

**Monthly Account
Performance Report
1 Sep 2020 — 30 Sep 2020**

Pelle Medical Spa

731-861-0264

Key Performance Indicators (KPIs)

Cost

\$1,575

↑ 485%

Conv

216.5

↑ 142%

Conv Rate

54.4%

↓ 36%

Cost / Conv

\$7.28

↑ 142%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	15,075	105	\$269.19	\$2.56	0.7%	-	89.5	85.24%	\$3.01	62.45%
1 Sep 2020 — 30 Sep 2020	51,874	398	\$1,575.23	\$3.96	0.77%	-	216.5	54.4%	\$7.28	35.92%
Change	36,799 ↑ 244%	293 ↑ 279%	\$1,306.04 ↑ 485%	\$1.40 ↑ 55%	0.07% ↑ 10%	--	127 ↑ 142%	30.84% ↓ 36%	\$4.27 ↑ 142%	26.53% ↓ 42%

Performance by Month - 1 Oct 2019 — 30 Sep 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Aug '20	15,075	105	\$269.19	\$2.56	0.7%	-	89.5	85.24%	\$3.01	62.45%
Sep '20	51,874	398	\$1,575.23	\$3.96	0.77%	-	216.5	54.4%	\$7.28	35.92%
Total	66,949	503	\$1,844.42	\$3.67	0.75%	-	306	60.83%	\$6.03	39.72%

Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
\$250 Off CoolSculpting	37,948	191	\$179.24	\$0.94	0.5%	-	151	79.06%	\$1.19	51.9%
\$250 Off CoolSculpting - Website Traffic	8,327	55	\$35.71	\$0.65	0.66%	-	45.5	82.73%	\$0.78	13.51%
search beta coolsculpting	5,516	151	\$1,357.29	\$8.99	2.74%	-	18	11.92%	\$75.41	35.78%
Coolsculpting 250 - Maximize Clicks	83	1	\$2.99	\$2.99	1.2%	-	2	200%	\$1.50	63.85%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® in Manchester - \$1,500 Off October Special - Flexible Payment Options pellemedicalspa.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,076	19	\$174.06	\$9.16	1.77%	-	5	26.32%	\$34.81
Pelle Medical Spa - CoolSculpting in Manchester - Fat Reduction Treatment pellemedicalspa.com/ - / -- Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation	898	24	\$172.92	\$7.20	2.67%	-	2	8.33%	\$86.46
\$250 CoolSculpting Gift Card - + Free Consult - Manchester NH pellemedicalspa.cosmetic.deals/coolsculpting/ Over 5 years of experience & 2,000+ treatments performed!	83	1	\$2.99	\$2.99	1.20%	-	2	200.00%	\$1.50
CoolSculpting® in Manchester - \$1,500 Off October Special - Flexible Payment Options pellemedicalspa.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	65	11	\$77.26	\$7.02	16.92%	-	2	18.18%	\$38.63
CoolSculpting® in Manchester - Freeze Away Stubborn Fat - Flexible Payment Options pellemedicalspa.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	76	2	\$45.23	\$22.61	2.63%	-	1	50.00%	\$45.23

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

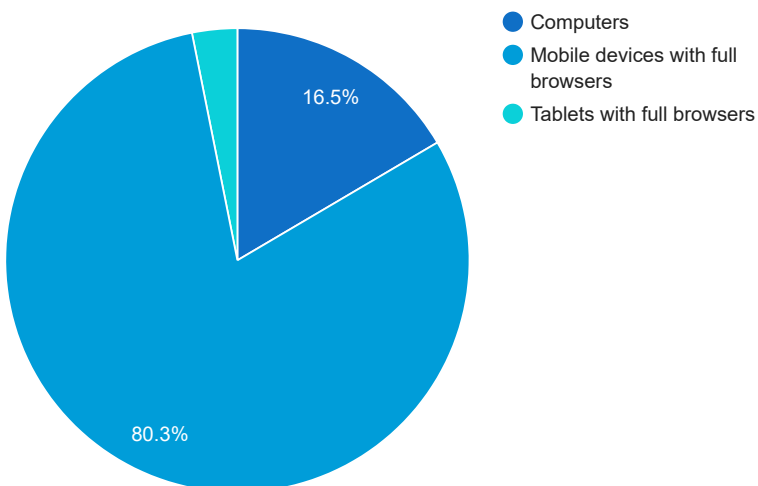
Budget Coverage



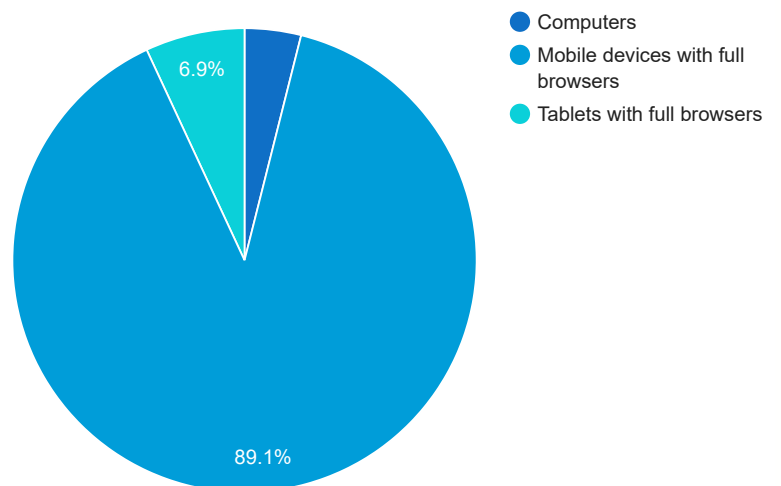
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	269.19	62.45
Sep, 2020	1,575.23	35.92

Cost and Conversions by Device

Cost



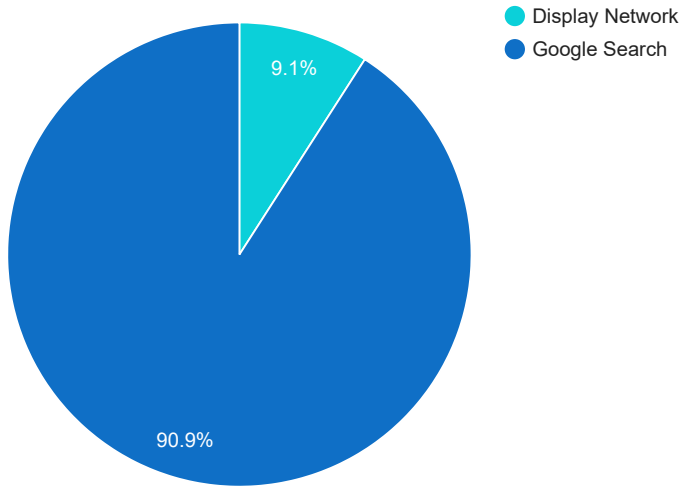
Conversions



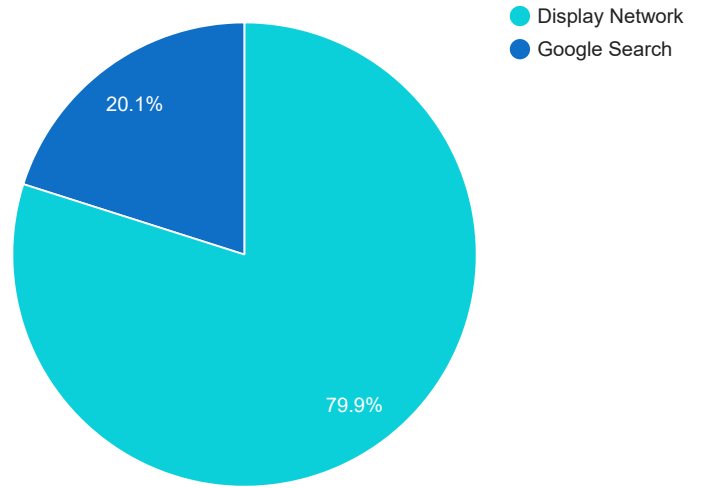
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	40,521	339	\$1,265.30	\$3.73	0.84%	-	193	56.93%	\$6.56
Computers	6,679	37	\$260.38	\$7.04	0.55%	-	8.5	22.97%	\$30.63
Tablets with full browsers	4,674	22	\$49.54	\$2.25	0.47%	-	15	68.18%	\$3.30

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	5,866	174	\$1,432.04	\$8.23	2.97%	-	43.5	25%	\$32.92
Display Network	45,991	224	\$143.19	\$0.64	0.49%	-	173	77.23%	\$0.83
Search partners	17	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
Website lead	188.5
Submit lead form	17
Info sent (Default Google Ads Profile)	9
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 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