

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

Spitale Laser -

132-405-1534

Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,493	17	3.6%	\$87.84
↑ 1%	↓ 35%	↓ 25%	↑ 55%

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	7,197	539	\$1,473.97	\$2.73	7.49%	-	26	4.82%	\$56.69	18.18%
1 May 2021 — 31 May 2021	7,233	472	\$1,493.28	\$3.16	6.53%	-	17	3.6%	\$87.84	19.47%
Change	36 ↑ 1%	67 ↓ 12%	\$19.31 ↑ 1%	\$0.43 ↑ 16%	0.96% ↓ 13%	0 ↔ -	9 ↓ 35%	1.22% ↓ 25%	\$31.15 ↑ 55%	1.29% ↑ 7%

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	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%	-	26	4.82%	\$56.69	18.18%
May '21	7,233	472	\$1,493.28	\$3.16	6.53%	-	17	3.6%	\$87.84	19.47%
Total	14,665	1,020	\$3,008.99	\$2.95	6.96%	-	43	4.22%	\$69.98	18.89%

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	7,233	472	\$1,493.28	\$3.16	6.53%	-	17	3.6%	\$87.84	19.47%

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
Spitale Laser Spa - Fat Reduction in Rochester - Non-Surgical Fat Reduction spitaleaserspasalon.com/ -- -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	3,420	226	\$704.53	\$3.12	6.61%	-	5	2.21%	\$140.91
CoolSculpting® Fat Reduction - CoolSculpting in Rochester - Biggest CoolSculpting® Promo spitaleaserspasalon.com/ -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Rochester, NY	667	41	\$146.65	\$3.58	6.15%	-	2	4.88%	\$73.33
Non-Surgical Fat Reduction - Eliminate Fat & Feel Great - Get \$1200 Off 8+ Treatments spitaleaserspasalon.com/ CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	2	1	\$2.82	\$2.82	50.00%	-	1	100.00%	\$2.82
CoolSculpting® in Rochester - \$1,200 Off 8+ Treatments - Our Biggest Discount Ever spitaleaserspasalon.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	137	7	\$20.43	\$2.92	5.11%	-	1	14.29%	\$20.43
CoolSculpting® in Rochester - \$1,200 Off 8+ Treatments - Our Biggest Discount Ever spitaleaserspasalon.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	24	4	\$13.88	\$3.47	16.67%	-	1	25.00%	\$13.88

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

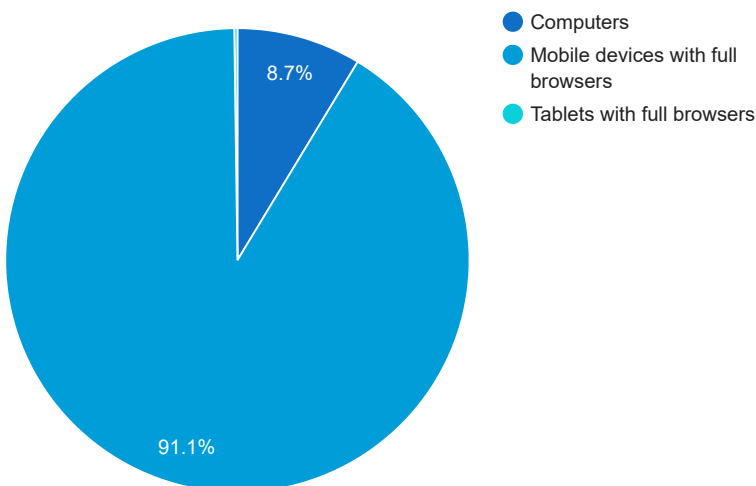
Budget Coverage



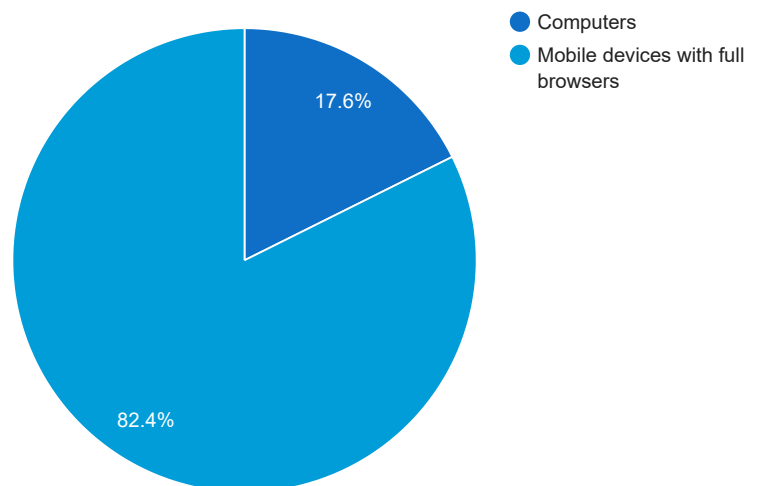
DATE	COST	SEARCH IMPR SHARE
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	0	0
Mar, 2021	41.74	26.03
Apr, 2021	1,473.97	18.18
May, 2021	1,493.28	19.47

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	6,192	422	\$1,360.55	\$3.22	6.82%	-	14	3.32%	\$97.18
Computers	922	48	\$129.50	\$2.70	5.21%	-	3	6.25%	\$43.17
Tablets with full browsers	119	2	\$3.23	\$1.62	1.68%	-	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	7,233	472	\$1,493.28	\$3.16	6.53%	-	17	3.6%	\$87.84

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE

CONV

Click to Call

15

Calls from ads

2

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