

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

My Spa Society

325-409-8339

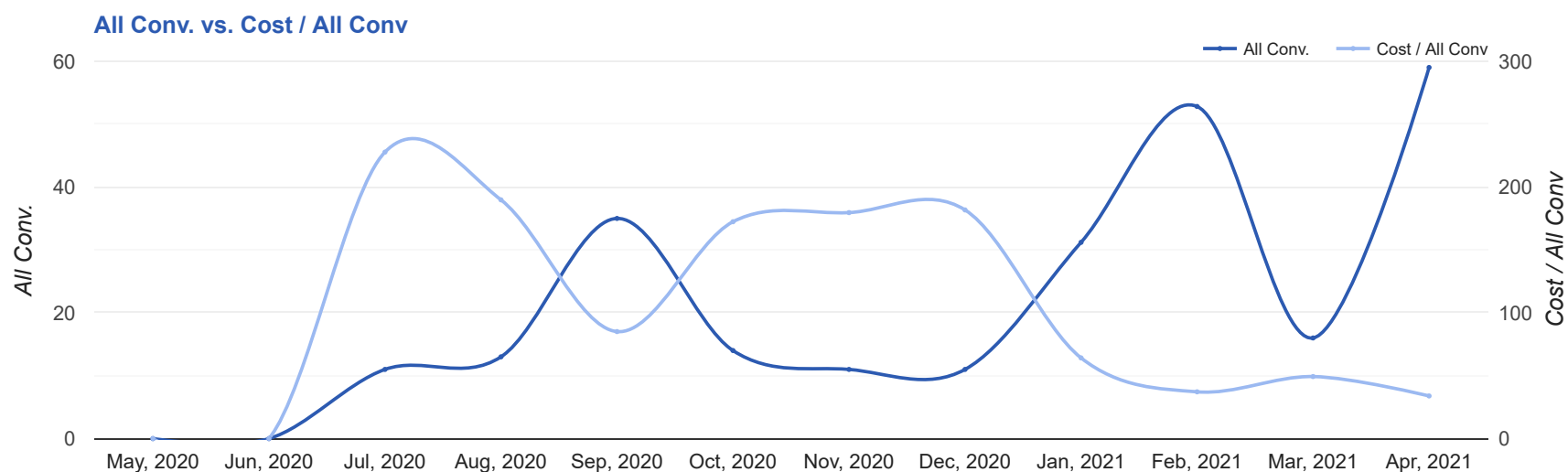
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$2,000	59	11.9%	\$33.90
↑ 153%	↑ 269%	↑ 70%	↓ 31%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	7,098	228	\$789.26	\$3.46	3.21%	-	7.02%	\$49.33	16
1 Apr 2021 — 30 Apr 2021	12,693	496	\$1,999.92	\$4.03	3.91%	-	11.9%	\$33.90	59
Change	5,595 ↑ 79%	268 ↑ 118%	\$1,210.66 ↑ 153%	\$0.57 ↑ 16%	0.70% ↑ 22%	0 ↔ -	4.88% ↑ 70%	\$15.43 ↓ 31%	43 ↑ 269%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Jul '20	3,036	190	\$2,504.83	\$13.18	6.26%	-	11	5.79%	\$227.71
Aug '20	11,861	423	\$2,466.95	\$5.83	3.57%	-	13	3.07%	\$189.77
Sep '20	15,294	489	\$2,977.48	\$6.09	3.2%	-	35	7.16%	\$85.07
Oct '20	10,940	362	\$2,413.43	\$6.67	3.31%	-	14	3.87%	\$172.39
Nov '20	8,089	290	\$1,975.98	\$6.81	3.59%	-	11	3.79%	\$179.63
Dec '20	11,722	346	\$1,999.41	\$5.78	2.95%	-	11	3.18%	\$181.76
Jan '21	20,736	519	\$1,999.99	\$3.85	2.5%	-	31.2	6.01%	\$64.16
Feb '21	17,332	574	\$1,964.81	\$3.42	3.31%	-	52.8	9.2%	\$37.19
Mar '21	7,098	228	\$789.26	\$3.46	3.21%	-	16	7.02%	\$49.33
Apr '21	12,693	496	\$1,999.92	\$4.03	3.91%	-	59	11.9%	\$33.90
Total	118,801	3,917	\$21,092.06	\$5.38	3.3%	-	254	6.48%	\$83.04

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	12,693	496	\$1,999.92	\$4.03	3.91%	-	59	11.9%	\$33.90

Top Keywords - 1 Apr 2021 — 30 Apr 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
liposuction	63	13	\$46.68	\$3.59	20.63%	-	4	30.77%	\$11.67
liposuction cost new jersey	8	6	\$23.61	\$3.94	75.00%	-	2	33.33%	\$11.80
reducing belly fat female	1	1	\$3.57	\$3.57	100.00%	-	2	200.00%	\$1.78
hydrolipoclasys near me	1	1	\$5.41	\$5.41	100.00%	-	2	200.00%	\$2.71
reduce inches from waist	1	1	\$0.85	\$0.85	100.00%	-	2	200.00%	\$0.42
coolsculpting price	10	7	\$17.73	\$2.53	70.00%	-	2	28.57%	\$8.87
how much does liposuction cost stomach	1	2	\$3.76	\$1.88	200.00%	-	2	100.00%	\$1.88
arm fat removal	1	1	\$5.45	\$5.45	100.00%	-	2	200.00%	\$2.73
why is it so hard to lose belly fat	1	1	\$3.69	\$3.69	100.00%	-	2	200.00%	\$1.84
fat cells freezing	1	1	\$2.17	\$2.17	100.00%	-	2	200.00%	\$1.08

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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.	2,754	135	\$462.32	\$3.42	4.90%	-	18	13.33%	\$25.68
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.	1,593	94	\$416.37	\$4.43	5.90%	-	12	12.77%	\$34.70
CoolSculpting® Fat Reduction - CoolSculpting in Weehawken - Biggest CoolSculpting® Promo www.myspasociety.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Weehawken, NJ.	339	13	\$84.66	\$6.51	3.83%	-	5	38.46%	\$16.93
Non-Surgical Fat Reduction - Freezing Fat Really Works - Offering 50% Off 8+ Treatments www.myspasociety.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	252	3	\$10.64	\$3.55	1.19%	-	3	100.00%	\$3.55
Best CoolSculpting Deal Ever - Apr Only 50% Off 8+ Treatments - Our Biggest Discount Ever www.myspasociety.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	27	5	\$31.68	\$6.34	18.52%	-	2	40.00%	\$15.84

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

Budget Coverage

Display Impr Share

0%

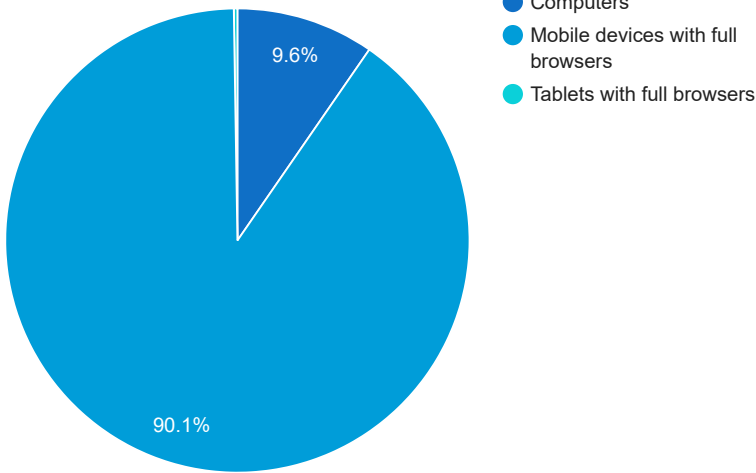
Search Impr Share

13.19%

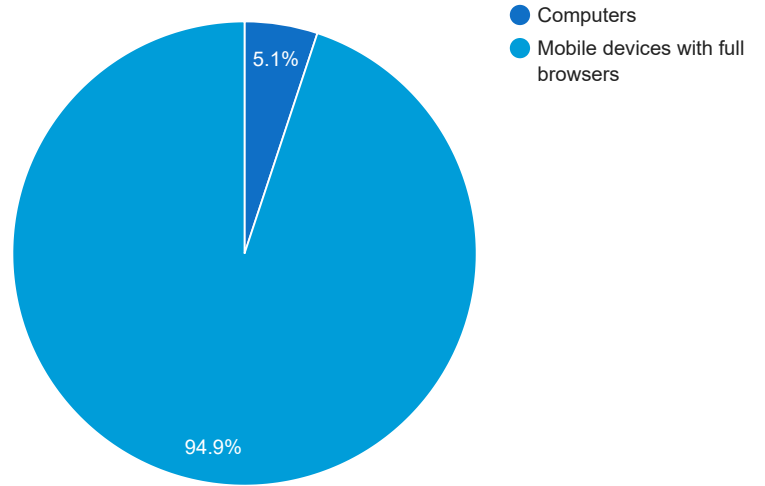
↑ 12%

Cost and Conversions by Device

Cost



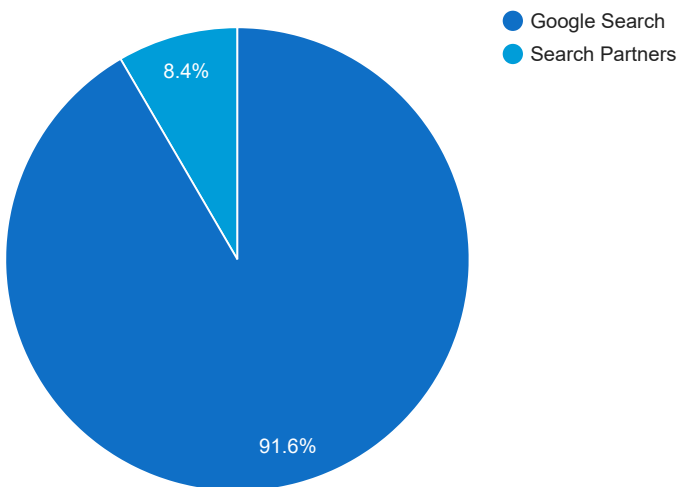
All Conv.



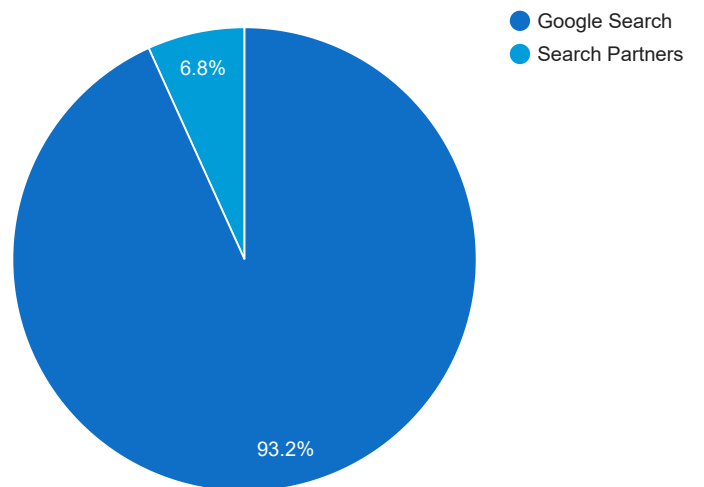
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	10,911	452	\$1,802.53	\$3.99	4.14%	-	56	12.39%	\$32.19
Computers	1,612	41	\$192.41	\$4.69	2.54%	-	3	7.32%	\$64.14
Tablets with full browsers	170	3	\$4.98	\$1.66	1.76%	-	0	0%	\$0.00

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	8,391	437	\$1,831.88	\$4.19	5.21%	-	55	12.59%	\$33.31
Search partners	4,302	59	\$168.04	\$2.85	1.37%	-	4	6.78%	\$42.01

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	31
Click to Call	23
Local actions - Directions	2
Local actions - Other engagements	2
Local actions - Website visits	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