

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

Nava Center

566-882-1529

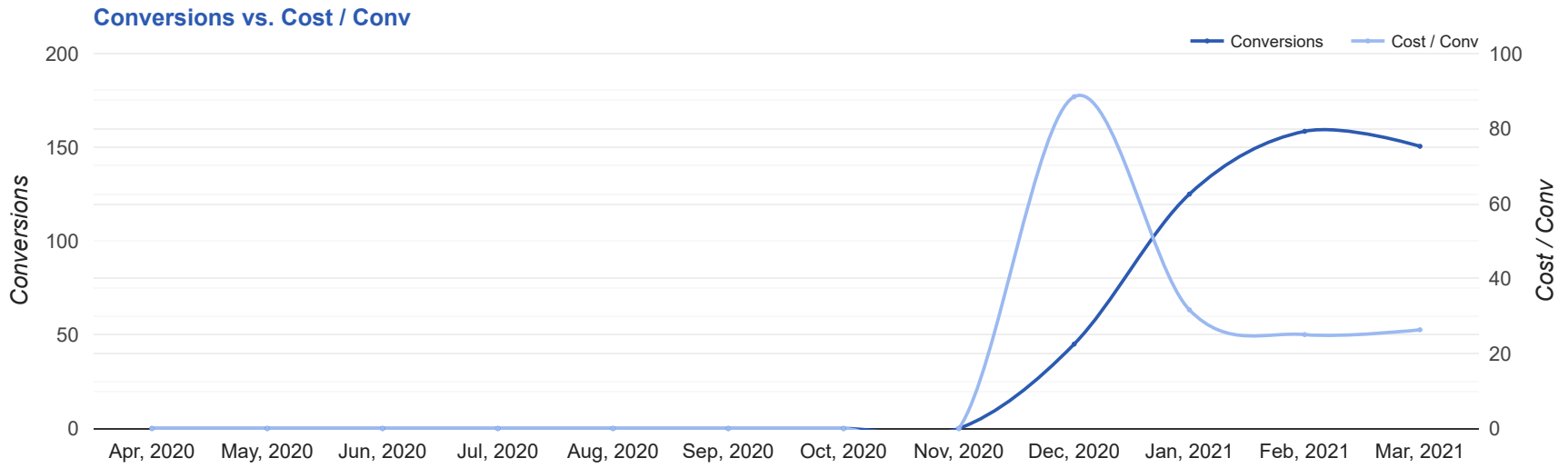
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,962	150.5	10.25%	\$26.32
↔ 0%	↓ 5%	↓ 4%	↑ 5%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Feb 2021 — 28 Feb 2021	24,961	1,481	\$3,966.46	\$2.68	5.93%	-	158.5	10.7%	\$25.03	19.43%
1 Mar 2021 — 31 Mar 2021	24,795	1,469	\$3,961.63	\$2.70	5.92%	-	150.5	10.25%	\$26.32	21.89%
<b>Change</b>	166 ↓ 1%	12 ↓ 1%	\$4.83 ↓ 0%	\$0.02 ↑ 1%	0.01% ↓ 0%	0 ↔ -	7.96 ↓ 5%	0.45% ↓ 4%	\$1.29 ↑ 5%	2.46% ↑ 13%

# 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
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%	-	158.5	10.7%	\$25.03	19.43%
Mar '21	24,795	1,469	\$3,961.63	\$2.70	5.92%	-	150.5	10.25%	\$26.32	21.89%
<b>Total</b>	91,996	5,251	\$15,864.45	\$3.02	5.71%	-	479	9.12%	\$33.12	20.32%

# 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	9,987	613	\$2,321.11	\$3.79	6.14%	-	74.9	12.21%	\$31.01	53.59%
search   beta   dermal fillers	8,481	595	\$996.25	\$1.67	7.02%	-	48.7	8.18%	\$20.47	34.61%
search   beta   coolsculpting   exp reach	6,327	261	\$644.27	\$2.47	4.13%	-	27	10.34%	\$23.86	5%

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

## Top Text Ads

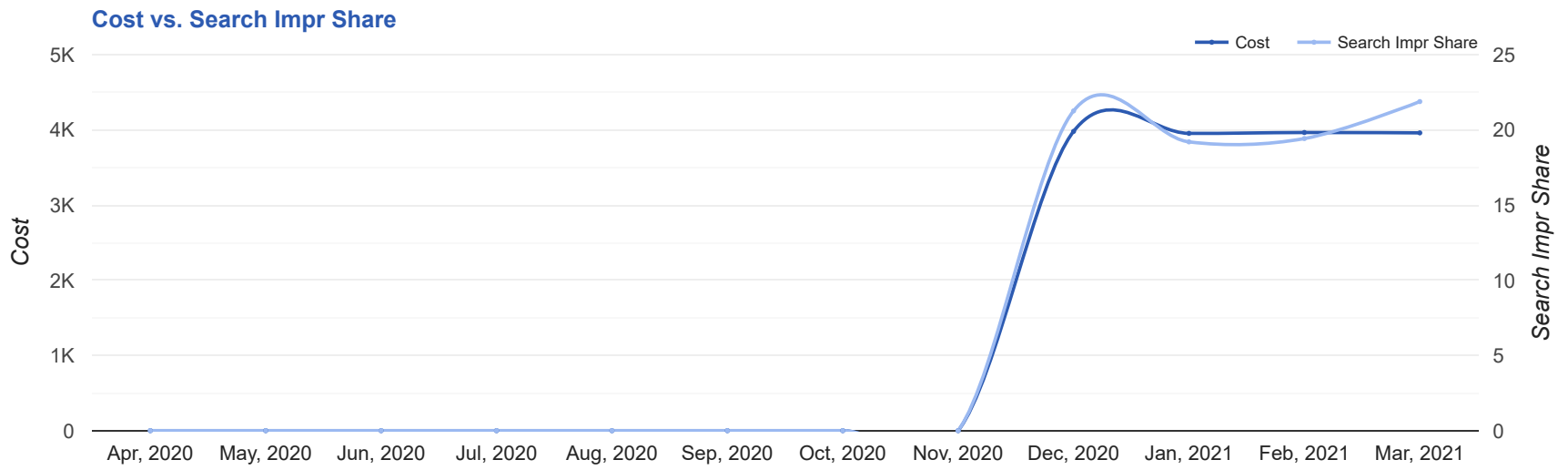
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Columbia, MD - Biggest CoolSculpting® Promo <a href="http://navacenter.mysculpt.net/--/">navacenter.mysculpt.net/--/</a> -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Columbia, MD.	4,427	267	\$1,018.93	\$3.82	6.03%	-	36	13.48%	\$28.32
{Keyword:Nava Center} - Dermal Fillers in Columbia, MD - Smooth Wrinkles Restore Volume <a href="http://navacenter.mysculpt.net/dermal_fillers/">navacenter.mysculpt.net/dermal_fillers/</a> -- Look Younger and More Energized with Dermal Fillers. Leading Provider in Columbia, MD.	6,518	458	\$723.35	\$1.58	7.03%	-	35.7	7.79%	\$20.28
{Keyword:Nava Center} - Dermal Fillers in Columbia, MD - Look Younger & More Energized <a href="http://navacenter.mysculpt.net/dermal_fillers/">navacenter.mysculpt.net/dermal_fillers/</a> Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Under Eye Bags.	1,751	129	\$259.41	\$2.01	7.37%	-	13	10.08%	\$19.95
Nava Center - Fat Reduction in Columbia, MD - Non-Surgical Fat Reduction <a href="http://navacenter.mysculpt.net/--/">navacenter.mysculpt.net/--/</a> -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	1,856	79	\$197.54	\$2.50	4.26%	-	10	12.66%	\$19.75
Nava Center - Fat Reduction in Columbia, MD - Non-Surgical Fat Reduction <a href="http://navacenter.mysculpt.net/--/">navacenter.mysculpt.net/--/</a> -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	2,128	91	\$238.65	\$2.62	4.28%	-	6.5	7.14%	\$36.72

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Mar 2021 — 31 Mar 2021

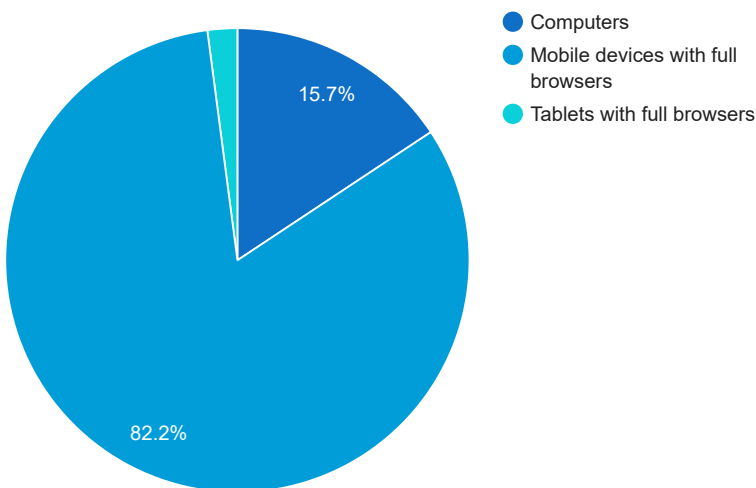
## Budget Coverage



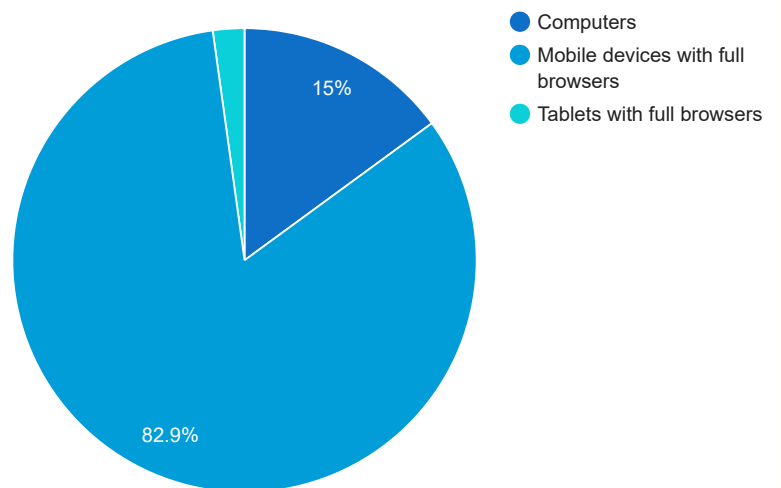
DATE	COST	SEARCH IMPR SHARE
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	3,981.32	21.27
Jan, 2021	3,955.04	19.21
Feb, 2021	3,966.46	19.43
Mar, 2021	3,961.63	21.89

## 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	19,555	1,230	\$3,258.09	\$2.65	6.29%	-	124.7	10.14%	\$26.13
Computers	4,726	208	\$621.40	\$2.99	4.4%	-	22.5	10.82%	\$27.62
Tablets with full browsers	514	31	\$82.14	\$2.65	6.03%	-	3.3	10.74%	\$24.67

### 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	24,795	1,469	\$3,961.63	\$2.70	5.92%	-	150.5	10.25%	\$26.32

## Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	CONV
Submit lead form	86.5
Click to Call	63.1
Call From Ads (MS)	0.9

## 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