

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

SeaMist Medspa

140-425-1409

# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$2,000	36	14.01%	\$55.55
↑ 1%	↓ 80%	↓ 77%	↑ 411%

## 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	3,968	297	\$1,979.35	\$6.66	7.48%	-	61.28%	\$10.88	182
1 Jun 2021 — 30 Jun 2021	3,431	257	\$1,999.91	\$7.78	7.49%	-	14.01%	\$55.55	36
Change	537 ↓ 14%	40 ↓ 13%	\$20.56 ↑ 1%	\$1.12 ↑ 17%	0.01% ↑ 0%	0 ↔ -	47.27% ↓ 77%	\$44.67 ↑ 411%	146 ↓ 80%

# 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
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%	-	182	61.28%	\$10.88
Jun '21	3,431	257	\$1,999.91	\$7.78	7.49%	-	36	14.01%	\$55.55
<b>Total</b>	<b>58,402</b>	<b>1,416</b>	<b>\$7,633.43</b>	<b>\$5.39</b>	<b>2.42%</b>	<b>-</b>	<b>426</b>	<b>30.08%</b>	<b>\$17.92</b>

# 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	3,431	257	\$1,999.91	\$7.78	7.49%	-	36	14.01%	\$55.55

# 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
cool sculpting	35	17	\$169.31	\$9.96	48.57%	-	6	35.29%	\$28.22
coolsculpting rhode island	1	1	\$14.59	\$14.59	100.00%	-	3	300.00%	\$4.86
foods to lose belly fat	1	1	\$3.62	\$3.62	100.00%	-	3	300.00%	\$1.21
fastest way to lose belly fat	1	1	\$1.53	\$1.53	100.00%	-	2	200.00%	\$0.77
coolmini for double chin	1	1	\$4.40	\$4.40	100.00%	-	2	200.00%	\$2.20
is there a pill to lose belly fat	1	1	\$3.67	\$3.67	100.00%	-	1	100.00%	\$3.67
dr miami liposuction cost	1	1	\$4.70	\$4.70	100.00%	-	1	100.00%	\$4.70
best pill to lose belly fat	1	1	\$8.15	\$8.15	100.00%	-	1	100.00%	\$8.15
saddlebags fat removal	1	1	\$3.19	\$3.19	100.00%	-	1	100.00%	\$3.19
how much does a mini arm lift cost	1	1	\$2.32	\$2.32	100.00%	-	1	100.00%	\$2.32

# 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
<a href="#">CoolSculpting® Fat Reduction - CoolSculpting South Kingstown - Biggest CoolSculpting® Promo</a> <a href="#">seamistmedspa.com/ --/ --</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in South Kingstown, RI	475	56	\$573.09	\$10.23	11.79%	-	8	14.29%	\$71.64
<a href="#">SeaMist Medspa - Fat Reduction South Kingstown - Non-Surgical Fat Reduction</a> <a href="#">seamistmedspa.com/ --/ --</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	924	42	\$313.62	\$7.47	4.55%	-	7	16.67%	\$44.80
<a href="#">SeaMist Medspa - Fat Reduction South Kingstown - Non-Surgical Fat Reduction</a> <a href="#">seamistmedspa.com/ --/ --</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,015	58	\$311.76	\$5.38	5.71%	-	6	10.34%	\$51.96
<a href="#">CoolSculpting® Fat Reduction - Limited Time Offer   June 2021 - Our Biggest Discount Ever</a> <a href="#">seamistmedspa.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	9	3	\$35.69	\$11.90	33.33%	-	3	100.00%	\$11.90
<a href="#">Fat Reduction South Kingstown - Freeze Away Body Fat - Offering 50% Off 8+ Treatments</a> <a href="#">seamistmedspa.com//</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	4	1	\$1.53	\$1.53	25.00%	-	2	200.00%	\$0.77

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2021 — 30 Jun 2021

## Budget Coverage

Display Impr Share

0%

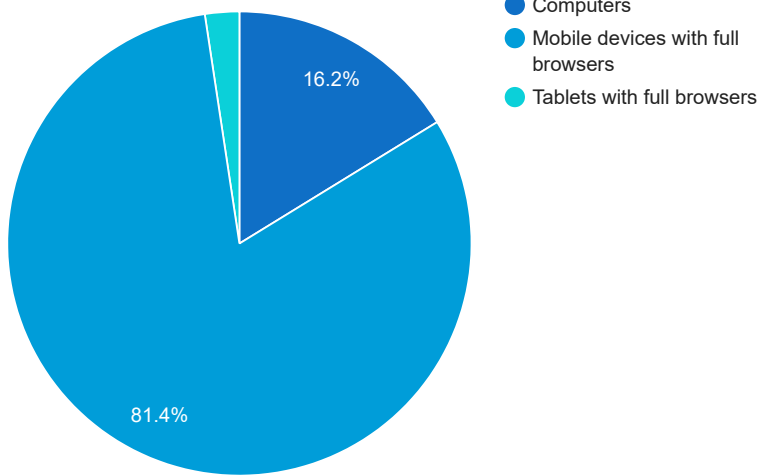
Search Impr Share

60.7%

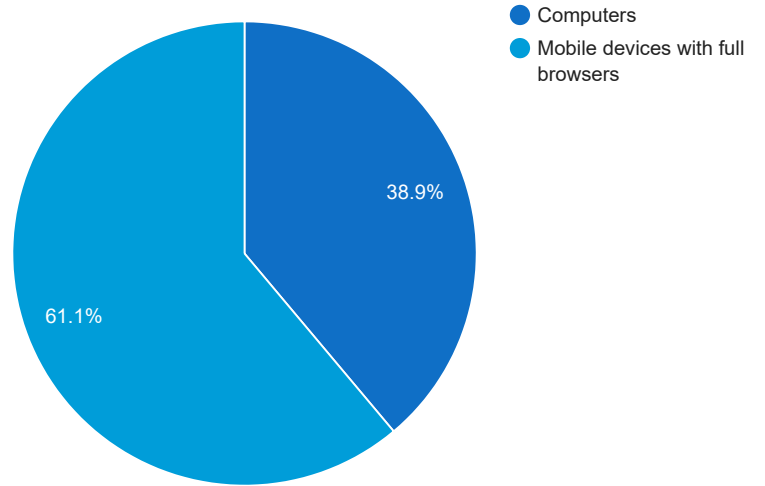
↓ 3%

## 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	2,695	214	\$1,627.47	\$7.61	7.94%	-	22	10.28%	\$73.98
Computers	644	39	\$324.67	\$8.32	6.06%	-	14	35.9%	\$23.19
Tablets with full browsers	92	4	\$47.77	\$11.94	4.35%	-	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	3,431	257	\$1,999.91	\$7.78	7.49%	-	36	14.01%	\$55.55

# Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Calls From Ads (MS)	1
Form Submission	1
Lead Form	29
Clicks to call	4
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