

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

Pelle Medical Spa

731-861-0264

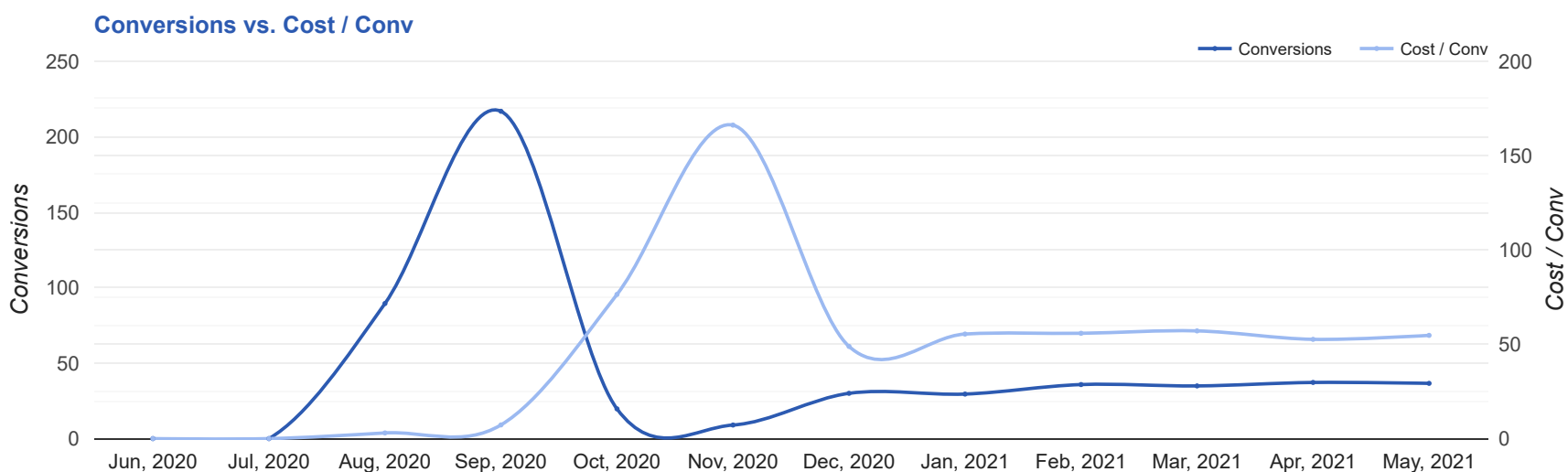
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,003	36.6	6.63%	\$54.71
↑ 2%	↓ 2%	↓ 14%	↑ 4%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2021 — 30 Apr 2021	6,643	481	\$1,958.32	\$4.07	7.24%	-	37.2	7.74%	\$52.60	23.58%
1 May 2021 — 31 May 2021	7,799	552	\$2,003.34	\$3.63	7.08%	-	36.6	6.63%	\$54.71	24.11%
<b>Change</b>	1,156 ↑ 17%	71 ↑ 15%	\$45.02 ↑ 2%	\$0.44 ↓ 11%	0.16% ↓ 2%	0 ↔ -	0.61 ↓ 2%	1.11% ↓ 14%	\$2.11 ↑ 4%	0.53% ↑ 2%

# Performance by Month - 1 Jun 2020 — 31 May 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%	-	37.2	7.74%	\$52.60	23.58%
May '21	7,799	552	\$2,003.34	\$3.63	7.08%	-	36.6	6.63%	\$54.71	24.11%
<b>Total</b>	<b>128,611</b>	<b>3,858</b>	<b>\$15,891.42</b>	<b>\$4.12</b>	<b>3%</b>	<b>-</b>	<b>539</b>	<b>13.97%</b>	<b>\$29.48</b>	<b>33.31%</b>

# Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	7,799	552	\$2,003.34	\$3.63	7.08%	-	36.6	6.63%	\$54.71	24.11%

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

## Top Text Ads

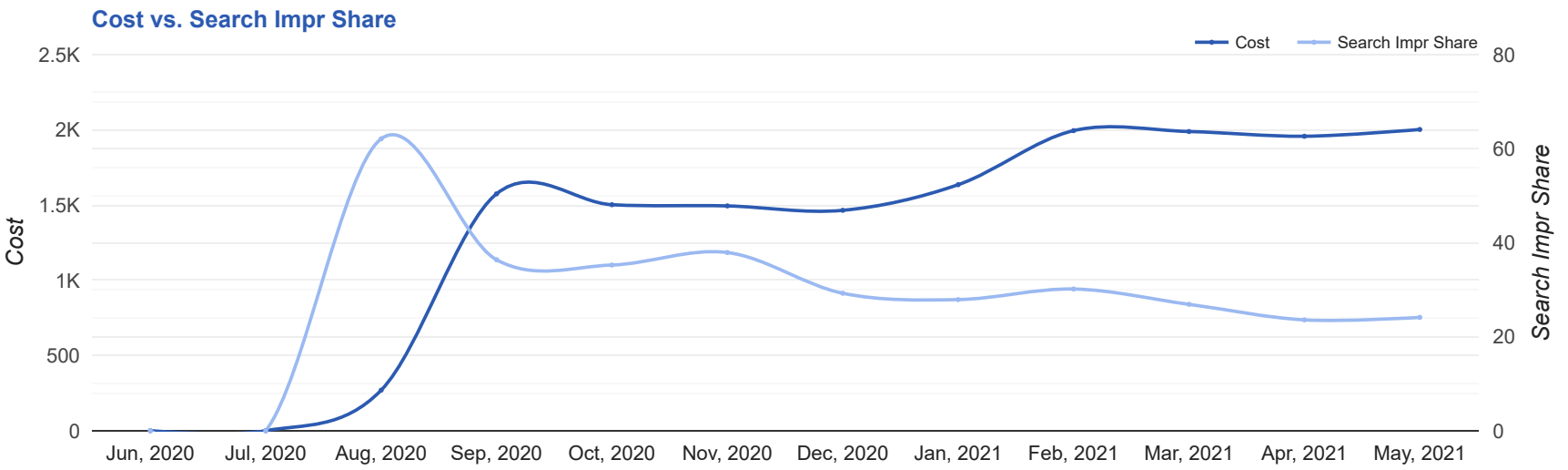
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Manchester - Biggest CoolSculpting® Promo <a href="https://pellemedicalspa.com/">pellemedicalspa.com/</a> --/-- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Manchester, NH	976	114	\$519.43	\$4.56	11.68%	-	11	9.65%	\$47.22
Pelle Medical Spa - Fat Reduction in Manchester - Non-Surgical Fat Reduction <a href="https://pellemedicalspa.com/">pellemedicalspa.com/</a> -/-- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,876	107	\$335.94	\$3.14	5.70%	-	4	3.74%	\$83.98
Pelle Medical Spa - Fat Reduction in Manchester - Non-Surgical Fat Reduction <a href="https://pellemedicalspa.com/">pellemedicalspa.com/</a> -/-- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,440	132	\$423.83	\$3.21	9.17%	-	4	3.03%	\$105.96
Fat Reduction in Manchester - Freeze Away Body Fat - Get \$1,000 Off 8+ Treatments <a href="https://pellemedicalspa.com/">pellemedicalspa.com//</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	287	13	\$38.68	\$2.98	4.53%	-	2	15.38%	\$19.34
CoolSculpting® in Manchester - Limited Time Offer   May 2021 - Hurry Offer Ends In <code>{=COUNTDOWN("2021/05/31 00:00:00","en-US",31)}</code> <a href="https://pellemedicalspa.com/">pellemedicalspa.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	14	6	\$19.84	\$3.31	42.86%	-	2	33.33%	\$9.92

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 May 2021 — 31 May 2021

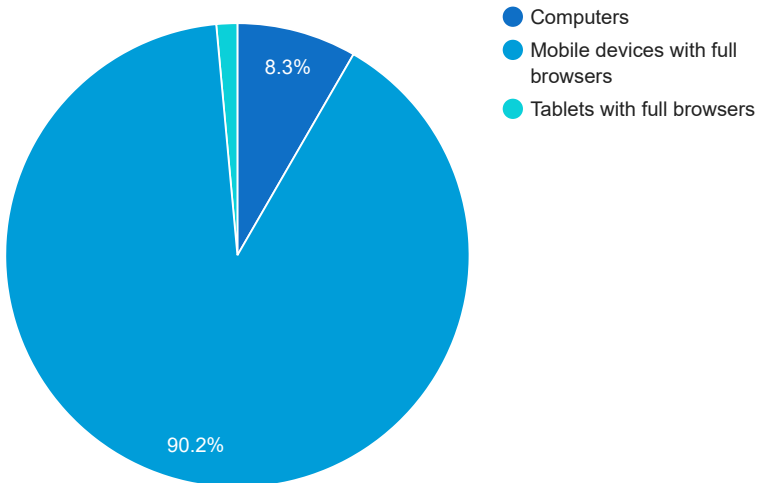
## Budget Coverage



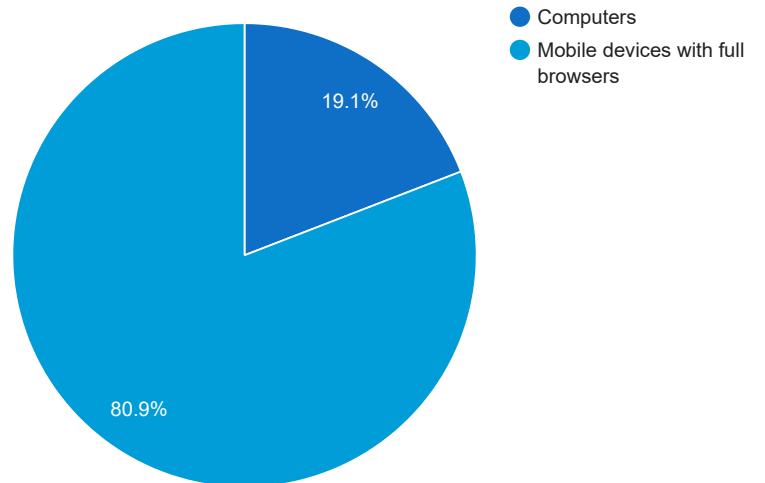
DATE	COST	SEARCH IMPR SHARE
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	269.19	62.12
Sep, 2020	1,575.23	36.38
Oct, 2020	1,502.97	35.26
Nov, 2020	1,495.02	37.92
Dec, 2020	1,465.67	29.25
Jan, 2021	1,636.19	27.90
Feb, 2021	1,995.66	30.15
Mar, 2021	1,989.83	26.89
Apr, 2021	1,958.32	23.58
May, 2021	2,003.34	24.11

## 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	6,612	496	\$1,807.13	\$3.64	7.5%	-	29.6	5.97%	\$61.01
Computers	1,019	48	\$167.00	\$3.48	4.71%	-	7	14.58%	\$23.86
Tablets with full browsers	168	8	\$29.21	\$3.65	4.76%	-	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	7,799	552	\$2,003.34	\$3.63	7.08%	-	36.6	6.63%	\$54.71

## Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	CONV
Submit lead form	32.6
Click to Call	3
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