

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

My Spa Society

325-409-8339

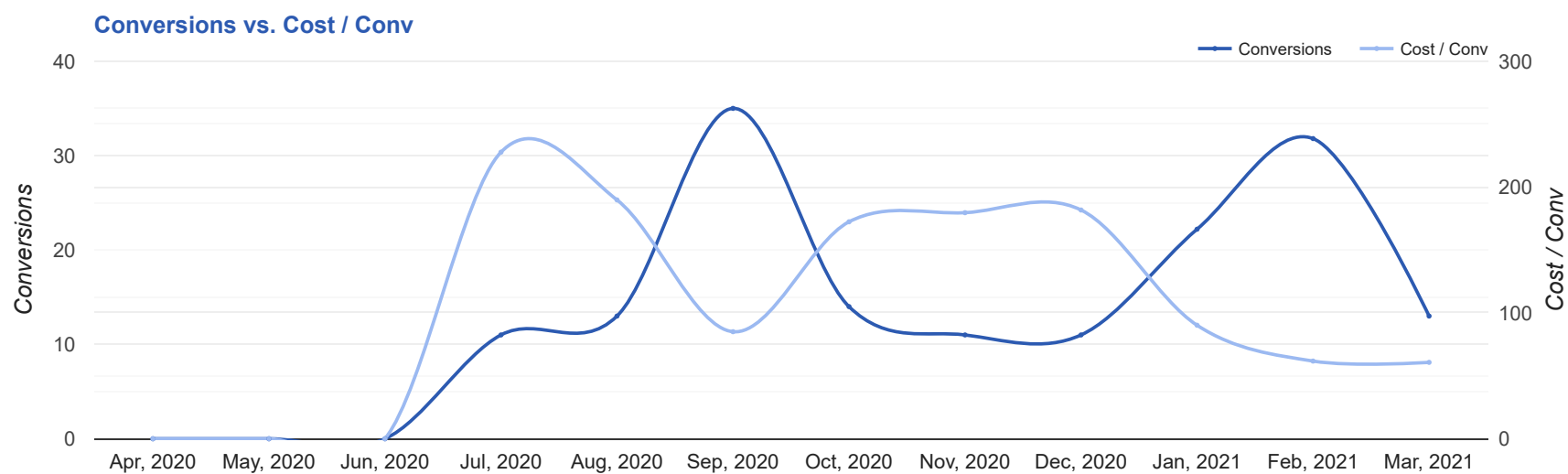
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$789	13	5.7%	\$60.71
↓ 60%	↓ 59%	↑ 3%	↓ 2%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Feb 2021 — 28 Feb 2021</b>	17,332	574	\$1,964.81	\$3.42	3.31%	-	31.8	5.55%	\$61.73	10.69%
<b>1 Mar 2021 — 31 Mar 2021</b>	7,098	228	\$789.26	\$3.46	3.21%	-	13	5.7%	\$60.71	11.81%
<b>Change</b>	10,234 ↓ 59%	346 ↓ 60%	\$1,175.55 ↓ 60%	\$0.04 ↑ 1%	0.10% ↓ 3%	0 ↔ -	18.83 ↓ 59%	0.15% ↑ 3%	\$1.02 ↓ 2%	1.12% ↑ 10%

# Performance by Month - 1 Apr 2020 — 31 Mar 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	10.69%
Mar '21	7,098	228	\$789.26	\$3.46	3.21%	-	13	5.7%	\$60.71	11.81%
<b>Total</b>	106,108	3,421	\$19,092.14	\$5.58	3.22%	-	162	4.74%	\$117.85	17.2%

# Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	7,098	228	\$789.26	\$3.46	3.21%	-	13	5.7%	\$60.71	11.81%

# Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

## Top Text Ads

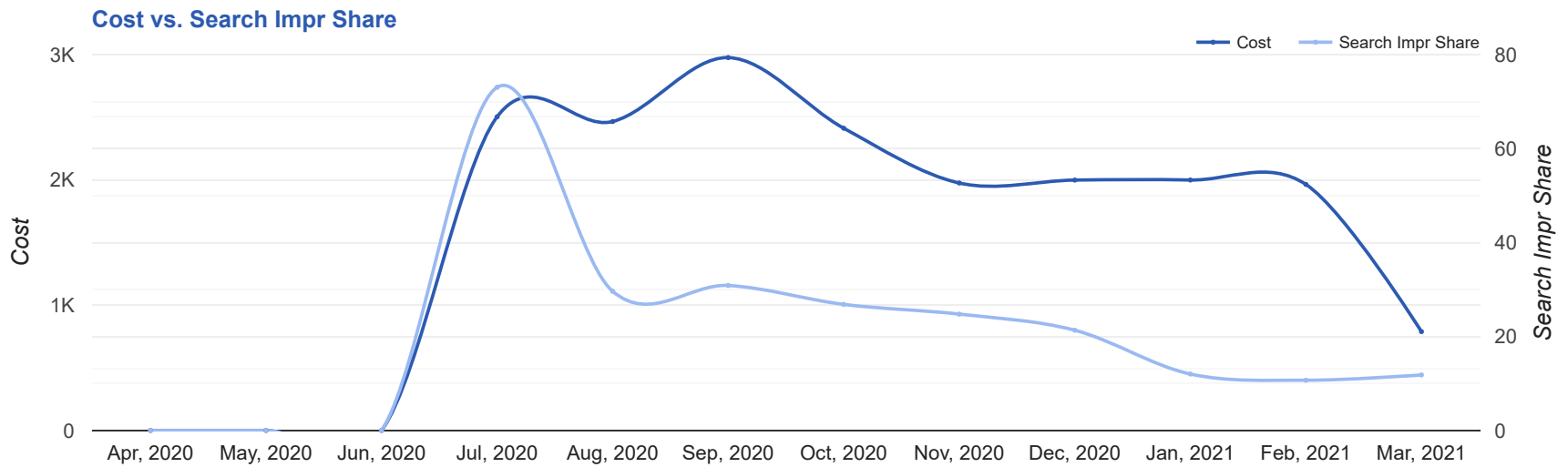
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">My Spa Society - Fat Reduction in Weehawken - Non-Surgical Fat Reduction</a> <a href="http://www.myspasociety.com/">www.myspasociety.com/ --/ --</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	569	28	\$105.53	\$3.77	4.92%	-	3	10.71%	\$35.18
<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.	1,626	66	\$199.97	\$3.03	4.06%	-	3	4.55%	\$66.66
<a href="#">Non-Surgical Fat Reduction - Eliminate Fat &amp; Feel Great - Freeze Away Body Fat</a> <a href="http://www.myspasociety.com/">www.myspasociety.com//</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	18	3	\$8.82	\$2.94	16.67%	-	1	33.33%	\$8.82
<a href="#">Best CoolSculpting Deal Ever - Mar Only 50% Off 8+ Treatments - Hurry Offer Ends In</a> {=COUNTDOWN("2021/03/31 00:00:00","en-US",31)} <a href="http://www.myspasociety.com/">www.myspasociety.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	18	2	\$12.94	\$6.47	11.11%	-	1	50.00%	\$12.94
<a href="#">Fat Reduction in Weehawken - Eliminate Fat &amp; Feel Great - Offering 50% Off 8+ Treatments</a> <a href="http://www.myspasociety.com/">www.myspasociety.com//</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	20	2	\$5.81	\$2.90	10.00%	-	1	50.00%	\$5.81

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Mar 2021 — 31 Mar 2021

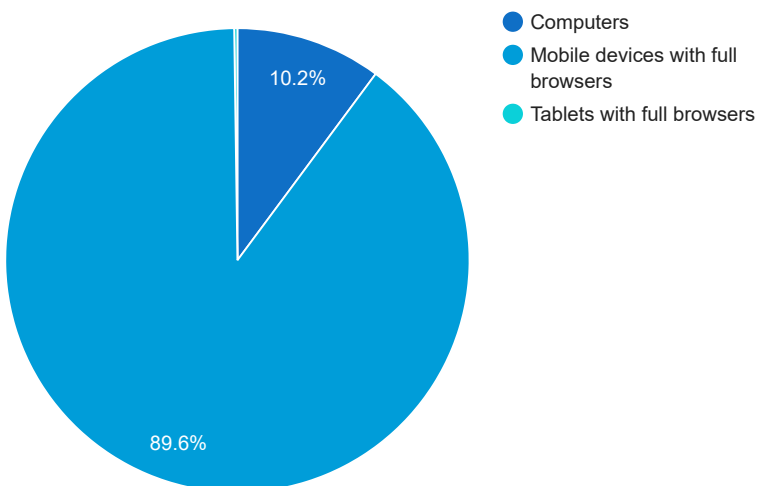
## Budget Coverage



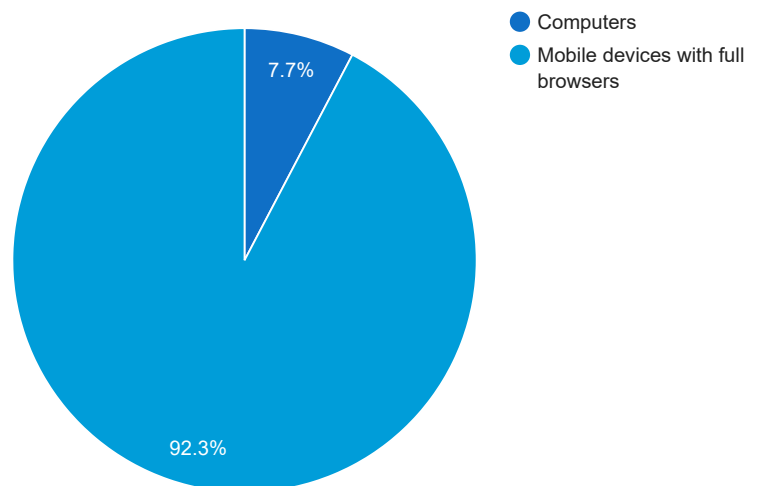
DATE	COST	SEARCH IMPR SHARE
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	2,504.83	73.08
Aug, 2020	2,466.95	29.63
Sep, 2020	2,977.48	30.87
Oct, 2020	2,413.43	26.84
Nov, 2020	1,975.98	24.77
Dec, 2020	1,999.41	21.34
Jan, 2021	1,999.99	12.01
Feb, 2021	1,964.81	10.69
Mar, 2021	789.26	11.81

## Cost and Conversions by Device

### Cost



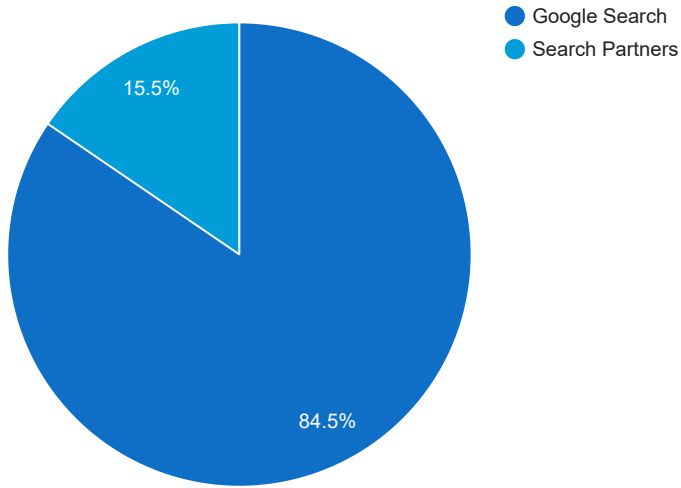
### Conversions



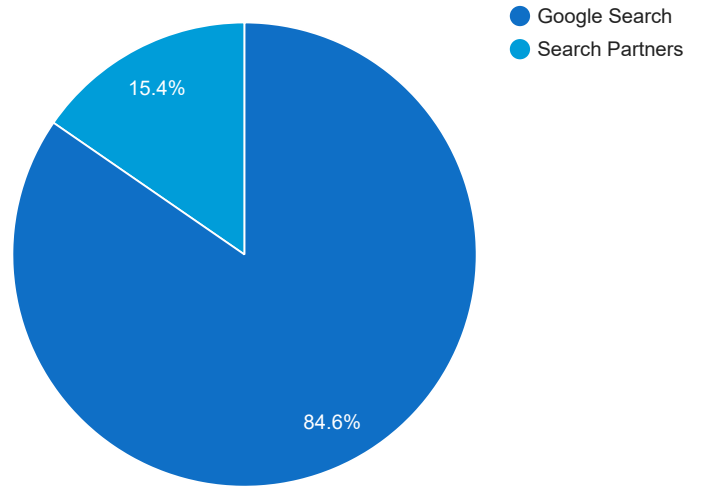
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	6,243	207	\$707.32	\$3.42	3.32%	-	12	5.8%	\$58.94
Computers	780	20	\$80.18	\$4.01	2.56%	-	1	5%	\$80.18
Tablets with full browsers	75	1	\$1.76	\$1.76	1.33%	-	0	0%	\$0.00

### 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	3,931	182	\$667.13	\$3.67	4.63%	-	11	6.04%	\$60.65
Search partners	3,167	46	\$122.13	\$2.66	1.45%	-	2	4.35%	\$61.07

# Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	CONV
Submit lead form	12
Calls from ads	1
Local actions - Website visits	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