

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

Spitale Laser -

132-405-1534

Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,479	35	9.83%	\$42.25
↓ 1%	↑ 106%	↑ 173%	↓ 52%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2021 — 31 May 2021	7,233	472	\$1,493.28	\$3.16	6.53%	-	17	3.6%	\$87.84	19.47%
1 Jun 2021 — 30 Jun 2021	5,789	356	\$1,478.92	\$4.15	6.15%	-	35	9.83%	\$42.25	19.35%
Change	1,444 ↓ 20%	116 ↓ 25%	\$14.36 ↓ 1%	\$0.99 ↑ 31%	0.38% ↓ 6%	0 ↔ -	18 ↑ 106%	6.23% ↑ 173%	\$45.59 ↓ 52%	0.12% ↓ 1%

Performance by Month - 1 Jul 2020 — 30 Jun 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%
Jun '21	5,789	356	\$1,478.92	\$4.15	6.15%	-	35	9.83%	\$42.25	19.35%
Total	20,454	1,376	\$4,487.91	\$3.26	6.73%	-	78	5.67%	\$57.54	19.02%

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	5,789	356	\$1,478.92	\$4.15	6.15%	-	35	9.83%	\$42.25	19.35%

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

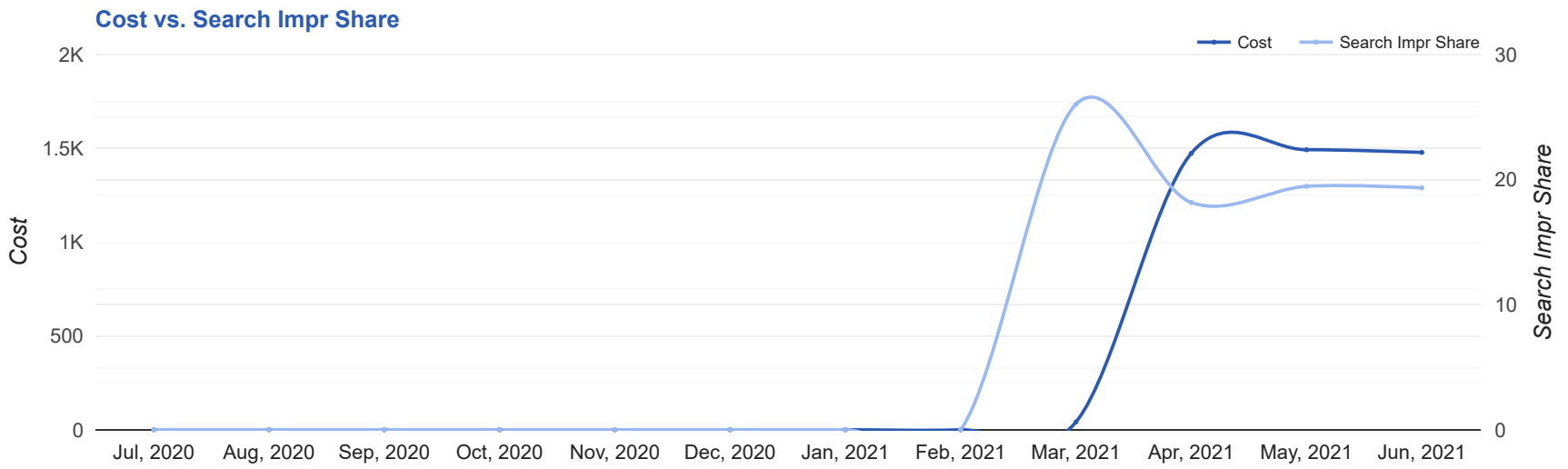
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Spitale Laser Spa - Fat Reduction in Rochester - Non-Surgical Fat Reduction spitalelaserspasalon.com/ -- -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	2,909	184	\$710.93	\$3.86	6.33%	-	20	10.87%	\$35.55
CoolSculpting® Fat Reduction - CoolSculpting in Rochester - Biggest CoolSculpting® Promo spitalelaserspasalon.com/ -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Rochester, NY	678	52	\$231.94	\$4.46	7.67%	-	4	7.69%	\$57.98
CoolSculpting® in Rochester - Limited Time Offer June 2021 - Hurry Offer Ends In {=COUNTDOWN("2021/06/30 00:00:00","en-US",31)} spitalelaserspasalon.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	42	6	\$44.70	\$7.45	14.29%	-	3	50.00%	\$14.90
Fat Reduction in Rochester - Eliminate Fat & Feel Great - Freeze Away Body Fat spitalelaserspasalon.com/ CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	155	6	\$20.67	\$3.45	3.87%	-	1.3	22.17%	\$15.54
CoolSculpting® in Rochester - June Only \$1,200 Off 8+ Cycles - Hurry Offer Ends In {=COUNTDOWN("2021/06/30 00:00:00","en-US",31)} spitalelaserspasalon.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Rochester, NY	40	7	\$39.96	\$5.71	17.50%	-	1	14.29%	\$39.96

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

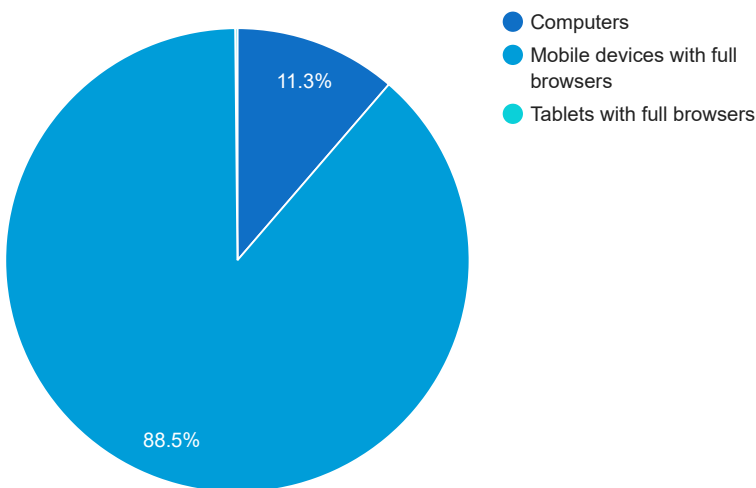
Budget Coverage



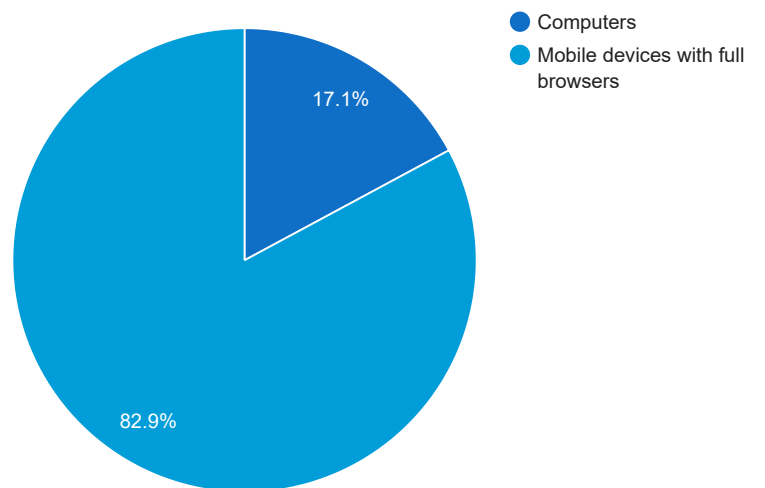
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	0	0
Mar, 2021	41.74	26.03
Apr, 2021	1,473.97	18.18
May, 2021	1,493.28	19.47
Jun, 2021	1,478.92	19.35

Cost and Conversions by Device

Cost



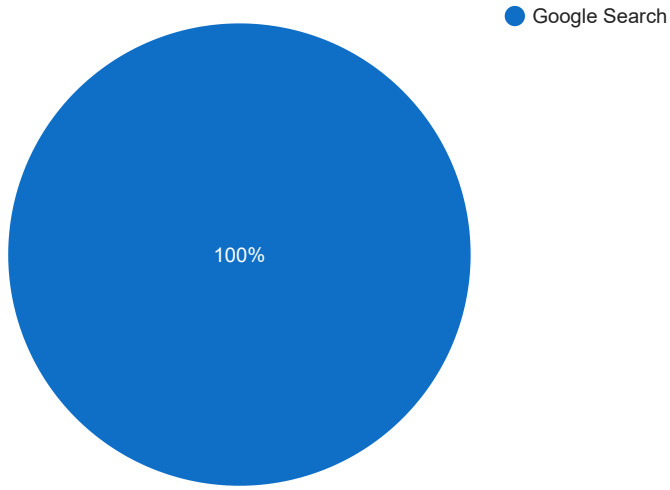
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	5,015	319	\$1,309.28	\$4.10	6.36%	-	29	9.09%	\$45.15
Computers	700	36	\$167.33	\$4.65	5.14%	-	6	16.67%	\$27.89
Tablets with full browsers	74	1	\$2.31	\$2.31	1.35%	-	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	5,789	356	\$1,478.92	\$4.15	6.15%	-	35	9.83%	\$42.25

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	CONV
Click to Call	18
Submit lead form	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