

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

Medspa MD

753-428-4923

Key Performance Indicators (KPIs)

Cost

\$4,255

↑ 8%

Conv

27.3

↓ 59%

Conv Rate

7.29%

↓ 19%

Cost / Conv

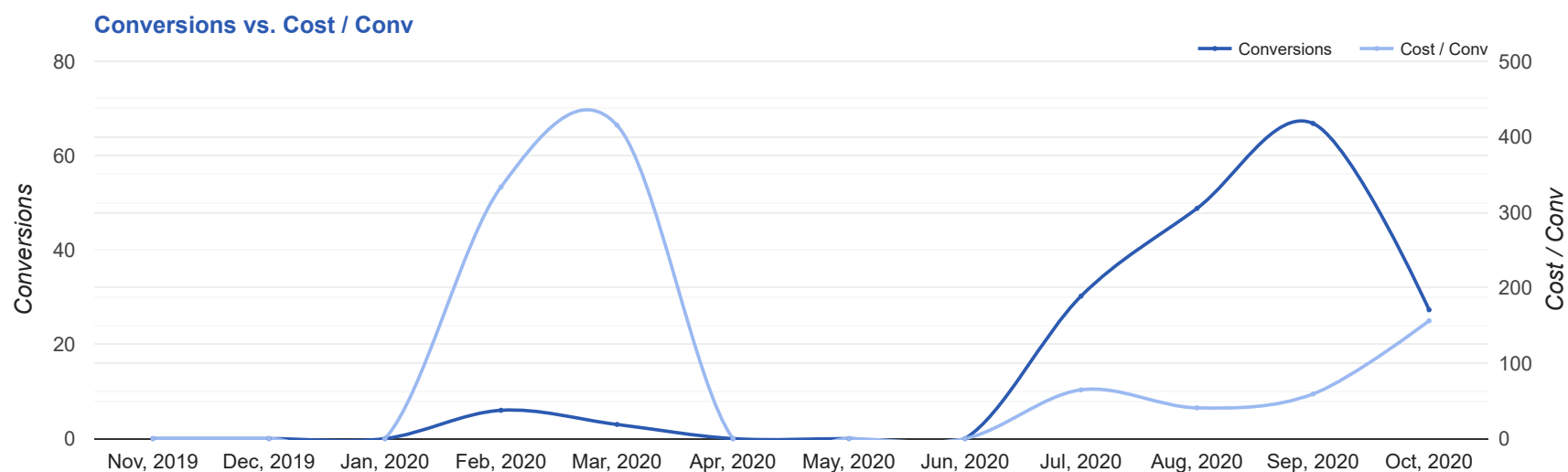
\$156.13

↑ 164%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	15,667	738	\$3,949.41	\$5.35	4.71%	-	66.8	9.04%	\$59.17	38.09%
1 Oct 2020 — 31 Oct 2020	8,248	374	\$4,254.53	\$11.38	4.53%	-	27.3	7.29%	\$156.13	43.62%
Change	7,419 ↓ 47%	364 ↓ 49%	\$305.12 ↑ 8%	\$6.03 ↑ 113%	0.18% ↓ 4%	--	39.50 ↓ 59%	1.75% ↓ 19%	\$96.96 ↑ 164%	5.53% ↑ 15%

Performance by Month - 1 Nov 2019 — 31 Oct 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	48.8	7.78%	\$40.77	27.59%	
Sep '20	15,667	738	\$3,949.41	\$5.35	4.71%	-	66.8	9.04%	\$59.17	38.09%	
Oct '20	8,248	374	\$4,254.53	\$11.38	4.53%	-	27.3	7.29%	\$156.13	43.62%	
Total	46,256	2,473	\$15,565.24	\$6.29	5.35%	-	182	7.36%	\$85.52	33.93%	

Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	5,535	331	\$3,790.62	\$11.45	5.98%	-	25.3	7.63%	\$150.12	43.65%
search beta coolsculpting exp reach	2,713	43	\$463.91	\$10.79	1.58%	-	2	4.65%	\$231.96	43.56%

Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

Top Text Ads

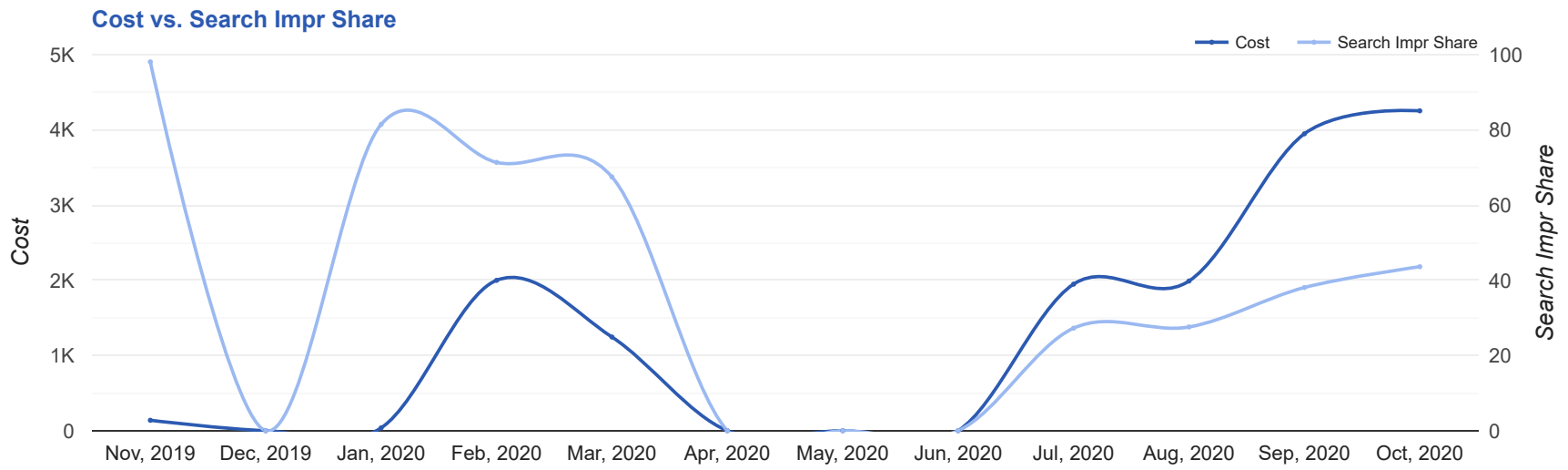
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Top Provider in West Hartford www.themedspamd.com// CoolSculpting Deal. Freeze Fat. Top Provider in West Hartford, CT. Free Consultation.	1,689	143	\$2,121.83	\$14.84	8.47%	-	9.7	6.76%	\$219.42
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.	2,557	73	\$424.57	\$5.82	2.85%	-	4.6	6.29%	\$92.50
{Keyword:The Medspa} - New Client Special - 25 Off Coolsculpting Cost www.themedspamd.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	488	61	\$764.11	\$12.53	12.50%	-	4	6.56%	\$191.03
[Dynamic Headline] [Dynamic Display URL] Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	73	6	\$146.88	\$24.48	8.22%	-	3	50.00%	\$48.96
Body Sculpting - CoolSculpting in West Hartford - Non-Surgical Fat Reduction www.themedspamd.com// Sculpt Your Body. Freeze Fat Away Fat with CoolSculpting. Eliminate Fat And Feel Great.	251	20	\$177.93	\$8.90	7.97%	-	2	10.00%	\$88.97

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2020 — 31 Oct 2020

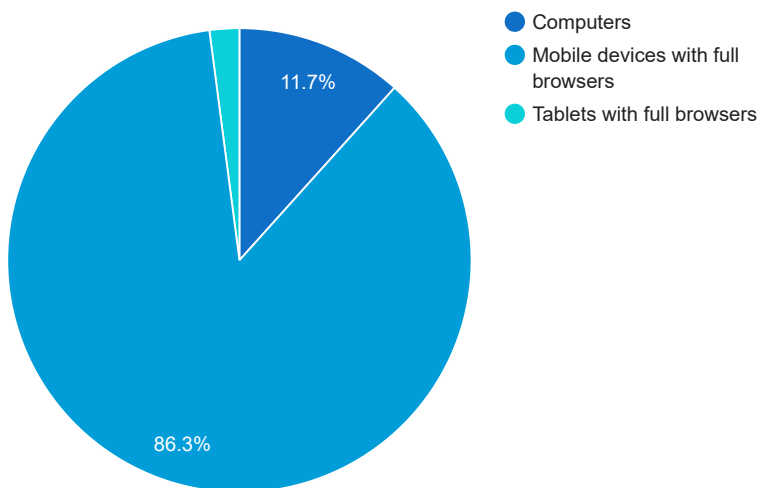
Budget Coverage



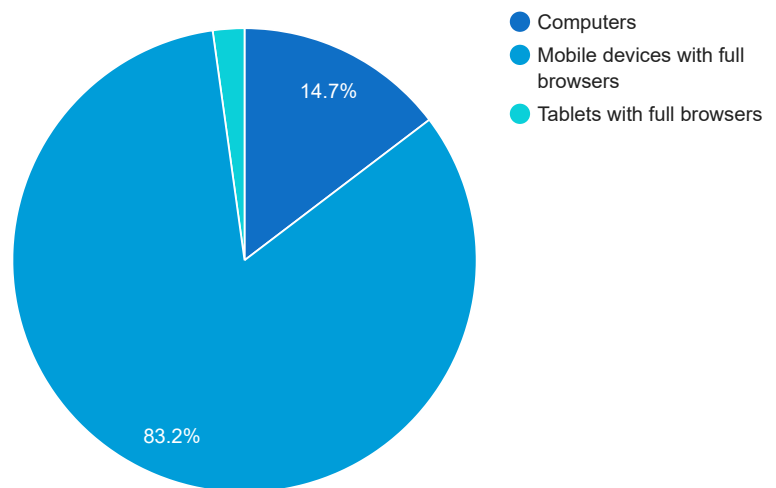
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	138.39	98.13
Dec, 2019	0	0
Jan, 2020	37.49	81.48
Feb, 2020	1,999.80	71.39
Mar, 2020	1,245.62	67.50
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	1,949.24	27.27
Aug, 2020	1,990.76	27.59
Sep, 2020	3,949.41	38.09
Oct, 2020	4,254.53	43.62

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	6,529	306	\$3,670.56	\$12.00	4.69%	-	22.7	7.41%	\$161.91
Computers	1,544	59	\$495.90	\$8.41	3.82%	-	4	6.78%	\$123.98
Tablets with full browsers	175	9	\$88.07	\$9.79	5.14%	-	0.6	6.56%	\$149.27

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	8,248	374	\$4,254.53	\$11.38	4.53%	-	27.3	7.29%	\$156.07

Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
Form Submission	19.3
Calls from Ads	3
Lead - Non CS	2
Phone Call	2
Click to Call	1
Clicks to call	0
Local actions - Website visits	0
Local actions - Directions	0
Local actions - Other engagements	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