

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

Skin Suite Rx Medical Spa -

618-759-7813

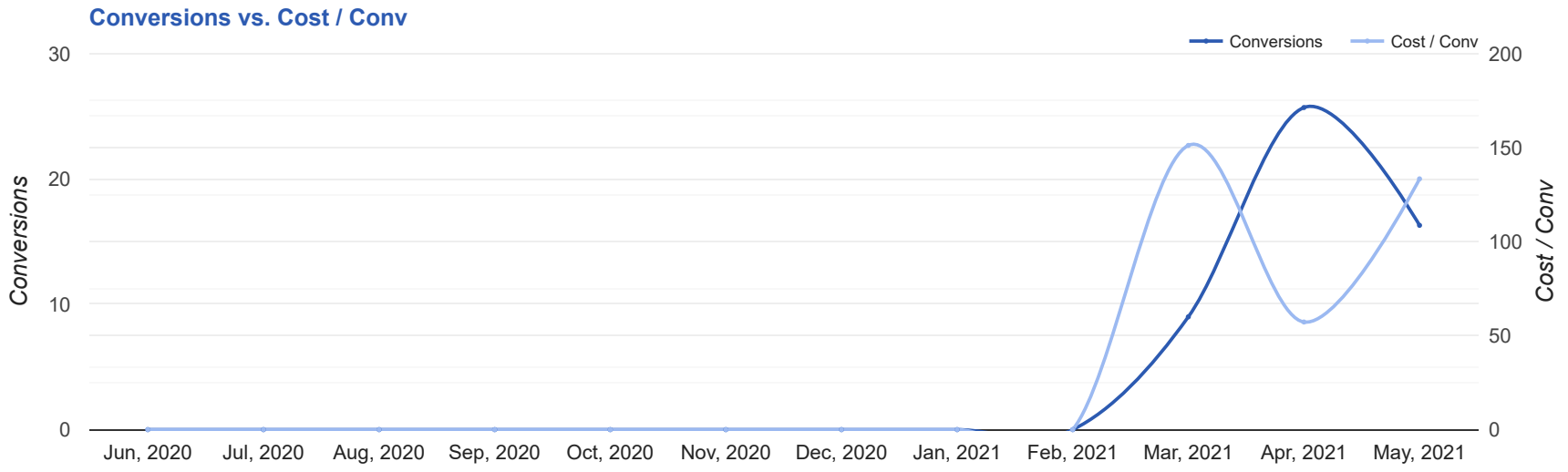
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,178	16.3	4.08%	\$133.40
↑ 48%	↓ 36%	↓ 45%	↑ 133%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2021 — 30 Apr 2021	8,234	349	\$1,469.67	\$4.21	4.24%	-	25.7	7.36%	\$57.25	17.29%
1 May 2021 — 31 May 2021	10,207	400	\$2,178.35	\$5.45	3.92%	-	16.3	4.08%	\$133.40	20.7%
Change	1,973 ↑ 24%	51 ↑ 15%	\$708.68 ↑ 48%	\$1.24 ↑ 29%	0.32% ↓ 8%	0 ↔ -	9.34 ↓ 36%	3.28% ↓ 45%	\$76.15 ↑ 133%	3.41% ↑ 20%

Performance by Month - 1 Jun 2020 — 31 May 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Mar '21	4,910	227	\$1,360.56	\$5.99	4.62%	-	9	3.96%	\$151.17	21.33%
Apr '21	8,234	349	\$1,469.67	\$4.21	4.24%	-	25.7	7.36%	\$57.25	17.29%
May '21	10,207	400	\$2,178.35	\$5.45	3.92%	-	16.3	4.08%	\$133.40	20.7%
Total	23,351	976	\$5,008.58	\$5.13	4.18%	-	51	5.23%	\$98.21	19.47%

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	10,207	400	\$2,178.35	\$5.45	3.92%	-	16.3	4.08%	\$133.40	20.7%

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Chino - Biggest CoolSculpting® Promo skinsuiterx.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Chino, CA	882	40	\$344.55	\$8.61	4.54%	-	7	17.50%	\$49.22
Non-Surgical Fat Reduction - Eliminate Fat & Feel Great - Freeze Away Body Fat skinsuiterx.com// CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	122	7	\$19.51	\$2.79	5.74%	-	2	28.57%	\$9.76
Fat Reduction in Chino - Eliminate Fat & Feel Great - Up to 50% Off CoolSculpting skinsuiterx.com// CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	109	6	\$17.75	\$2.96	5.50%	-	1	16.67%	\$17.75
Fat Reduction in Chino - Freeze Away Body Fat - Up to 50% Off CoolSculpting skinsuiterx.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	91	3	\$8.95	\$2.98	3.30%	-	1	33.33%	\$8.95
Fat Reduction in Chino - Eliminate Fat & Feel Great - Freeze Away Body Fat skinsuiterx.com// CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	290	4	\$16.42	\$4.11	1.38%	-	1	25.00%	\$16.42

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

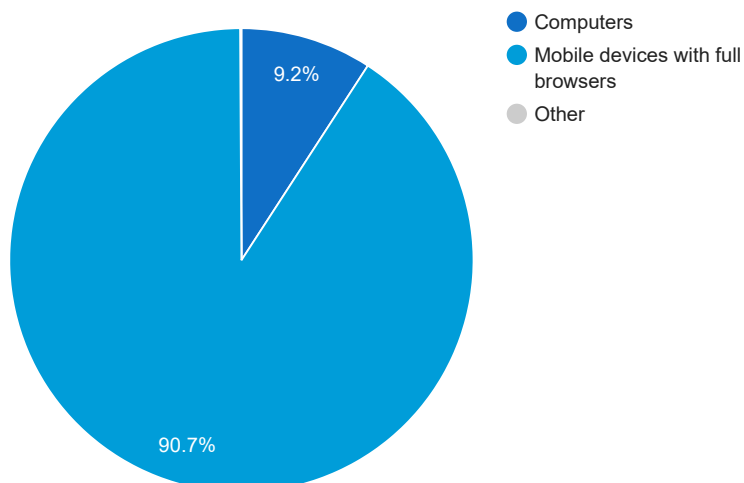
Budget Coverage



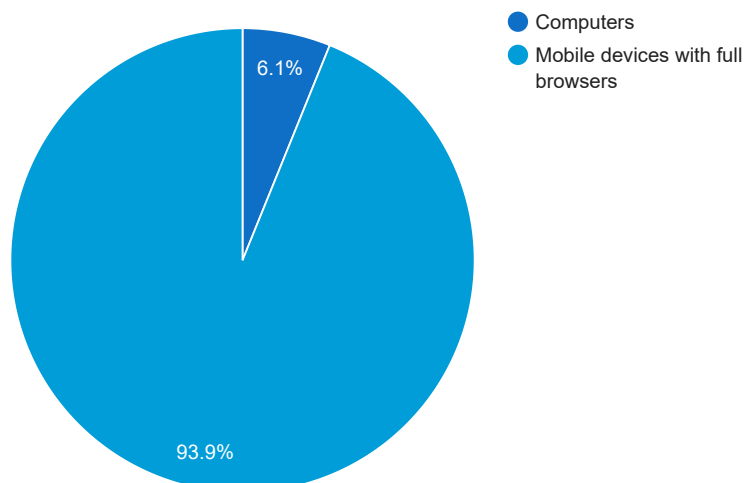
DATE	COST	SEARCH IMPR SHARE
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	0	0
Mar, 2021	1,360.56	21.33
Apr, 2021	1,469.67	17.29
May, 2021	2,178.35	20.70

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	9,021	363	\$1,976.66	\$5.45	4.02%	-	15.3	4.22%	\$128.94
Computers	1,079	36	\$199.74	\$5.55	3.34%	-	1	2.78%	\$199.74
Tablets with full browsers	107	1	\$1.95	\$1.95	0.93%	-	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	10,207	400	\$2,178.35	\$5.45	3.92%	-	16.3	4.08%	\$133.40

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	CONV
Submit lead form	14.3
Call From Ads (MS)	2
Local actions - Website visits	0
Local actions - Other engagements	0
Local actions - Directions	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 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