

**Monthly Account  
Performance Report  
1 Aug 2020 — 31 Aug 2020**

Medspa MD

753-428-4923

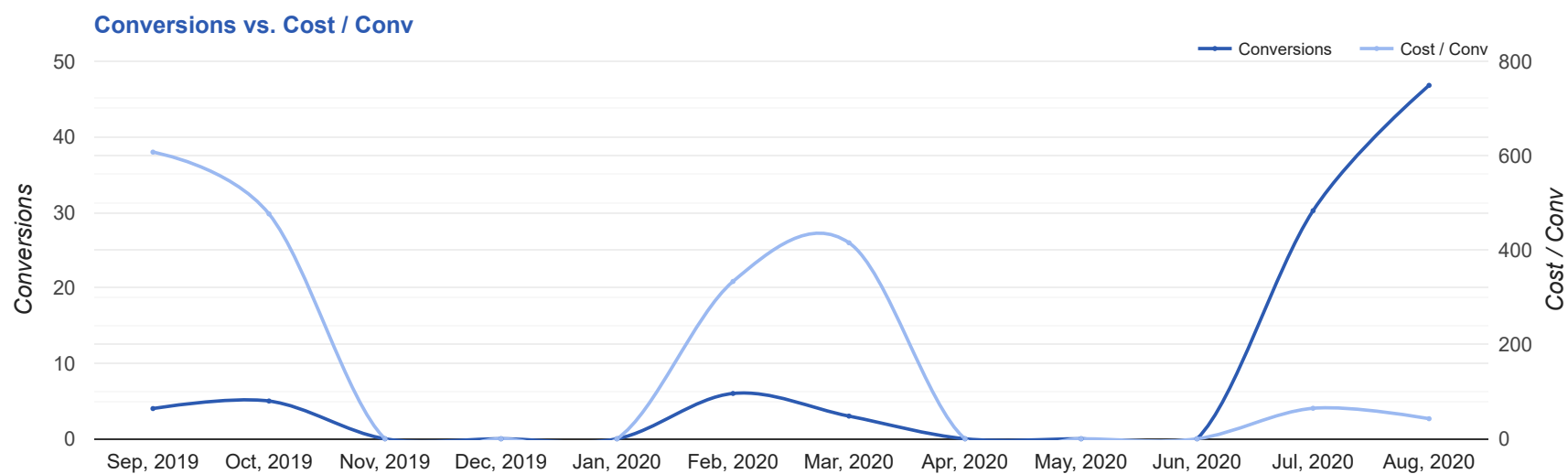
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,991	46.8	7.46%	\$42.51
↑ 2%	↑ 55%	↑ 11%	↓ 34%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jul 2020 — 31 Jul 2020	9,048	450	\$1,949.24	\$4.33	4.97%	-	30.2	6.7%	\$64.61	27.27%
1 Aug 2020 — 31 Aug 2020	10,994	628	\$1,990.76	\$3.17	5.71%	-	46.8	7.46%	\$42.51	27.59%
<b>Change</b>	1,946 ↑ 22%	178 ↑ 40%	\$41.52 ↑ 2%	\$1.16 ↓ 27%	0.74% ↑ 15%	--	16.66 ↑ 55%	0.76% ↑ 11%	\$22.10 ↓ 34%	0.32% ↑ 1%

# Performance by Month - 1 Sep 2019 — 31 Aug 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Sep '19	2,381	174	\$2,429.47	\$13.96	7.31%	-	4	2.3%	\$607.37	84.12%
Oct '19	2,198	172	\$2,382.44	\$13.85	7.83%	-	5	2.91%	\$476.49	79.67%
Nov '19	105	8	\$138.39	\$17.30	7.62%	-	0	0%	\$0.00	98.13%
Dec '19	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jan '20	25	3	\$37.49	\$12.50	12%	-	0	0%	\$0.00	81.48%
Feb '20	1,245	159	\$1,999.80	\$12.58	12.77%	-	6	3.77%	\$333.30	71.39%
Mar '20	924	113	\$1,245.62	\$11.02	12.23%	-	3	2.65%	\$415.21	67.5%
Apr '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
May '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jun '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jul '20	9,048	450	\$1,949.24	\$4.33	4.97%	-	30.2	6.7%	\$64.61	27.27%
Aug '20	10,994	628	\$1,990.76	\$3.17	5.71%	-	46.8	7.46%	\$42.51	27.59%
<b>Total</b>	<b>26,920</b>	<b>1,707</b>	<b>\$12,173.21</b>	<b>\$7.13</b>	<b>6.34%</b>	<b>-</b>	<b>95</b>	<b>5.57%</b>	<b>\$128.14</b>	<b>32.88%</b>

# Campaign Summary - 1 Aug 2020 — 31 Aug 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	10,994	628	\$1,990.76	\$3.17	5.71%	-	46.8	7.46%	\$42.51	27.59%

# Top Performing Ads - 1 Aug 2020 — 31 Aug 2020

## Top Text Ads

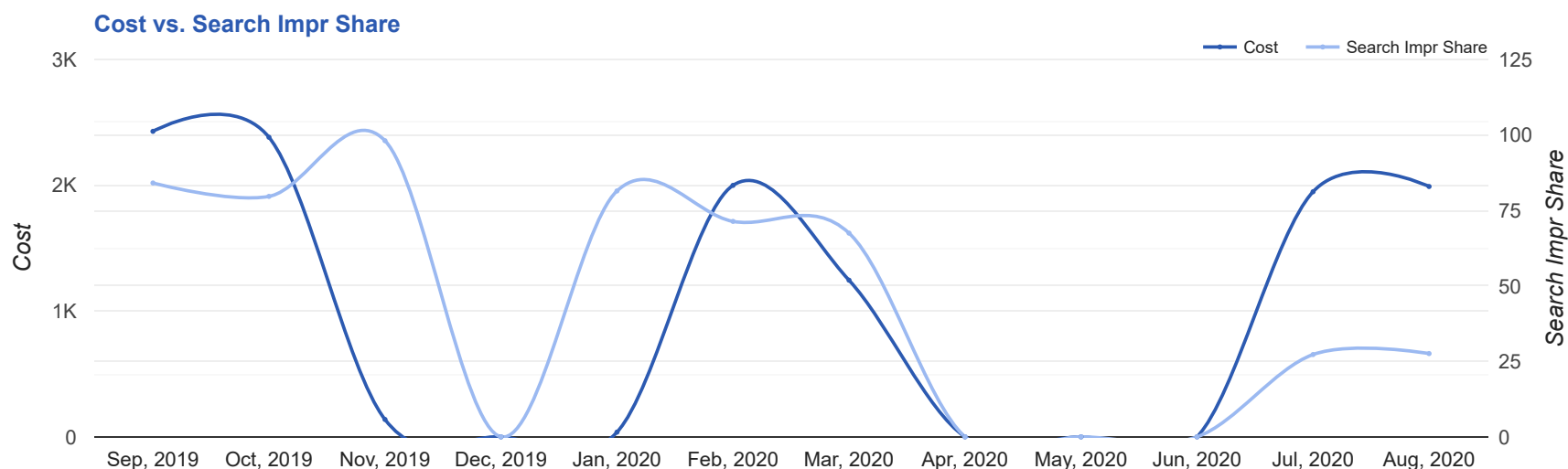
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">CoolSculpting in West Hartford - Fat Reduction Treatment - Flexible Payment Options</a> <a href="http://www.themedspamd.com//">www.themedspamd.com//</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	5,062	217	\$735.27	\$3.39	4.29%	-	20.5	9.42%	\$35.95
<a href="#">CoolSculpting Deal \$1,000 Off - Freeze Away Stubborn Fat - Top Provider in West Hartford</a> <a href="http://www.themedspamd.com//">www.themedspamd.com//</a> CoolSculpting Deal. Freeze Fat. Top Provider in West Hartford, CT. Free Virtual Consult.	518	29	\$93.41	\$3.22	5.60%	-	5	17.24%	\$18.68
<a href="#">Body Sculpting - CoolSculpting in West Hartford - Non-Surgical Fat Reduction</a> <a href="http://www.themedspamd.com//">www.themedspamd.com//</a> Sculpt Your Body. Freeze Fat Away Fat with CoolSculpting. Eliminate Fat And Feel Great.	171	18	\$60.10	\$3.34	10.53%	-	4	22.22%	\$15.03
<a href="#">Non-Surgical Lipo Alternative - Freeze Fat Away - CoolSculpting in West Hartford</a> <a href="http://www.themedspamd.com//">www.themedspamd.com//</a> Freeze Fat Away Fat with CoolSculpting. The Natural Looking Alternative To Lipo.	633	35	\$99.32	\$2.84	5.53%	-	3	8.57%	\$33.11
<a href="#">The Medspa - New Client Special - 25 Off All Fat Freezing</a> <a href="http://www.themedspamd.com//">www.themedspamd.com//</a> Best CoolSculpting Deal. Top Provider in West Hartford, CT for Fat Freezing. Free Consult.	908	35	\$148.56	\$4.24	3.85%	-	3	8.57%	\$49.52

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Aug 2020 — 31 Aug 2020

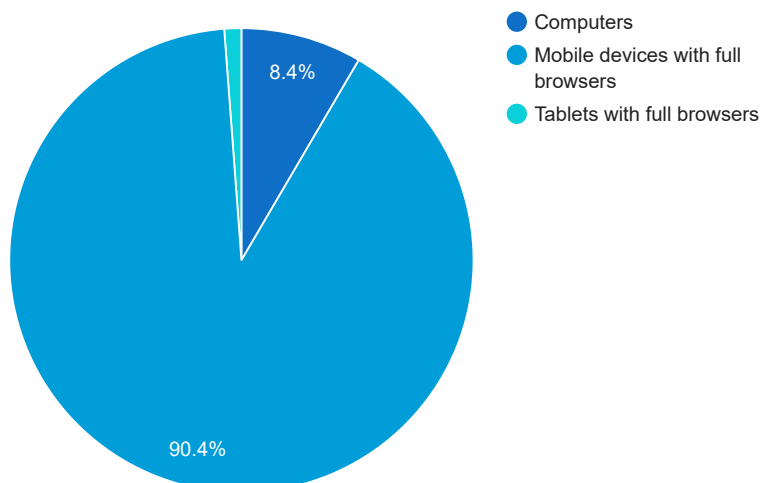
## Budget Coverage



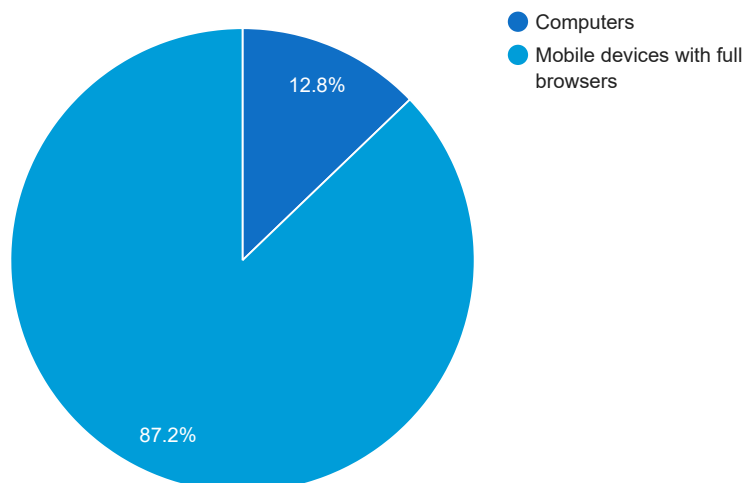
DATE	COST	SEARCH IMPR SHARE
Sep, 2019	2,429.47	84.12
Oct, 2019	2,382.44	79.67
Nov, 2019	138.39	98.13
Dec, 2019	0	0
Jan, 2020	37.49	81.48
Feb, 2020	1,999.80	71.39
Mar, 2020	1,245.62	67.50
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	1,949.24	27.27
Aug, 2020	1,990.76	27.59

## 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	9,434	554	\$1,799.18	\$3.25	5.87%	-	40.8	7.37%	\$44.07
Computers	1,325	62	\$168.00	\$2.71	4.68%	-	6	9.68%	\$28.00
Tablets with full browsers	235	12	\$23.58	\$1.97	5.11%	-	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	10,994	628	\$1,990.76	\$3.17	5.71%	-	46.8	7.46%	\$42.51

# Conversion Types - 1 Aug 2020 — 31 Aug 2020

CONVERSION TYPE	CONV
Form Submission	41.8
Phone Call	4
Calls from Ads	1
Local actions - Directions	0
Local actions - Other engagements	0
Clicks to call	0
Local actions - Website visits	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