

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

Nava Center

566-882-1529

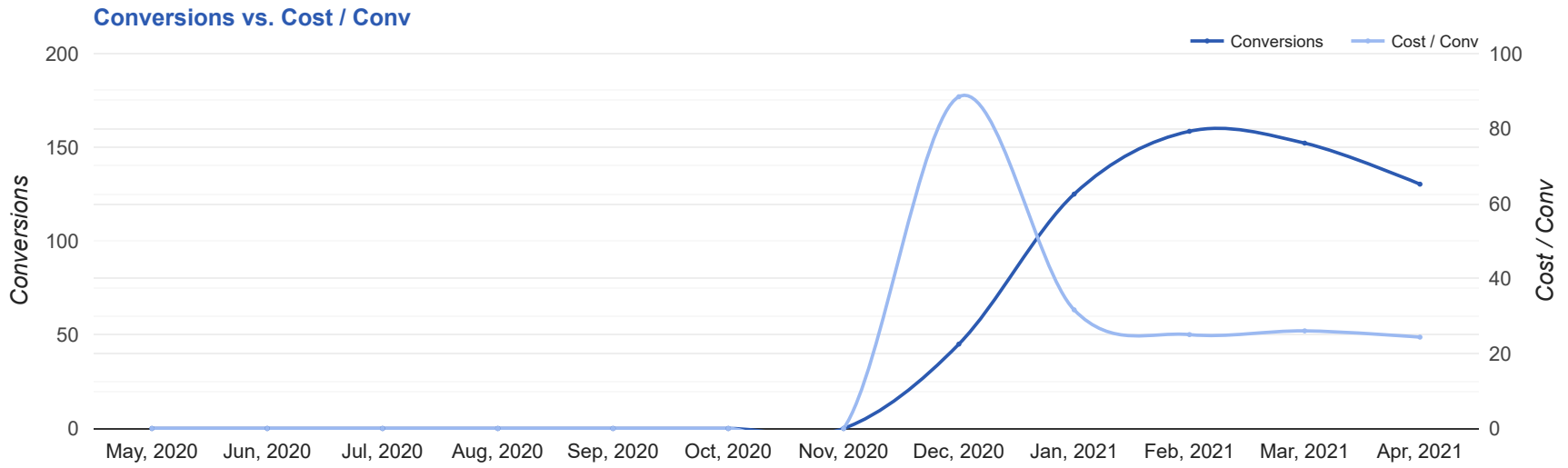
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,174	130.3	11.01%	\$24.36
↓ 20%	↓ 14%	↑ 6%	↓ 6%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Mar 2021 — 31 Mar 2021	24,795	1,469	\$3,961.63	\$2.70	5.92%	-	152.2	10.36%	\$26.03	21.75%
1 Apr 2021 — 30 Apr 2021	18,853	1,184	\$3,174.42	\$2.68	6.28%	-	130.3	11.01%	\$24.36	20.49%
<b>Change</b>	5,942 ↓ 24%	285 ↓ 19%	\$787.21 ↓ 20%	\$0.02 ↓ 1%	0.36% ↑ 6%	0 ↔ -	21.92 ↓ 14%	0.65% ↑ 6%	\$1.67 ↓ 6%	1.26% ↓ 6%

# Performance by Month - 1 May 2020 — 30 Apr 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%	-	152.2	10.36%	\$26.03	21.75%
Apr '21	18,853	1,184	\$3,174.42	\$2.68	6.28%	-	130.3	11.01%	\$24.36	20.49%
<b>Total</b>	110,849	6,435	\$19,038.87	\$2.96	5.81%	-	611	9.49%	\$31.16	20.32%

# Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	7,869	468	\$1,904.15	\$4.07	5.95%	-	69	14.74%	\$27.60	47.72%
search   beta   dermal fillers	5,942	483	\$727.79	\$1.51	8.13%	-	35.3	7.31%	\$20.62	30.69%
search   beta   coolsculpting   exp reach	5,042	233	\$542.48	\$2.33	4.62%	-	26	11.16%	\$20.86	5%

# Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

## Top Text Ads

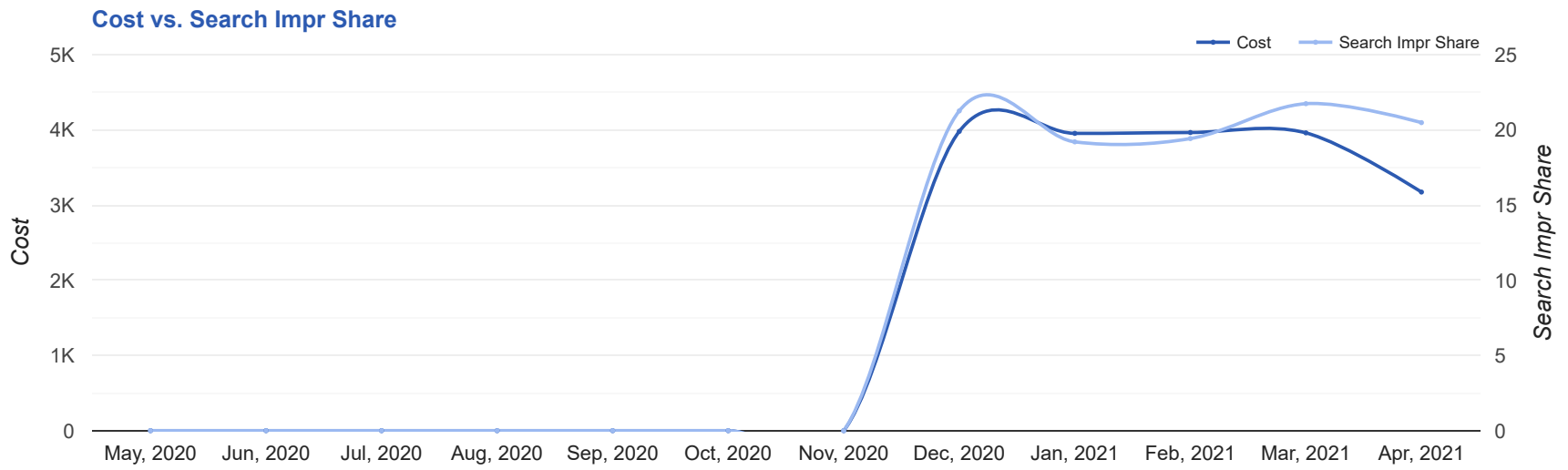
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">CoolSculpting® Fat Reduction - CoolSculpting in Columbia, MD - Biggest CoolSculpting® Promo</a> <a href="#">navacenter.mysculpt.net/ --/ --</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Columbia, MD.	3,934	230	\$986.26	\$4.29	5.85%	-	42.8	18.62%	\$23.03
{Keyword:Nava Center} - Dermal Fillers in Columbia, MD - Smooth Wrinkles Restore Volume <a href="#">navacenter.mysculpt.net/dermal_fillers/ --</a> Look Younger and More Energized with Dermal Fillers. Leading Provider in Columbia, MD.	4,583	361	\$497.88	\$1.38	7.88%	-	25.6	7.10%	\$19.43
{Keyword:Nava Center} - Dermal Fillers in Columbia, MD - Look Younger & More Energized <a href="#">navacenter.mysculpt.net/dermal_fillers/</a> Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Under Eye Bags.	1,215	112	\$214.83	\$1.92	9.22%	-	9.7	8.63%	\$22.22
<a href="#">Nava Center - Fat Reduction in Columbia, MD - Non-Surgical Fat Reduction</a> <a href="#">navacenter.mysculpt.net/ --/ --</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	1,432	69	\$154.52	\$2.24	4.82%	-	8	11.59%	\$19.32
<a href="#">Nava Center - Fat Reduction in Columbia, MD - Non-Surgical Fat Reduction</a> <a href="#">navacenter.mysculpt.net/ --/ --</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	1,771	81	\$203.63	\$2.51	4.57%	-	5.5	6.79%	\$37.02

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Apr 2021 — 30 Apr 2021

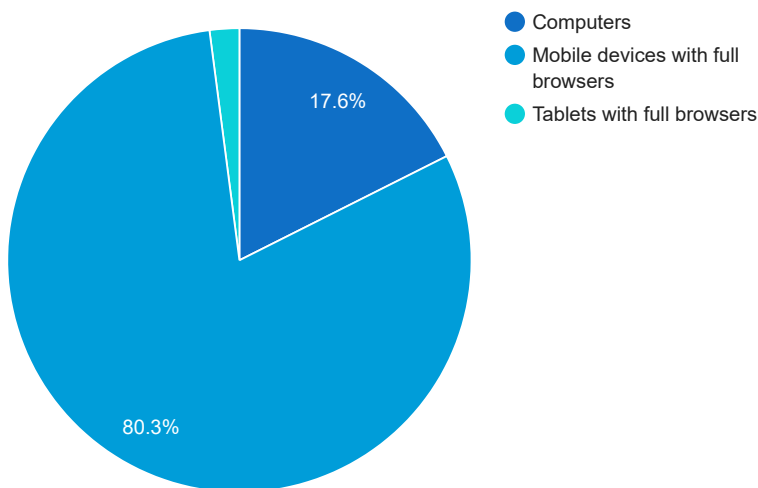
## Budget Coverage



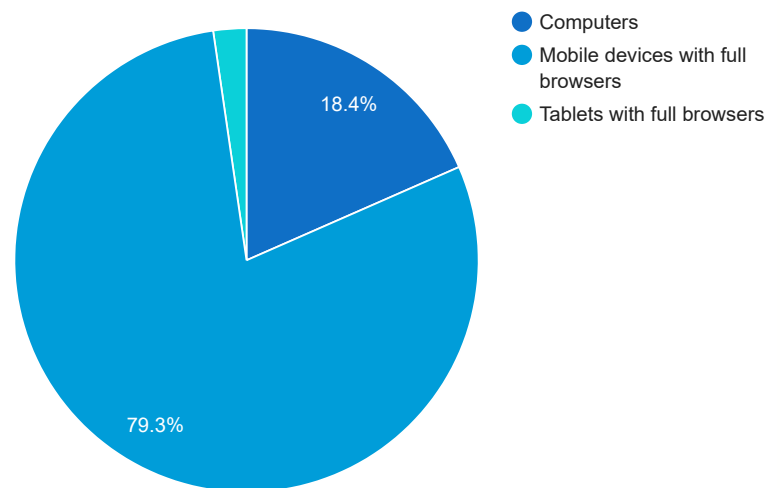
DATE	COST	SEARCH IMPR SHARE
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	3,981.32	21.27
Jan, 2021	3,955.04	19.21
Feb, 2021	3,966.46	19.43
Mar, 2021	3,961.63	21.75
Apr, 2021	3,174.42	20.49

## 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	15,223	991	\$2,550.49	\$2.57	6.51%	-	103.3	10.42%	\$24.69
Computers	3,316	172	\$558.42	\$3.25	5.19%	-	24	13.95%	\$23.27
Tablets with full browsers	314	21	\$65.51	\$3.12	6.69%	-	3	14.29%	\$21.84

### 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	18,853	1,184	\$3,174.42	\$2.68	6.28%	-	130.3	11.01%	\$24.36

# Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	CONV
Submit lead form	67.8
Click to Call	60.5
Call From Ads (MS)	2

## 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