

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

OM Medical Aesthetics

544-035-4494

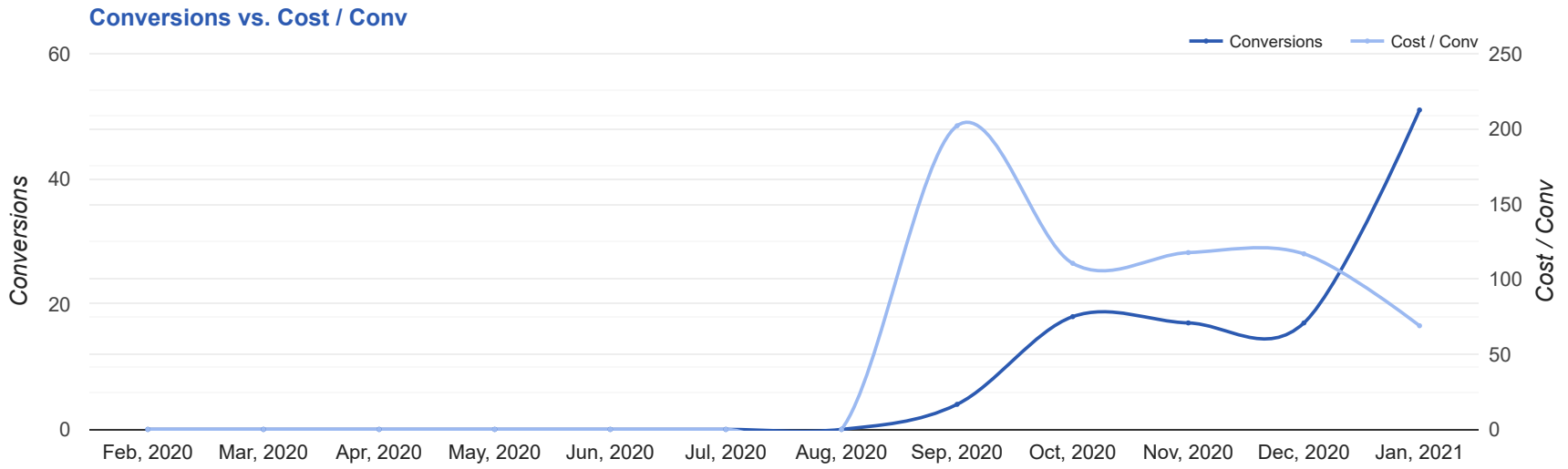
Key Performance Indicators (KPIs)

| | | | |
|---------|--------|-----------|-------------|
| Cost | Conv | Conv Rate | Cost / Conv |
| \$3,516 | 51 | 4.53% | \$68.95 |
| ↑ 77% | ↑ 200% | ↑ 21% | ↓ 41% |

Performance Comparison - Month-over-Month

| | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|-----------------------------|------------------|---------------|---------------------|-----------------|---------------|---------|--------------|----------------|------------------|----------------------|
| 1 Dec 2020 — 31 Dec 2020 | 10,945 | 455 | \$1,985.18 | \$4.36 | 4.16% | - | 17 | 3.74% | \$116.78 | 19.44% |
| 1 Jan 2021 — 31 Jan 2021 | 25,136 | 1,126 | \$3,516.49 | \$3.12 | 4.48% | - | 51 | 4.53% | \$68.95 | 21.92% |
| Change | 14,191 ↑ 130% | 671 ↑ 147% | \$1,531.31 ↑ 77% | \$1.24 ↓ 28% | 0.32% ↑ 8% | -- | 34 ↑ 200% | 0.79% ↑ 21% | \$47.83 ↓ 41% | 2.48% ↑ 13% |

Performance by Month - 1 Feb 2020 — 31 Jan 2021



| 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 | 19.44% | |
| Jan '21 | 25,136 | 1,126 | \$3,516.49 | \$3.12 | 4.48% | - | 51 | 4.53% | \$68.95 | 21.92% | |
| Total | 59,817 | 2,680 | \$10,365.89 | \$3.87 | 4.48% | - | 107 | 3.99% | \$96.88 | 22.32% | |

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

| CAMPAIGN | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|---------------------------------------|--------|--------|------------|---------|-------|---------|------|-----------|----------------|----------------------|
| search beta dermal fillers | 5,197 | 406 | \$904.87 | \$2.23 | 7.81% | - | 25 | 6.16% | \$36.19 | 37.88% |
| search beta coolsculpting | 11,099 | 412 | \$1,382.15 | \$3.35 | 3.71% | - | 18.7 | 4.54% | \$73.95 | 15.01% |
| search beta laser hair removal | 6,713 | 173 | \$905.57 | \$5.23 | 2.58% | - | 5 | 2.89% | \$181.11 | 30.83% |
| search beta microneedling | 2,127 | 135 | \$323.90 | \$2.40 | 6.35% | - | 2.3 | 1.71% | \$140.22 | 40.91% |

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

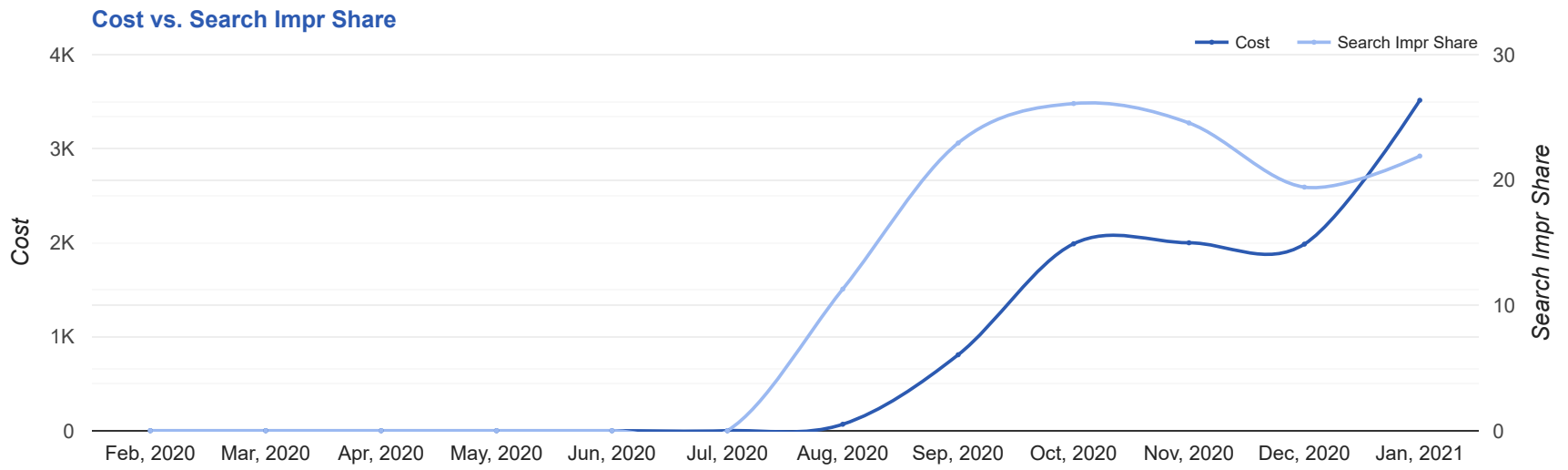
| AD | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV |
|--|-------|--------|----------|---------|-------|---------|------|-----------|-------------|
| {Keyword:Newskin Aesthetics} - Dermal Fillers in Las Vegas - Smooth Wrinkles Restore Volume newskinaesthetics.com/dermal_fillers/ -- Look Younger and More Energized with Dermal Fillers. Leading Provider in Las Vegas, NV. | 2,202 | 164 | \$317.85 | \$1.94 | 7.45% | - | 10 | 6.10% | \$31.79 |
| {Keyword:Newskin Aesthetics} - Dermal Fillers in Las Vegas - Look Younger & More Energized newskinaesthetics.com/dermal_fillers/ Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Undereye Bags | 587 | 51 | \$105.22 | \$2.06 | 8.69% | - | 4 | 7.84% | \$26.30 |
| Dermal Fillers in Las Vegas - New Clients Get \$50 Off - Look Younger & More Energized newskinaesthetics.com/dermal_fillers/ Smooth Wrinkles, Restore Volume, and Stimulate Collagen Production for Long-Term Results | 295 | 21 | \$57.51 | \$2.74 | 7.12% | - | 4 | 19.05% | \$14.38 |
| Dermal Fillers in Las Vegas - New Clients Get \$50 Off - Look Younger & More Energized newskinaesthetics.com/dermal_fillers/ Smooth Wrinkles, Restore Volume, and Stimulate Collagen Production for Long-Term Results | 354 | 31 | \$77.63 | \$2.50 | 8.76% | - | 4 | 12.90% | \$19.41 |
| Fat Reduction in Las Vegas, NV - Eliminate Fat & Feel Great - Get Rid of Unwanted Fat newskinaesthetics.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 305 | 9 | \$27.28 | \$3.03 | 2.95% | - | 2 | 22.22% | \$13.64 |

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

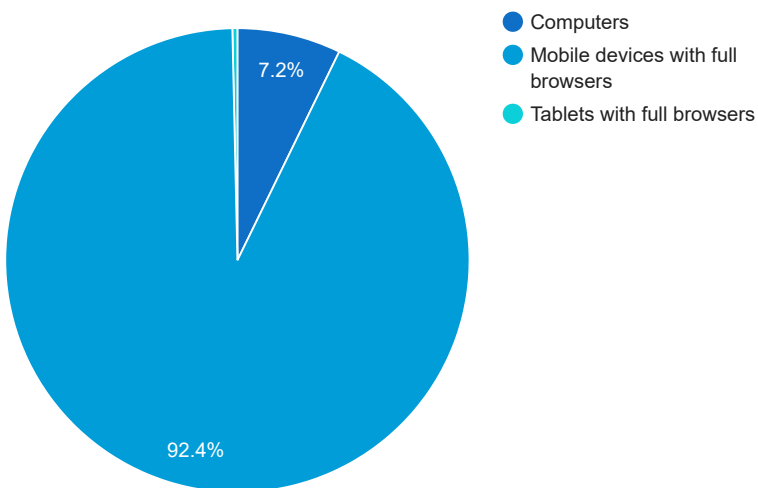
Budget Coverage



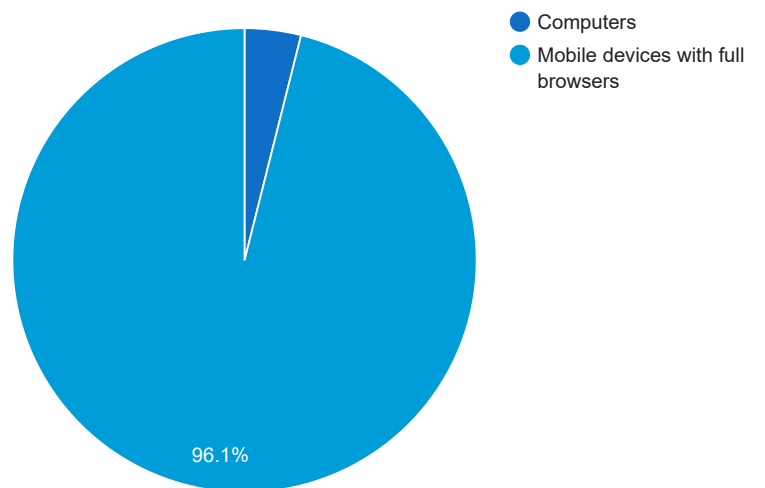
| DATE | COST | SEARCH IMPR SHARE |
|-----------|----------|-------------------|
| Feb, 2020 | 0 | 0 |
| Mar, 2020 | 0 | 0 |
| Apr, 2020 | 0 | 0 |
| May, 2020 | 0 | 0 |
| Jun, 2020 | 0 | 0 |
| Jul, 2020 | 0 | 0 |
| Aug, 2020 | 68.16 | 11.30 |
| Sep, 2020 | 807.91 | 22.96 |
| Oct, 2020 | 1,988.58 | 26.11 |
| Nov, 2020 | 1,999.57 | 24.56 |
| Dec, 2020 | 1,985.18 | 19.44 |
| Jan, 2021 | 3,516.49 | 21.92 |

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 | 22,706 | 1,034 | \$3,250.00 | \$3.14 | 4.55% | - | 49 | 4.74% | \$66.33 |
| Computers | 2,106 | 84 | \$254.20 | \$3.03 | 3.99% | - | 2 | 2.38% | \$127.10 |
| Tablets with full browsers | 324 | 8 | \$12.29 | \$1.54 | 2.47% | - | 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 | 25,136 | 1,126 | \$3,516.49 | \$3.12 | 4.48% | - | 51 | 4.53% | \$68.95 |

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE

CONV

Submit lead form

51

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