

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

Pelle Medical Spa

731-861-0264

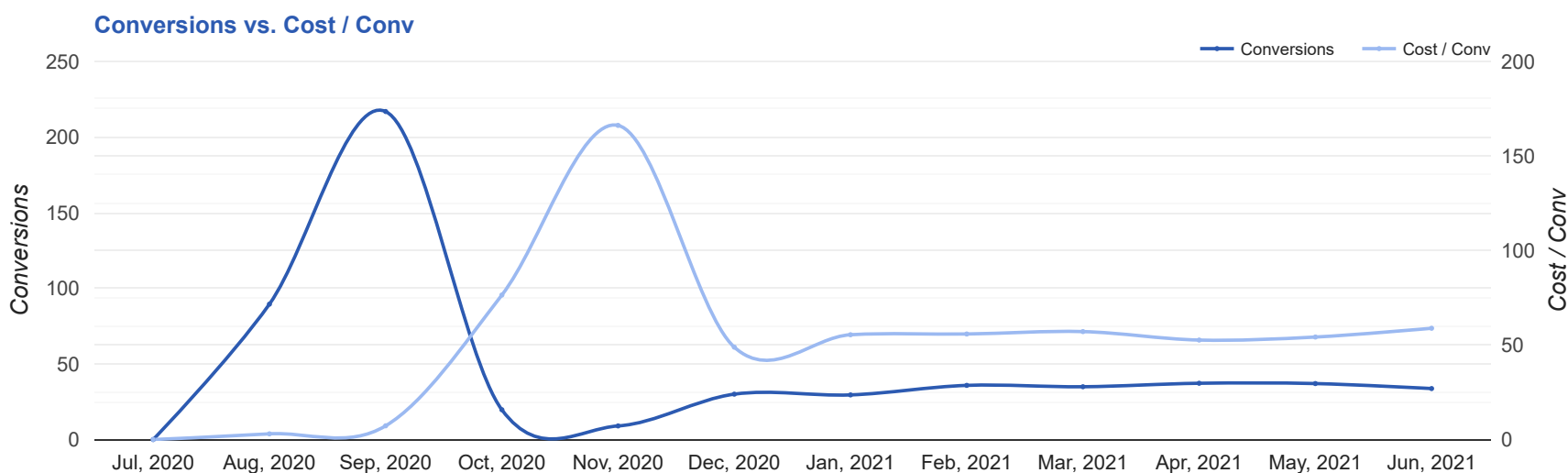
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,981	33.7	6.33%	\$58.84
↓ 1%	↓ 9%	↓ 6%	↑ 9%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2021 — 31 May 2021	7,799	552	\$2,003.34	\$3.63	7.08%	-	37	6.7%	\$54.20	24.03%
1 Jun 2021 — 30 Jun 2021	6,502	532	\$1,980.66	\$3.72	8.18%	-	33.7	6.33%	\$58.84	23.53%
Change	1,297 ↓ 17%	20 ↓ 4%	\$22.68 ↓ 1%	\$0.09 ↑ 2%	1.10% ↑ 16%	0 ↔ -	3.30 ↓ 9%	0.37% ↓ 6%	\$4.64 ↑ 9%	0.50% ↓ 2%

# Performance by Month - 1 Jul 2020 — 30 Jun 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%	-	37	6.7%	\$54.20	24.03%
Jun '21	6,502	532	\$1,980.66	\$3.72	8.18%	-	33.7	6.33%	\$58.84	23.53%
<b>Total</b>	135,113	4,390	\$17,872.08	\$4.07	3.25%	-	573	13.05%	\$31.19	32.65%

## Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	6,502	532	\$1,980.66	\$3.72	8.18%	-	33.7	6.33%	\$58.84	23.53%

# Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

## Top Text Ads

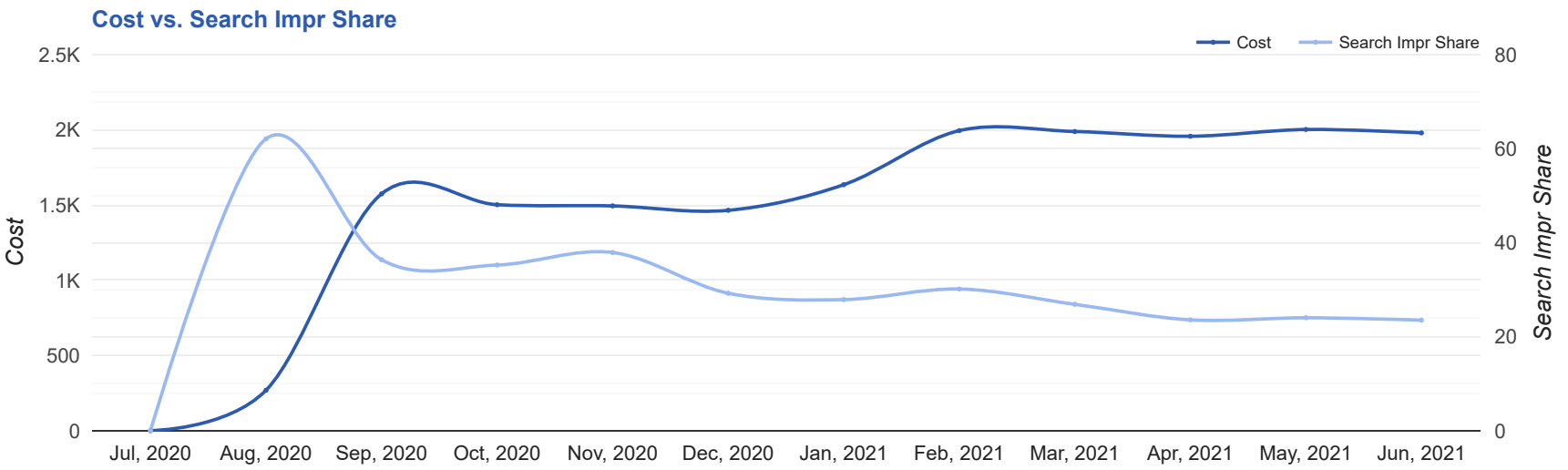
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Manchester - Biggest CoolSculpting® Promo <a href="https://pellemedicalspa.com/">pellemedicalspa.com/</a> --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Manchester, NH	796	94	\$408.19	\$4.34	11.81%	-	8.3	8.84%	\$49.12
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	1,398	127	\$415.80	\$3.27	9.08%	-	6.1	4.80%	\$68.16
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	108	12	\$62.08	\$5.17	11.11%	-	2	16.67%	\$31.04
Fat Reduction in Manchester - Eliminate Fat & Feel Great - 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	135	12	\$41.26	\$3.44	8.89%	-	2	16.67%	\$20.63
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	1,833	101	\$372.88	\$3.69	5.51%	-	2	1.98%	\$186.44

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2021 — 30 Jun 2021

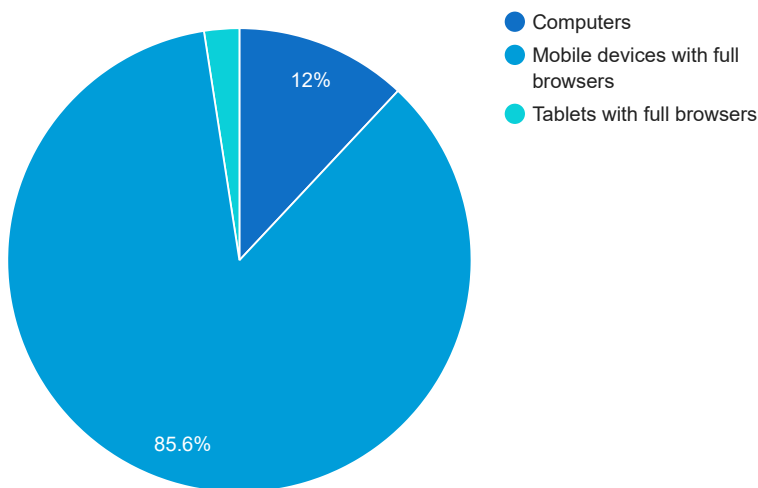
## Budget Coverage



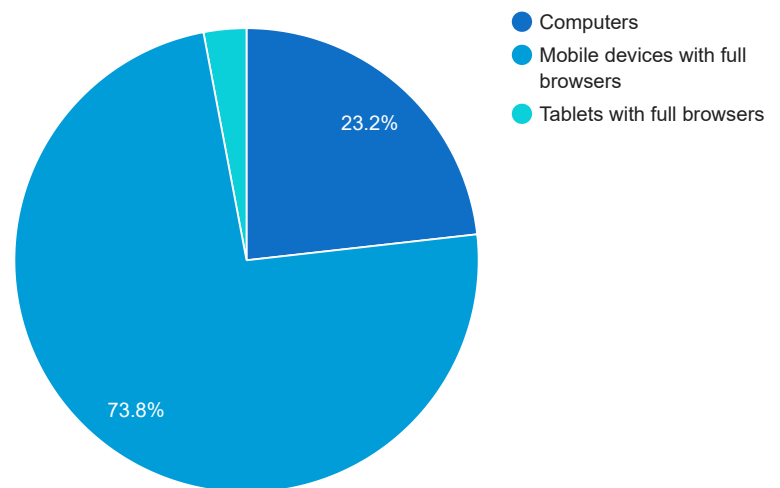
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	0	0
Aug, 2020	269.19	62.12
Sep, 2020	1,575.23	36.38
Oct, 2020	1,502.97	35.26
Nov, 2020	1,495.02	37.92
Dec, 2020	1,465.67	29.25
Jan, 2021	1,636.19	27.90
Feb, 2021	1,995.66	30.15
Mar, 2021	1,989.83	26.89
Apr, 2021	1,958.32	23.58
May, 2021	2,003.34	24.03
Jun, 2021	1,980.66	23.53

## 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	5,435	456	\$1,695.02	\$3.72	8.39%	-	24.8	5.44%	\$68.32
Computers	953	59	\$237.16	\$4.02	6.19%	-	7.8	13.29%	\$30.25
Tablets with full browsers	114	17	\$48.48	\$2.85	14.91%	-	1	5.88%	\$48.48

### 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	6,502	532	\$1,980.66	\$3.72	8.18%	-	33.7	6.33%	\$58.86

# Conversion Types - 1 Jun 2021 — 30 Jun 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