

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

Pelle Medical Spa

731-861-0264

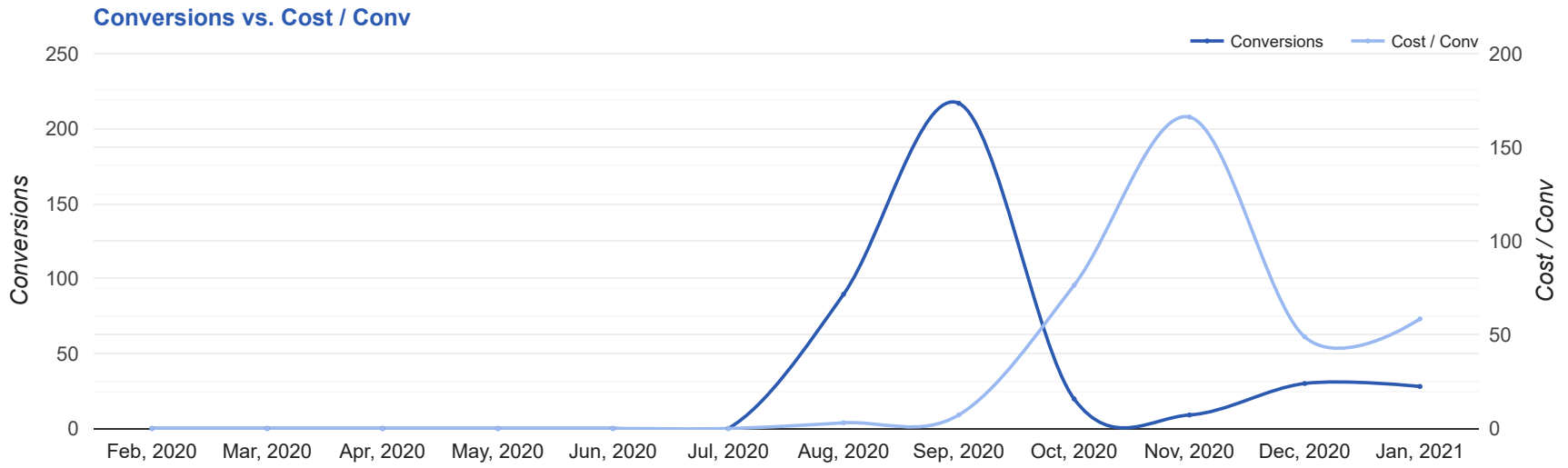
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,636	28	5.63%	\$58.44
↑ 12%	↓ 7%	↓ 30%	↑ 20%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	7,703	371	\$1,465.67	\$3.95	4.82%	-	30	8.09%	\$48.86	29.25%
1 Jan 2021 — 31 Jan 2021	9,863	497	\$1,636.19	\$3.29	5.04%	-	28	5.63%	\$58.44	27.58%
<b>Change</b>	2,160 ↑ 28%	126 ↑ 34%	\$170.52 ↑ 12%	\$0.66 ↓ 17%	0.22% ↑ 5%	--	2 ↓ 7%	2.46% ↓ 30%	\$9.58 ↑ 20%	1.67% ↓ 6%

# Performance by Month - 1 Feb 2020 — 31 Jan 2021



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	29.25%
Jan '21	9,863	497	\$1,636.19	\$3.29	5.04%	-	28	5.63%	\$58.44	27.58%
<b>Total</b>	<b>93,330</b>	<b>1,811</b>	<b>\$7,944.27</b>	<b>\$4.39</b>	<b>1.94%</b>	<b>-</b>	<b>393</b>	<b>21.7%</b>	<b>\$20.21</b>	<b>36.92%</b>

# Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	9,863	497	\$1,636.19	\$3.29	5.04%	-	28	5.63%	\$58.44	27.58%

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

## Top Text Ads

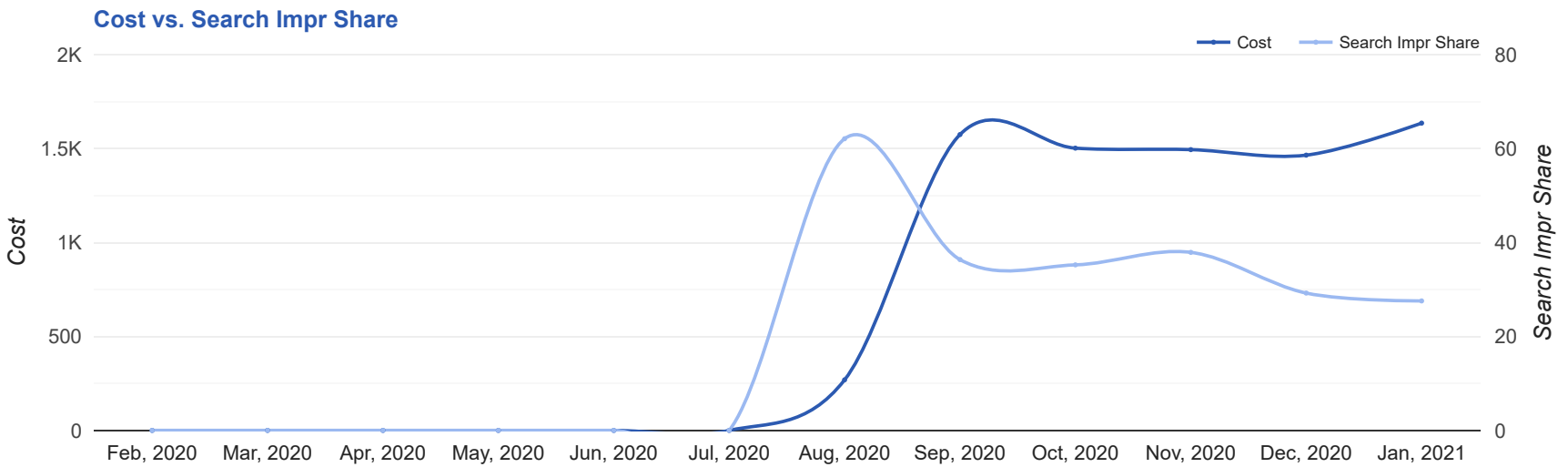
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Pelle Medical Spa - CoolSculpting in Manchester - Fat Reduction Treatment</a> <a href="#">pellemedicalspa.com/ --</a> -- Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation	1,561	100	\$254.18	\$2.54	6.41%	-	4	4.00%	\$63.55
<a href="#">Pelle Medical Spa - CoolSculpting in Manchester - Fat Reduction Treatment</a> <a href="#">pellemedicalspa.com/ --</a> -- Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation	969	61	\$240.57	\$3.94	6.30%	-	2.5	4.10%	\$96.23
<a href="#">Target Belly Fat, Love Handles - Freeze Away Stubborn Fat - Flexible Payment Options</a> <a href="#">pellemedicalspa.com//</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	372	24	\$55.72	\$2.32	6.45%	-	2	8.33%	\$27.86
<a href="#">CoolSculpting® in Manchester - Jan Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever</a> <a href="#">pellemedicalspa.com//</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	883	11	\$44.46	\$4.04	1.25%	-	2	18.18%	\$22.23
<a href="#">Target Belly Fat, Love Handles - Fat Reduction Treatment - Flexible Payment Options</a> <a href="#">pellemedicalspa.com//</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	341	28	\$56.91	\$2.03	8.21%	-	1.8	6.57%	\$30.93

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jan 2021 — 31 Jan 2021

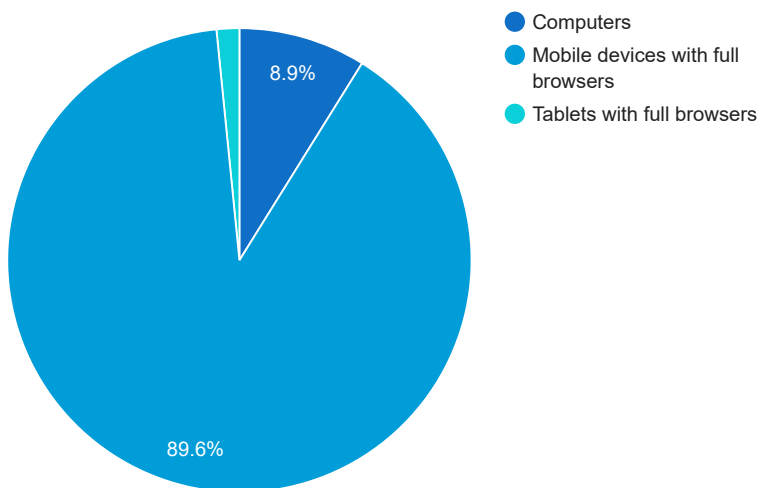
## Budget Coverage



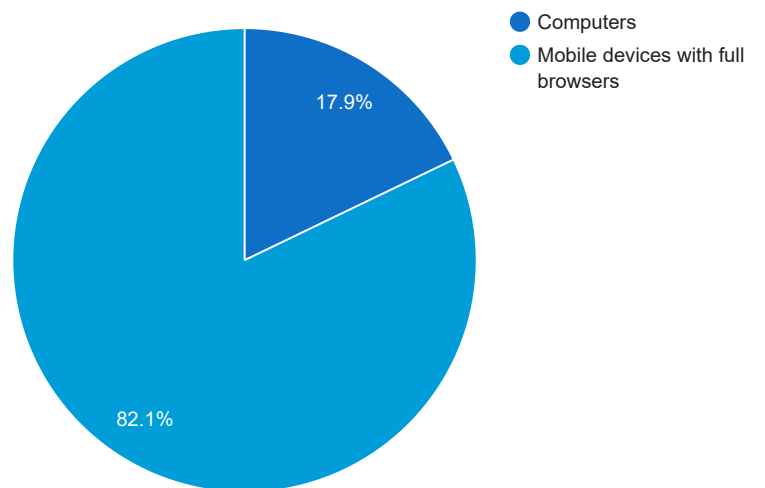
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	269.19	62.12
Sep, 2020	1,575.23	36.38
Oct, 2020	1,502.97	35.26
Nov, 2020	1,495.02	37.92
Dec, 2020	1,465.67	29.25
Jan, 2021	1,636.19	27.58

## 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	8,015	442	\$1,465.27	\$3.32	5.51%	-	23	5.2%	\$63.71
Computers	1,568	44	\$145.02	\$3.30	2.81%	-	5	11.36%	\$29.00
Tablets with full browsers	280	11	\$25.90	\$2.35	3.93%	-	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	9,863	497	\$1,636.19	\$3.29	5.04%	-	28	5.63%	\$58.44

# Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE

CONV

Submit lead form

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## 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