

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

Rejuvenate Wellness Medpsa

296-767-6723

# Key Performance Indicators (KPIs)

Cost

\$1,545

↑ ∞

Conv

5

↑ ∞

Conv Rate

1.47%

↑ ∞

Cost / Conv

\$308.97

↑ ∞

## 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	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 Jun 2021 — 30 Jun 2021	7,371	341	\$1,544.83	\$4.53	4.63%	-	5	1.47%	\$308.97	23.5%
<b>Change</b>	7,371 ↑ ∞%	341 ↑ ∞%	\$1,544.83 ↑ ∞%	\$4.53 ↑ ∞%	4.63% ↑ ∞%	0 ↔ -	5 ↑ ∞%	1.47% ↑ ∞%	\$308.97 ↑ ∞%	23.50% ↑ ∞%

# 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
Jun '21	7,371	341	\$1,544.83	\$4.53	4.63%	-	5	1.47%	\$308.97	23.5%
<b>Total</b>	7,371	341	\$1,544.83	\$4.53	4.63%	-	5	1.47%	\$308.97	23.5%

# 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	5,496	210	\$1,149.64	\$5.47	3.82%	-	3	1.43%	\$383.21	19.52%
search   beta   dermal fillers	1,875	131	\$395.19	\$3.02	6.99%	-	2	1.53%	\$197.60	57.06%

# 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
<a href="#">Rejuvenate Wellness Medspa - Fat Reduction in Fulton, MD - Non-Surgical Fat Reduction</a> <a href="https://rejuvenate.beautysculpt.net/coolsculpting/fulton">rejuvenate.beautysculpt.net/coolsculpting/fulton</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,412	61	\$301.47	\$4.94	4.32%	-	1	1.64%	\$301.47
<a href="#">Best CoolSculpting Deal Ever - Limited Time Offer   June 2021 - Our Biggest Discount Ever</a> <a href="https://rejuvenate.beautysculpt.net/coolsculpting/fulton">rejuvenate.beautysculpt.net/coolsculpting/fulton</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	5	1	\$8.68	\$8.68	20.00%	-	1	100.00%	\$8.68
{Keyword:Rejuvenate Wellness Medspa} - New Clients Save \$100 - Look Younger & More Energized <a href="https://rejuvenate.beautysculpt.net/dermal_fillers/fulton">rejuvenate.beautysculpt.net/dermal_fillers/fulton</a> Smooth Wrinkles, Restore Volume, and Stimulate Collagen Production for Long-Term Results.	117	7	\$28.63	\$4.09	5.98%	-	1	14.29%	\$28.63
{Keyword:Rejuvenate Wellness Medspa} - Schedule A Free Consultation - Dermal Fillers Near Me <a href="https://rejuvenate.beautysculpt.net/dermal_fillers/fulton">rejuvenate.beautysculpt.net/dermal_fillers/fulton</a> Look Younger and More Energized with Dermal Fillers. Leading Provider in Fulton, MD	1,192	86	\$241.91	\$2.81	7.21%	-	1	1.16%	\$241.91
{Keyword:Rejuvenate Wellness Medspa} - CoolSculpting in Fulton, MD - Biggest CoolSculpting® Promo <a href="https://rejuvenate.beautysculpt.net/coolsculpting/fulton">rejuvenate.beautysculpt.net/coolsculpting/fulton</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Fulton, MD	49	6	\$42.78	\$7.13	12.24%	-	0.3	5.50%	\$129.64

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2021 — 30 Jun 2021

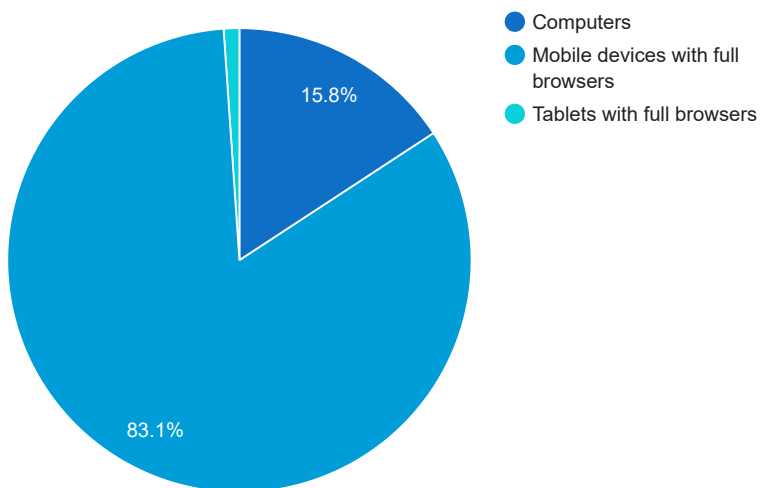
## Budget Coverage



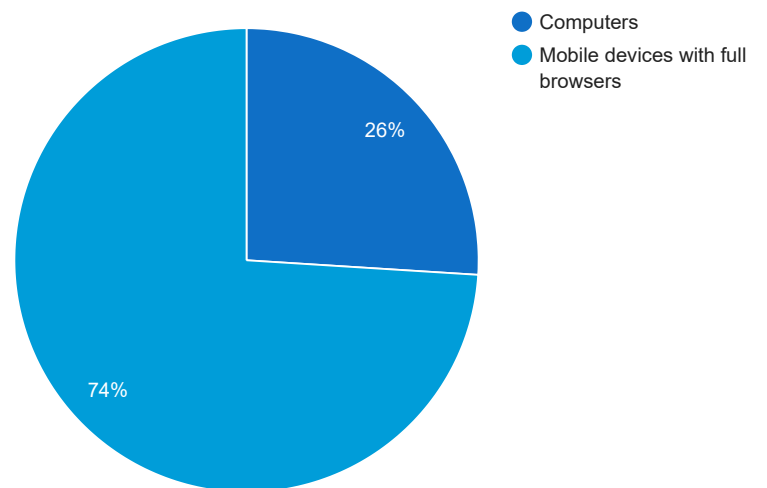
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	0	0
Mar, 2021	0	0
Apr, 2021	0	0
May, 2021	0	0
Jun, 2021	1,544.83	23.50

## 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	6,129	297	\$1,284.33	\$4.32	4.85%	-	3.7	1.24%	\$349.95
Computers	1,126	42	\$243.67	\$5.80	3.73%	-	1.3	3.17%	\$183.21
Tablets with full browsers	116	2	\$16.83	\$8.41	1.72%	-	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	7,371	341	\$1,544.83	\$4.53	4.63%	-	5	1.47%	\$308.97

# Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE

CONV

Click to Call

4

Call From Ads (MS)

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 page 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