5.13%	\$53.47

# Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Submit lead form	28.8
Calls from ads	2
Click to Call	1
Clicks to call	0
Local actions - Website visits	0
Local actions - Menu views	0
Local actions - Other engagements	0
Local actions - Directions	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