

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

Pelle Medical Spa

731-861-0264

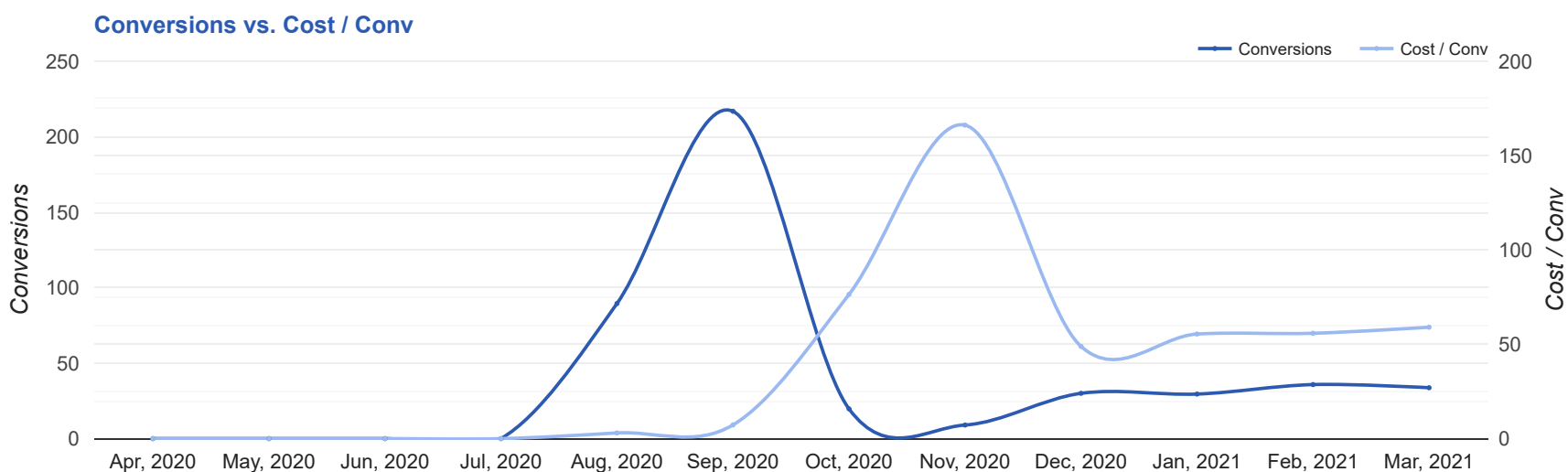
Key Performance Indicators (KPIs)

| | | | |
|---------|------|-----------|-------------|
| Cost | Conv | Conv Rate | Cost / Conv |
| \$1,990 | 33.7 | 6.56% | \$59.03 |
| ↔ 0% | ↓ 6% | ↓ 8% | ↑ 6% |

Performance Comparison - Month-over-Month

| | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|-----------------------------|-------------|------------|----------------|----------------|---------------|----------|--------------|---------------|----------------|----------------------|
| 1 Feb 2021 — 28 Feb 2021 | 10,617 | 500 | \$1,995.66 | \$3.99 | 4.71% | - | 35.8 | 7.15% | \$55.81 | 30.15% |
| 1 Mar 2021 — 31 Mar 2021 | 10,222 | 514 | \$1,989.83 | \$3.87 | 5.03% | - | 33.7 | 6.56% | \$59.03 | 27.11% |
| Change | 395 ↓ 4% | 14 ↑ 3% | \$5.83 ↓ 0% | \$0.12 ↓ 3% | 0.32% ↑ 7% | 0 ↔ - | 2.05 ↓ 6% | 0.59% ↓ 8% | \$3.22 ↑ 6% | 3.04% ↓ 10% |

Performance by Month - 1 Apr 2020 — 31 Mar 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% | - | 35.8 | 7.15% | \$55.81 | 30.15% |
| Mar '21 | 10,222 | 514 | \$1,989.83 | \$3.87 | 5.03% | - | 33.7 | 6.56% | \$59.03 | 27.11% |
| Total | 114,169 | 2,825 | \$11,929.76 | \$4.22 | 2.47% | - | 464 | 16.42% | \$25.71 | 35.1% |

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

| CAMPAIGN | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|----------------------------------|--------|--------|------------|---------|-------|---------|------|-----------|----------------|----------------------|
| search beta coolsculpting | 10,222 | 514 | \$1,989.83 | \$3.87 | 5.03% | - | 33.7 | 6.56% | \$59.03 | 27.11% |

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

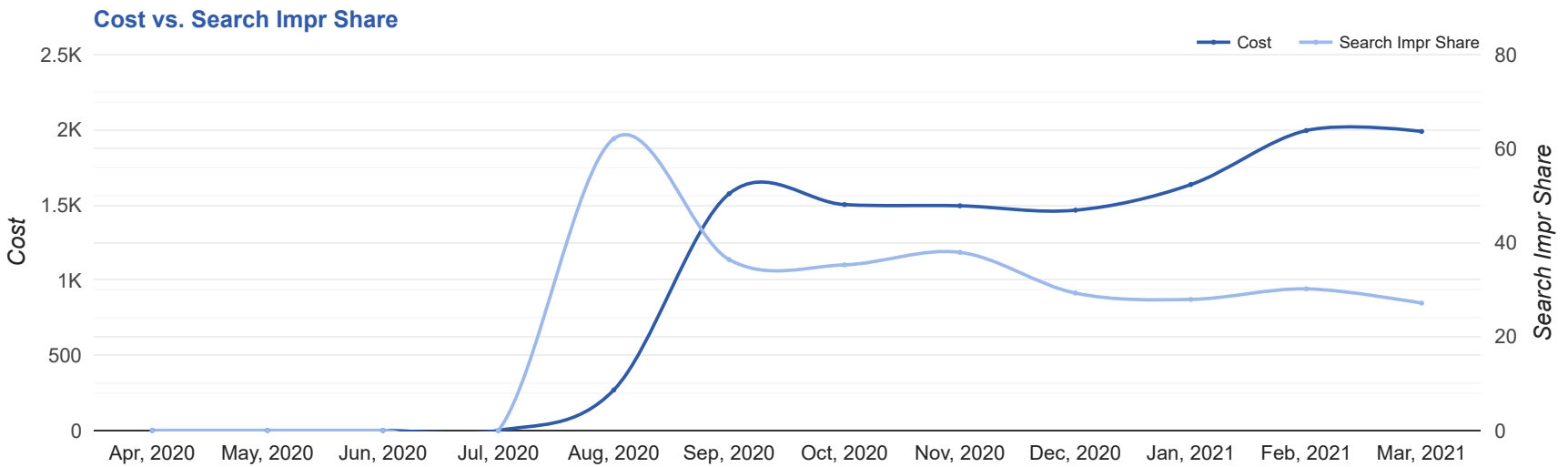
| AD | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV |
|---|-------|--------|----------|---------|-------|---------|------|-----------|-------------|
| CoolSculpting® in Manchester - Mar Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever pellemedicalspa.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 363 | 25 | \$127.88 | \$5.12 | 6.89% | - | 5 | 20.00% | \$25.58 |
| Pelle Medical Spa - CoolSculpting in Manchester - Fat Reduction Treatment pellemedicalspa.com/ -- -- Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation | 924 | 68 | \$265.40 | \$3.90 | 7.36% | - | 4.5 | 6.68% | \$58.46 |
| Pelle Medical Spa - CoolSculpting in Manchester - Fat Reduction Treatment pellemedicalspa.com/ -- -- Leading CoolSculpting Provider in Manchester, NH. Schedule a Free Consultation | 1,258 | 68 | \$205.98 | \$3.03 | 5.41% | - | 4 | 5.88% | \$51.49 |
| CoolSculpting® in Manchester - Mar Only \$1,000 Off 8+ Cycles - Flexible Payment Options pellemedicalspa.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 517 | 33 | \$123.02 | \$3.73 | 6.38% | - | 3 | 9.09% | \$41.01 |
| CoolSculpting® in Manchester - Mar Only \$1,000 Off 8+ Cycles - Flexible Payment Options pellemedicalspa.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 1,419 | 25 | \$112.31 | \$4.49 | 1.76% | - | 2.5 | 10.16% | \$44.22 |

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

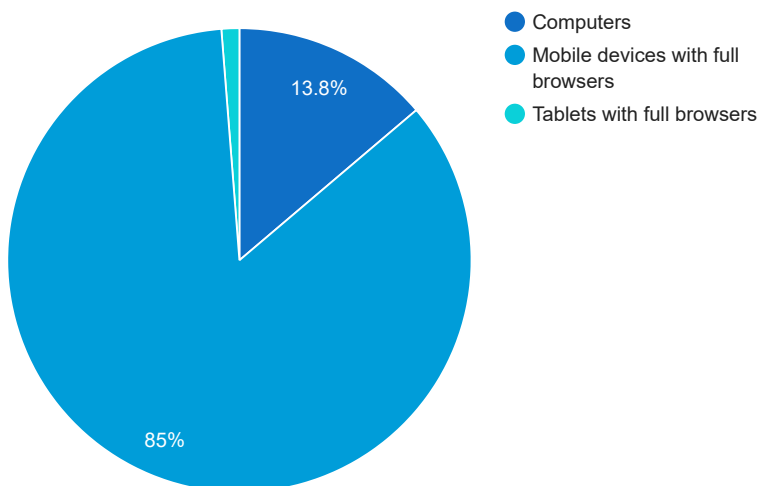
Budget Coverage



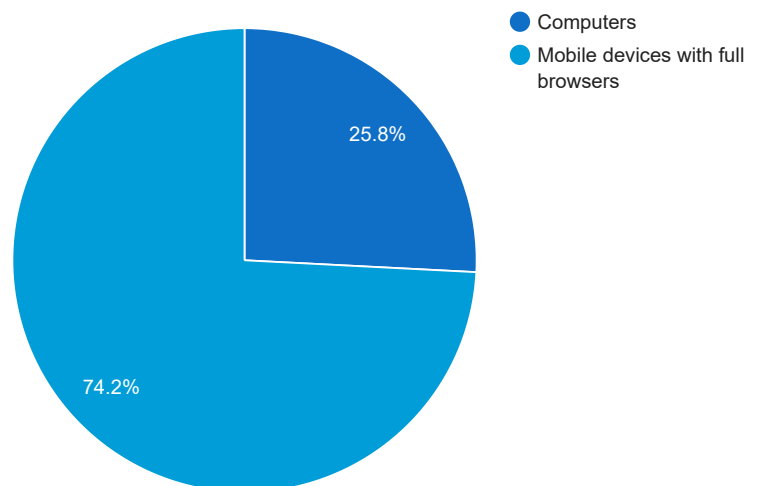
| DATE | COST | SEARCH IMPR SHARE |
|-----------|----------|-------------------|
| Apr, 2020 | 0 | 0 |
| May, 2020 | 0 | 0 |
| Jun, 2020 | 0 | 0 |
| Jul, 2020 | 0 | 0 |
| Aug, 2020 | 269.19 | 62.12 |
| Sep, 2020 | 1,575.23 | 36.38 |
| Oct, 2020 | 1,502.97 | 35.26 |
| Nov, 2020 | 1,495.02 | 37.92 |
| Dec, 2020 | 1,465.67 | 29.25 |
| Jan, 2021 | 1,636.19 | 27.90 |
| Feb, 2021 | 1,995.66 | 30.15 |
| Mar, 2021 | 1,989.83 | 27.11 |

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 | 8,256 | 438 | \$1,690.51 | \$3.86 | 5.31% | - | 25 | 5.71% | \$67.62 |
| Computers | 1,685 | 68 | \$274.57 | \$4.04 | 4.04% | - | 8.7 | 12.81% | \$31.52 |
| Tablets with full browsers | 281 | 8 | \$24.75 | \$3.09 | 2.85% | - | 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 | 10,222 | 514 | \$1,989.83 | \$3.87 | 5.03% | - | 33.7 | 6.56% | \$59.03 |

Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE

CONV

Submit lead form

31.7

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 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