

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

Medspa MD

753-428-4923

Key Performance Indicators (KPIs)

Cost

\$4,051

↓ 5%

Conv

27.9

↑ 2%

Conv Rate

6.48%

↓ 11%

Cost / Conv

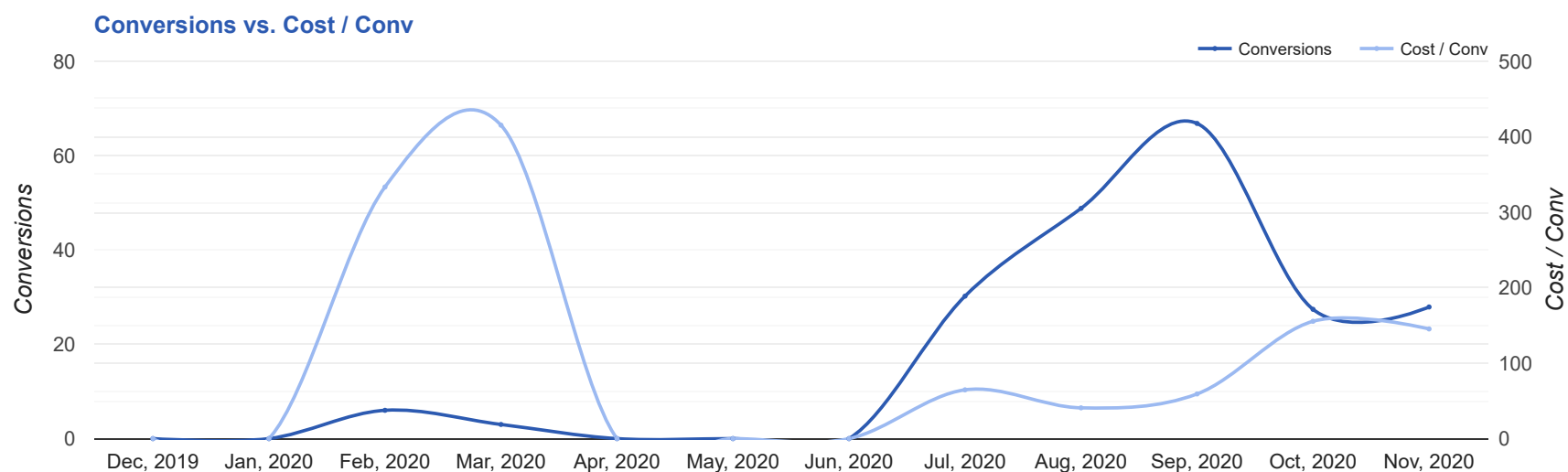
\$145.29

↓ 7%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	8,248	374	\$4,254.53	\$11.38	4.53%	-	27.4	7.32%	\$155.45	43.74%
1 Nov 2020 — 30 Nov 2020	8,615	430	\$4,050.78	\$9.42	4.99%	-	27.9	6.48%	\$145.29	40.96%
Change	367 ↑ 4%	56 ↑ 15%	\$203.75 ↓ 5%	\$1.96 ↓ 17%	0.46% ↑ 10%	--	0.51 ↑ 2%	0.84% ↓ 11%	\$10.16 ↓ 7%	2.78% ↓ 6%

Performance by Month - 1 Dec 2019 — 30 Nov 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	27.4	7.32%	\$155.45		43.74%
Nov '20	8,615	430	\$4,050.78	\$9.42	4.99%	-	27.9	6.48%	\$145.29		40.96%
Total	54,766	2,895	\$19,477.63	\$6.73	5.29%	-	210	7.25%	\$92.75		34.84%

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	2,176	244	\$2,499.76	\$10.24	11.21%	-	21.9	8.97%	\$114.25	78.83%
search beta coolsculpting exp reach	6,439	186	\$1,551.02	\$8.34	2.89%	-	6	3.23%	\$258.50	36.2%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

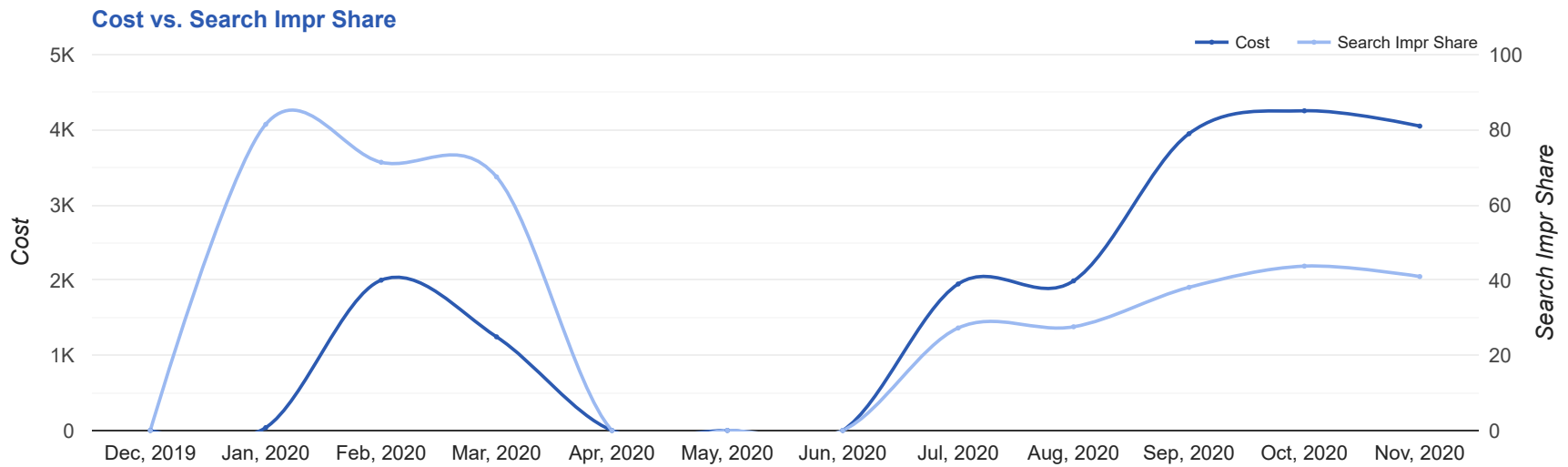
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in West Hartford - Dec Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever www.themedspamd.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	140	18	\$179.99	\$10.00	12.86%	-	4	22.22%	\$45.00
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.	294	27	\$401.71	\$14.88	9.18%	-	2	7.41%	\$200.85
CoolSculpting in West Hartford - Dec Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In {=COUNTDOWN(2020/12/31 00:00:00en-US31)} www.themedspamd.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	125	13	\$140.12	\$10.78	10.40%	-	2	15.38%	\$70.06
CoolSculpting in West Hartford - Limited Time Offer Nov 2020 - Our Biggest Discount Ever www.themedspamd.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	5	3	\$46.65	\$15.55	60.00%	-	1	33.33%	\$46.65
CoolSculpting in West Hartford - Nov Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In {=COUNTDOWN(2020/11/30 00:00:00en-US31)} www.themedspamd.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	17	4	\$57.79	\$14.45	23.53%	-	1	25.00%	\$57.79

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

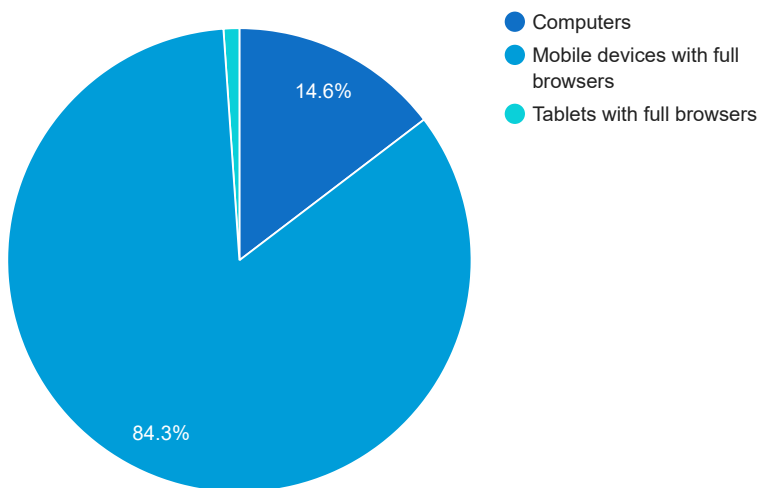
Budget Coverage



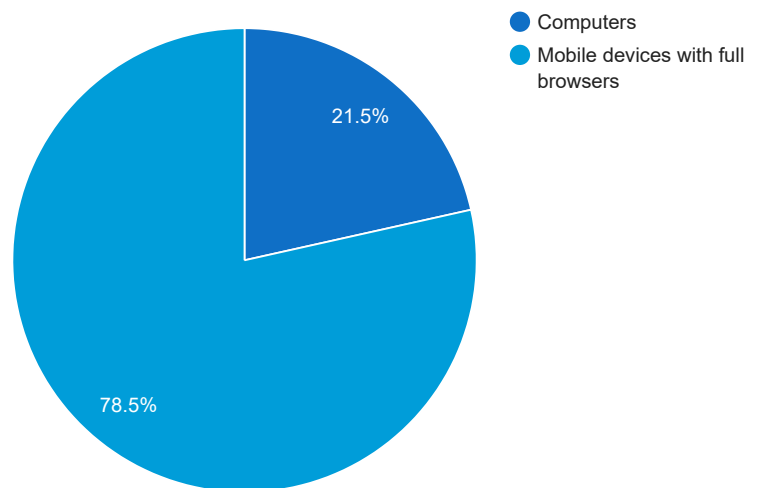
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	0	0
Jan, 2020	37.49	81.48
Feb, 2020	1,999.80	71.39
Mar, 2020	1,245.62	67.50
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	1,949.24	27.27
Aug, 2020	1,990.76	27.59
Sep, 2020	3,949.41	38.09
Oct, 2020	4,254.53	43.74
Nov, 2020	4,050.78	40.96

Cost and Conversions by Device

Cost



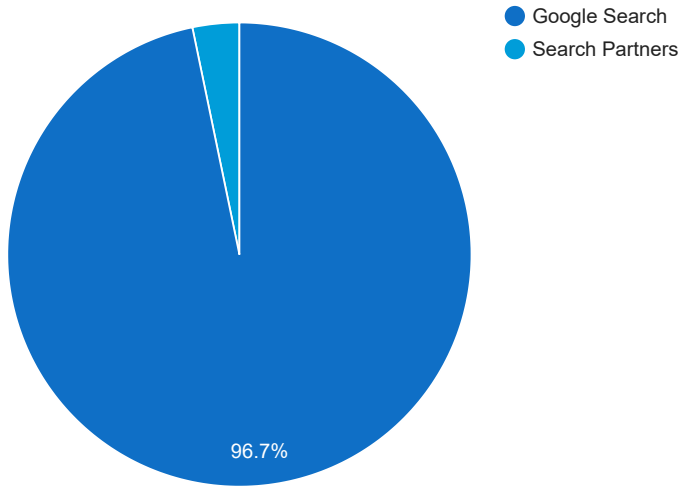
Conversions



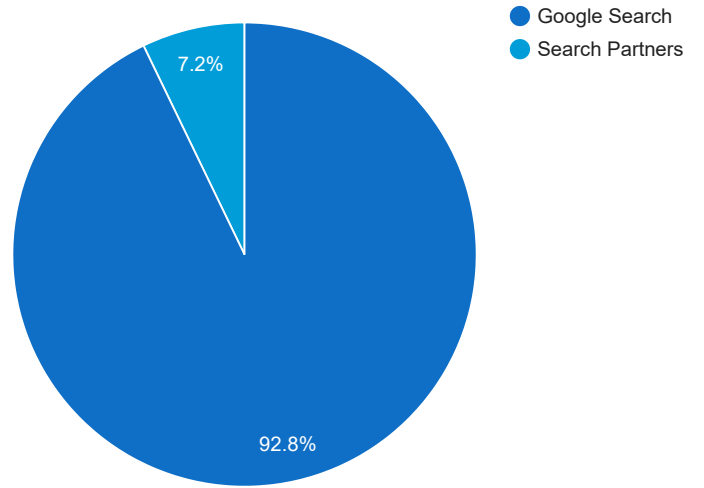
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	6,791	364	\$3,413.29	\$9.38	5.36%	-	21.9	6.01%	\$156.00
Computers	1,579	60	\$592.89	\$9.88	3.8%	-	6	10%	\$98.82
Tablets with full browsers	245	6	\$44.60	\$7.43	2.45%	-	0	0%	\$0.00

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	8,386	399	\$3,919.03	\$9.82	4.76%	-	25.9	6.49%	\$151.43
Search partners	229	31	\$131.75	\$4.25	13.54%	-	2	6.45%	\$65.88

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Form Submission	16.9
Phone Call	8
Calls from Ads	2
Lead - Non CS	1
Local actions - Website visits	0
Clicks to call	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