

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

OM Medical Aesthetics

544-035-4494

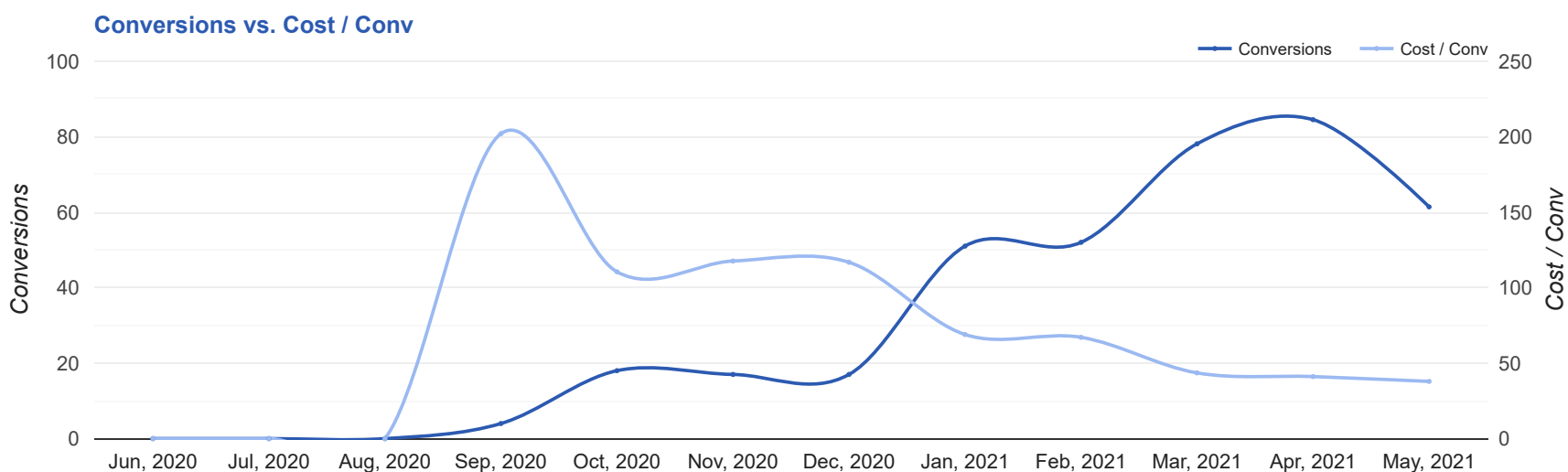
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,327	61.4	6.24%	\$37.89
↓ 33%	↓ 27%	↑ 8%	↓ 8%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2021 — 30 Apr 2021	24,158	1,463	\$3,470.45	\$2.37	6.06%	-	84.5	5.77%	\$41.09	22.39%
1 May 2021 — 31 May 2021	15,817	984	\$2,326.60	\$2.36	6.22%	-	61.4	6.24%	\$37.89	21.75%
Change	8,341 ↓ 35%	479 ↓ 33%	\$1,143.85 ↓ 33%	\$0.01 ↓ 0%	0.16% ↑ 3%	0 ↔ -	23.06 ↓ 27%	0.47% ↑ 8%	\$3.20 ↓ 8%	0.64% ↓ 3%

# Performance by Month - 1 Jun 2020 — 31 May 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%	-	84.5	5.77%	\$41.09	22.39%
May '21	15,817	984	\$2,326.60	\$2.36	6.22%	-	61.4	6.24%	\$37.89	21.75%
<b>Total</b>	<b>157,590</b>	<b>7,742</b>	<b>\$23,052.26</b>	<b>\$2.98</b>	<b>4.91%</b>	<b>-</b>	<b>383</b>	<b>4.95%</b>	<b>\$60.19</b>	<b>22.29%</b>

# Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   dermal fillers	4,590	378	\$678.24	\$1.79	8.24%	-	34.9	9.24%	\$19.43	30.99%
search   beta   coolsculpting	8,053	344	\$991.59	\$2.88	4.27%	-	20.5	5.96%	\$48.37	15.43%
search   beta   microneedling	3,174	262	\$656.77	\$2.51	8.25%	-	6	2.29%	\$109.46	55.42%

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

## Top Text Ads

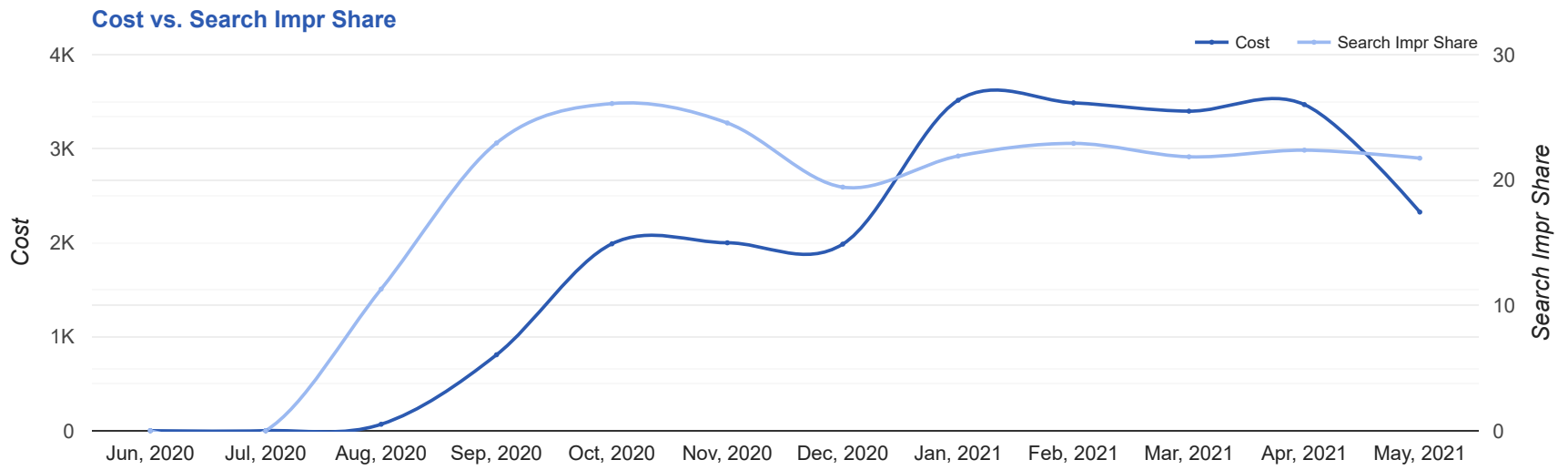
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Newskin Aesthetics} - Dermal Fillers in Las Vegas - Smooth Wrinkles Restore Volume <a href="https://newskinaesthetics.com/dermal_fillers/">newskinaesthetics.com/dermal_fillers/</a> -- Look Younger and More Energized with Dermal Fillers. Leading Provider in Las Vegas, NV.	3,308	283	\$512.38	\$1.81	8.56%	-	31.9	11.28%	\$16.06
{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.	2,833	228	\$544.91	\$2.39	8.05%	-	6	2.63%	\$90.82
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.	1,153	61	\$164.83	\$2.70	5.29%	-	3.5	5.74%	\$47.09
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.	666	29	\$85.35	\$2.94	4.35%	-	2	6.90%	\$42.67
{Keyword:Newskin Aesthetics} - Dermal Fillers in Las Vegas - Look Younger & More Energized <a href="https://newskinaesthetics.com/dermal_fillers/">newskinaesthetics.com/dermal_fillers/</a> Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Under eye Bags	229	24	\$33.44	\$1.39	10.48%	-	2	8.33%	\$16.72

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 May 2021 — 31 May 2021

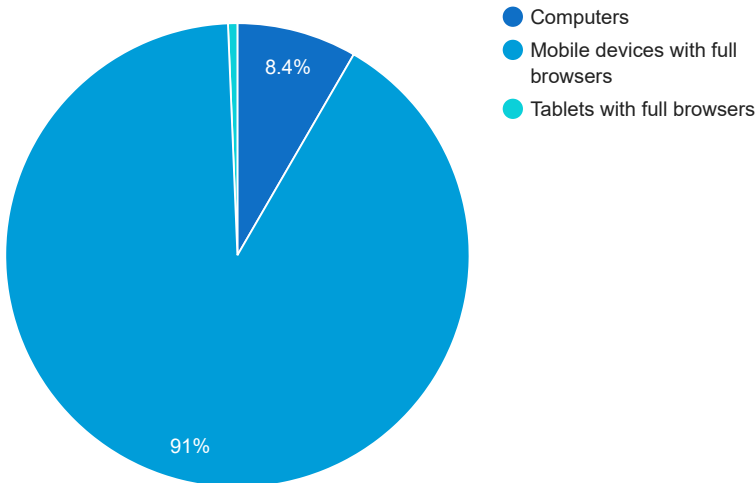
## Budget Coverage



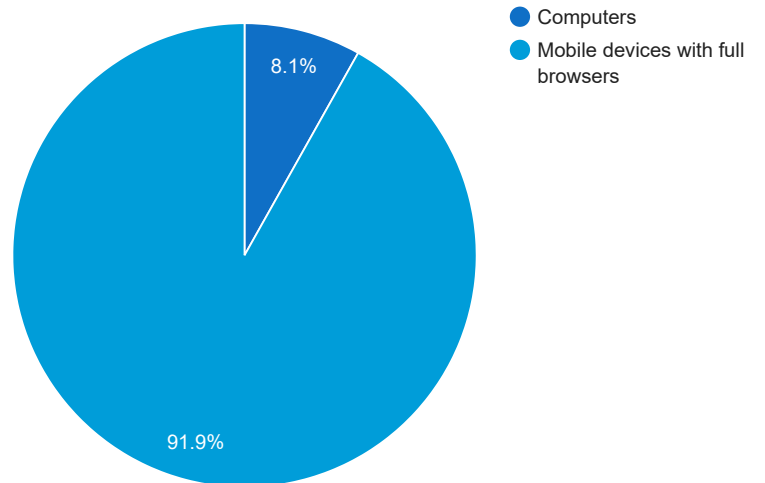
DATE	COST	SEARCH IMPR SHARE
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	68.16	11.30
Sep, 2020	807.91	22.96
Oct, 2020	1,988.58	26.11
Nov, 2020	1,999.57	24.56
Dec, 2020	1,985.18	19.44
Jan, 2021	3,516.49	21.92
Feb, 2021	3,488.95	22.93
Mar, 2021	3,400.37	21.86
Apr, 2021	3,470.45	22.39
May, 2021	2,326.60	21.75

## 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	13,998	897	\$2,117.01	\$2.36	6.41%	-	56.4	6.29%	\$37.53
Computers	1,644	78	\$194.42	\$2.49	4.74%	-	5	6.41%	\$38.88
Tablets with full browsers	175	9	\$15.17	\$1.69	5.14%	-	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	15,817	984	\$2,326.60	\$2.36	6.22%	-	61.4	6.24%	\$37.89

## Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	CONV
Submit lead form	49.9
Calls from Website	8.5
Click to Call	2
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 page 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