

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

Nava Center

566-882-1529

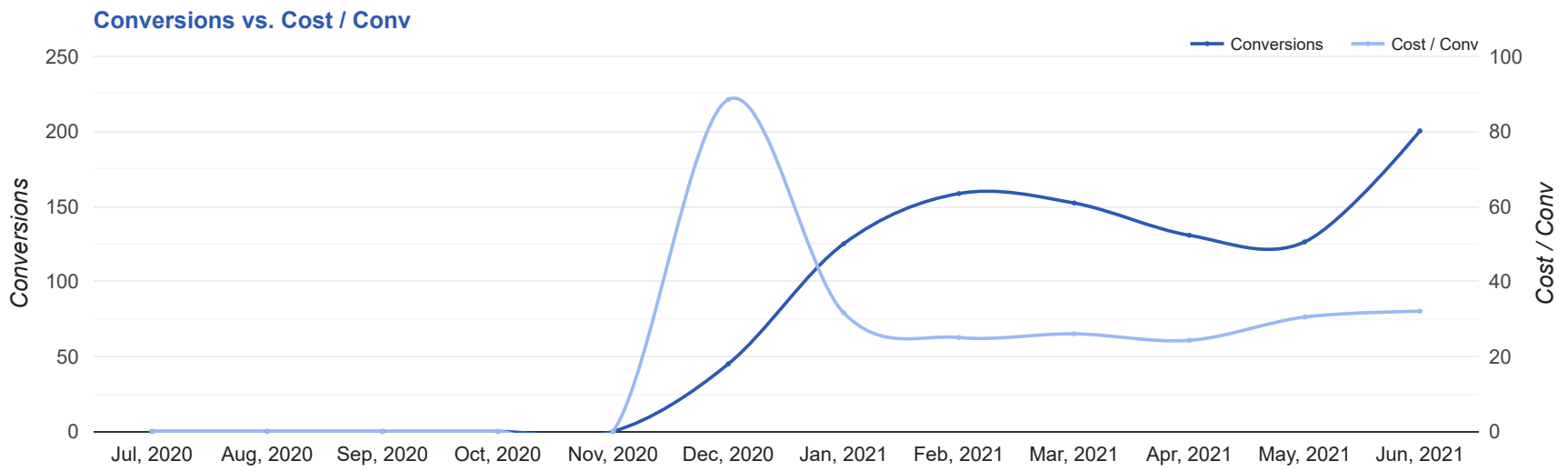
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$6,416	200.3	9.47%	\$32.04
↑ 67%	↑ 59%	↑ 4%	↑ 5%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2021 — 31 May 2021	23,513	1,393	\$3,852.40	\$2.77	5.92%	-	126.3	9.07%	\$30.50	21.21%
1 Jun 2021 — 30 Jun 2021	39,656	2,116	\$6,416.23	\$3.03	5.34%	-	200.3	9.47%	\$32.04	18.28%
Change	16,143 ↑ 69%	723 ↑ 52%	\$2,563.83 ↑ 67%	\$0.26 ↑ 9%	0.58% ↓ 10%	0 ↔ -	73.96 ↑ 59%	0.40% ↑ 4%	\$1.54 ↑ 5%	2.93% ↓ 14%

Performance by Month - 1 Jul 2020 — 30 Jun 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%	-	126.3	9.07%	\$30.50	21.21%
Jun '21	39,656	2,116	\$6,416.23	\$3.03	5.34%	-	200.3	9.47%	\$32.04	18.28%
Total	174,018	9,944	\$29,307.50	\$2.95	5.71%	-	938	9.43%	\$31.24	19.94%

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	9,992	464	\$1,397.39	\$3.01	4.64%	-	64.6	13.92%	\$21.64	33.9%
search beta dermal fillers	11,788	847	\$1,500.16	\$1.77	7.19%	-	62.5	7.38%	\$24.00	29.39%
search beta emsculpt neo	5,793	373	\$1,995.26	\$5.35	6.44%	-	31.6	8.47%	\$63.14	23.55%
search beta coolsculpting exp reach	7,665	262	\$562.79	\$2.15	3.42%	-	30.6	11.68%	\$18.39	5%
search beta hydrfacial	4,418	170	\$960.63	\$5.65	3.85%	-	11	6.47%	\$87.33	33.19%

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

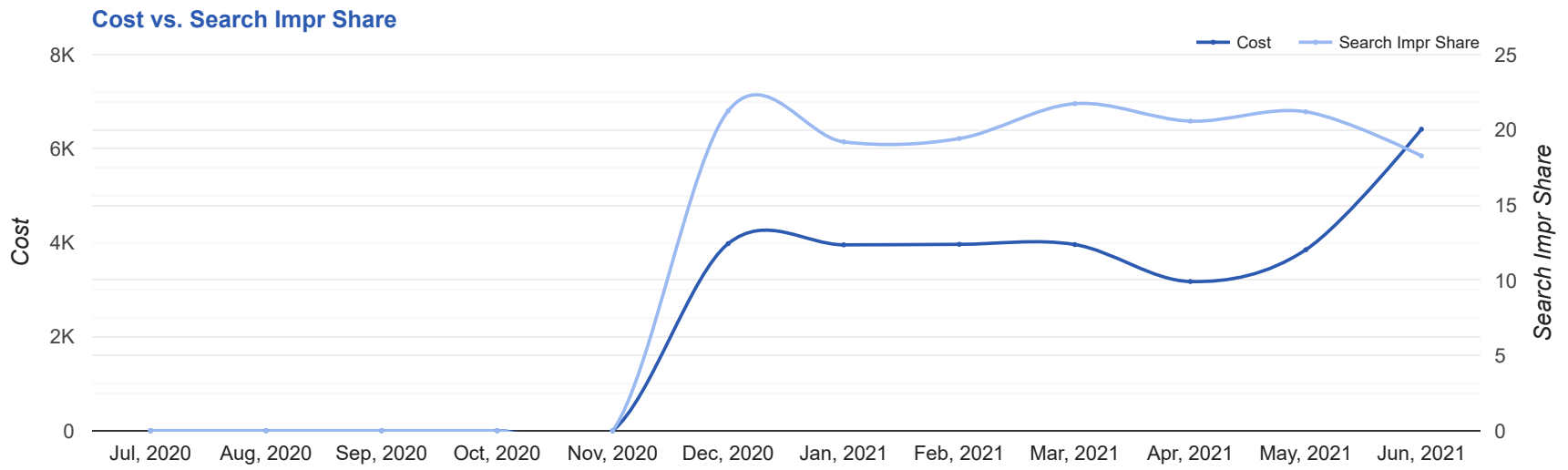
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Nava Health & Vitality Center} - Schedule A Free Consultation - Dermal Fillers Near Me navacenter.mysculpt.net/dermal_fillers/ -- Look Younger and More Energized with Dermal Fillers. Leading Provider in {LOCATION(City)}	7,114	552	\$851.55	\$1.54	7.76%	-	35.5	6.43%	\$23.99
{Keyword:Nava Health & Vitality Center} - CoolSculpting in {LOCATION(City)} - Biggest CoolSculpting® Promo navacenter.mysculpt.net/coolsculpting/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in {LOCATION(City)}.	4,378	223	\$682.68	\$3.06	5.09%	-	34.5	15.47%	\$19.79
Nava Health & Vitality Center - Fat Reduction in {LOCATION(City)} - Non-Surgical Fat Reduction navacenter.mysculpt.net/coolsculpting/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	3,565	130	\$303.56	\$2.34	3.65%	-	16.6	12.77%	\$18.29
{Keyword:Nava Health & Vitality Center} - Dermal Fillers in {=GeoTarget.Location} - Look Younger & More Energized navacenter.mysculpt.net/dermal_fillers/ Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Under Eye Bags.	1,157	76	\$144.30	\$1.90	6.57%	-	12.5	16.45%	\$11.54
Emsculpt NEO Columbia, MD - #1 in Body Contouring - Build Muscle + Burn Fat navacenter.mysculpt.net/emsculpt_neo/ RF + HIFEM Energy Reduces Belly Fat, Strengthens Your Core & Sculpts Your Abdominals	725	72	\$397.47	\$5.52	9.93%	-	11.7	16.21%	\$34.06

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

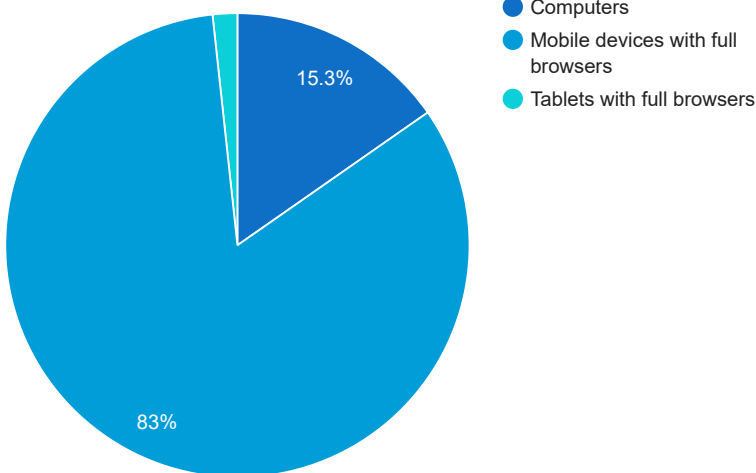
Budget Coverage



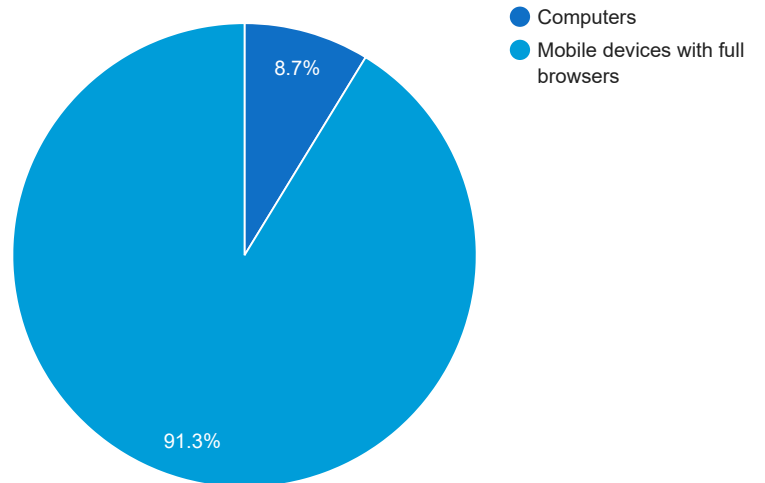
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	3,981.32	21.27
Jan, 2021	3,955.04	19.21
Feb, 2021	3,966.46	19.43
Mar, 2021	3,961.63	21.75
Apr, 2021	3,174.42	20.59
May, 2021	3,852.40	21.21
Jun, 2021	6,416.23	18.28

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	31,579	1,795	\$5,324.41	\$2.97	5.68%	-	182.8	10.18%	\$29.13
Computers	7,274	287	\$981.78	\$3.42	3.95%	-	17.5	6.1%	\$56.10
Tablets with full browsers	803	34	\$110.04	\$3.24	4.23%	-	0	0%	\$0.00

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	39,656	2,116	\$6,416.23	\$3.03	5.34%	-	200.3	9.47%	\$32.04

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	CONV
Click to Call	101.8
Submit lead form	97.5
Call From Ads (MS)	1

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