

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

Medspa MD

753-428-4923

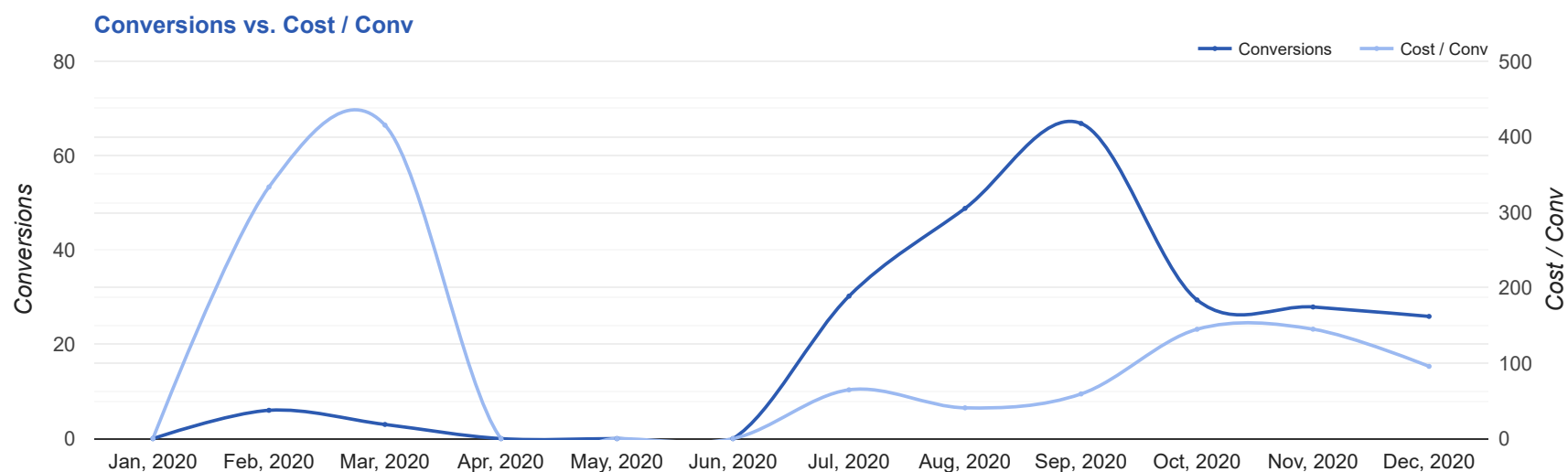
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,483	25.9	9.4%	\$95.71
↓ 39%	↓ 7%	↑ 45%	↓ 34%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	8,615	430	\$4,050.78	\$9.42	4.99%	-	27.9	6.5%	\$144.98	40.98%
1 Dec 2020 — 31 Dec 2020	2,692	276	\$2,482.78	\$9.00	10.25%	-	25.9	9.4%	\$95.71	82.35%
<b>Change</b>	5,923 ↓ 69%	154 ↓ 36%	\$1,568.00 ↓ 39%	\$0.42 ↓ 4%	5.26% ↑ 105%	--	2 ↓ 7%	2.90% ↑ 45%	\$49.27 ↓ 34%	41.37% ↑ 101%

# Performance by Month - 1 Jan 2020 — 31 Dec 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%	-	29.4	7.85%	\$144.86	43.74%	
Nov '20	8,615	430	\$4,050.78	\$9.42	4.99%	-	27.9	6.5%	\$144.98	40.98%	
Dec '20	2,692	276	\$2,482.78	\$9.00	10.25%	-	25.9	9.4%	\$95.71	82.35%	
<b>Total</b>	<b>57,458</b>	<b>3,171</b>	<b>\$21,960.41</b>	<b>\$6.93</b>	<b>5.52%</b>	<b>-</b>	<b>238</b>	<b>7.51%</b>	<b>\$92.27</b>	<b>35.81%</b>	

# Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	2,692	276	\$2,482.78	\$9.00	10.25%	-	25.9	9.4%	\$95.71	82.35%

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

## Top Text Ads

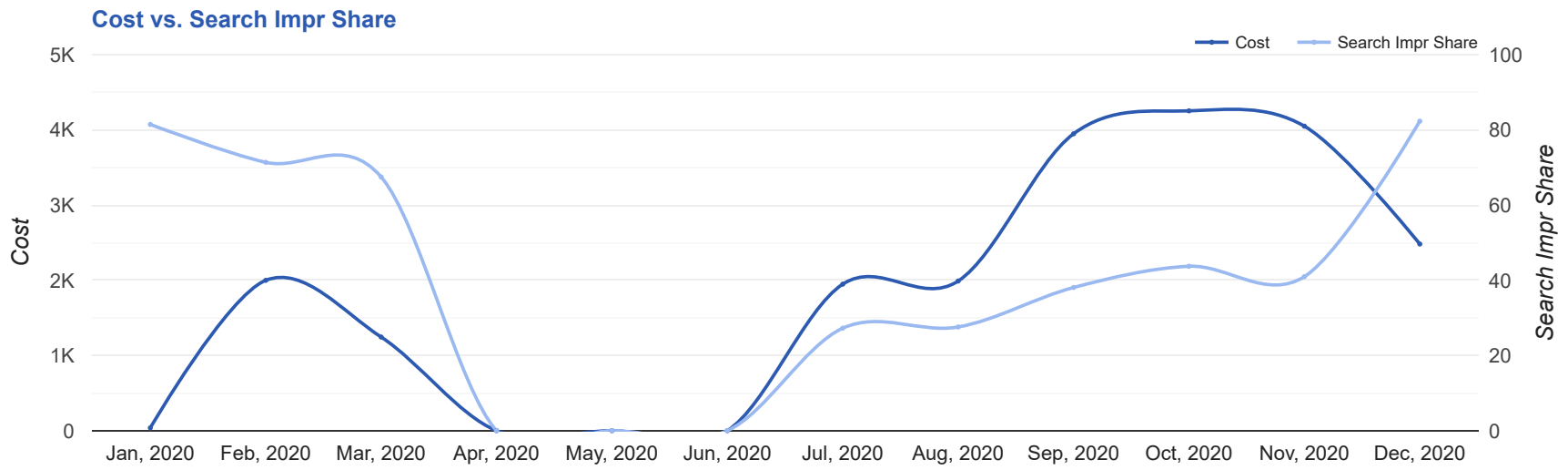
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in West Hartford - Limited Time Offer   Dec 2020 - 25% Off All CoolSculpting <a href="http://www.themedspamd.com//">www.themedspamd.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	114	14	\$199.16	\$14.23	12.28%	-	2	14.29%	\$99.58
CoolSculpting in West Hartford - Dec Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In {=COUNTDOWN("2020/12/31 00:00:00","en-US",31)} <a href="http://www.themedspamd.com//">www.themedspamd.com//</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hartford, CT	108	6	\$64.97	\$10.83	5.56%	-	2	33.33%	\$32.48
CoolSculpting in West Hartford - Dec Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In {=COUNTDOWN("2020/12/31 00:00:00","en-US",31)} <a href="http://www.themedspamd.com//">www.themedspamd.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	36	5	\$36.93	\$7.39	13.89%	-	2	40.00%	\$18.46
CoolSculpting in West Hartford - Limited Time Offer   Dec 2020 - Hurry Offer Ends In {=COUNTDOWN("2020/12/31 00:00:00","en-US",31)} <a href="http://www.themedspamd.com//">www.themedspamd.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	24	7	\$66.94	\$9.56	29.17%	-	2	28.57%	\$33.47
[Dynamic Headline] [Dynamic Display URL] CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	73	9	\$70.28	\$7.81	12.33%	-	2	22.22%	\$35.14

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Dec 2020 — 31 Dec 2020

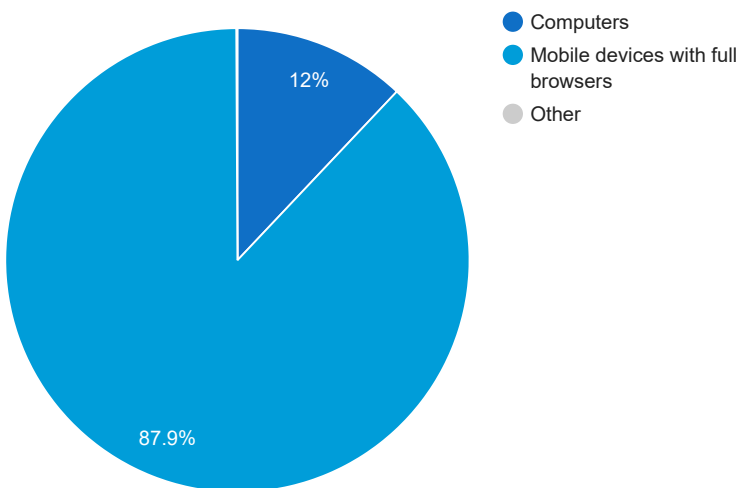
## Budget Coverage



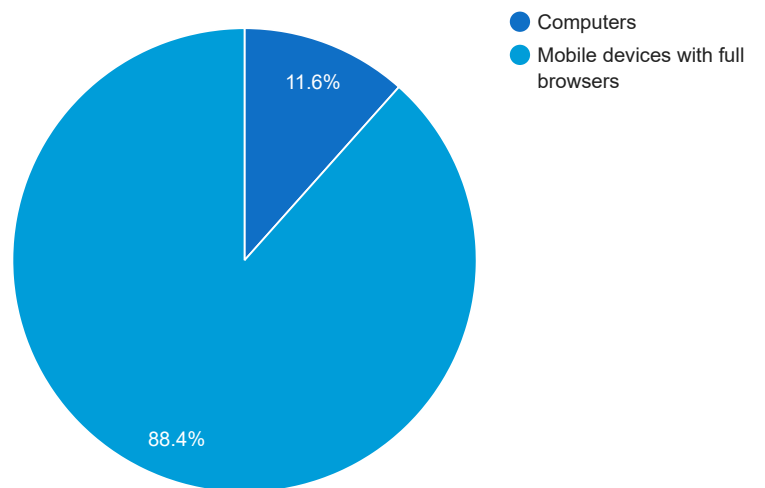
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	37.49	81.48
Feb, 2020	1,999.80	71.39
Mar, 2020	1,245.62	67.50
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	1,949.24	27.27
Aug, 2020	1,990.76	27.59
Sep, 2020	3,949.41	38.09
Oct, 2020	4,254.53	43.74
Nov, 2020	4,050.78	40.98
Dec, 2020	2,482.78	82.35

## Cost and Conversions by Device

### Cost



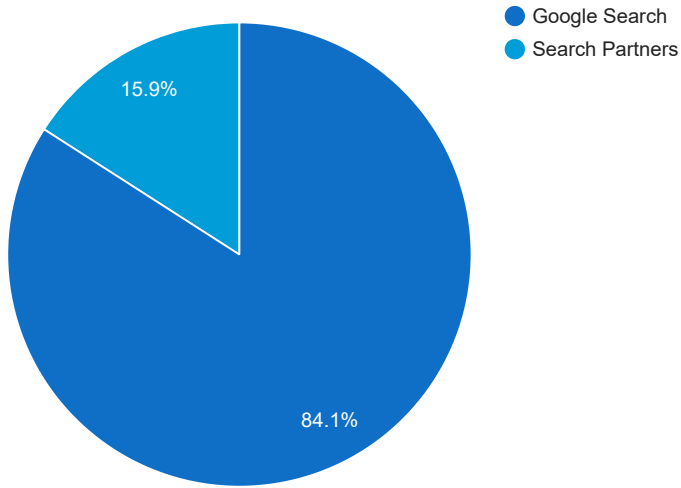
### Conversions



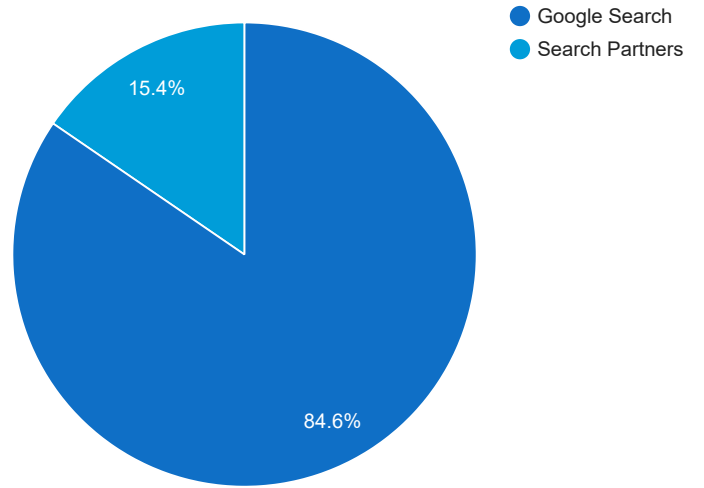
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	2,252	244	\$2,181.67	\$8.94	10.83%	-	22.9	9.4%	\$95.10
Computers	415	31	\$299.14	\$9.65	7.47%	-	3	9.68%	\$99.71
Tablets with full browsers	25	1	\$1.97	\$1.97	4%	-	0	0%	\$0.00

### 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	2,154	202	\$2,087.39	\$10.33	9.38%	-	21.9	10.86%	\$95.14
Search partners	538	74	\$395.39	\$5.34	13.75%	-	4	5.41%	\$98.85

## Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Form Submission	23.9
Calls from Ads	1
Phone Call	1
Clicks to call	0
Local actions - Website visits	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