

**Monthly Account  
Performance Report  
1 Feb 2021 — 28 Feb 2021**

Newport Beach Medspa

866-067-2461

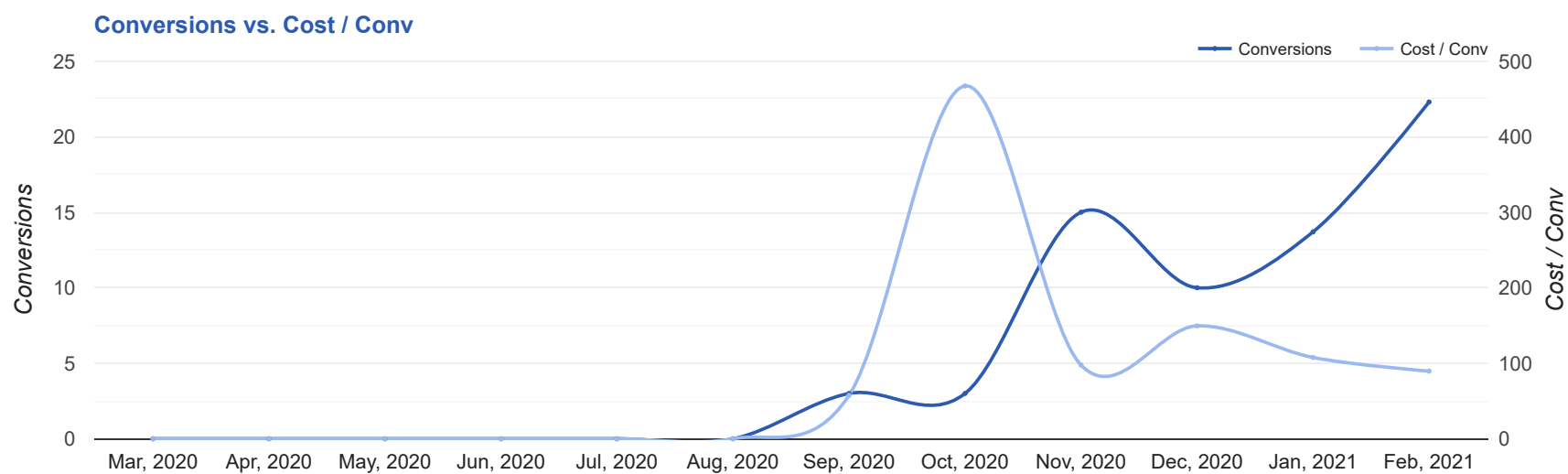
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,000	22.3	5.8%	\$89.56
↑ 36%	↑ 63%	↑ 11%	↓ 17%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	10,242	262	\$1,471.54	\$5.62	2.56%	-	13.7	5.22%	\$107.65	17.49%
1 Feb 2021 — 28 Feb 2021	11,335	385	\$1,999.80	\$5.19	3.4%	-	22.3	5.8%	\$89.56	20.18%
<b>Change</b>	1,093 ↑ 11%	123 ↑ 47%	\$528.26 ↑ 36%	\$0.43 ↓ 8%	0.84% ↑ 33%	--	8.66 ↑ 63%	0.58% ↑ 11%	\$18.09 ↓ 17%	2.69% ↑ 15%

# Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Sep '20	743	26	\$172.59	\$6.64	3.5%	-	3	11.54%	\$57.53	21.28%
Oct '20	4,320	179	\$1,401.54	\$7.83	4.14%	-	3	1.68%	\$467.18	28.57%
Nov '20	6,225	181	\$1,463.86	\$8.09	2.91%	-	15	8.29%	\$97.59	27.82%
Dec '20	7,699	219	\$1,494.82	\$6.83	2.84%	-	10	4.57%	\$149.48	23.72%
Jan '21	10,242	262	\$1,471.54	\$5.62	2.56%	-	13.7	5.22%	\$107.65	17.49%
Feb '21	11,335	385	\$1,999.80	\$5.19	3.4%	-	22.3	5.8%	\$89.56	20.18%
<b>Total</b>	<b>40,564</b>	<b>1,252</b>	<b>\$8,004.15</b>	<b>\$6.39</b>	<b>3.09%</b>	<b>-</b>	<b>67</b>	<b>5.35%</b>	<b>\$119.46</b>	<b>21.56%</b>

# Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	11,335	385	\$1,999.80	\$5.19	3.4%	-	22.3	5.8%	\$89.56	20.18%

# Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

## Top Text Ads

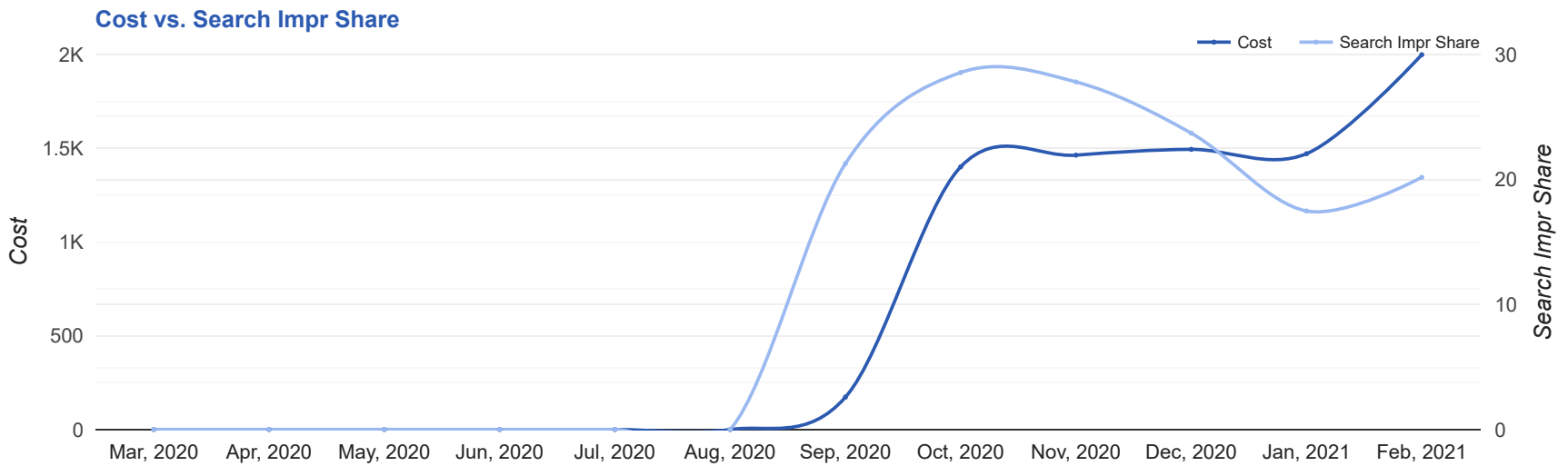
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Newport Beach Medspa - Fat Reduction in Newport Beach - Non-Surgical Fat Reduction</a> <a href="#">newportbeachmedspacoolsculpting.com/ --</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	2,134	75	\$362.78	\$4.84	3.51%	-	8	10.67%	\$45.35
<a href="#">Non-Surgical Fat Reduction - Freeze Away Body Fat - Freeze Away Body Fat</a> <a href="#">newportbeachmedspacoolsculpting.com//</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	230	11	\$52.28	\$4.75	4.78%	-	2	18.18%	\$26.14
<a href="#">Non-Surgical Fat Reduction - Eliminate Fat &amp; Feel Great - Freeze Away Body Fat</a> <a href="#">newportbeachmedspacoolsculpting.com//</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	257	9	\$52.65	\$5.85	3.50%	-	1	11.11%	\$52.65
<a href="#">Fat Reduction in Newport Beach - Freezing Fat Really Works - Offering \$1,000 Off 8+ Cycles</a> <a href="#">newportbeachmedspacoolsculpting.com//</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	133	6	\$19.67	\$3.28	4.51%	-	1	16.67%	\$19.67
<a href="#">CoolSculpting in Newport Beach - Feb Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever</a> <a href="#">newportbeachmedspacoolsculpting.com//</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Newport Beach, CA	134	3	\$12.50	\$4.17	2.24%	-	1	33.33%	\$12.50

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Feb 2021 — 28 Feb 2021

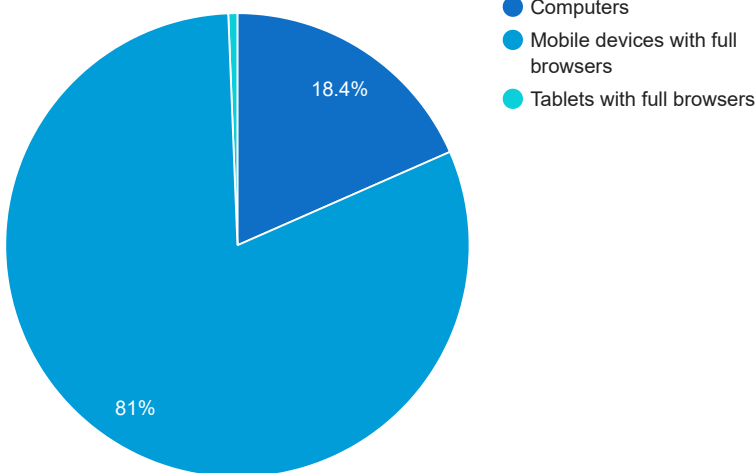
## Budget Coverage



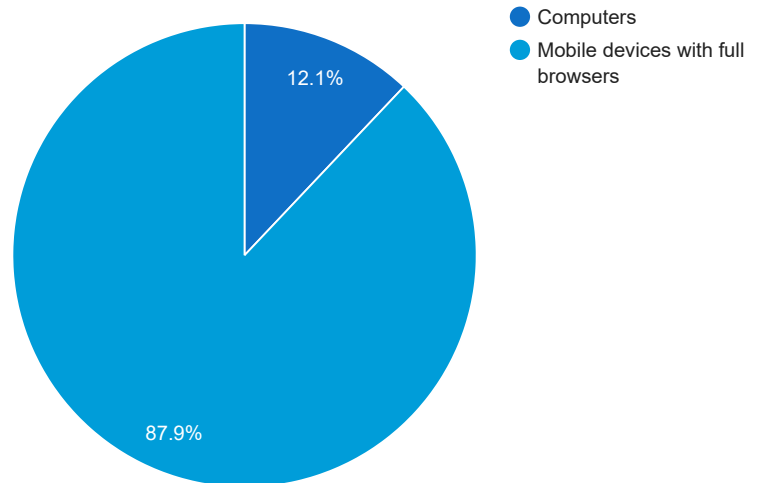
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	172.59	21.28
Oct, 2020	1,401.54	28.57
Nov, 2020	1,463.86	27.82
Dec, 2020	1,494.82	23.72
Jan, 2021	1,471.54	17.49
Feb, 2021	1,999.80	20.18

## 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	8,840	309	\$1,619.01	\$5.24	3.5%	-	19.7	6.37%	\$82.31
Computers	2,182	74	\$368.16	\$4.98	3.39%	-	2.7	3.61%	\$137.89
Tablets with full browsers	313	2	\$12.63	\$6.32	0.64%	-	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	11,335	385	\$1,999.80	\$5.19	3.4%	-	22.3	5.8%	\$89.52

# Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Submit lead form	20.3
Call From Ads (SQDM)	2
Local actions - Other engagements	0
Local actions - Menu views	0
Local actions - Directions	0
Local actions - Website visits	0

## 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