

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

OM Medical Aesthetics

544-035-4494

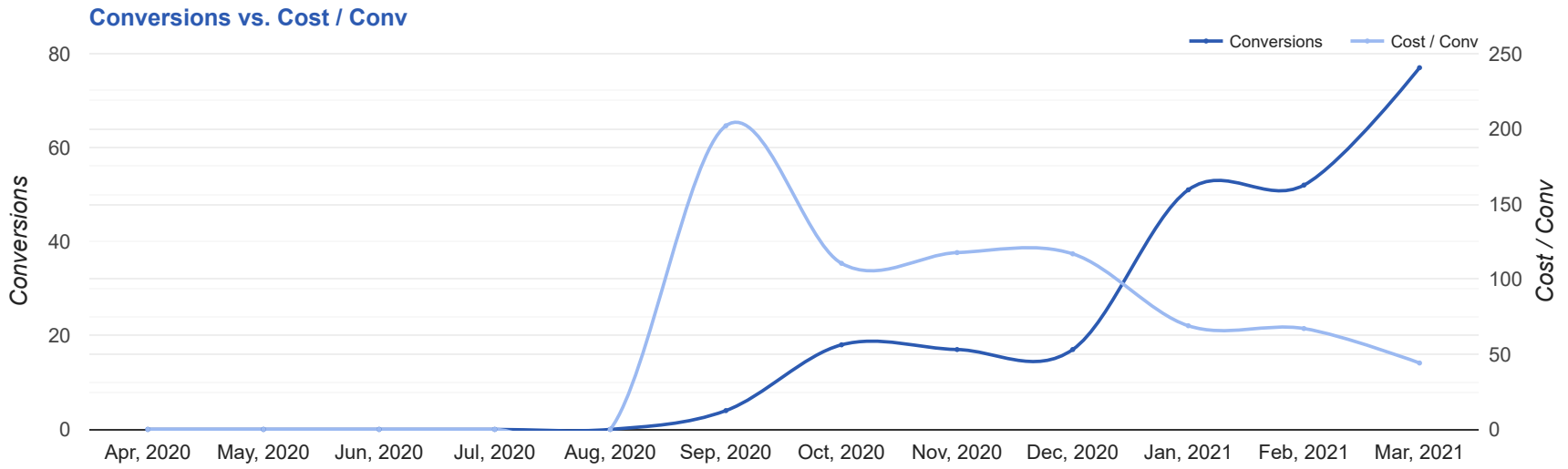
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,400	77	5.77%	\$44.16
↓ 3%	↑ 48%	↑ 42%	↓ 34%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Feb 2021 — 28 Feb 2021	28,697	1,281	\$3,488.95	\$2.72	4.46%	-	52	4.06%	\$67.10	22.93%
1 Mar 2021 — 31 Mar 2021	29,101	1,334	\$3,400.37	\$2.55	4.58%	-	77	5.77%	\$44.16	21.97%
<b>Change</b>	404 ↑ 1%	53 ↑ 4%	\$88.58 ↓ 3%	\$0.17 ↓ 6%	0.12% ↑ 3%	0 ↔ -	25 ↑ 48%	1.71% ↑ 42%	\$22.94 ↓ 34%	0.96% ↓ 4%

# Performance by Month - 1 Apr 2020 — 31 Mar 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%	
Feb '21	28,697	1,281	\$3,488.95	\$2.72	4.46%	-	52	4.06%	\$67.10	22.93%	
Mar '21	29,101	1,334	\$3,400.37	\$2.55	4.58%	-	77	5.77%	\$44.16	21.97%	
<b>Total</b>	<b>117,615</b>	<b>5,295</b>	<b>\$17,255.21</b>	<b>\$3.26</b>	<b>4.5%</b>	<b>-</b>	<b>236</b>	<b>4.46%</b>	<b>\$73.12</b>	<b>22.38%</b>	

## Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   dermal fillers	7,367	554	\$970.37	\$1.75	7.52%	-	34	6.14%	\$28.54	32.84%
search   beta   coolsculpting	12,730	522	\$1,460.32	\$2.80	4.1%	-	33	6.32%	\$44.25	17.28%
search   beta   laser hair removal	9,004	258	\$969.68	\$3.76	2.87%	-	10	3.88%	\$96.97	24.64%

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

## Top Text Ads

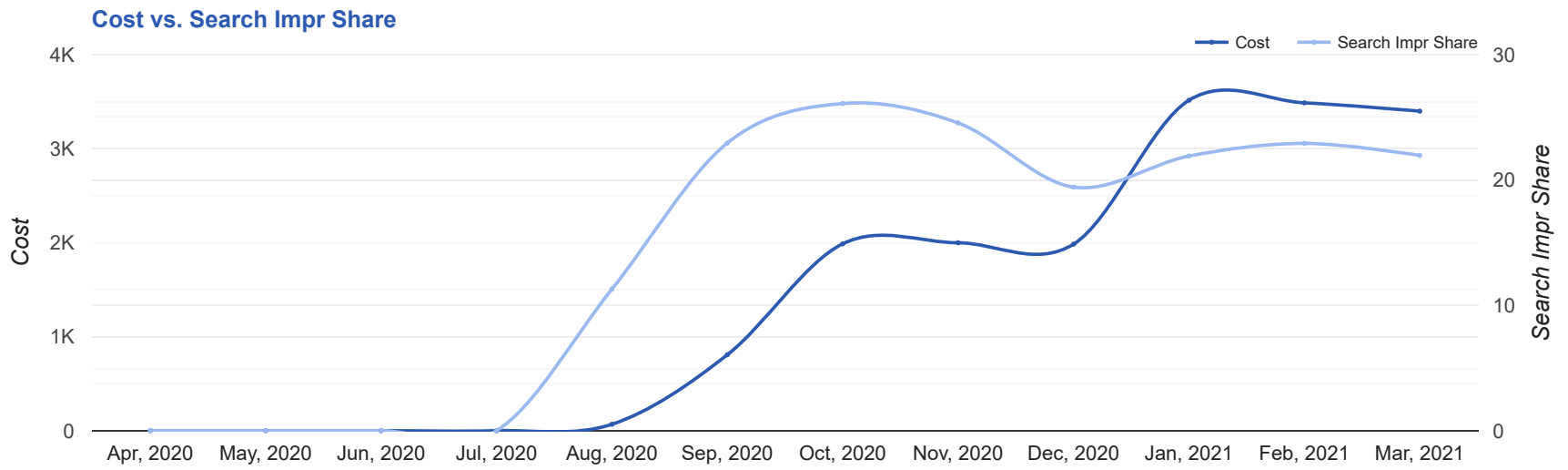
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Newskin Aesthetics} - Dermal Fillers in Las Vegas - Smooth Wrinkles Restore Volume <a href="https://newskinaesthetics.com/dermal_fillers/">newskinaesthetics.com/dermal_fillers/</a> -- Look Younger and More Energized with Dermal Fillers. Leading Provider in Las Vegas, NV.	4,705	354	\$611.21	\$1.73	7.52%	-	19	5.37%	\$32.17
Newskin Aesthetics - Fat Reduction in Las Vegas, NV - Non-Surgical Fat Reduction <a href="https://newskinaesthetics.com/">newskinaesthetics.com/</a> --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	2,210	85	\$211.45	\$2.49	3.85%	-	6	7.06%	\$35.24
Dermal Fillers in Las Vegas - New Clients Get \$50 Off - Look Younger & More Energized <a href="https://newskinaesthetics.com/dermal_fillers/">newskinaesthetics.com/dermal_fillers/</a> Smooth Wrinkles, Restore Volume, and Stimulate Collagen Production for Long-Term Results	575	38	\$79.72	\$2.10	6.61%	-	6	15.79%	\$13.29
Newskin Aesthetics - Fat Reduction in Las Vegas, NV - Non-Surgical Fat Reduction <a href="https://newskinaesthetics.com/">newskinaesthetics.com/</a> --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	2,803	138	\$419.60	\$3.04	4.92%	-	5	3.62%	\$83.92
CoolSculpting® Fat Reduction - CoolSculpting in Las Vegas, NV - Biggest CoolSculpting® Promo <a href="https://newskinaesthetics.com/">newskinaesthetics.com/</a> --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Las Vegas, NV.	557	24	\$67.82	\$2.83	4.31%	-	4	16.67%	\$16.95

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Mar 2021 — 31 Mar 2021

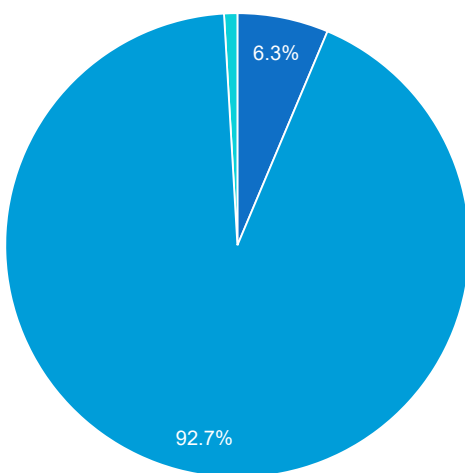
## Budget Coverage



DATE	COST	SEARCH IMPR SHARE
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
Feb, 2021	3,488.95	22.93
Mar, 2021	3,400.37	21.97

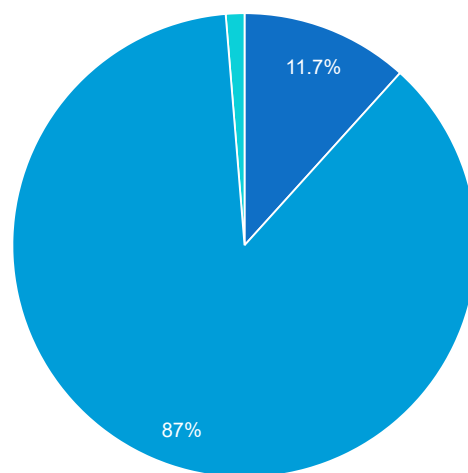
## Cost and Conversions by Device

### 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	26,254	1,231	\$3,153.32	\$2.56	4.69%	-	67	5.44%	\$47.06
Computers	2,496	88	\$215.65	\$2.45	3.53%	-	9	10.23%	\$23.96
Tablets with full browsers	351	15	\$31.40	\$2.09	4.27%	-	1	6.67%	\$31.40

### 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	29,101	1,334	\$3,400.37	\$2.55	4.58%	-	77	5.77%	\$44.16

# Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	CONV
Submit lead form	65
Calls from Website	10
Click to Call	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