

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

Pelle Medical Spa

731-861-0264

# Key Performance Indicators (KPIs)

Cost

\$1,996

↑ 22%

Conv

34.5

↑ 17%

Conv Rate

6.89%

↑ 16%

Cost / Conv

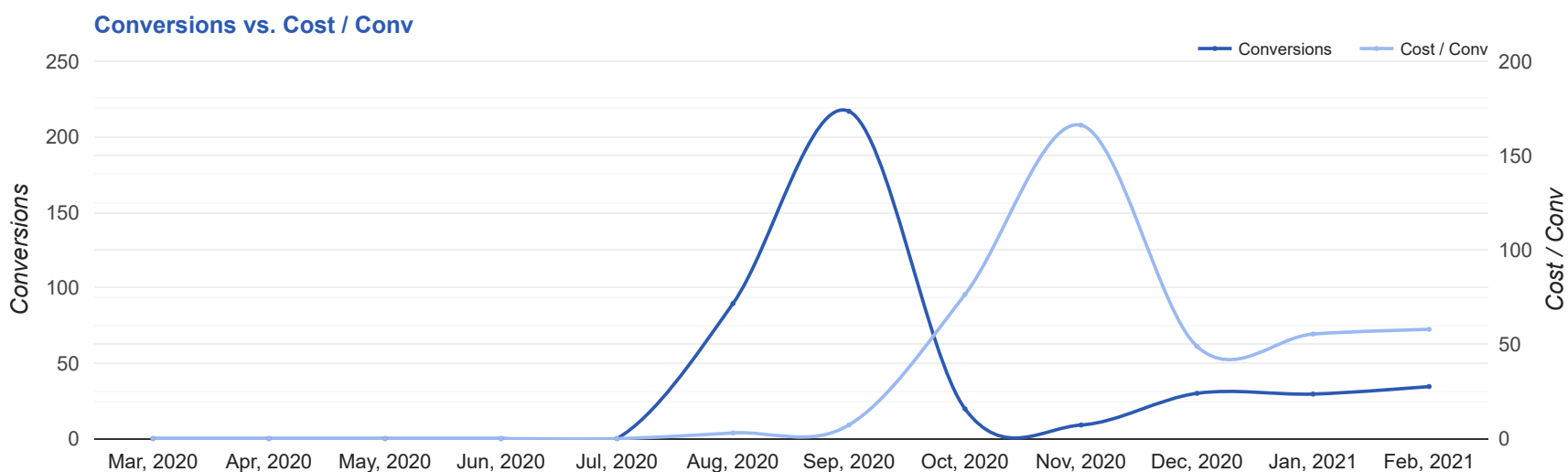
\$57.90

↑ 4%

## Performance Comparison - Month-over-Month

|                                     | IMPR        | CLICKS    | COST              | AVG CPC         | CTR           | AVG POS | CONV          | CONV RATE      | COST / CONV    | SEARCH<br>IMPR SHARE |
|-------------------------------------|-------------|-----------|-------------------|-----------------|---------------|---------|---------------|----------------|----------------|----------------------|
| <b>1 Jan 2021 —<br/>31 Jan 2021</b> | 9,863       | 497       | \$1,636.19        | \$3.29          | 5.04%         | -       | 29.5          | 5.94%          | \$55.41        | 27.9%                |
| <b>1 Feb 2021 —<br/>28 Feb 2021</b> | 10,617      | 500       | \$1,995.66        | \$3.99          | 4.71%         | -       | 34.5          | 6.89%          | \$57.90        | 30.05%               |
| <b>Change</b>                       | 754<br>↑ 8% | 3<br>↑ 1% | \$359.47<br>↑ 22% | \$0.70<br>↑ 21% | 0.33%<br>↓ 7% | --      | 4.94<br>↑ 17% | 0.95%<br>↑ 16% | \$2.49<br>↑ 4% | 2.15%<br>↑ 8%        |

# 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 |
| 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% | -       | 29.5  | 5.94%     | \$55.41     | 27.9%      |
| Feb '21      | 10,617  | 500    | \$1,995.66 | \$3.99  | 4.71% | -       | 34.5  | 6.89%     | \$57.90     | 30.05%     |
| <b>Total</b> | 103,947 | 2,311  | \$9,939.93 | \$4.30  | 2.22% | -       | 429   | 18.56%    | \$23.17     | 36.13%     |

# Campaign Summary - 1 Feb 2021 — 28 Feb 2021

| CAMPAIGN                         | IMPR   | CLICKS | COST       | AVG CPC | CTR   | AVG POS | CONV | CONV RATE | COST /<br>CONV | SEARCH<br>IMPR SHARE |
|----------------------------------|--------|--------|------------|---------|-------|---------|------|-----------|----------------|----------------------|
| search   beta  <br>coolsculpting | 10,617 | 500    | \$1,995.66 | \$3.99  | 4.71% | -       | 34.5 | 6.89%     | \$57.90        | 30.05%               |

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

## Top Text Ads

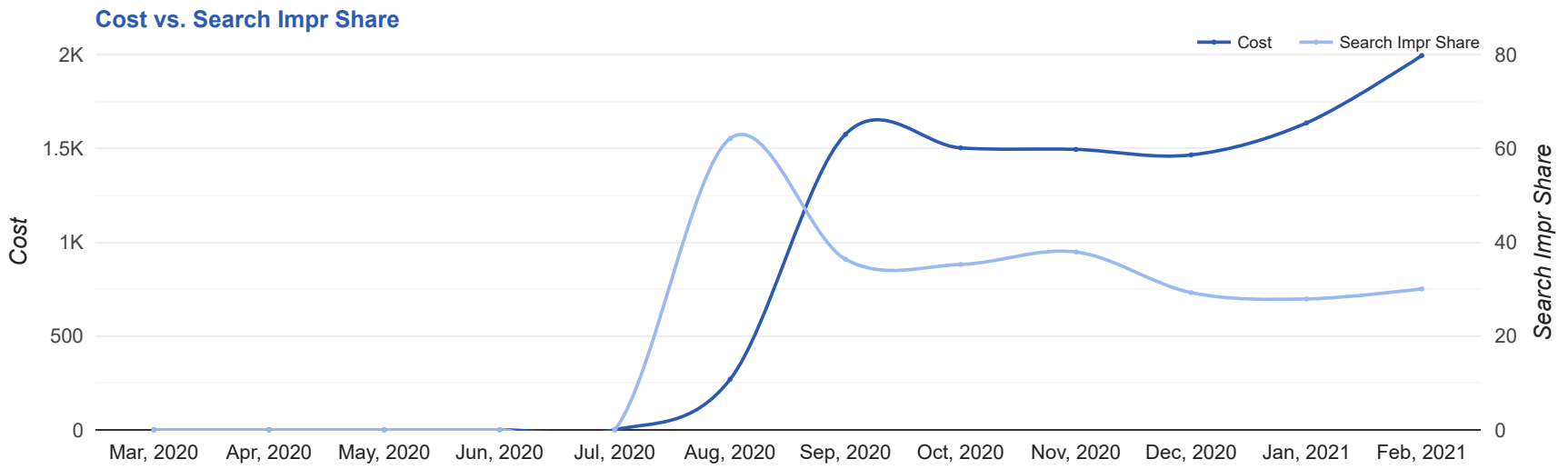
| AD  | IMPR  | CLICKS | COST     | AVG CPC | CTR   | AVG POS | CONV | CONV RATE | COST / CONV |
|---|-------|--------|----------|---------|-------|---------|------|-----------|-------------|
| CoolSculpting® in Manchester - Feb Only \$1,000 Off 8+ Cycles - Flexible Payment Options <a href="http://pellemedicalspa.com//">pellemedicalspa.com//</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.  | 1,474 | 41     | \$207.49 | \$5.06  | 2.78% | -       | 4.8  | 11.66%    | \$43.41     |
| CoolSculpting® in Manchester - Feb Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever <a href="http://pellemedicalspa.com//">pellemedicalspa.com//</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 1,534 | 32     | \$147.62 | \$4.61  | 2.09% | -       | 4.4  | 13.72%    | \$33.63     |
| CoolSculpting® in Manchester - Feb Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever <a href="http://pellemedicalspa.com//">pellemedicalspa.com//</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 496   | 20     | \$83.92  | \$4.20  | 4.03% | -       | 3.2  | 16.15%    | \$25.98     |
| CoolSculpting® in Manchester - Feb Only \$1,000 Off 8+ Cycles - Flexible Payment Options <a href="http://pellemedicalspa.com//">pellemedicalspa.com//</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.  | 369   | 28     | \$174.72 | \$6.24  | 7.59% | -       | 3    | 10.71%    | \$58.24     |
| CoolSculpting® in Manchester - Feb Only \$1,000 Off 8+ Cycles - Flexible Payment Options <a href="http://pellemedicalspa.com//">pellemedicalspa.com//</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.  | 524   | 31     | \$116.33 | \$3.75  | 5.92% | -       | 2.8  | 9.10%     | \$41.25     |

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Feb 2021 — 28 Feb 2021

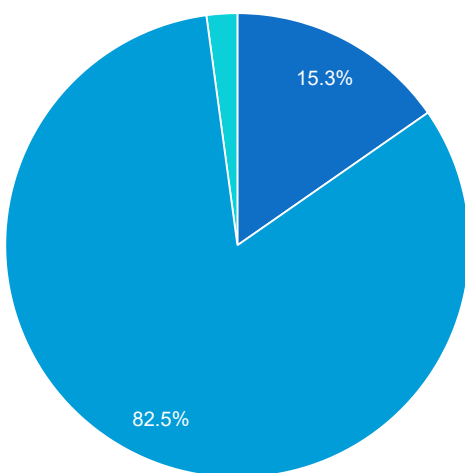
## Budget Coverage



| 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 | 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 | 27.90             |
| Feb, 2021 | 1,995.66 | 30.05             |

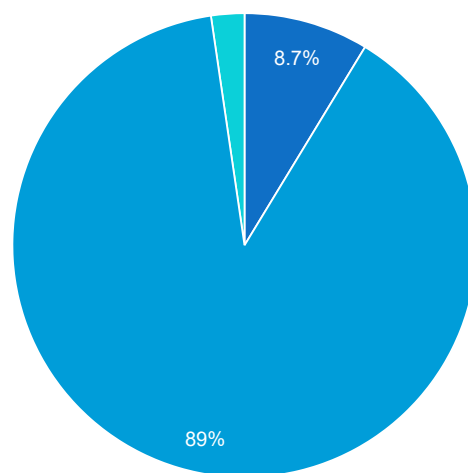
## Cost and Conversions by Device

### Cost



- Computers
- Mobile devices with full browsers
- Tablets with full browsers

### Conversions



- Computers
- Mobile devices with full browsers
- Tablets with full browsers

| DEVICE                            | IMPR  | CLICKS | COST       | AVG CPC | CTR   | AVG POS | CONV | CONV RATE | COST / CONV |
|-----------------------------------|-------|--------|------------|---------|-------|---------|------|-----------|-------------|
| Mobile devices with full browsers | 8,696 | 413    | \$1,647.22 | \$3.99  | 4.75% | -       | 30.7 | 7.42%     | \$53.74     |
| Computers                         | 1,590 | 70     | \$305.74   | \$4.37  | 4.4%  | -       | 3    | 4.29%     | \$101.91    |
| Tablets with full browsers        | 331   | 17     | \$42.70    | \$2.51  | 5.14% | -       | 0.8  | 4.82%     | \$52.07     |

### 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 | 10,617 | 500    | \$1,995.66 | \$3.99  | 4.71% | -       | 34.5 | 6.89%     | \$57.90     |

# Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE

CONV

Submit lead form

33.5

Calls from Ads

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