

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

Pelle Medical Spa

731-861-0264

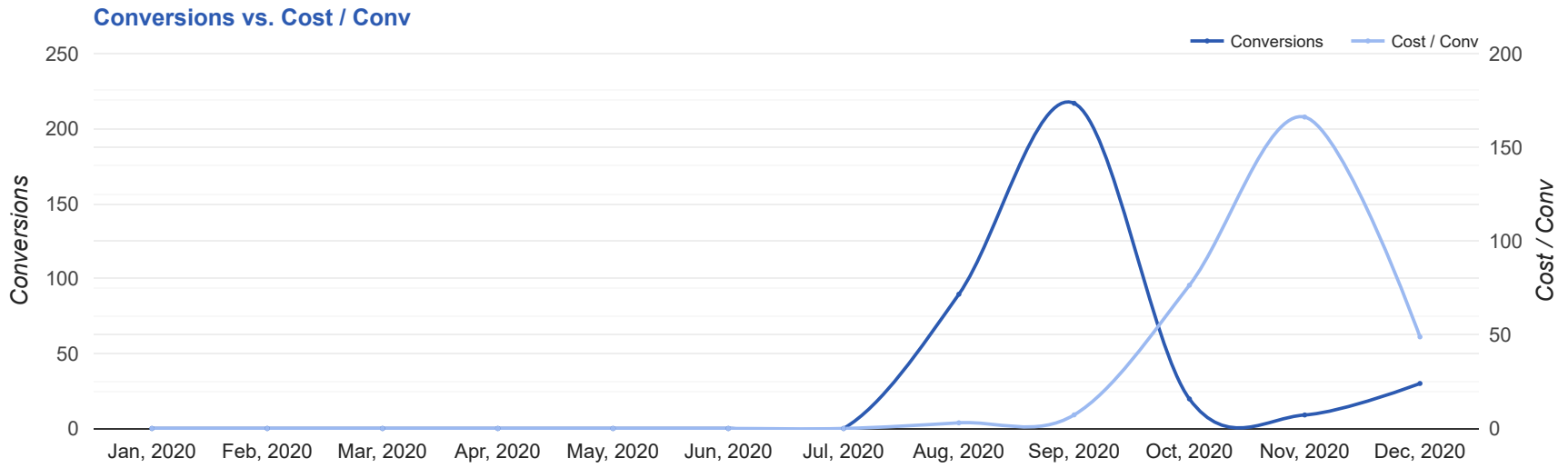
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,466	30	8.09%	\$48.86
↓ 2%	↑ 233%	↑ 129%	↓ 71%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	5,790	255	\$1,495.02	\$5.86	4.4%	-	9	3.53%	\$166.11	37.92%
1 Dec 2020 — 31 Dec 2020	7,703	371	\$1,465.67	\$3.95	4.82%	-	30	8.09%	\$48.86	29.28%
Change	1,913 ↑ 33%	116 ↑ 45%	\$29.35 ↓ 2%	\$1.91 ↓ 33%	0.42% ↑ 10%	--	21 ↑ 233%	4.56% ↑ 129%	\$117.25 ↓ 71%	8.64% ↓ 23%

Performance by Month - 1 Jan 2020 — 31 Dec 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	62.12%
Sep '20	51,874	398	\$1,575.23	\$3.96	0.77%	-	216.8	54.48%	\$7.26	36.38%
Oct '20	3,025	185	\$1,502.97	\$8.12	6.12%	-	19.7	10.63%	\$76.41	35.26%
Nov '20	5,790	255	\$1,495.02	\$5.86	4.4%	-	9	3.53%	\$166.11	37.92%
Dec '20	7,703	371	\$1,465.67	\$3.95	4.82%	-	30	8.09%	\$48.86	29.28%
Total	83,467	1,314	\$6,308.08	\$4.80	1.57%	-	365	27.78%	\$17.28	38.46%

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	7,703	371	\$1,465.67	\$3.95	4.82%	-	30	8.09%	\$48.86	29.28%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

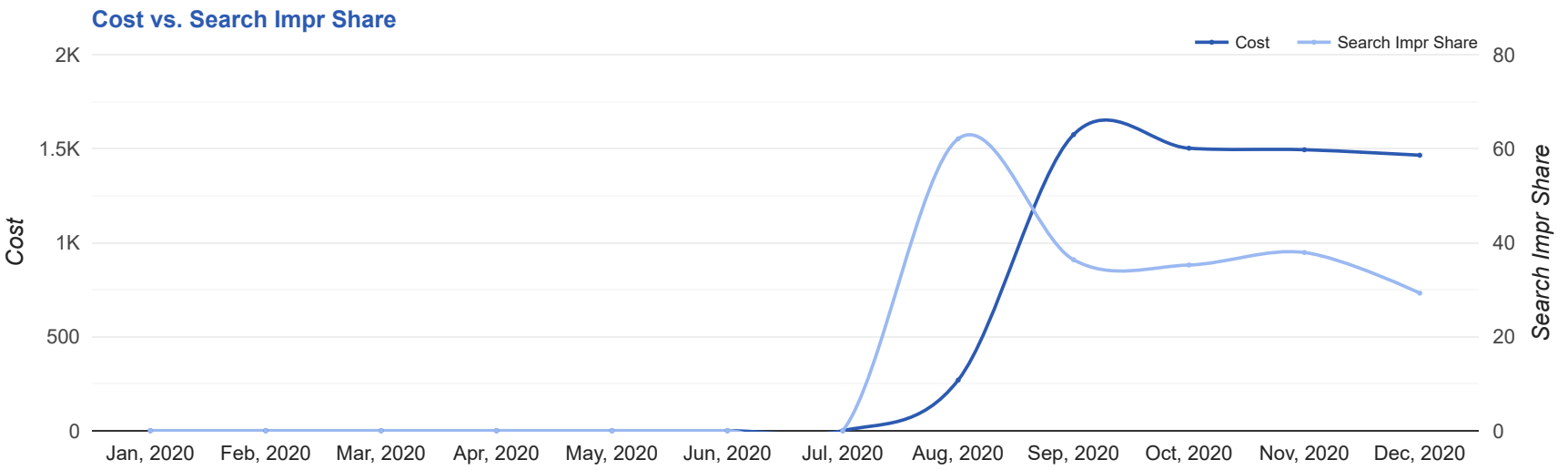
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Pelle Medical Spa} - CoolSculpting in Manchester - Fat Reduction Treatment pellemedicalspa.com/ --/ -- Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation	677	62	\$286.69	\$4.62	9.16%	-	6.5	10.48%	\$44.11
CoolSculpting® in Manchester - Dec Only \$1,000 Off 8+ Cycles - Flexible Payment Options pellemedicalspa.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	170	17	\$91.31	\$5.37	10.00%	-	5	29.59%	\$18.15
{Keyword:Pelle Medical Spa} - CoolSculpting in Manchester - Fat Reduction Treatment pellemedicalspa.com/ --/ -- Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation	141	12	\$70.30	\$5.86	8.51%	-	3	24.75%	\$23.67
CoolSculpting® in Manchester - Dec Only \$1,000 Off 8+ Cycles - Flexible Payment Options pellemedicalspa.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,069	18	\$85.60	\$4.76	1.68%	-	2.5	13.89%	\$34.24
Target Belly Fat, Love Handles - Fat Reduction Treatment - Flexible Payment Options pellemedicalspa.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	268	12	\$31.79	\$2.65	4.48%	-	2	16.67%	\$15.89

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

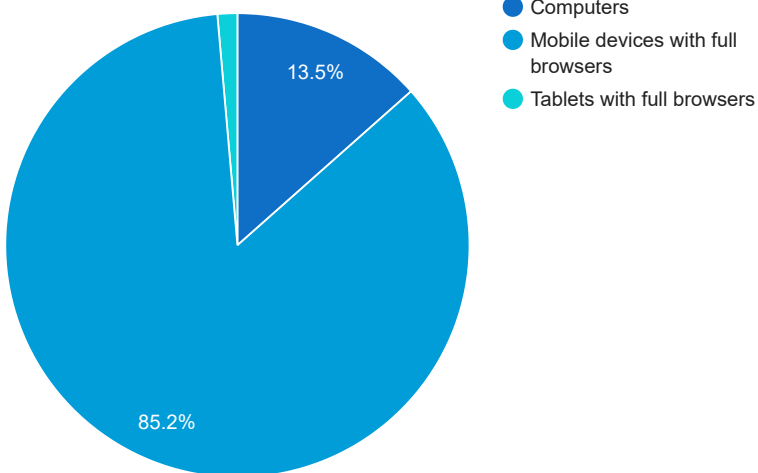
Budget Coverage



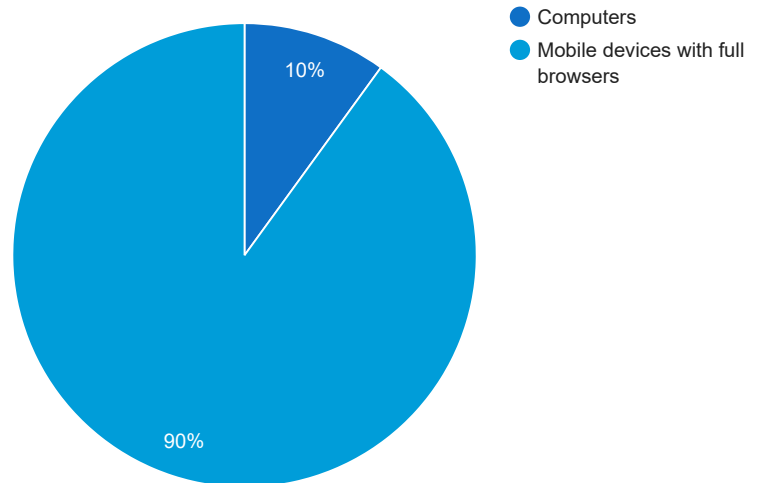
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	269.19	62.12
Sep, 2020	1,575.23	36.38
Oct, 2020	1,502.97	35.26
Nov, 2020	1,495.02	37.92
Dec, 2020	1,465.67	29.28

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	6,145	314	\$1,248.19	\$3.98	5.11%	-	27	8.6%	\$46.23
Computers	1,322	47	\$197.22	\$4.20	3.56%	-	3	6.38%	\$65.74
Tablets with full browsers	236	10	\$20.26	\$2.03	4.24%	-	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	7,703	371	\$1,465.67	\$3.95	4.82%	-	30	8.09%	\$48.86

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE

CONV

Submit lead form

29

Click to Call

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 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