Monthly Account Performance Report
1 Feb 2020 — 29 Feb 2020

SeaMist Medspa

140-425-1409

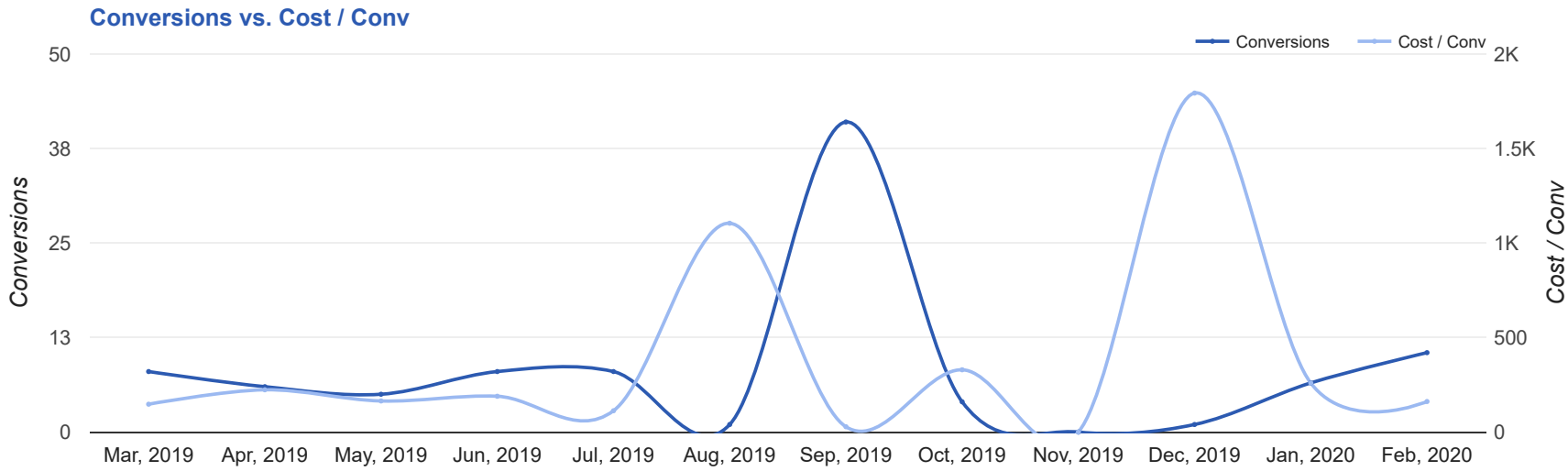
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
$1,696	10.5	6.14%	$161.56
↑ 1%	↑ 62%	↑ 15%	↓ 38%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2020 — 31 Jan 2020	1,206	122	$1,685.17	$13.81	10.12%	-	6.5	5.33%	$259.26	82.51%
1 Feb 2020 — 29 Feb 2020	2,476	171	$1,696.39	$9.92	6.91%	-	10.5	6.14%	$161.56	84.33%
Change	1,270 ↑ 105%	49 ↑ 40%	$11.22 ↑ 1%	$3.89 ↓ 28%	3.21% ↓ 32%	- -	4 ↑ 62%	0.81% ↑ 15%	$97.70 ↓ 38%	1.82% ↑ 2%

Performance by Month - 1 Mar 2019 — 29 Feb 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
Mar '19	1,423	115	$1,178.63	$10.25	8.08%	-	8	6.96%	$147.33	91.63%
Apr '19	1,332	88	$1,341.97	$15.25	6.61%	-	6	6.82%	$223.66	83.52%
May '19	1,064	88	$822.24	$9.34	8.27%	-	5	5.68%	$164.45	95.69%
Jun '19	743	83	$1,515.15	$18.25	11.17%	-	8	9.64%	$189.39	95.01%
Jul '19	934	94	$901.47	$9.59	10.06%	-	8	8.51%	$112.68	95.5%
Aug '19	696	63	$1,104.50	$17.53	9.05%	-	1	1.59%	$1,104.50	83.96%
Sep '19	517	44	$1,153.32	$26.21	8.51%	-	41	93.18%	$28.13	93.83%
Oct '19	465	45	$1,317.50	$29.28	9.68%	-	4	8.89%	$329.38	93.19%
Nov '19	143	11	$356.72	$32.43	7.69%	-	0	0%	$0.00	94.7%
Dec '19	370	35	$1,792.97	$51.23	9.46%	-	1	2.86%	$1,792.97	86.42%
Jan '20	1,206	122	$1,685.17	$13.81	10.12%	-	6.5	5.33%	$259.26	82.51%
Feb '20	2,476	171	$1,696.39	$9.92	6.91%	-	10.5	6.14%	$161.56	84.33%
Total	11,369	959	$14,866.03	$15.50	8.44%	-	99	10.32%	$150.16	88.3%

Campaign Summary - 1 Feb 2020 — 29 Feb 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search | beta | coolsculpting	2,476	171	$1,696.39	$9.92	6.91%	-	10.5	6.14%	$161.56	84.33%

Top Performing Ads - 1 Feb 2020 — 29 Feb 2020

Top Text Ads

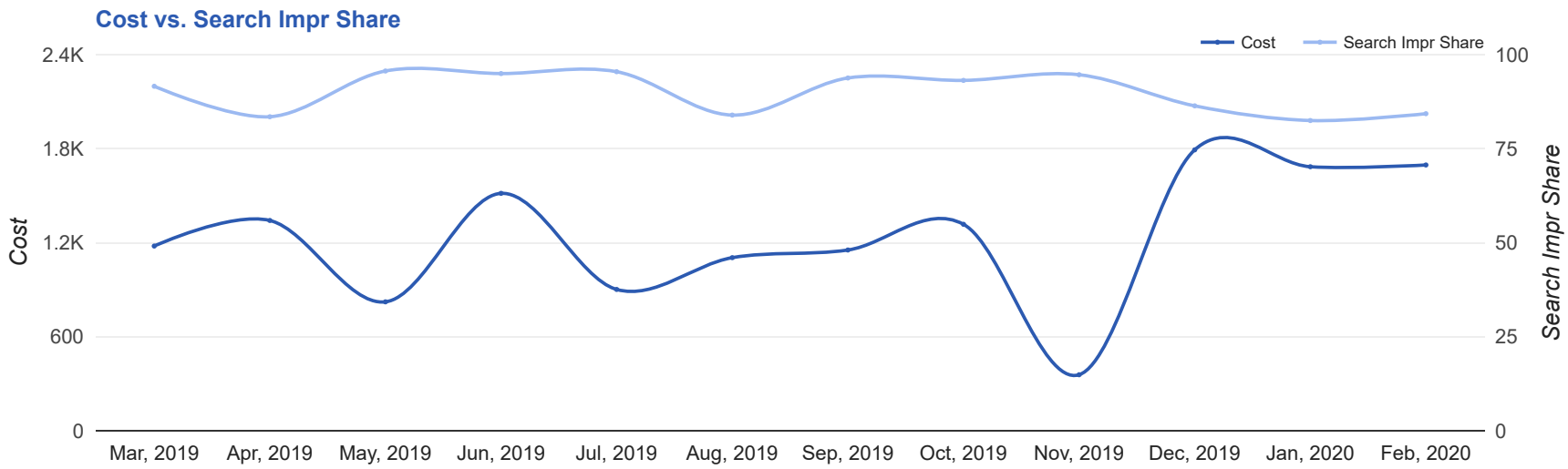
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - SeaMist Medspa seamistmedspa.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	594	35	$438.38	$12.53	5.89%	-	4.3	12.37%	$101.24
CoolSculpting in Kingstown - Fat Reduction Treatment - No Surgery & Minimal Downtime seamistmedspa.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	404	28	$343.93	$12.28	6.93%	-	3.7	13.11%	$93.71
#1 Provider in Kingstown - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® seamistmedspa.com/coolsculpting/kingstown #1 CoolSculpting Deal. Freeze Fat. Top Provider in Kingstown, RI. Free Consult.	679	31	$341.28	$11.01	4.57%	-	1	3.23%	$341.28
25% Off All CoolSculpting® - Affordable & Quick Treatments - SeaMist MedSpa seamistmedspa.com/coolsculpting/special Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options.	144	14	$148.93	$10.64	9.72%	-	1	7.14%	$148.93
{KeyWord:Best Price in Kingstown} - SeaMist MedSpa - Flexible Payment Options seamistmedspa.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	117	19	$126.12	$6.64	16.24%	-	0.5	2.63%	$252.24

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2020 — 29 Feb 2020

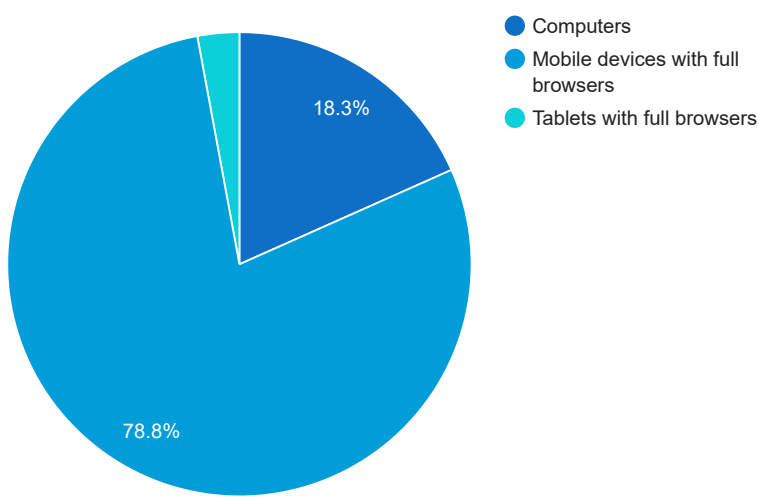
Budget Coverage



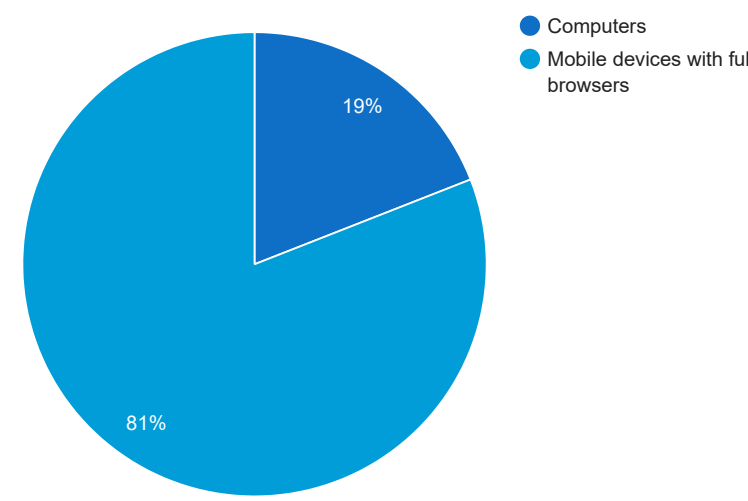
DATE	COST	SEARCH IMPR SHARE
Mar, 2019	1,178.63	91.63
Apr, 2019	1,341.97	83.52
May, 2019	822.24	95.69
Jun, 2019	1,515.15	95.01
Jul, 2019	901.47	95.50
Aug, 2019	1,104.50	83.96
Sep, 2019	1,153.32	93.83
Oct, 2019	1,317.50	93.19
Nov, 2019	356.72	94.70
Dec, 2019	1,792.97	86.42
Jan, 2020	1,685.17	82.51
Feb, 2020	1,696.39	84.33

Cost and Conversions by Device

Cost



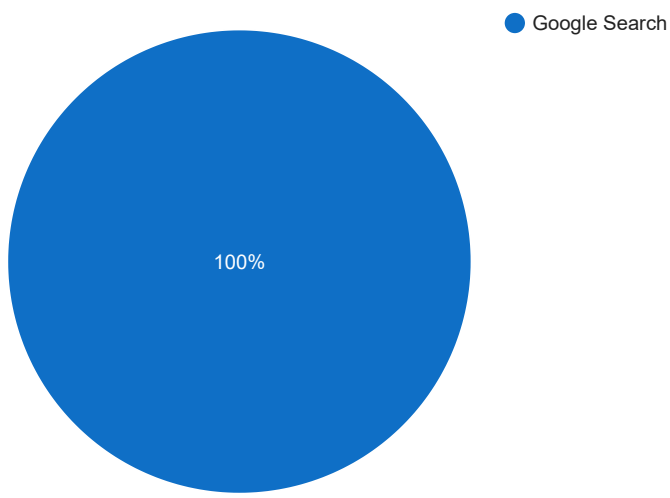
Conversions



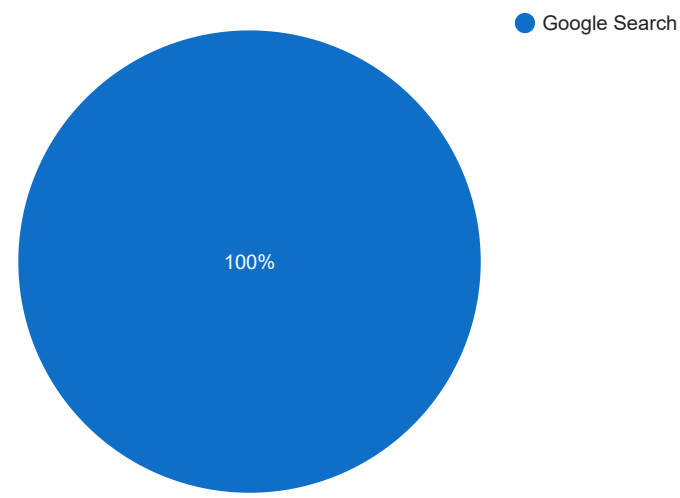
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	1,944	133	$1,336.00	$10.05	6.84%	-	8.5	6.39%	$157.18
Computers	470	32	$311.06	$9.72	6.81%	-	2	6.25%	$155.53
Tablets with full browsers	62	6	$49.33	$8.22	9.68%	-	0	0%	$0.00

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	2,476	171	$1,696.39	$9.92	6.91%	-	10.5	6.14%	$161.56

Conversion Types - 1 Feb 2020 — 29 Feb 2020

CONVERSION TYPE	CONV
Form Submission	9.5
Phone Call	1
Lead Form	0

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 again 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