

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

Nava Center

566-882-1529

Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,966	155	10.47%	\$25.59
↔ 0%	↑ 24%	↑ 17%	↓ 19%

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	24,710	1,402	\$3,955.04	\$2.82	5.67%	-	125	8.92%	\$31.64	19.21%
1 Feb 2021 — 28 Feb 2021	24,961	1,481	\$3,966.46	\$2.68	5.93%	-	155	10.47%	\$25.59	19.58%
Change	251 ↑ 1%	79 ↑ 6%	\$11.42 ↑ 0%	\$0.14 ↓ 5%	0.26% ↑ 5%	--	30 ↑ 24%	1.55% ↑ 17%	\$6.05 ↓ 19%	0.37% ↑ 2%

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
Dec '20	17,530	899	\$3,981.32	\$4.43	5.13%	-	45	5.01%	\$88.47	21.27%
Jan '21	24,710	1,402	\$3,955.04	\$2.82	5.67%	-	125	8.92%	\$31.64	19.21%
Feb '21	24,961	1,481	\$3,966.46	\$2.68	5.93%	-	155	10.47%	\$25.59	19.58%
Total	67,201	3,782	\$11,902.82	\$3.15	5.63%	-	325	8.59%	\$36.62	19.85%

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	8,547	496	\$2,081.86	\$4.20	5.8%	-	77.1	15.54%	\$27.01	60.3%
search beta dermal fillers	7,616	626	\$993.33	\$1.59	8.22%	-	55.5	8.87%	\$17.90	33.92%
search beta coolsculpting exp reach	8,798	359	\$891.27	\$2.48	4.08%	-	22.4	6.25%	\$39.75	5%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

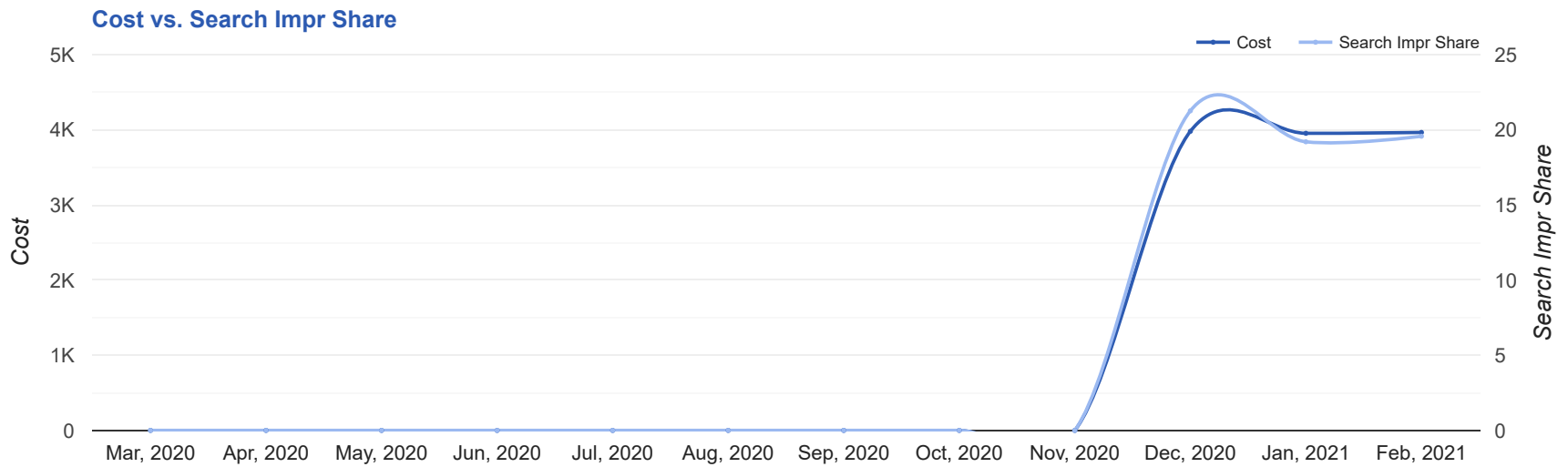
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<p>{Keyword:Nava Center} - Dermal Fillers in Columbia, MD - Smooth Wrinkles Restore Volume</p> <p>navacenter.mysculpt.net/dermal_fillers/ -- Look Younger and More Energized with Dermal Fillers. Leading Provider in Columbia, MD.</p>	6,155	506	\$754.09	\$1.49	8.22%	-	38.2	7.54%	\$19.76
<p>CoolSculpting® Fat Reduction - CoolSculpting in Columbia, MD - Biggest CoolSculpting® Promo</p> <p>navacenter.mysculpt.net/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Columbia, MD.</p>	2,771	184	\$770.10	\$4.19	6.64%	-	31.5	17.10%	\$24.47
<p>{Keyword:Nava Center} - Dermal Fillers in Columbia, MD - Look Younger & More Energized</p> <p>navacenter.mysculpt.net/dermal_fillers/ Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Undereye Bags.</p>	1,319	114	\$223.78	\$1.96	8.64%	-	16	14.04%	\$13.99
<p>CoolSculpting® in Columbia, MD - Feb Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever</p> <p>navacenter.mysculpt.net/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	833	51	\$212.39	\$4.16	6.12%	-	11.6	22.75%	\$18.31
<p>Nava Center - Fat Reduction in Columbia, MD - Non-Surgical Fat Reduction</p> <p>navacenter.mysculpt.net/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.</p>	1,853	98	\$291.78	\$2.98	5.29%	-	8.3	8.50%	\$35.03

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

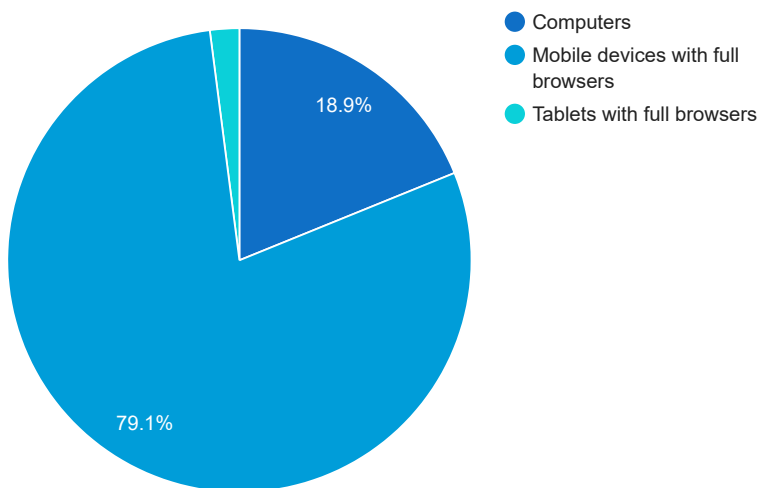
Budget Coverage



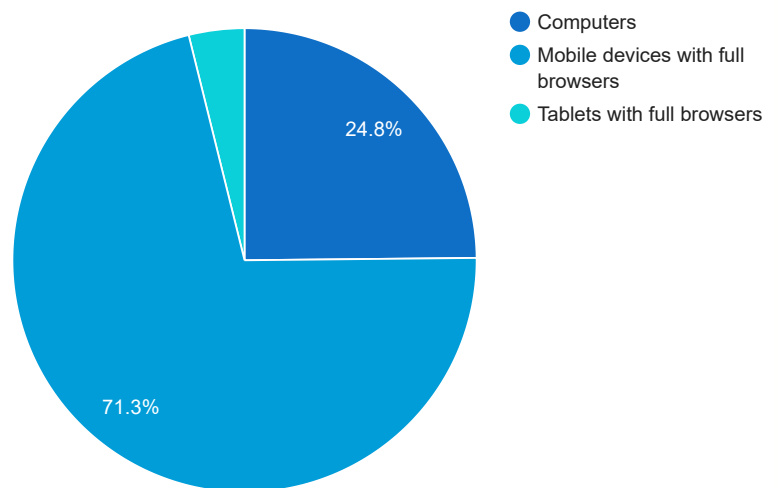
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	3,981.32	21.27
Jan, 2021	3,955.04	19.21
Feb, 2021	3,966.46	19.58

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	19,652	1,244	\$3,137.30	\$2.52	6.33%	-	110.5	8.88%	\$28.39
Computers	4,783	207	\$748.17	\$3.61	4.33%	-	38.5	18.6%	\$19.43
Tablets with full browsers	526	30	\$80.99	\$2.70	5.7%	-	6	20%	\$13.50

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	24,961	1,481	\$3,966.46	\$2.68	5.93%	-	155	10.47%	\$25.59

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Submit lead form	77
Click to Call	75
Call From Ads (MS)	3

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