

**Monthly Account
Performance Report
1 Dec 2020 — 31 Dec 2020**

OM Medical Aesthetics

544-035-4494

Key Performance Indicators (KPIs)

Cost

\$1,985

↓ 1%

Conv

17

↔ 0%

Conv Rate

3.74%

↑ 10%

Cost / Conv

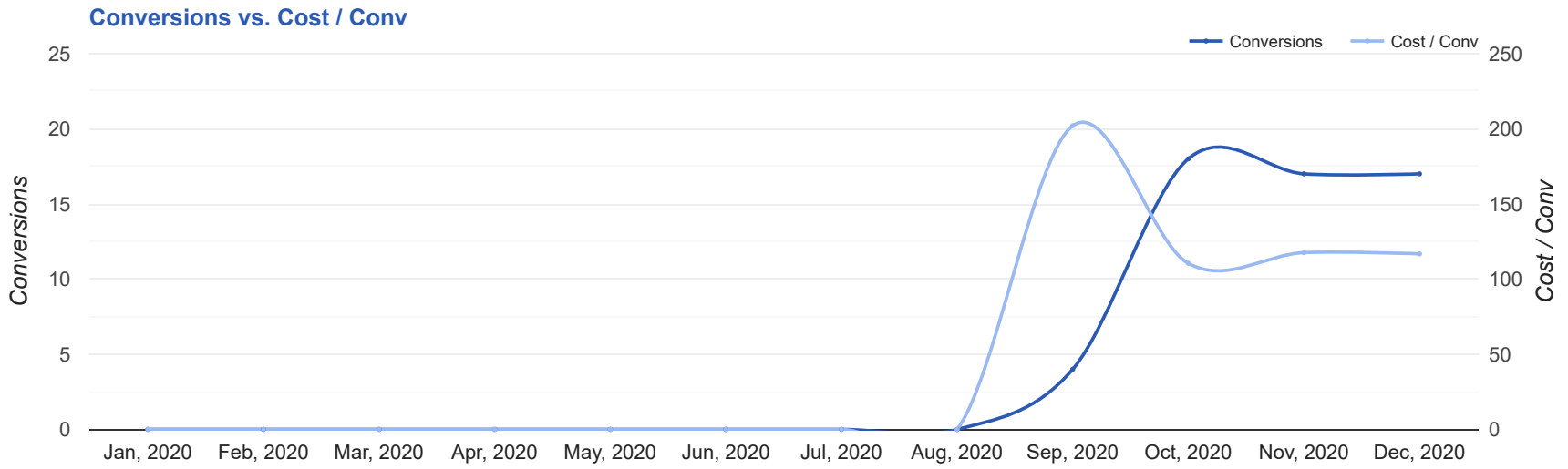
\$116.78

↓ 1%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	11,579	502	\$1,999.57	\$3.98	4.34%	-	17	3.39%	\$117.62	24.56%
1 Dec 2020 — 31 Dec 2020	10,945	455	\$1,985.18	\$4.36	4.16%	-	17	3.74%	\$116.78	19.46%
Change	634 ↓ 5%	47 ↓ 9%	\$14.39 ↓ 1%	\$0.38 ↑ 10%	0.18% ↓ 4%	--	0 ↔ 0%	0.35% ↑ 10%	\$0.84 ↓ 1%	5.10% ↓ 21%

Performance by Month - 1 Jan 2020 — 31 Dec 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Aug '20	289	16	\$68.16	\$4.26	5.54%	-	0	0%	\$0.00	11.3%
Sep '20	3,490	131	\$807.91	\$6.17	3.75%	-	4	3.05%	\$201.98	22.96%
Oct '20	8,378	450	\$1,988.58	\$4.42	5.37%	-	18	4%	\$110.48	26.11%
Nov '20	11,579	502	\$1,999.57	\$3.98	4.34%	-	17	3.39%	\$117.62	24.56%
Dec '20	10,945	455	\$1,985.18	\$4.36	4.16%	-	17	3.74%	\$116.78	19.46%
Total	34,681	1,554	\$6,849.40	\$4.41	4.48%	-	56	3.6%	\$122.31	22.63%

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	8,413	290	\$1,492.22	\$5.15	3.45%	-	13	4.48%	\$114.79	16.83%
search beta microneedling	2,532	165	\$492.96	\$2.99	6.52%	-	4	2.42%	\$123.24	39.92%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

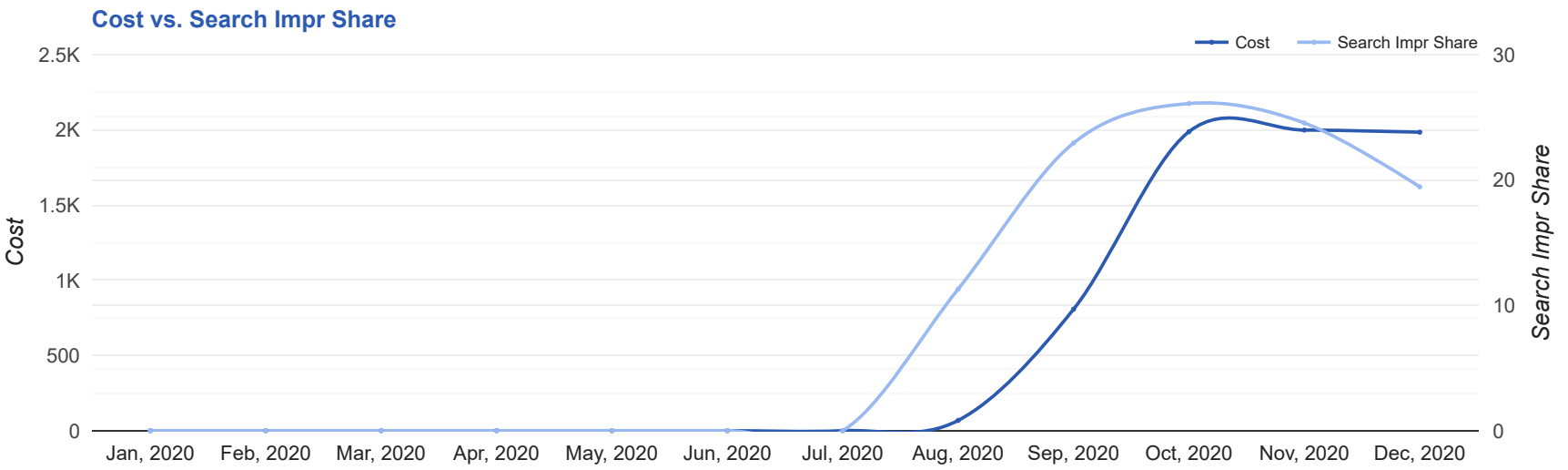
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Fat Reduction in Henderson, NV - Freeze Away Body Fat - Freeze Away Body Fat newskinaesthetics.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	37	1	\$6.28	\$6.28	2.70%	-	2	200.00%	\$3.14
{Keyword:New Skin Aesthetics} - Microneedling Treatments - Microneedling in Henderson, NV newskinaesthetics.com/ -- -- Renew Skin, Improve Blemishes, and Diminish the Signs of Aging Without Surgery or Pain.	1,774	109	\$273.07	\$2.51	6.14%	-	2	1.83%	\$136.53
Microneedling in Henderson, NV - Tighten and Smooth Skin - Rejuvenate Skin Naturally newskinaesthetics.com// Renew Skin, Improve Blemishes, and Diminish the Signs of Aging Without Surgery or Pain.	200	11	\$51.24	\$4.66	5.50%	-	1.5	13.64%	\$34.16
CoolSculpting® Fat Reduction - CoolSculpting in Henderson, NV - Biggest CoolSculpting® Promo newskinaesthetics.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Henderson, NV.	146	6	\$33.27	\$5.55	4.11%	-	1	16.67%	\$33.27
Non-Surgical Fat Reduction - Freezing Fat Really Works - Offering \$1,000 Off 8+ Cycles newskinaesthetics.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	37	3	\$21.19	\$7.06	8.11%	-	1	33.33%	\$21.19

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

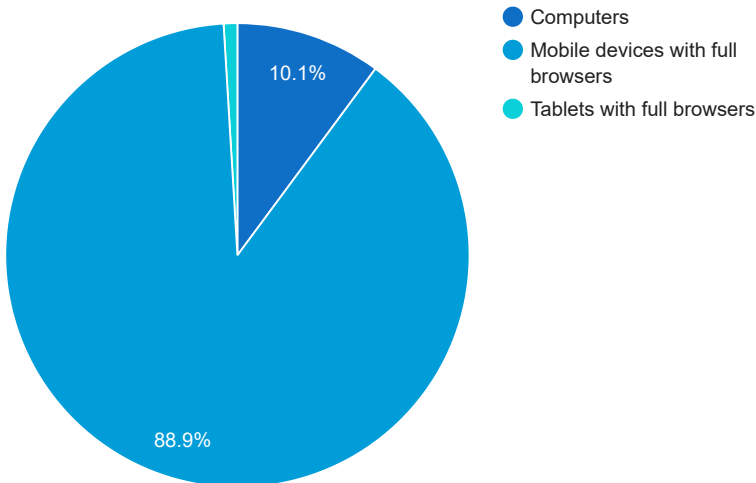
Budget Coverage



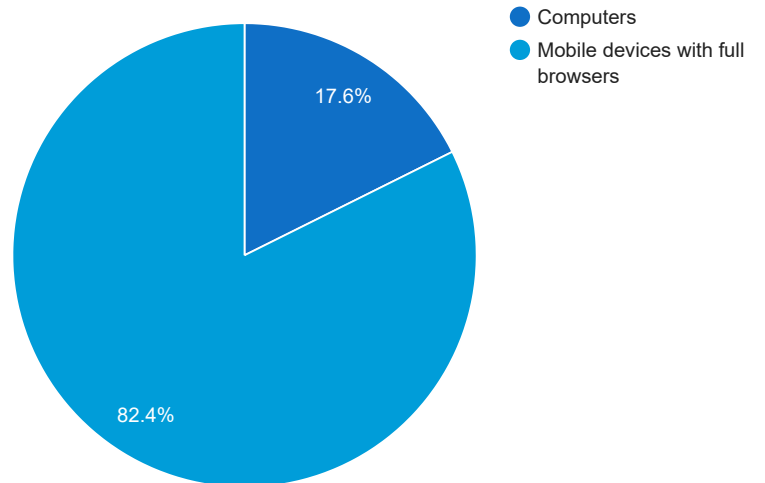
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	68.16	11.30
Sep, 2020	807.91	22.96
Oct, 2020	1,988.58	26.11
Nov, 2020	1,999.57	24.56
Dec, 2020	1,985.18	19.46

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	9,601	404	\$1,764.96	\$4.37	4.21%	-	14	3.47%	\$126.07
Computers	1,187	45	\$201.30	\$4.47	3.79%	-	3	6.67%	\$67.10
Tablets with full browsers	157	6	\$18.92	\$3.15	3.82%	-	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	10,945	455	\$1,985.18	\$4.36	4.16%	-	17	3.74%	\$116.78

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Submit lead form	15
Click to Call	1
Calls from Ads	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