

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

Pelle Medical Spa

731-861-0264

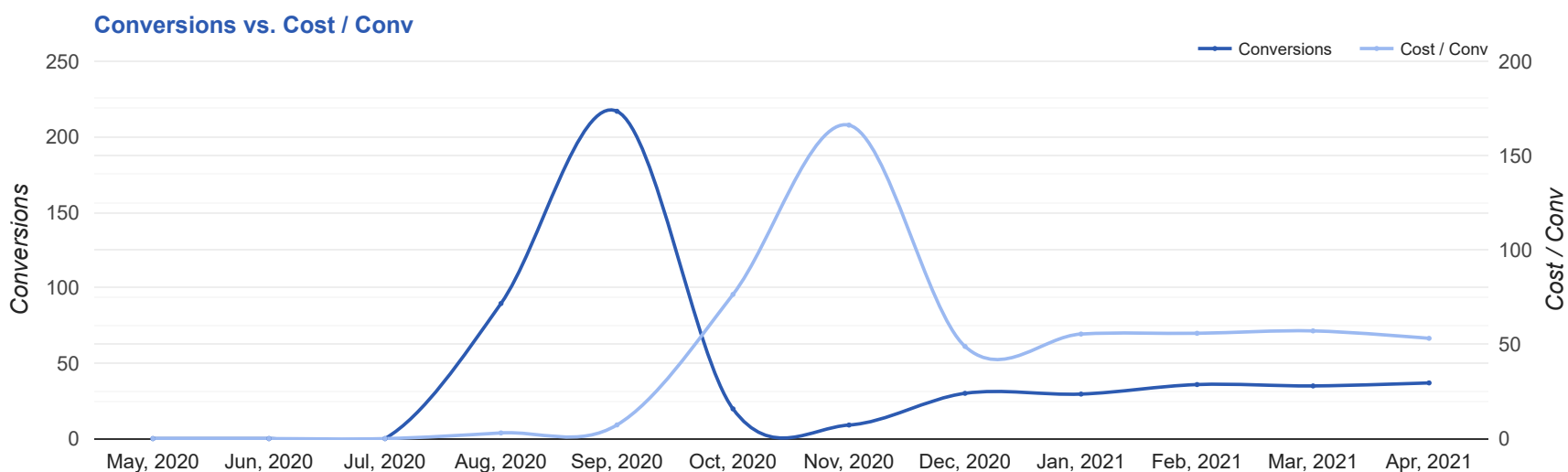
Key Performance Indicators (KPIs)

| | | | |
|---------|------|-----------|-------------|
| Cost | Conv | Conv Rate | Cost / Conv |
| \$1,958 | 36.9 | 7.66% | \$53.14 |
| ↓ 2% | ↑ 6% | ↑ 13% | ↓ 7% |

Performance Comparison - Month-over-Month

| | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|-----------------------------|----------------|------------|-----------------|----------------|----------------|----------|--------------|----------------|----------------|----------------------|
| 1 Mar 2021 — 31 Mar 2021 | 10,222 | 514 | \$1,989.83 | \$3.87 | 5.03% | - | 34.9 | 6.78% | \$57.08 | 26.89% |
| 1 Apr 2021 — 30 Apr 2021 | 6,643 | 481 | \$1,958.32 | \$4.07 | 7.24% | - | 36.9 | 7.66% | \$53.14 | 23.59% |
| Change | 3,579 ↓ 35% | 33 ↓ 6% | \$31.51 ↓ 2% | \$0.20 ↑ 5% | 2.21% ↑ 44% | 0 ↔ - | 1.99 ↑ 6% | 0.88% ↑ 13% | \$3.94 ↓ 7% | 3.30% ↓ 12% |

Performance by Month - 1 May 2020 — 30 Apr 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% | - | 34.9 | 6.78% | \$57.08 | 26.89% |
| Apr '21 | 6,643 | 481 | \$1,958.32 | \$4.07 | 7.24% | - | 36.9 | 7.66% | \$53.14 | 23.59% |
| Total | 120,812 | 3,306 | \$13,888.08 | \$4.20 | 2.74% | - | 502 | 15.18% | \$27.67 | 34.15% |

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

| CAMPAIGN | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|----------------------------------|-------|--------|------------|---------|-------|---------|------|-----------|----------------|----------------------|
| search beta coolsculpting | 6,643 | 481 | \$1,958.32 | \$4.07 | 7.24% | - | 36.9 | 7.66% | \$53.14 | 23.59% |

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

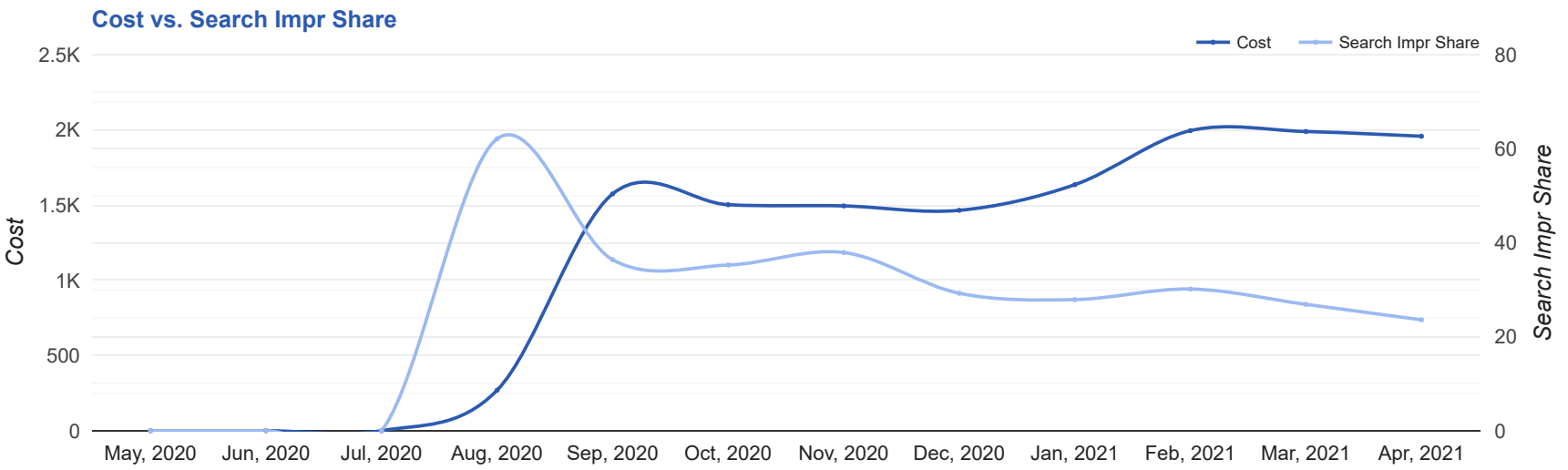
| AD | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV |
|---|-------|--------|----------|---------|--------|---------|------|-----------|-------------|
| CoolSculpting® Fat Reduction - CoolSculpting in Manchester - Biggest CoolSculpting® Promo pellemedicalspa.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Manchester, NH | 781 | 102 | \$536.65 | \$5.26 | 13.06% | - | 14.3 | 13.98% | \$37.63 |
| Pelle Medical Spa - Fat Reduction in Manchester - Non-Surgical Fat Reduction pellemedicalspa.com/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat | 1,322 | 81 | \$268.72 | \$3.32 | 6.13% | - | 6 | 7.41% | \$44.79 |
| Pelle Medical Spa - Fat Reduction in Manchester - Non-Surgical Fat Reduction pellemedicalspa.com/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat | 1,036 | 94 | \$311.01 | \$3.31 | 9.07% | - | 4.7 | 5.04% | \$65.61 |
| Fat Reduction in Manchester - Freeze Away Body Fat - Get Rid of Unwanted Fat pellemedicalspa.com// CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat | 157 | 8 | \$30.27 | \$3.78 | 5.10% | - | 2 | 25.00% | \$15.13 |
| Fat Reduction in Manchester - Eliminate Fat & Feel Great - Get \$1,000 Off 8+ Treatments pellemedicalspa.com// CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat | 119 | 5 | \$17.10 | \$3.42 | 4.20% | - | 1 | 20.00% | \$17.10 |

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

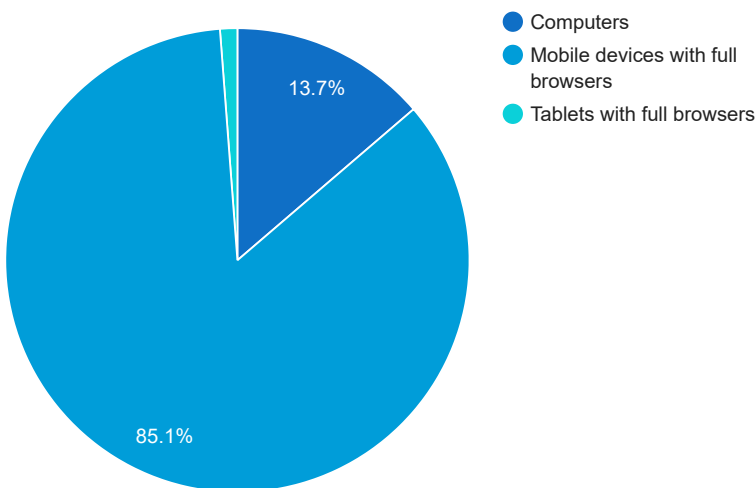
Budget Coverage



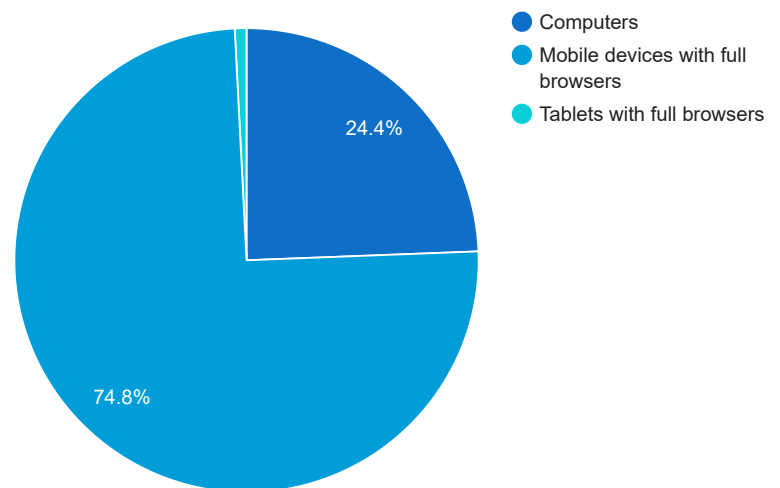
| DATE | COST | SEARCH IMPR SHARE |
|-----------|----------|-------------------|
| May, 2020 | 0 | 0 |
| Jun, 2020 | 0 | 0 |
| Jul, 2020 | 0 | 0 |
| Aug, 2020 | 269.19 | 62.12 |
| Sep, 2020 | 1,575.23 | 36.38 |
| Oct, 2020 | 1,502.97 | 35.26 |
| Nov, 2020 | 1,495.02 | 37.92 |
| Dec, 2020 | 1,465.67 | 29.25 |
| Jan, 2021 | 1,636.19 | 27.90 |
| Feb, 2021 | 1,995.66 | 30.15 |
| Mar, 2021 | 1,989.83 | 26.89 |
| Apr, 2021 | 1,958.32 | 23.59 |

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 | 5,454 | 410 | \$1,666.08 | \$4.06 | 7.52% | - | 27.6 | 6.73% | \$60.37 |
| Computers | 1,045 | 62 | \$268.65 | \$4.33 | 5.93% | - | 9 | 14.52% | \$29.85 |
| Tablets with full browsers | 144 | 9 | \$23.59 | \$2.62 | 6.25% | - | 0.3 | 2.78% | \$94.36 |

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 | 6,643 | 481 | \$1,958.32 | \$4.07 | 7.24% | - | 36.9 | 7.66% | \$53.14 |

Conversion Types - 1 Apr 2021 — 30 Apr 2021

| CONVERSION TYPE | CONV |
|------------------|------|
| Submit lead form | 33.9 |
| Click to Call | 2 |
| 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