

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

OM Medical Aesthetics

544-035-4494

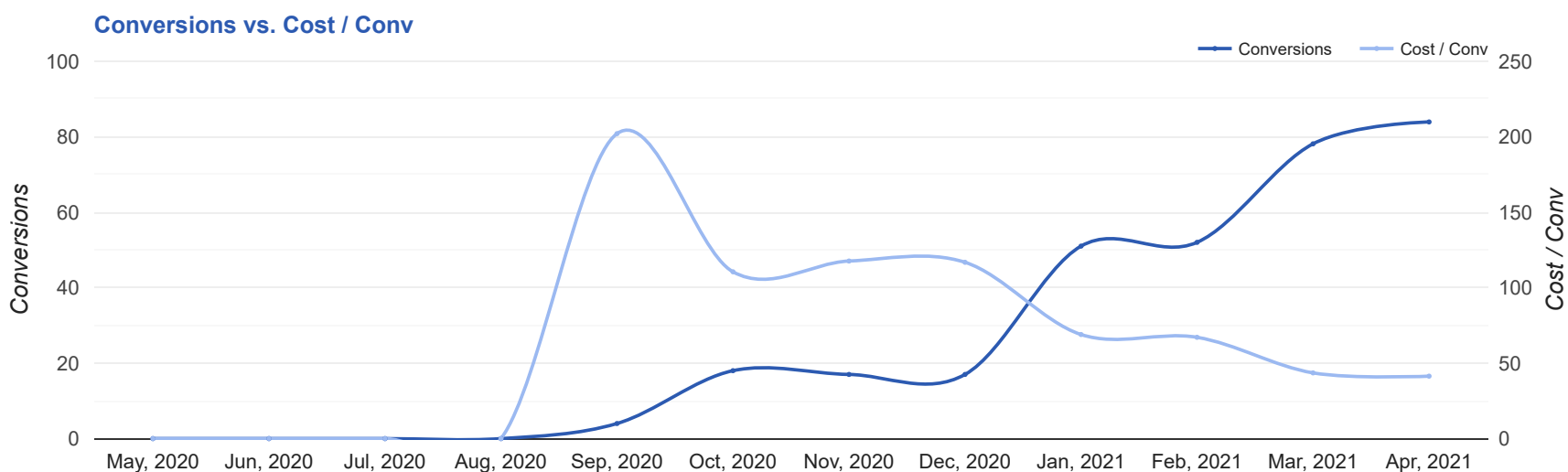
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,470	83.9	5.73%	\$41.37
↑ 2%	↑ 7%	↓ 2%	↓ 5%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Mar 2021 — 31 Mar 2021	29,101	1,334	\$3,400.37	\$2.55	4.58%	-	78.1	5.86%	\$43.53	21.86%
1 Apr 2021 — 30 Apr 2021	24,158	1,463	\$3,470.45	\$2.37	6.06%	-	83.9	5.73%	\$41.37	22.34%
<b>Change</b>	4,943 ↓ 17%	129 ↑ 10%	\$70.08 ↑ 2%	\$0.18 ↓ 7%	1.48% ↑ 32%	0 ↔ -	5.76 ↑ 7%	0.13% ↓ 2%	\$2.16 ↓ 5%	0.48% ↑ 2%

# Performance by Month - 1 May 2020 — 30 Apr 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%	-	78.1	5.86%	\$43.53	21.86%
Apr '21	24,158	1,463	\$3,470.45	\$2.37	6.06%	-	83.9	5.73%	\$41.37	22.34%
<b>Total</b>	<b>141,773</b>	<b>6,758</b>	<b>\$20,725.66</b>	<b>\$3.07</b>	<b>4.77%</b>	<b>-</b>	<b>321</b>	<b>4.75%</b>	<b>\$64.57</b>	<b>22.35%</b>

## Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	12,681	526	\$1,486.42	\$2.83	4.15%	-	35.9	6.82%	\$41.43	15.87%
search   beta   dermal fillers	7,172	577	\$985.10	\$1.71	8.05%	-	35	6.07%	\$28.15	34.45%
search   beta   microneedling	4,305	360	\$998.93	\$2.77	8.36%	-	13	3.61%	\$76.84	57.59%

# Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

## Top Text Ads

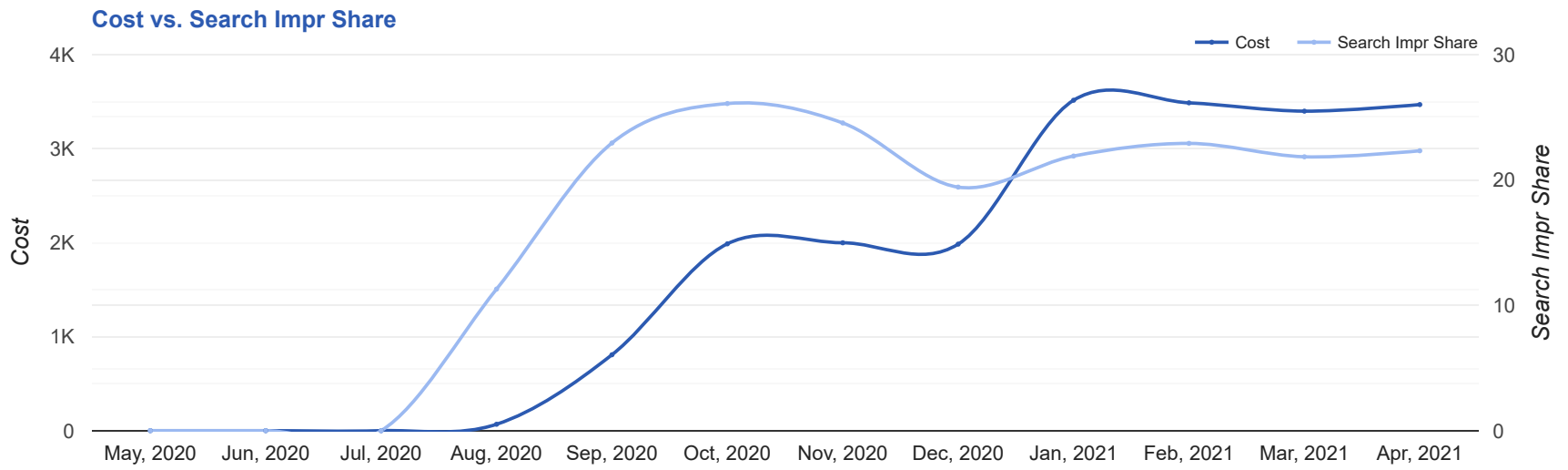
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Newskin Aesthetics} - Dermal Fillers in Las Vegas - Smooth Wrinkles Restore Volume <a href="https://newskinaesthetics.com/dermal_fillers/">newskinaesthetics.com/dermal_fillers/</a> -- Look Younger and More Energized with Dermal Fillers. Leading Provider in Las Vegas, NV.	5,274	420	\$700.54	\$1.67	7.96%	-	19	4.52%	\$36.87
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.	3,031	152	\$419.34	\$2.76	5.01%	-	10.3	6.80%	\$40.59
{Keyword:New Skin Aesthetics} - Microneedling Treatments - Microneedling in Las Vegas, NV <a href="https://newskinaesthetics.com/">newskinaesthetics.com/</a> - / -- Renew Skin, Improve Blemishes, and Diminish the Signs of Aging Without Surgery or Pain.	3,682	310	\$776.73	\$2.51	8.42%	-	8	2.58%	\$97.09
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	358	26	\$54.84	\$2.11	7.26%	-	6	23.08%	\$9.14
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.	2,238	98	\$242.57	\$2.48	4.38%	-	4	4.08%	\$60.64

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Apr 2021 — 30 Apr 2021

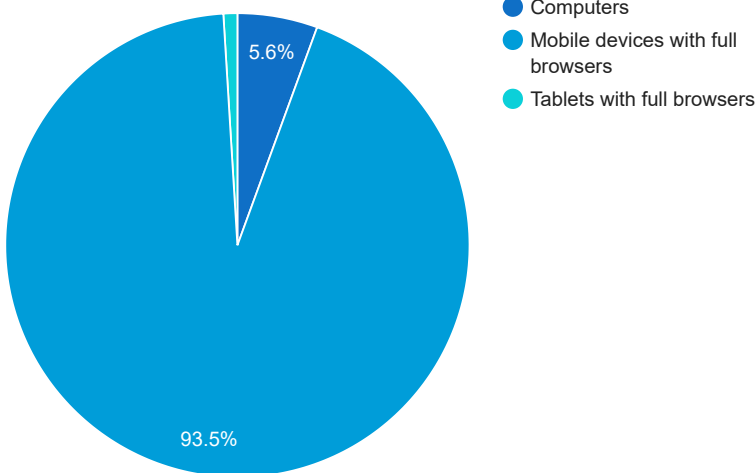
## Budget Coverage



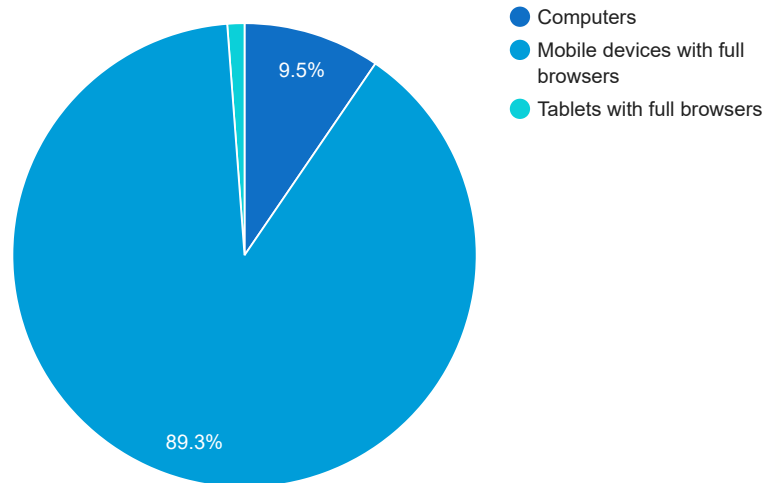
DATE	COST	SEARCH IMPR SHARE
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	68.16	11.30
Sep, 2020	807.91	22.96
Oct, 2020	1,988.58	26.11
Nov, 2020	1,999.57	24.56
Dec, 2020	1,985.18	19.44
Jan, 2021	3,516.49	21.92
Feb, 2021	3,488.95	22.93
Mar, 2021	3,400.37	21.86
Apr, 2021	3,470.45	22.34

## 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	21,719	1,358	\$3,243.18	\$2.39	6.25%	-	74.9	5.51%	\$43.31
Computers	2,139	87	\$193.66	\$2.23	4.07%	-	8	9.2%	\$24.21
Tablets with full browsers	300	18	\$33.61	\$1.87	6%	-	1	5.56%	\$33.61

### 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	24,158	1,463	\$3,470.45	\$2.37	6.06%	-	83.9	5.73%	\$41.37

# Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	CONV
Submit lead form	70.9
Calls from Website	8
Calls from Ads	5

## 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