

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

My Spa Society

325-409-8339

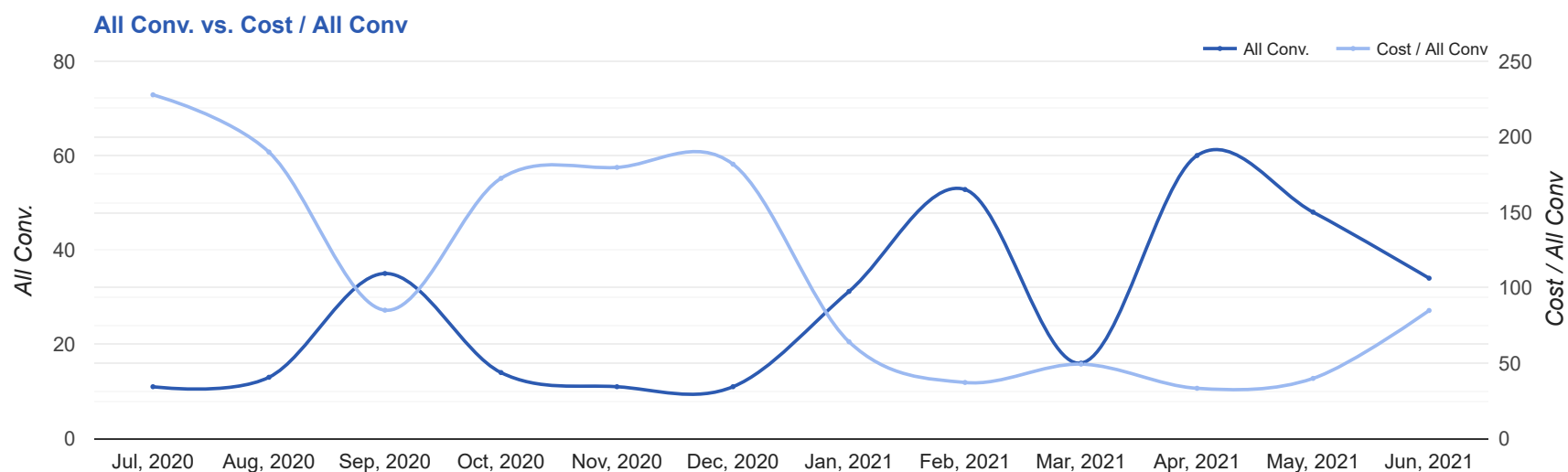
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$2,885	34	6.07%	\$84.86
↑ 51%	↓ 29%	↓ 36%	↑ 113%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	12,378	503	\$1,913.89	\$3.80	4.06%	-	9.54%	\$39.87	48
1 Jun 2021 — 30 Jun 2021	16,051	560	\$2,885.15	\$5.15	3.49%	-	6.07%	\$84.86	34
Change	3,673 ↑ 30%	57 ↑ 11%	\$971.26 ↑ 51%	\$1.35 ↑ 36%	0.57% ↓ 14%	0 ↔ -	3.47% ↓ 36%	\$44.99 ↑ 113%	14 ↓ 29%

Performance by Month - 1 Jul 2020 — 30 Jun 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
Jun '21	16,051	560	\$2,885.15	\$5.15	3.49%	-	34	6.07%	\$84.86
Total	147,230	4,980	\$25,891.10	\$5.20	3.38%	-	337	6.77%	\$76.83

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	16,051	560	\$2,885.15	\$5.15	3.49%	-	34	6.07%	\$84.86

Top Keywords - 1 Jun 2021 — 30 Jun 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
liposuction cost new jersey	13	12	\$71.89	\$5.99	92.31%	-	2	16.67%	\$35.95
cool sculpting cost	10	10	\$63.04	\$6.30	100.00%	-	2	20.00%	\$31.52
mesotherapy injections for weight loss	1	1	\$2.43	\$2.43	100.00%	-	1	100.00%	\$2.43
body sculpting nyc price	1	1	\$4.55	\$4.55	100.00%	-	1	100.00%	\$4.55
liposuction near me	3	2	\$25.31	\$12.65	66.67%	-	1	50.00%	\$25.31
affordable liposuction nj	1	1	\$4.23	\$4.23	100.00%	-	1	100.00%	\$4.23
weight loss product	1	1	\$4.58	\$4.58	100.00%	-	1	100.00%	\$4.58
coolsculpting price	5	4	\$11.43	\$2.86	80.00%	-	1	25.00%	\$11.43
non invasive breast reduction	2	2	\$4.96	\$2.48	100.00%	-	1	50.00%	\$4.96
how much to do a liposuction	1	2	\$12.46	\$6.23	200.00%	-	1	50.00%	\$12.46

Top Performing Ads - 1 Jun 2021 — 30 Jun 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.	2,822	160	\$899.70	\$5.62	5.67%	-	13	8.13%	\$69.21
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.	4,623	161	\$777.14	\$4.83	3.48%	-	6	3.73%	\$129.52
CoolSculpting® in Weehawken - Limited Time Offer June 2021 - Hurry Offer Ends In {=COUNTDOWN("2021/06/30 00:00:00","en-US",31)} www.myspasociety.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	137	7	\$61.97	\$8.85	5.11%	-	2	28.57%	\$30.98
Best CoolSculpting Deal Ever - Limited Time Offer June 2021 - Hurry Offer Ends In {=COUNTDOWN("2021/06/30 00:00:00","en-US",31)} www.myspasociety.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	28	3	\$14.81	\$4.94	10.71%	-	1	33.33%	\$14.81
Best CoolSculpting Deal Ever - Limited Time Offer June 2021 - Hurry Offer Ends In {=COUNTDOWN("2021/06/30 00:00:00","en-US",31)} www.myspasociety.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Weehawken, NJ	6	1	\$3.26	\$3.26	16.67%	-	1	100.00%	\$3.26

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

Budget Coverage

Display Impr Share

0%

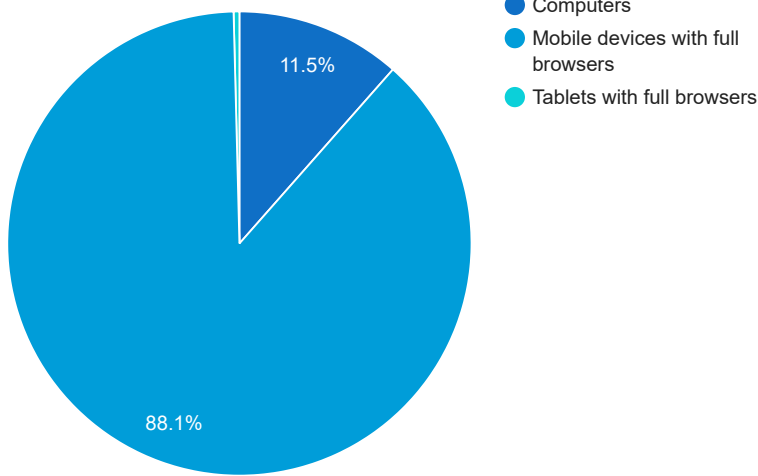
Search Impr Share

16.01%

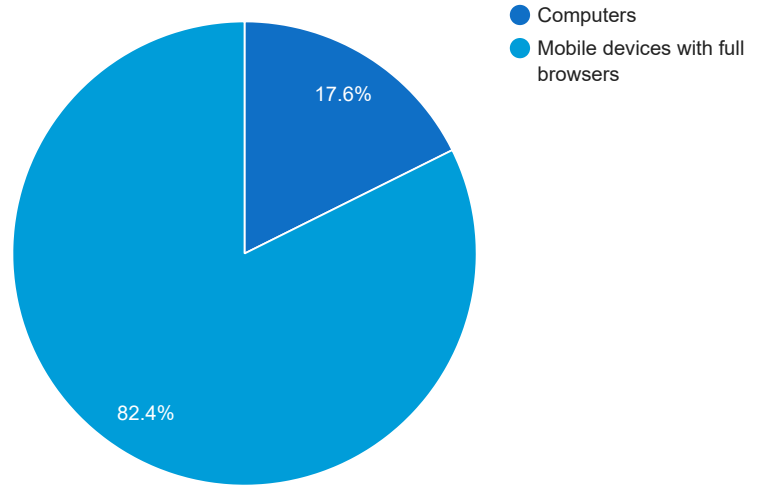
↑ 38%

Cost and Conversions by Device

Cost



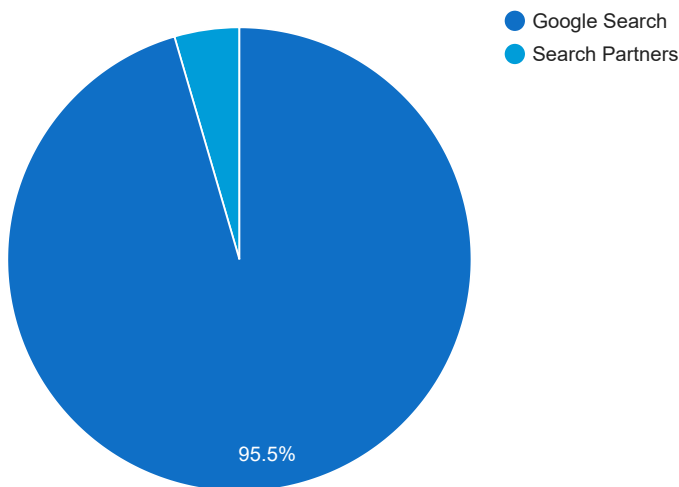
All Conv.



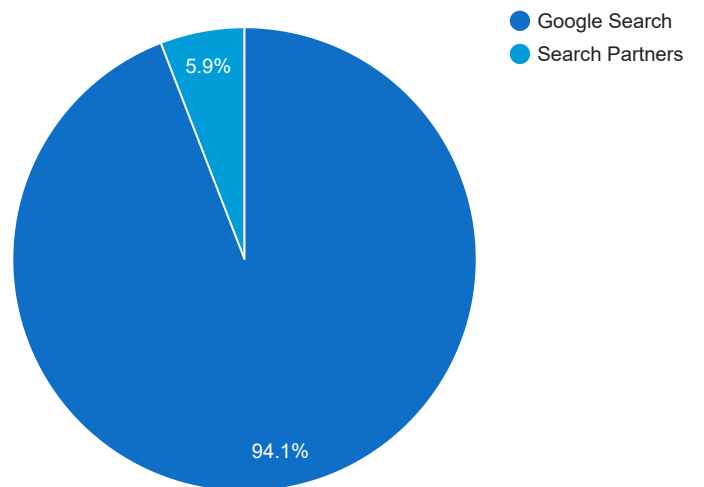
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	13,757	501	\$2,541.66	\$5.07	3.64%	-	28	5.59%	\$90.77
Computers	2,077	57	\$331.88	\$5.82	2.74%	-	6	10.53%	\$55.31
Tablets with full browsers	217	2	\$11.61	\$5.81	0.92%	-	0	0%	\$0.00

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	12,245	516	\$2,754.73	\$5.34	4.21%	-	32	6.2%	\$86.09
Search partners	3,806	44	\$130.42	\$2.96	1.16%	-	2	4.55%	\$65.21

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE

ALL CONV.

Submit lead form

26

Click to Call

8

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