

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

Spitale Laser -

132-405-1534

# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,474	25	4.64%	\$58.96
↑ 3,431%	↑ ∞	↑ ∞	↑ ∞

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Mar 2021 — 31 Mar 2021	235	9	\$41.74	\$4.64	3.83%	-	0	0%	\$0.00	26.03%
1 Apr 2021 — 30 Apr 2021	7,197	539	\$1,473.97	\$2.73	7.49%	-	25	4.64%	\$58.96	18.13%
<b>Change</b>	6,962 ↑ 2,963%	530 ↑ 5,889%	\$1,432.23 ↑ 3,431%	\$1.91 ↓ 41%	3.66% ↑ 96%	0 ↔ -	25 ↑ ∞%	4.64% ↑ ∞%	\$58.96 ↑ ∞%	7.90% ↓ 30%

# Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Mar '21	235	9	\$41.74	\$4.64	3.83%	-	0	0%	\$0.00	26.03%
Apr '21	7,197	539	\$1,473.97	\$2.73	7.49%	-	25	4.64%	\$58.96	18.13%
<b>Total</b>	<b>7,432</b>	<b>548</b>	<b>\$1,515.71</b>	<b>\$2.77</b>	<b>7.37%</b>	<b>-</b>	<b>25</b>	<b>4.56%</b>	<b>\$60.63</b>	<b>18.31%</b>

# Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	7,197	539	\$1,473.97	\$2.73	7.49%	-	25	4.64%	\$58.96	18.13%

# Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Spitale Laser Spa - Fat Reduction in Rochester - Non-Surgical Fat Reduction <a href="https://spitalelaserspasalon.com/">spitalelaserspasalon.com/ -- --</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,828	157	\$370.96	\$2.36	8.59%	-	10.2	6.48%	\$36.48
Fat Reduction in Rochester - Eliminate Fat & Feel Great - Freeze Away Body Fat <a href="https://spitalelaserspasalon.com/">spitalelaserspasalon.com//</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	313	29	\$96.41	\$3.32	9.27%	-	3	10.34%	\$32.14
CoolSculpting® in Rochester - Apr Only \$1,200 Off 8+ Cycles - Hurry Offer Ends In {=COUNTDOWN("2021/04/30 00:00:00","en-US",31)} <a href="https://spitalelaserspasalon.com/">spitalelaserspasalon.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	102	7	\$33.46	\$4.78	6.86%	-	2	28.57%	\$16.73
CoolSculpting® Fat Reduction - CoolSculpting in Rochester - Biggest CoolSculpting® Promo <a href="https://spitalelaserspasalon.com/">spitalelaserspasalon.com/ -- --</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Rochester, NY	747	71	\$207.18	\$2.92	9.50%	-	1.5	2.11%	\$138.12
CoolSculpting® in Rochester - \$1,200 Off 8+ Treatments - Our Biggest Discount Ever <a href="https://spitalelaserspasalon.com/">spitalelaserspasalon.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	281	24	\$85.21	\$3.55	8.54%	-	1.5	6.25%	\$56.81

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Apr 2021 — 30 Apr 2021

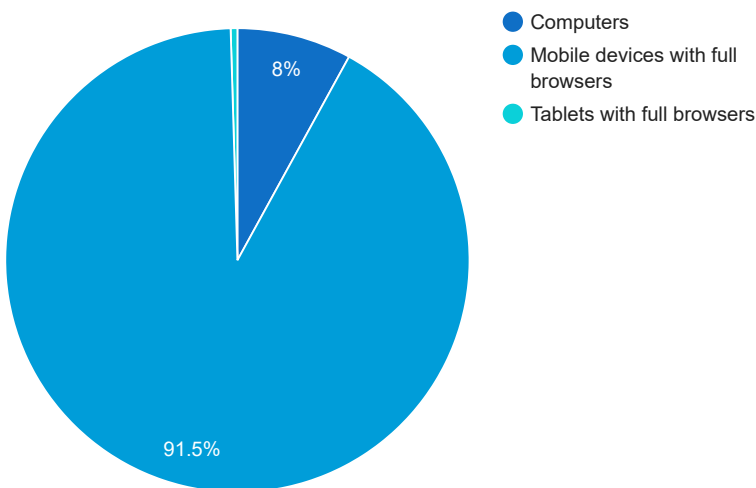
## Budget Coverage



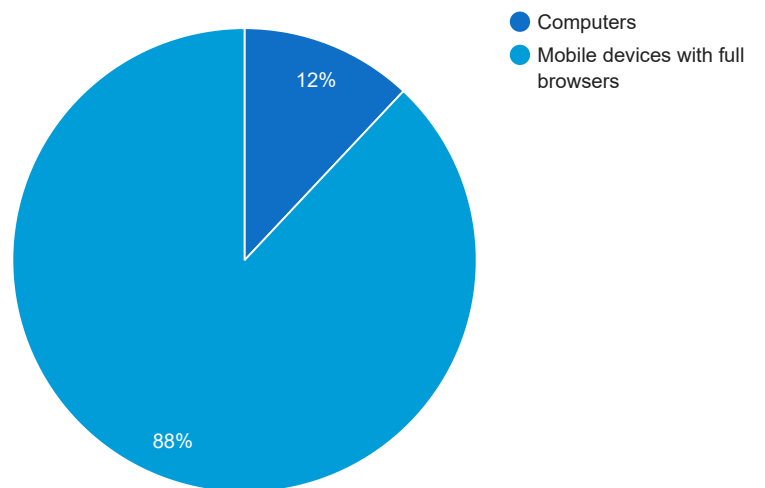
DATE	COST	SEARCH IMPR SHARE
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	0	0
Mar, 2021	41.74	26.03
Apr, 2021	1,473.97	18.13

## 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	6,268	494	\$1,349.36	\$2.73	7.88%	-	22	4.45%	\$61.33
Computers	835	41	\$117.71	\$2.87	4.91%	-	3	7.32%	\$39.24
Tablets with full browsers	94	4	\$6.90	\$1.73	4.26%	-	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	7,197	539	\$1,473.97	\$2.73	7.49%	-	25	4.64%	\$58.96

# Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE

CONV

Click to Call

24

Calls from ads

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 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