

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

Nava Center

566-882-1529

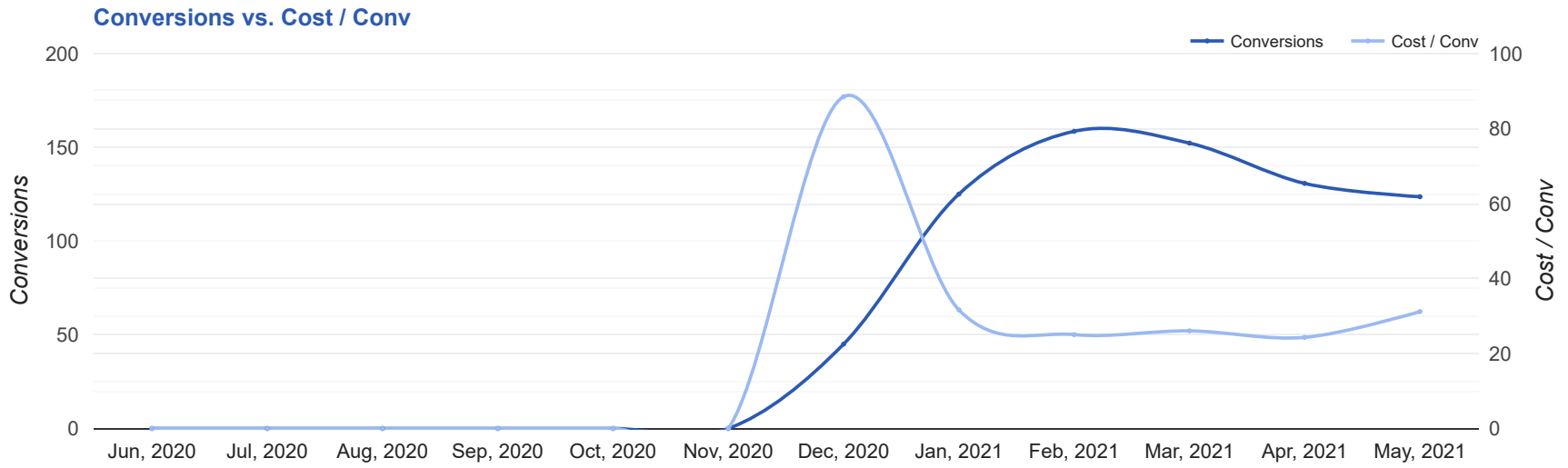
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,852	123.6	8.87%	\$31.17
↑ 21%	↓ 5%	↓ 20%	↑ 28%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2021 — 30 Apr 2021	18,853	1,184	\$3,174.42	\$2.68	6.28%	-	130.7	11.04%	\$24.29	20.59%
1 May 2021 — 31 May 2021	23,513	1,393	\$3,852.40	\$2.77	5.92%	-	123.6	8.87%	\$31.17	21.26%
<b>Change</b>	4,660 ↑ 25%	209 ↑ 18%	\$677.98 ↑ 21%	\$0.09 ↑ 3%	0.36% ↓ 6%	0 ↔ -	7.10 ↓ 5%	2.17% ↓ 20%	\$6.88 ↑ 28%	0.67% ↑ 3%

# Performance by Month - 1 Jun 2020 — 31 May 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%	-	130.7	11.04%	\$24.29	20.59%
May '21	23,513	1,393	\$3,852.40	\$2.77	5.92%	-	123.6	8.87%	\$31.17	21.26%
<b>Total</b>	<b>134,362</b>	<b>7,828</b>	<b>\$22,891.27</b>	<b>\$2.92</b>	<b>5.83%</b>	<b>-</b>	<b>735</b>	<b>9.39%</b>	<b>\$31.14</b>	<b>20.49%</b>

# Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	8,191	424	\$1,890.62	\$4.46	5.18%	-	55	12.97%	\$34.37	51.68%
search   beta   dermal fillers	9,447	723	\$1,493.66	\$2.07	7.65%	-	49.6	6.86%	\$30.11	35.65%
search   beta   coolsculpting   exp reach	5,875	246	\$468.12	\$1.90	4.19%	-	19	7.72%	\$24.64	5%

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

## Top Text Ads

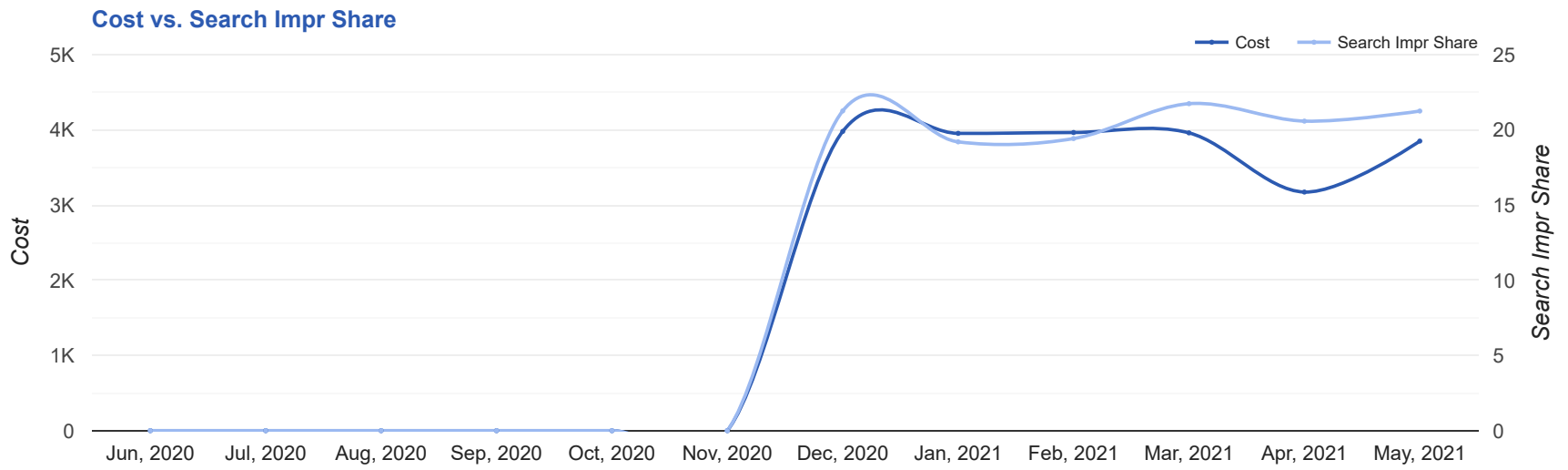
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Columbia, MD - Biggest CoolSculpting® Promo <a href="http://navacenter.mysculpt.net/--/--">navacenter.mysculpt.net/--/--</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Columbia, MD.	4,050	201	\$887.47	\$4.42	4.96%	-	31.3	15.55%	\$28.40
{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.	3,786	272	\$437.52	\$1.61	7.18%	-	25.9	9.52%	\$16.89
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.	1,815	84	\$159.16	\$1.89	4.63%	-	10	11.90%	\$15.92
{Keyword:Nava Center} - Dermal Fillers in Maryland - 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 Maryland	3,449	252	\$591.91	\$2.35	7.31%	-	9	3.57%	\$65.77
{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.	802	73	\$144.61	\$1.98	9.10%	-	8.7	11.92%	\$16.62

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 May 2021 — 31 May 2021

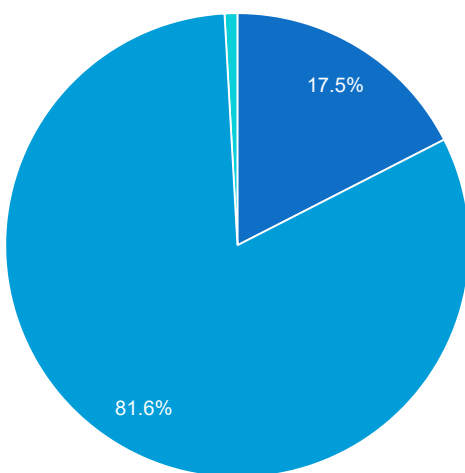
## Budget Coverage



DATE	COST	SEARCH IMPR SHARE
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	20.59
May, 2021	3,852.40	21.26

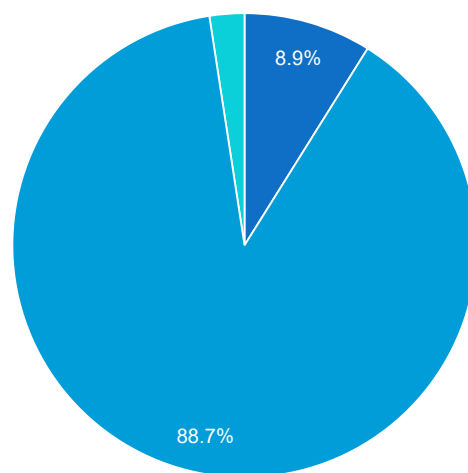
## Cost and Conversions by Device

### Cost



- Computers
- Mobile devices with full browsers
- Tablets with full browsers

### Conversions



- Computers
- Mobile devices with full browsers
- Tablets with full browsers

DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	18,930	1,168	\$3,144.68	\$2.69	6.17%	-	109.6	9.38%	\$28.69
Computers	4,112	207	\$673.46	\$3.25	5.03%	-	11	5.31%	\$61.22
Tablets with full browsers	471	18	\$34.26	\$1.90	3.82%	-	3	16.67%	\$11.42

### 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	23,513	1,393	\$3,852.40	\$2.77	5.92%	-	123.6	8.87%	\$31.17

# Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	CONV
Click to Call	69.6
Submit lead form	51
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