

**Monthly Account  
Performance Report  
1 May 2021 — 31 May 2021**

SeaMist Medspa

140-425-1409

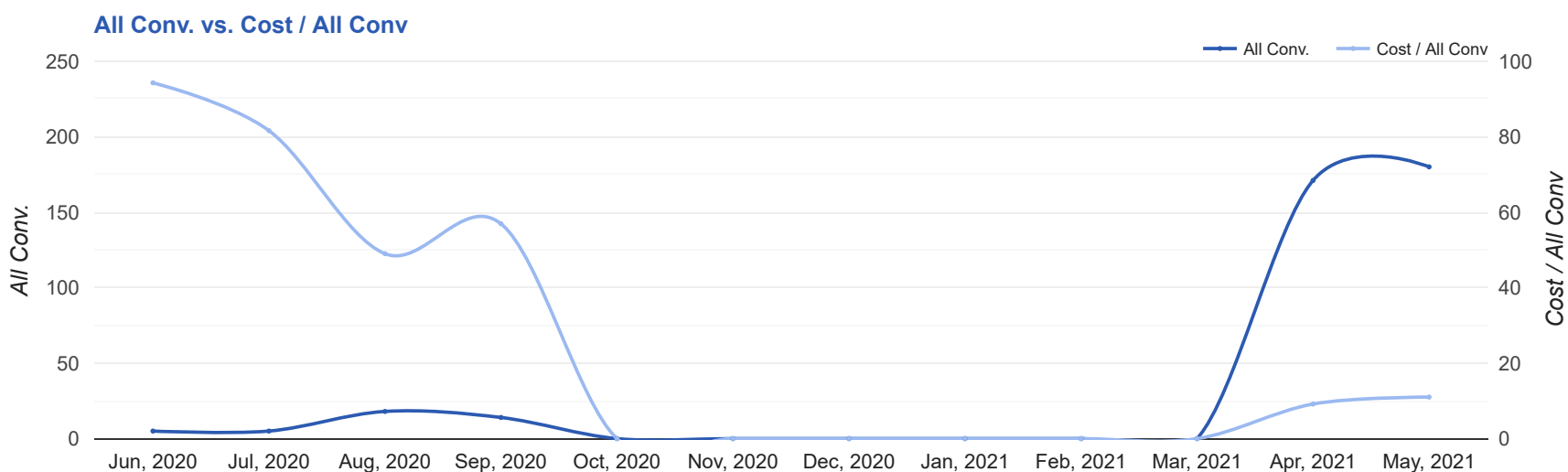
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,979	180	60.61%	\$11.00
↑ 26%	↑ 5%	↑ 11%	↑ 20%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	5,703	314	\$1,567.50	\$4.99	5.51%	-	54.46%	\$9.17	171
1 May 2021 — 31 May 2021	3,968	297	\$1,979.35	\$6.66	7.48%	-	60.61%	\$11.00	180
Change	1,735 ↓ 30%	17 ↓ 5%	\$411.85 ↑ 26%	\$1.67 ↑ 33%	1.97% ↑ 36%	0 ↔ -	6.15% ↑ 11%	\$1.83 ↑ 20%	9 ↑ 5%

# Performance by Month - 1 Jun 2020 — 31 May 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	171	54.46%	\$9.17
May '21	3,968	297	\$1,979.35	\$6.66	7.48%	-	180	60.61%	\$11.00
<b>Total</b>	<b>68,352</b>	<b>1,303</b>	<b>\$6,104.81</b>	<b>\$4.69</b>	<b>1.91%</b>	<b>-</b>	<b>393</b>	<b>30.16%</b>	<b>\$15.53</b>

# Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   coolsculpting	3,968	297	\$1,979.35	\$6.66	7.48%	-	180	60.61%	\$11.00

# Top Keywords - 1 May 2021 — 31 May 2021

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting in ri	1	1	\$11.62	\$11.62	100.00%	-	14	1,400.00%	\$0.83
liposuction near me	1	2	\$24.04	\$12.02	200.00%	-	9	450.00%	\$2.67
coolsculpting	9	7	\$81.21	\$11.60	77.78%	-	8.5	121.43%	\$9.55
coolsculpting near me	4	3	\$6.24	\$2.08	75.00%	-	7	233.33%	\$0.89
coolsculpting rhode island	2	2	\$32.00	\$16.00	100.00%	-	7	350.00%	\$4.57
cool sculpting near me	2	3	\$25.66	\$8.55	150.00%	-	6	200.00%	\$4.28
cool sculpting in my area	1	1	\$4.55	\$4.55	100.00%	-	5	500.00%	\$0.91
coolsculpting prices near me	1	1	\$4.45	\$4.45	100.00%	-	5	500.00%	\$0.89
cost of cool sculpting	1	1	\$1.29	\$1.29	100.00%	-	4.5	450.00%	\$0.29
trisculpt reviews	1	1	\$5.63	\$5.63	100.00%	-	4	400.00%	\$1.41

# Top Performing Ads - 1 May 2021 — 31 May 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 <a href="https://seamistmedspa.com/">seamistmedspa.com/</a> --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,245	81	\$436.02	\$5.38	6.51%	-	49	60.49%	\$8.90
CoolSculpting® South Kingstown - May Only 50% Off 8+ Treatments - Hurry Offer Ends In {=COUNTDOWN("2021/05/31 00:00:00","en-US",31)} <a href="https://seamistmedspa.com/">seamistmedspa.com/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	127	17	\$120.66	\$7.10	13.39%	-	33.5	197.06%	\$3.60
SeaMist Medspa - Fat Reduction South Kingstown - Non-Surgical Fat Reduction <a href="https://seamistmedspa.com/">seamistmedspa.com/</a> --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	980	71	\$404.68	\$5.70	7.24%	-	22	30.99%	\$18.39
CoolSculpting® South Kingstown - May Only 50% Off 8+ Treatments - Our Biggest Discount Ever <a href="https://seamistmedspa.com/">seamistmedspa.com/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	113	12	\$86.43	\$7.20	10.62%	-	18	150.00%	\$4.80
CoolSculpting® South Kingstown - Limited Time Offer   May 2021 - Hurry Offer Ends In {=COUNTDOWN("2021/05/31 00:00:00","en-US",31)} <a href="https://seamistmedspa.com/">seamistmedspa.com/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	41	6	\$73.92	\$12.32	14.63%	-	8.5	141.67%	\$8.70

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 May 2021 — 31 May 2021

## Budget Coverage

Display Impr Share

0%

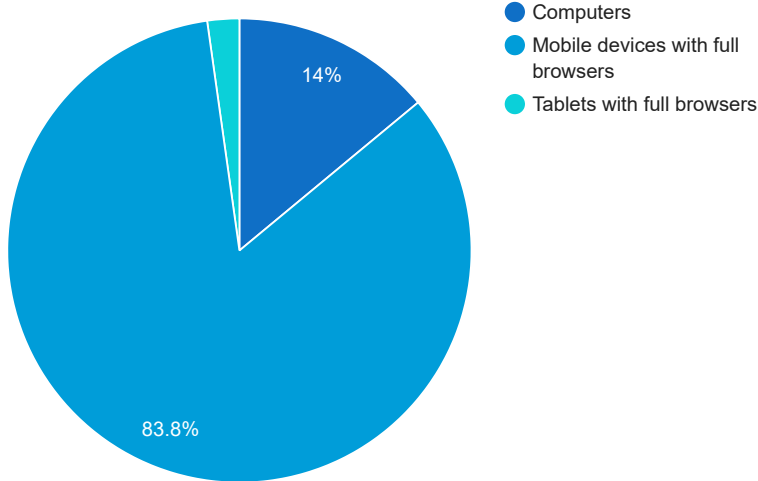
Search Impr Share

62.87%

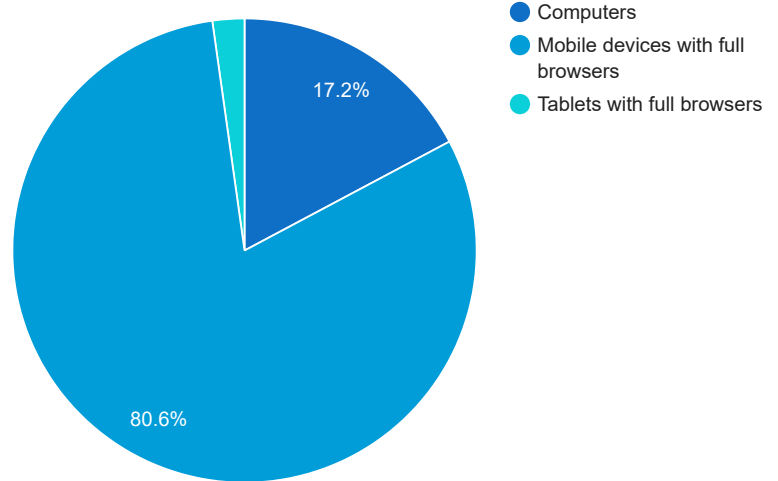
↑ 128%

## Cost and Conversions by Device

### Cost



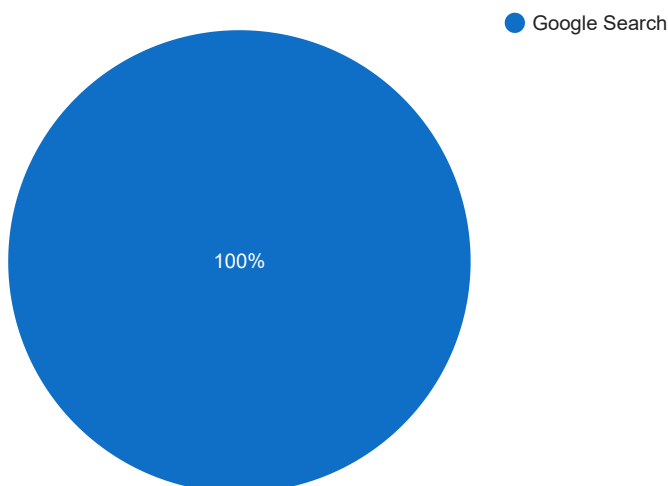
### All Conv.



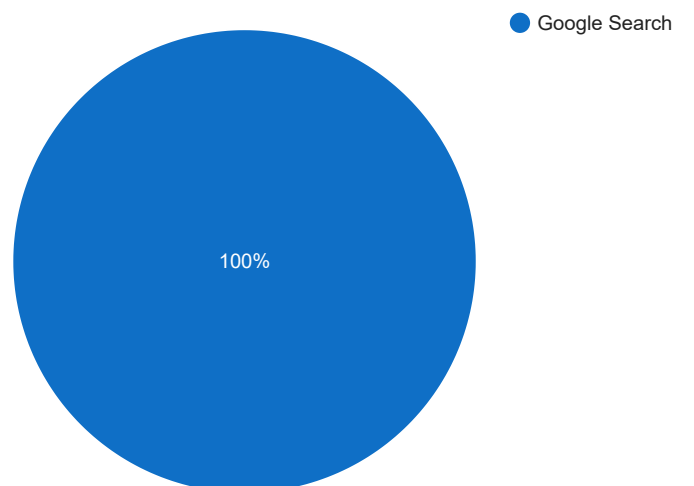
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	3,155	243	\$1,658.45	\$6.82	7.7%	-	145	59.67%	\$11.44
Computers	732	46	\$276.84	\$6.02	6.28%	-	31	67.39%	\$8.93
Tablets with full browsers	81	8	\$44.06	\$5.51	9.88%	-	4	50%	\$11.02

## 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	3,968	297	\$1,979.35	\$6.66	7.48%	-	180	60.61%	\$11.00

# Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Form Submission	16
Click to Call	5
Calls From Ads (MS)	2
Local actions - Directions	2
Clicks to call	3
Lead Form	152

## 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