

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

SeaMist Medspa

140-425-1409

Key Performance Indicators (KPIs)

Cost

\$1,568

↑ ∞

All Conv.

167

↑ ∞

All Conv. Rate

53.18%

↑ ∞

Cost / All Conv

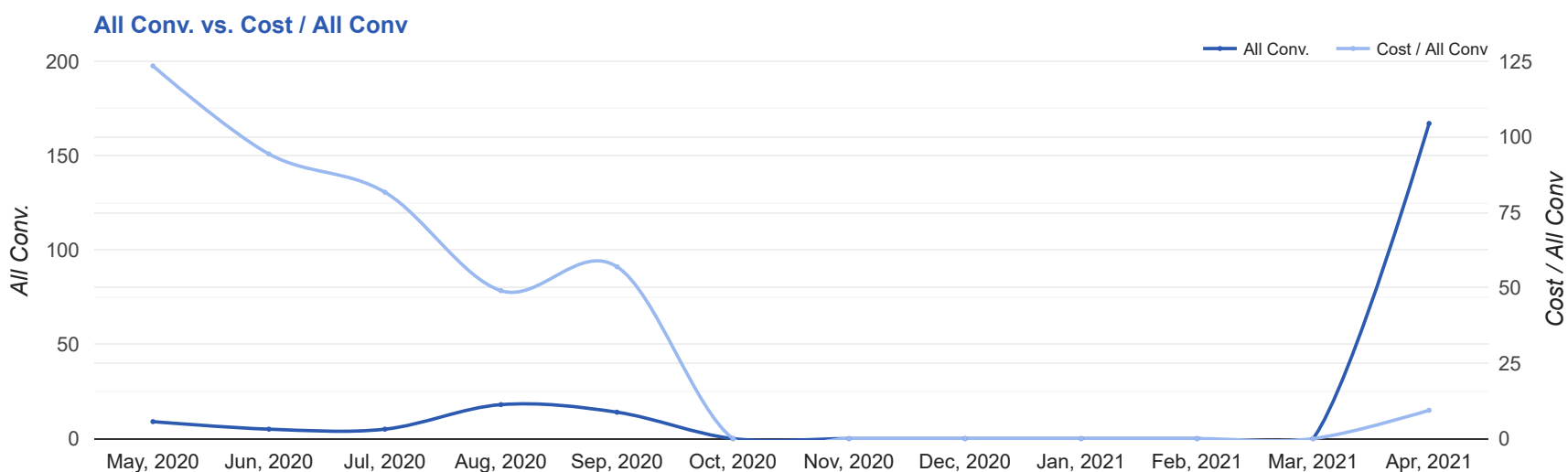
\$9.39

↑ ∞

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	0	0	\$0.00	\$0.00	0%	-	0%	\$0.00	0
1 Apr 2021 — 30 Apr 2021	5,703	314	\$1,567.50	\$4.99	5.51%	-	53.18%	\$9.39	167
Change	5,703 ↑ ∞%	314 ↑ ∞%	\$1,567.50 ↑ ∞%	\$4.99 ↑ ∞%	5.51% ↑ ∞%	0 ↔ -	53.18% ↑ ∞%	\$9.39 ↑ ∞%	167 ↑ ∞%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
May '20	6,963	165	\$1,110.87	\$6.73	2.37%	-	9	5.45%	\$123.43
Jun '20	13,381	144	\$471.29	\$3.27	1.08%	-	5	3.47%	\$94.26
Jul '20	17,438	104	\$407.95	\$3.92	0.6%	-	5	4.81%	\$81.59
Aug '20	2,747	128	\$881.84	\$6.89	4.66%	-	18	14.06%	\$48.99
Sep '20	25,115	316	\$796.88	\$2.52	1.26%	-	14	4.43%	\$56.92
Oct '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00
Nov '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00
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	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00
Mar '21	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00
Apr '21	5,703	314	\$1,567.50	\$4.99	5.51%	-	167	53.18%	\$9.39
Total	71,347	1,171	\$5,236.33	\$4.47	1.64%	-	218	18.62%	\$24.02

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	5,703	314	\$1,567.50	\$4.99	5.51%	-	167	53.18%	\$9.39

Top Keywords - 1 Apr 2021 — 30 Apr 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting	35	28	\$182.18	\$6.51	80.00%	-	22	78.57%	\$8.28
cooltone and coolsculpting	1	1	\$6.51	\$6.51	100.00%	-	8	800.00%	\$0.81
cool sculpting in ri	1	1	\$2.45	\$2.45	100.00%	-	6	600.00%	\$0.41
coolsculpting near me	7	5	\$84.66	\$16.93	71.43%	-	6	120.00%	\$14.11
sculpsure deals near me	1	2	\$5.00	\$2.50	200.00%	-	4	200.00%	\$1.25
best way to kick start metabolism in the morning	1	1	\$1.96	\$1.96	100.00%	-	4	400.00%	\$0.49
medi weight loss fall river ma	1	1	\$4.99	\$4.99	100.00%	-	4	400.00%	\$1.25
body sculpting	2	3	\$5.17	\$1.72	150.00%	-	3.7	122.33%	\$1.41
weight watchers	17	3	\$16.95	\$5.65	17.65%	-	3	100.00%	\$5.65
does freeze the fat work	1	2	\$16.30	\$8.15	200.00%	-	3	150.00%	\$5.43

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
SeaMist Medspa - Fat Reduction South Kingstown - Non-Surgical Fat Reduction seamistmedspa.com/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,811	66	\$252.72	\$3.83	3.64%	-	31	46.97%	\$8.15
SeaMist Medspa - Fat Reduction South Kingstown - Non-Surgical Fat Reduction seamistmedspa.com/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	472	36	\$182.55	\$5.07	7.63%	-	15	41.67%	\$12.17
CoolSculpting® South Kingstown - Limited Time Offer Apr 2021 - Our Biggest Discount Ever seamistmedspa.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	60	10	\$69.86	\$6.99	16.67%	-	10.6	105.80%	\$6.60
CoolSculpting® South Kingstown - Apr Only 50% Off 8+ Treatments - Our Biggest Discount Ever seamistmedspa.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	119	12	\$81.96	\$6.83	10.08%	-	10.5	87.50%	\$7.81
CoolSculpting® South Kingstown - Limited Time Offer Apr 2021 - Offering 50% Off 8+ Treatments seamistmedspa.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	58	10	\$91.70	\$9.17	17.24%	-	9	90.00%	\$10.19

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

Budget Coverage

Display Impr Share

0%

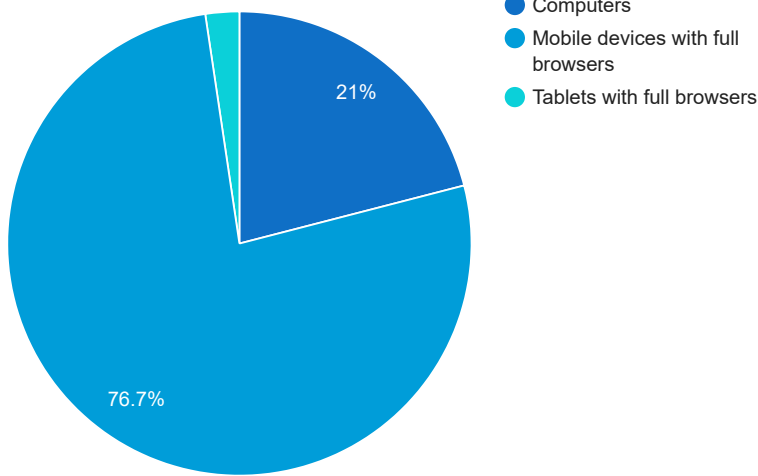
Search Impr Share

27.42%

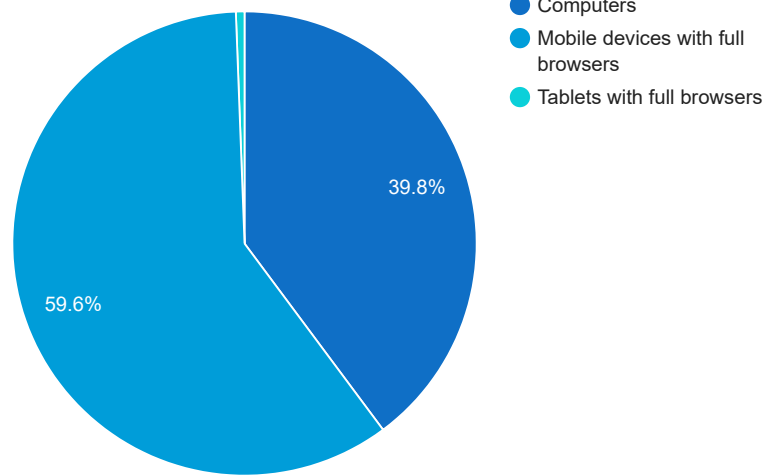
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Cost and Conversions by Device

Cost



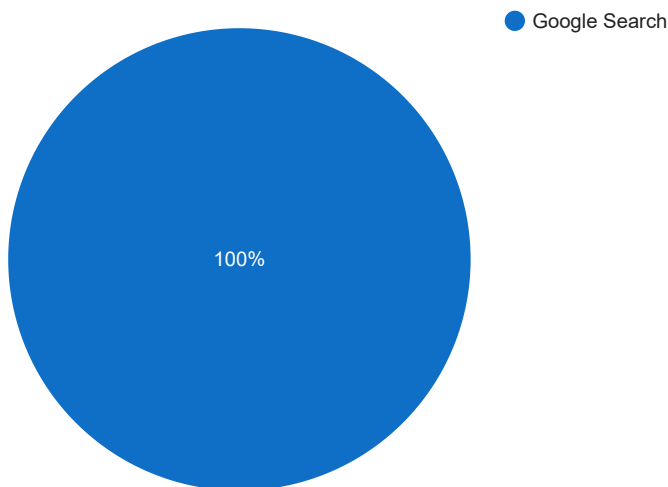
All Conv.



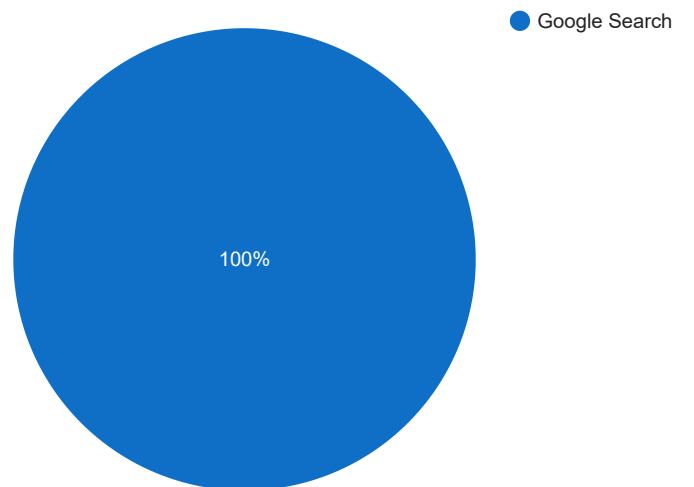
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	4,403	248	\$1,201.79	\$4.85	5.63%	-	99.5	40.12%	\$12.08
Computers	1,102	57	\$328.78	\$5.77	5.17%	-	66.5	116.67%	\$4.94
Tablets with full browsers	198	9	\$36.93	\$4.10	4.55%	-	1	11.11%	\$36.93

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	5,703	314	\$1,567.50	\$4.99	5.51%	-	167	53.18%	\$9.39

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Form Submission	12
Click to Call	4
Local actions - Website visits	8
Local actions - Directions	1
Local actions - Other engagements	7
Lead Form	135

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