

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

Sculpt DTLA- Nat

221-345-9917

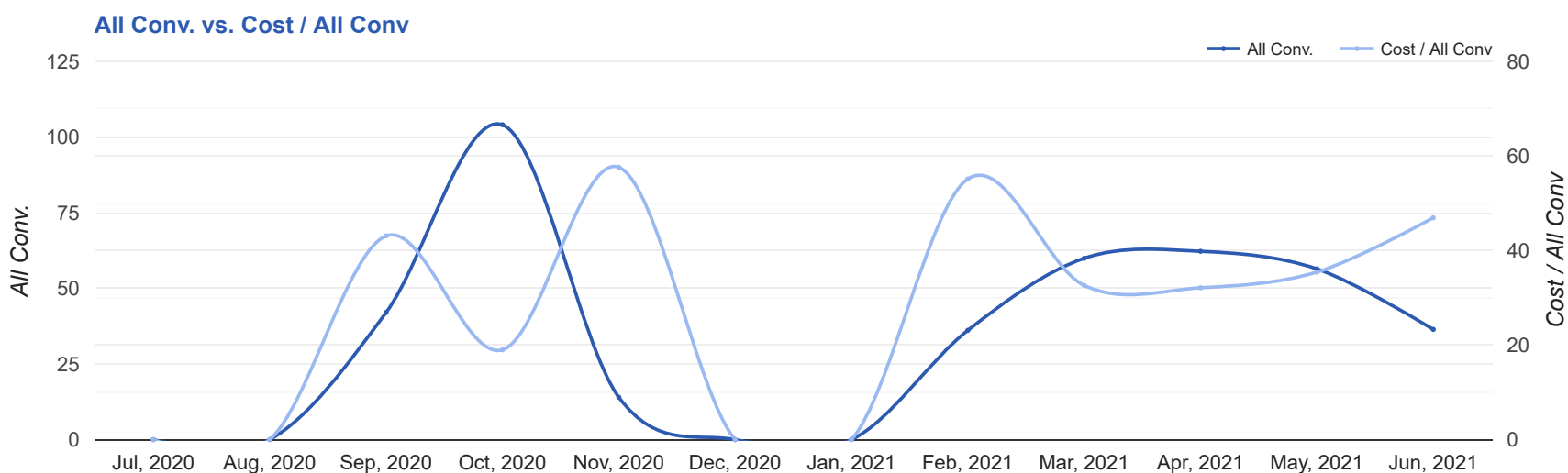
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,708	36.4	3.61%	\$46.90
↓ 14%	↓ 35%	↓ 59%	↑ 32%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	15,286	634	\$1,996.85	\$3.15	4.15%	-	8.89%	\$35.42	56.4
1 Jun 2021 — 30 Jun 2021	20,019	1,008	\$1,707.52	\$1.69	5.04%	-	3.61%	\$46.90	36.4
Change	4,733 ↑ 31%	374 ↑ 59%	\$289.33 ↓ 14%	\$1.46 ↓ 46%	0.89% ↑ 21%	0 ↔ -	5.28% ↓ 59%	\$11.48 ↑ 32%	19.96 ↓ 35%

Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Sep '20	9,710	341	\$1,808.56	\$5.30	3.51%	-	42	12.32%	\$43.06
Oct '20	15,695	709	\$1,973.82	\$2.78	4.52%	-	104	14.67%	\$18.98
Nov '20	5,352	199	\$806.14	\$4.05	3.72%	-	14	7.04%	\$57.58
Dec '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00
Jan '21	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00
Feb '21	12,052	465	\$1,990.07	\$4.28	3.86%	-	36.1	7.77%	\$55.10
Mar '21	16,062	634	\$1,952.97	\$3.08	3.95%	-	59.9	9.44%	\$32.61
Apr '21	17,170	739	\$1,997.14	\$2.70	4.3%	-	62.2	8.42%	\$32.10
May '21	15,286	634	\$1,996.85	\$3.15	4.15%	-	56.4	8.89%	\$35.42
Jun '21	20,019	1,008	\$1,707.52	\$1.69	5.04%	-	36.4	3.61%	\$46.90
Total	111,346	4,729	\$14,233.07	\$3.01	4.25%	-	411	8.69%	\$34.63

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	5,971	216	\$713.07	\$3.30	3.62%	-	20.4	9.45%	\$34.94
search beta dermal fillers	14,048	792	\$994.45	\$1.26	5.64%	-	16	2.02%	\$62.15

Top Keywords - 1 Jun 2021 — 30 Jun 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting cost	9	6	\$21.57	\$3.60	66.67%	-	3	50.00%	\$7.19
coolsculpting los angeles	4	4	\$22.30	\$5.58	100.00%	-	2	50.00%	\$11.15
cool sculpting reviews	1	1	\$1.98	\$1.98	100.00%	-	2	200.00%	\$0.99
facial fillers	2	1	\$0.56	\$0.56	50.00%	-	1	100.00%	\$0.56
cheek fillers	7	4	\$3.46	\$0.86	57.14%	-	1	25.00%	\$3.46
filler boutique	2	1	\$1.09	\$1.09	50.00%	-	1	100.00%	\$1.09
cool sculpting results	3	1	\$3.99	\$3.99	33.33%	-	1	100.00%	\$3.99
ways to burn fat fast	1	1	\$3.07	\$3.07	100.00%	-	1	100.00%	\$3.07
body sculpting near me	1	1	\$2.92	\$2.92	100.00%	-	1	100.00%	\$2.92
revanesse versa	33	10	\$11.88	\$1.19	30.30%	-	1	10.00%	\$11.88

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
{Keyword:Sculpt DTLA} - Dermal Fillers Los Angeles - Smooth Wrinkles Restore Volume www.sculptdtla.com/dermal_fillers/los_angeles Look Younger and More Energized with Dermal Fillers. Leading Provider in Los Angeles	6,813	362	\$441.74	\$1.22	5.31%	-	7	1.93%	\$63.11
Radiesse Dermal Fillers - Smooth Wrinkles & Fine Lines - Radiesse Before and After Pics www.sculptdtla.com/radiesse/los_angeles Radiesse Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.	34	4	\$6.26	\$1.56	11.76%	-	2.3	58.25%	\$2.69
[Dynamic Headline] [Dynamic Display URL] Sculpt Your Body. Freeze Away Stubborn Fat with CoolSculpting. Eliminate Fat & Feel Great	9	2	\$4.14	\$2.07	22.22%	-	2	100.00%	\$2.07
Huge CoolSculpting Promotion - CoolSculpting@ in Los Angeles - Safe + Effective Fat Reduction www.sculptdtla.com/--/-- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Los Angeles, CA	14	1	\$6.73	\$6.73	7.14%	-	2	200.00%	\$3.37
Huge CoolSculpting Promotion - Limited Time Offer June 2021 - Flexible Payment Options www.sculptdtla.com// Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Los Angeles, CA	3	2	\$8.10	\$4.05	66.67%	-	2	100.00%	\$4.05

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

Budget Coverage

Display Impr Share

0%

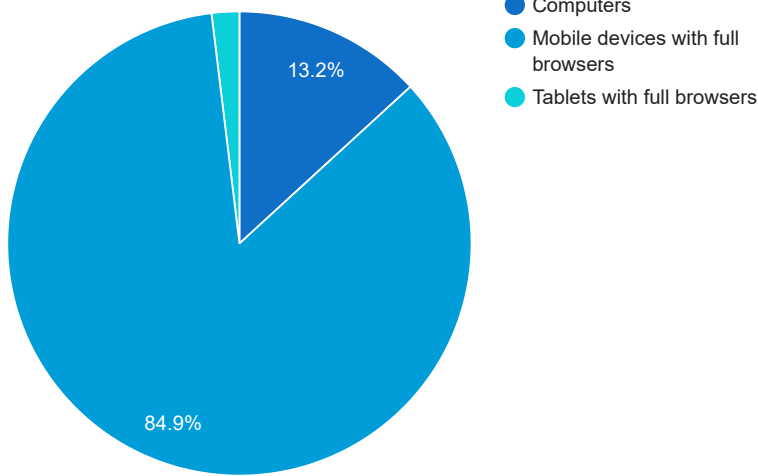
Search Impr Share

18.33%

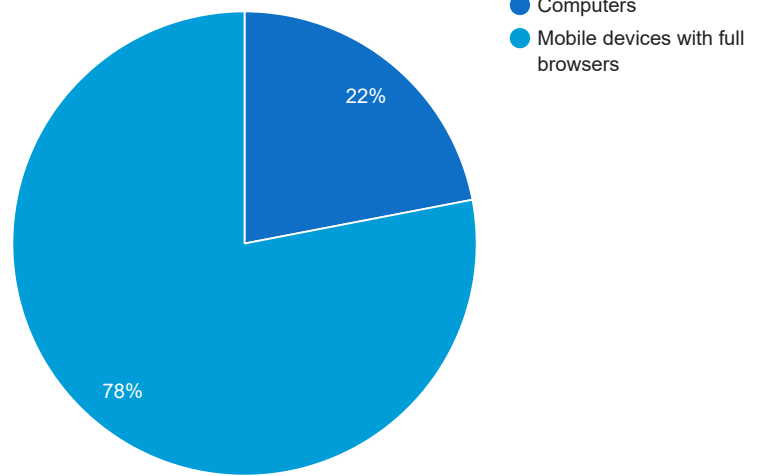
↑ 42%

Cost and Conversions by Device

Cost



All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	16,030	866	\$1,449.42	\$1.67	5.4%	-	28.4	3.28%	\$51.02
Computers	3,684	124	\$225.23	\$1.82	3.37%	-	8	6.45%	\$28.15
Tablets with full browsers	305	18	\$32.87	\$1.83	5.9%	-	0	0%	\$0.00

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	19,969	1,008	\$1,707.52	\$1.69	5.05%	-	36.4	3.61%	\$46.90
Search partners	50	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	23
Click to Call	7.4
Contact Us Form (All Web Site Data)	1
Call From Ads (MS)	1
Email Form (All Web Site Data)	1
Clicks to call	2
Local actions - Directions	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