

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

My Spa Society

325-409-8339

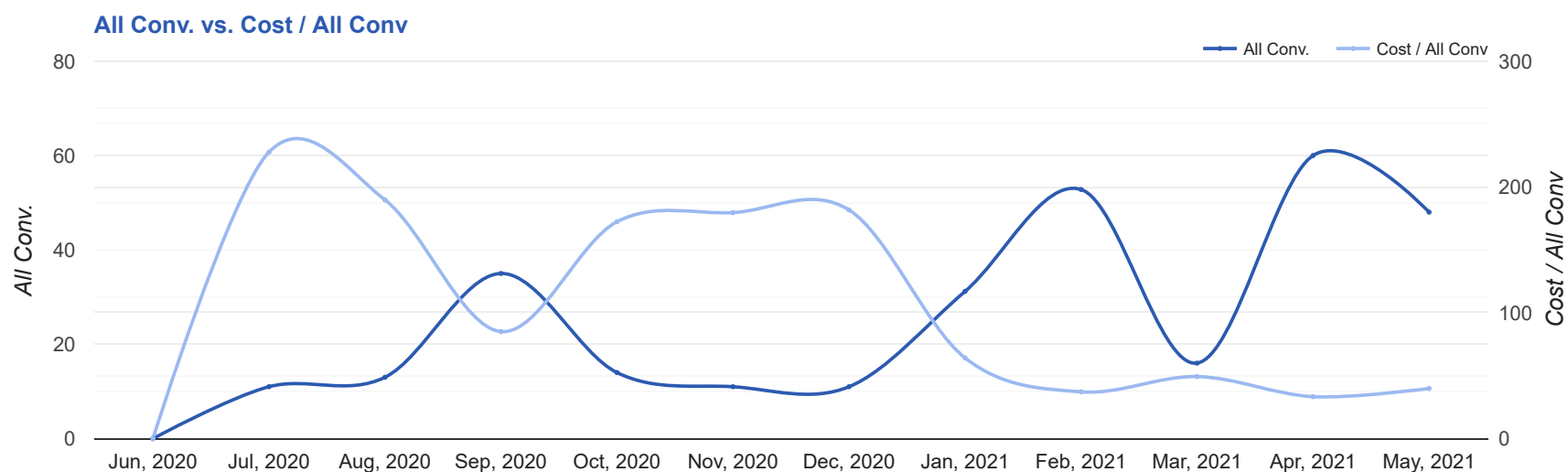
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,914	48	9.54%	\$39.87
↓ 4%	↓ 20%	↓ 21%	↑ 20%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	12,693	496	\$1,999.92	\$4.03	3.91%	-	12.1%	\$33.33	60
1 May 2021 — 31 May 2021	12,378	503	\$1,913.89	\$3.80	4.06%	-	9.54%	\$39.87	48
Change	315 ↓ 2%	7 ↑ 1%	\$86.03 ↓ 4%	\$0.23 ↓ 6%	0.15% ↑ 4%	0 ↔ -	2.56% ↓ 21%	\$6.54 ↑ 20%	12 ↓ 20%

Performance by Month - 1 Jun 2020 — 31 May 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%	-	60	12.1%	\$33.33
May '21	12,378	503	\$1,913.89	\$3.80	4.06%	-	48	9.54%	\$39.87
Total	131,179	4,420	\$23,005.95	\$5.20	3.37%	-	303	6.86%	\$75.93

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	12,378	503	\$1,913.89	\$3.80	4.06%	-	48	9.54%	\$39.87

Top Keywords - 1 May 2021 — 31 May 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting cost	10	8	\$24.78	\$3.10	80.00%	-	3	37.50%	\$8.26
evolve trim vs coolsculpting	1	1	\$2.61	\$2.61	100.00%	-	2	200.00%	\$1.30
fastest way to lose belly fat	2	2	\$8.36	\$4.18	100.00%	-	2	100.00%	\$4.18
coolsculpting	13	8	\$45.56	\$5.70	61.54%	-	2	25.00%	\$22.78
what is cool sculpting	4	4	\$8.90	\$2.23	100.00%	-	2	50.00%	\$4.45
liposuction cost	11	8	\$29.90	\$3.74	72.73%	-	2	25.00%	\$14.95
non surgical double chin reduction	1	2	\$12.62	\$6.31	200.00%	-	2	100.00%	\$6.31
laser fat removal	1	1	\$5.88	\$5.88	100.00%	-	1	100.00%	\$5.88
body contouring near me	2	1	\$7.23	\$7.23	50.00%	-	1	100.00%	\$7.23
liposuction organica	1	1	\$1.67	\$1.67	100.00%	-	1	100.00%	\$1.67

Top Performing Ads - 1 May 2021 — 31 May 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.	4,396	175	\$573.77	\$3.28	3.98%	-	11	6.29%	\$52.16
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.	2,122	125	\$542.13	\$4.34	5.89%	-	10	8.00%	\$54.21
CoolSculpting® in Weehawken - May 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.	144	15	\$89.06	\$5.94	10.42%	-	5	33.33%	\$17.81
CoolSculpting® in Weehawken - May Only 50% Off 8+ Treatments - Hurry Offer Ends In {=COUNTDOWN("2021/05/31 00:00:00","en-US",31)} www.myspasociety.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	157	13	\$73.58	\$5.66	8.28%	-	3	23.08%	\$24.53
CoolSculpting® in Weehawken - May Only 50% Off 8+ Treatments - Hurry Offer Ends In {=COUNTDOWN("2021/05/31 00:00:00","en-US",31)} www.myspasociety.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Weehawken, NJ	2	1	\$1.27	\$1.27	50.00%	-	2	200.00%	\$0.64

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

Budget Coverage

Display Impr Share

0%

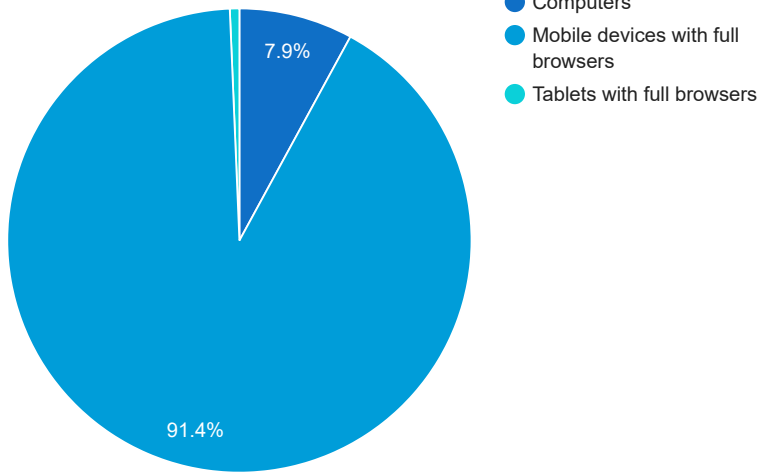
Search Impr Share

11.64%

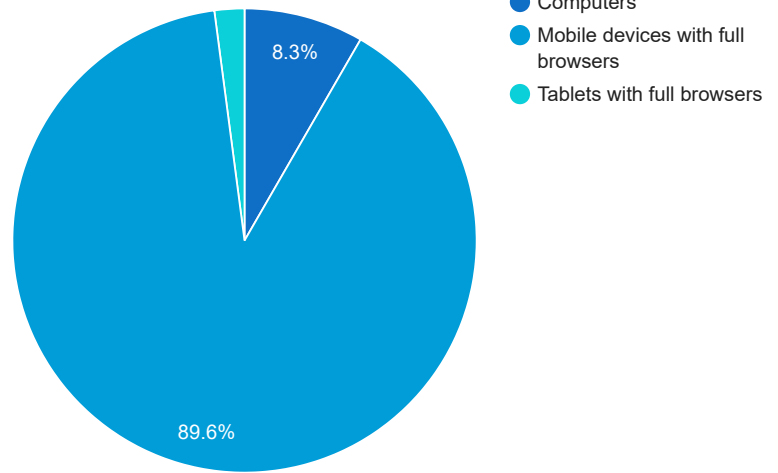
↓ 12%

Cost and Conversions by Device

Cost



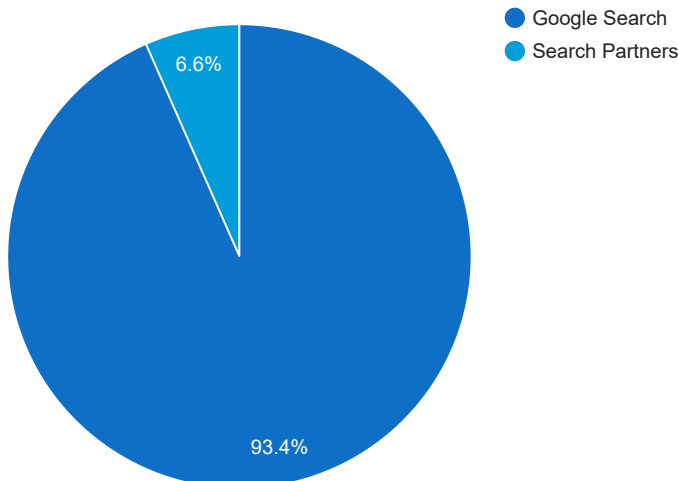
All Conv.



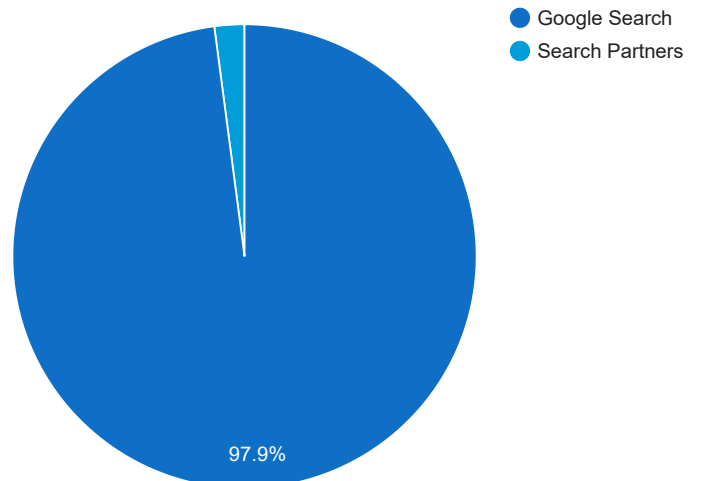
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	10,885	459	\$1,749.29	\$3.81	4.22%	-	43	9.37%	\$40.68
Computers	1,360	39	\$151.91	\$3.90	2.87%	-	4	10.26%	\$37.98
Tablets with full browsers	133	5	\$12.69	\$2.54	3.76%	-	1	20%	\$12.69

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	9,306	450	\$1,787.49	\$3.97	4.84%	-	47	10.44%	\$38.03
Search partners	3,072	53	\$126.40	\$2.38	1.73%	-	1	1.89%	\$126.40

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	23
Click to Call	21
Calls from ads	2
Local actions - Website visits	1
Local actions - Other engagements	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