

**Monthly Account
Performance Report
1 Oct 2020 — 31 Oct 2020**

Pelle Medical Spa

731-861-0264

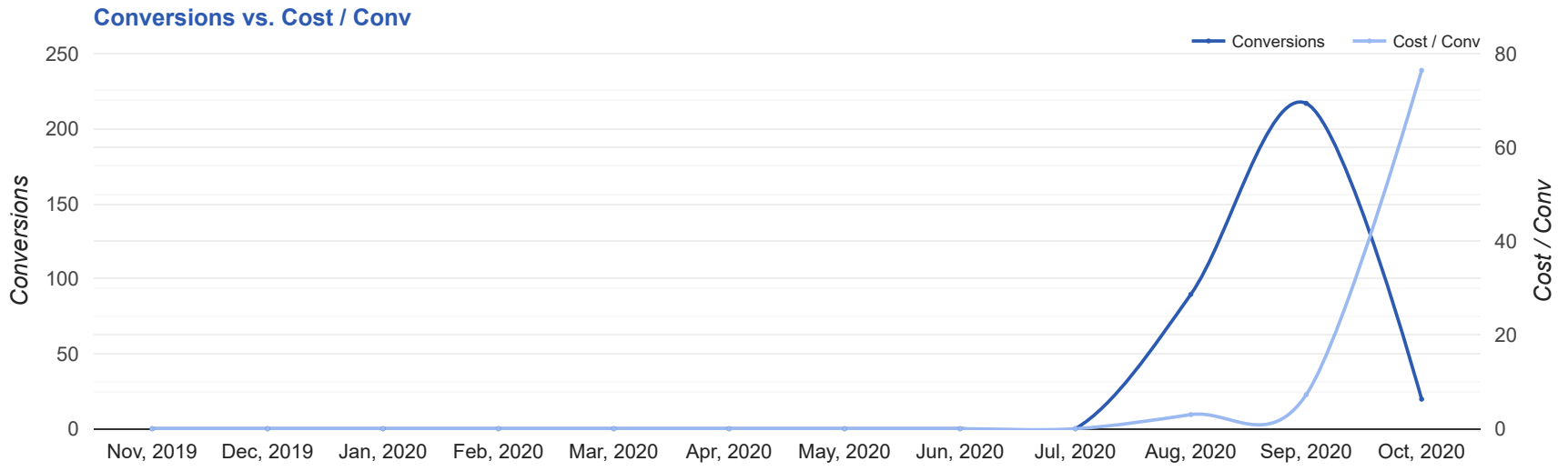
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,503	19.7	10.63%	\$76.41
↓ 5%	↓ 91%	↓ 80%	↑ 952%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	51,874	398	\$1,575.23	\$3.96	0.77%	-	216.8	54.48%	\$7.26	36.39%
1 Oct 2020 — 31 Oct 2020	3,025	185	\$1,502.97	\$8.12	6.12%	-	19.7	10.63%	\$76.41	35.59%
Change	48,849 ↓ 94%	213 ↓ 54%	\$72.26 ↓ 5%	\$4.16 ↑ 105%	5.35% ↑ 695%	--	197.16 ↓ 91%	43.85% ↓ 80%	\$69.15 ↑ 952%	0.80% ↓ 2%

Performance by Month - 1 Nov 2019 — 31 Oct 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%	-	216.8	54.48%	\$7.26	36.39%
Oct '20	3,025	185	\$1,502.97	\$8.12	6.12%	-	19.7	10.63%	\$76.41	35.59%
Total	69,974	688	\$3,347.39	\$4.87	0.98%	-	326	47.38%	\$10.27	39.94%

Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	3,025	185	\$1,502.97	\$8.12	6.12%	-	19.7	10.63%	\$76.41	35.59%

Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

Top Text Ads

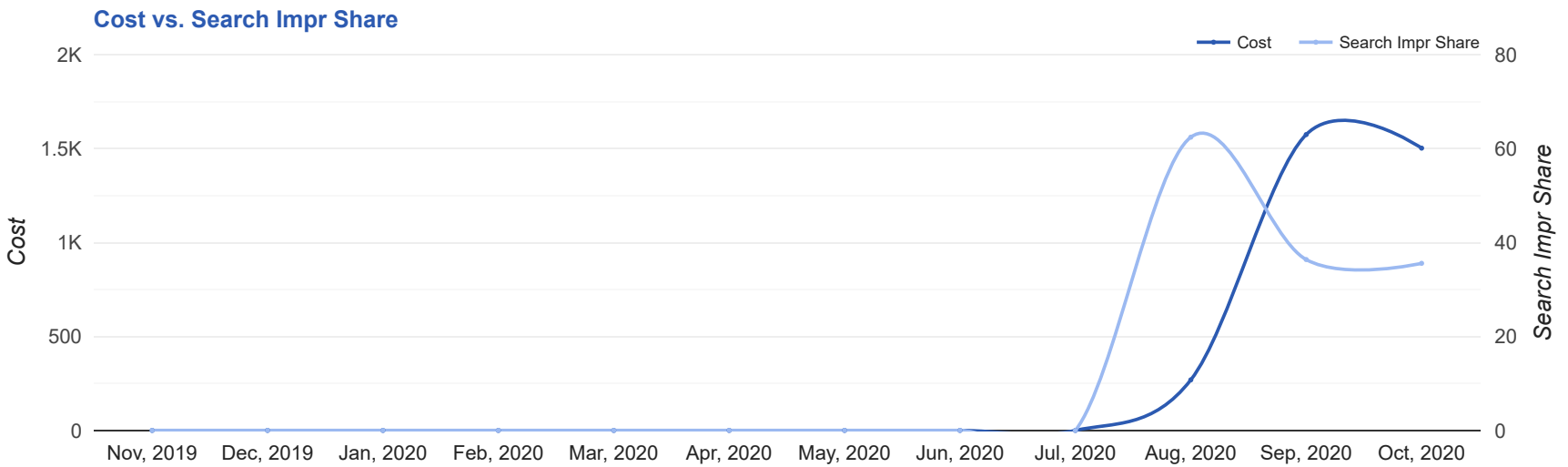
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® in Manchester - \$1,500 Off October Special - Our Biggest Discount Ever pellemedicalspa.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	266	26	\$216.40	\$8.32	9.77%	-	5.2	19.92%	\$41.78
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.	310	33	\$293.97	\$8.91	10.65%	-	3	9.09%	\$97.99
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.	95	7	\$31.75	\$4.54	7.37%	-	2	28.57%	\$15.88
CoolSculpting® in Manchester - Fat Reduction Treatment - Flexible Payment Options pellemedicalspa.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	26	1	\$11.03	\$11.03	3.85%	-	1	100.00%	\$11.03
CoolSculpting® in Manchester - \$1,500 Off October Special - Our Biggest Discount Ever pellemedicalspa.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	335	6	\$47.27	\$7.88	1.79%	-	1	16.67%	\$47.27

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2020 — 31 Oct 2020

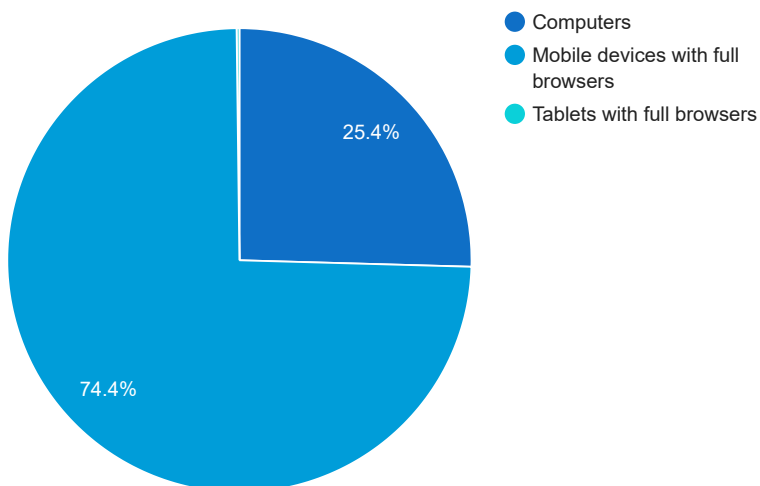
Budget Coverage



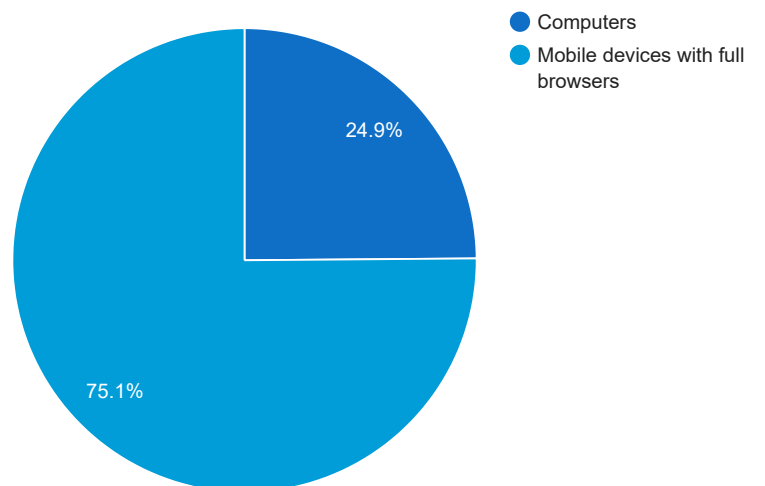
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	269.19	62.45
Sep, 2020	1,575.23	36.39
Oct, 2020	1,502.97	35.59

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	2,378	146	\$1,117.61	\$7.65	6.14%	-	14.8	10.11%	\$75.72
Computers	563	38	\$382.44	\$10.06	6.75%	-	4.9	12.92%	\$77.89
Tablets with full browsers	84	1	\$2.92	\$2.92	1.19%	-	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	3,025	185	\$1,502.97	\$8.12	6.12%	-	19.7	10.63%	\$76.41

Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE

CONV

Submit lead form

19.7

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