

**Monthly Account
Performance Report
1 Sep 2020 — 30 Sep 2020**

Medspa MD

753-428-4923

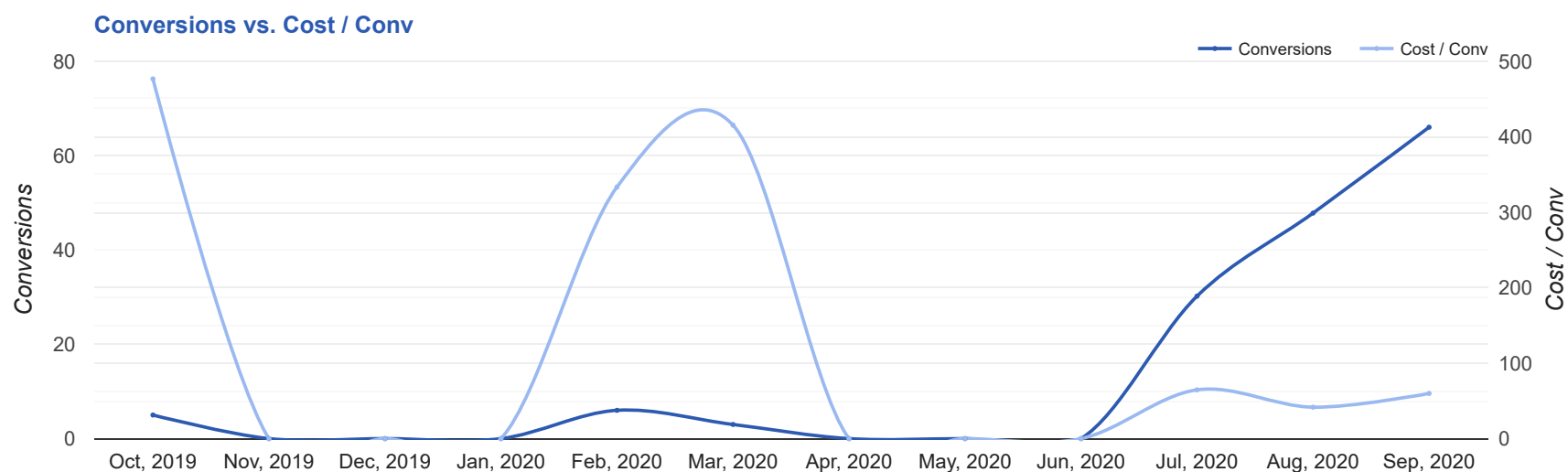
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,949	66	8.94%	\$59.84
↑ 98%	↑ 38%	↑ 17%	↑ 44%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	10,994	628	\$1,990.76	\$3.17	5.71%	-	47.8	7.62%	\$41.62	27.59%
1 Sep 2020 — 30 Sep 2020	15,667	738	\$3,949.41	\$5.35	4.71%	-	66	8.94%	\$59.84	38.06%
Change	4,673 ↑ 43%	110 ↑ 18%	\$1,958.65 ↑ 98%	\$2.18 ↑ 69%	1% ↓ 18%	--	18.17 ↑ 38%	1.32% ↑ 17%	\$18.22 ↑ 44%	10.47% ↑ 38%

Performance by Month - 1 Oct 2019 — 30 Sep 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	47.8	7.62%	\$41.62	27.59%
Sep '20	15,667	738	\$3,949.41	\$5.35	4.71%	-	66	8.94%	\$59.84	38.06%
Total	40,206	2,271	\$13,693.15	\$6.03	5.65%	-	158	6.96%	\$86.67	33.45%

Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	15,667	738	\$3,949.41	\$5.35	4.71%	-	66	8.94%	\$59.84	38.06%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

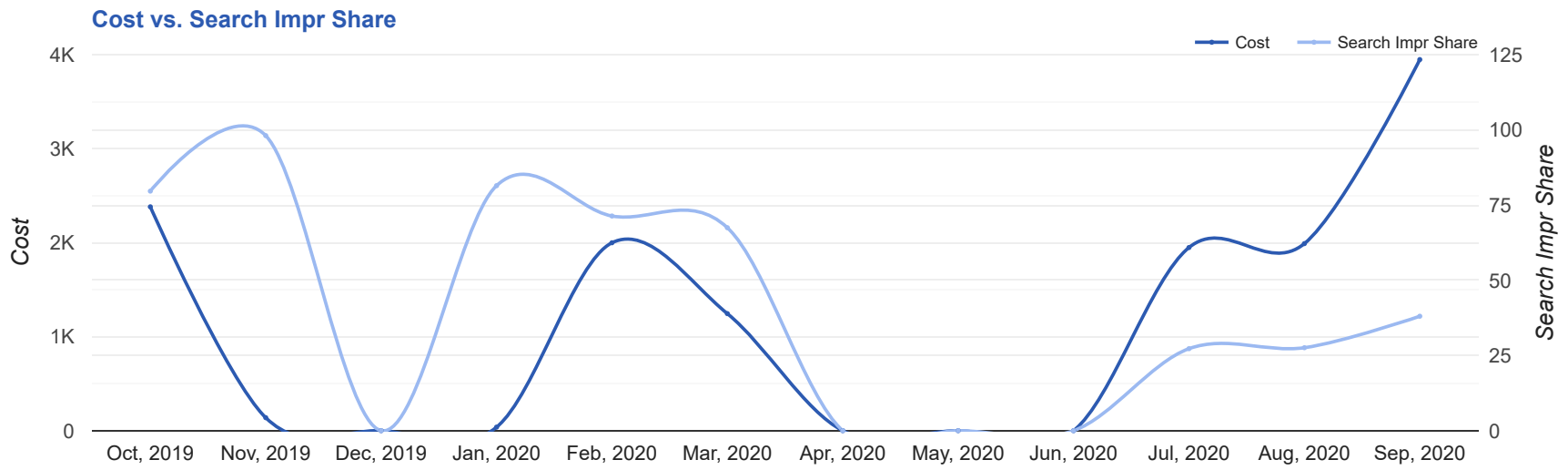
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in West Hartford - Fat Reduction Treatment - Flexible Payment Options www.themedspamd.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	10,399	335	\$1,889.98	\$5.64	3.22%	-	28.7	8.58%	\$65.76
CoolSculpting Deal \$1,000 Off - Freeze Away Stubborn Fat - Top Provider in West Hartford www.themedspamd.com// CoolSculpting Deal. Freeze Fat. Top Provider in West Hartford, CT. Free Virtual Consult.	921	71	\$341.17	\$4.81	7.71%	-	9.8	13.73%	\$34.99
{Keyword:The Medspa} - Non-Surgical Lipo Alternative - Freeze Your Fat Away Today www.themedspamd.com// Is CoolSculpting Right For You? Book Your Free Consultation for 25% Off Today.	1,222	109	\$513.78	\$4.71	8.92%	-	9	8.26%	\$57.09
Non-Surgical Lipo Alternative - Freeze Fat Away - CoolSculpting in West Hartford www.themedspamd.com// Freeze Fat Away Fat with CoolSculpting. The Natural Looking Alternative To Lipo.	962	62	\$303.57	\$4.90	6.44%	-	5.3	8.50%	\$57.60
CoolSculpting Deal \$1,000 Off - Freeze Away Stubborn Fat - Top Provider in West Hartford www.themedspamd.com// CoolSculpting Deal. Freeze Fat. Top Provider in West Hartford, CT. Free Virtual Consult.	204	23	\$129.01	\$5.61	11.27%	-	5	21.74%	\$25.80

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

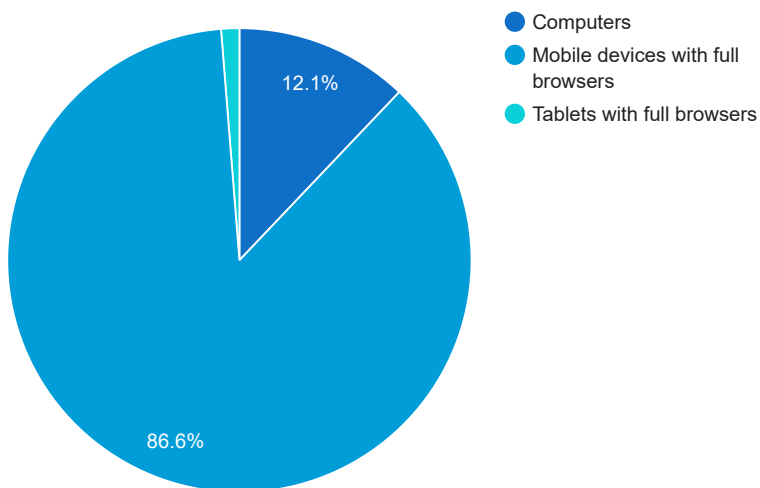
Budget Coverage



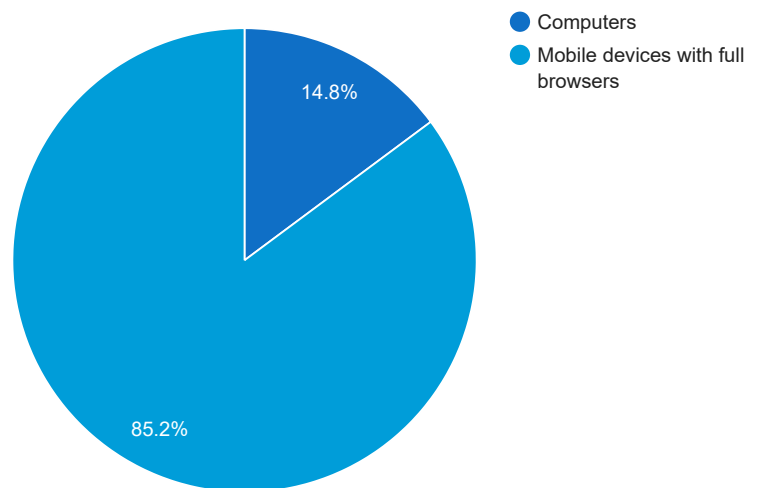
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	2,382.44	79.67
Nov, 2019	138.39	98.13
Dec, 2019	0	0
Jan, 2020	37.49	81.48
Feb, 2020	1,999.80	71.39
Mar, 2020	1,245.62	67.50
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	1,949.24	27.27
Aug, 2020	1,990.76	27.59
Sep, 2020	3,949.41	38.06

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	12,780	629	\$3,421.71	\$5.44	4.92%	-	56.3	8.94%	\$60.83
Computers	2,490	94	\$477.63	\$5.08	3.78%	-	9.8	10.37%	\$48.99
Tablets with full browsers	397	15	\$50.07	\$3.34	3.78%	-	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	15,667	738	\$3,949.41	\$5.35	4.71%	-	66	8.94%	\$59.84

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
Form Submission	53
Phone Call	13
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