

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

Medspa MD

753-428-4923

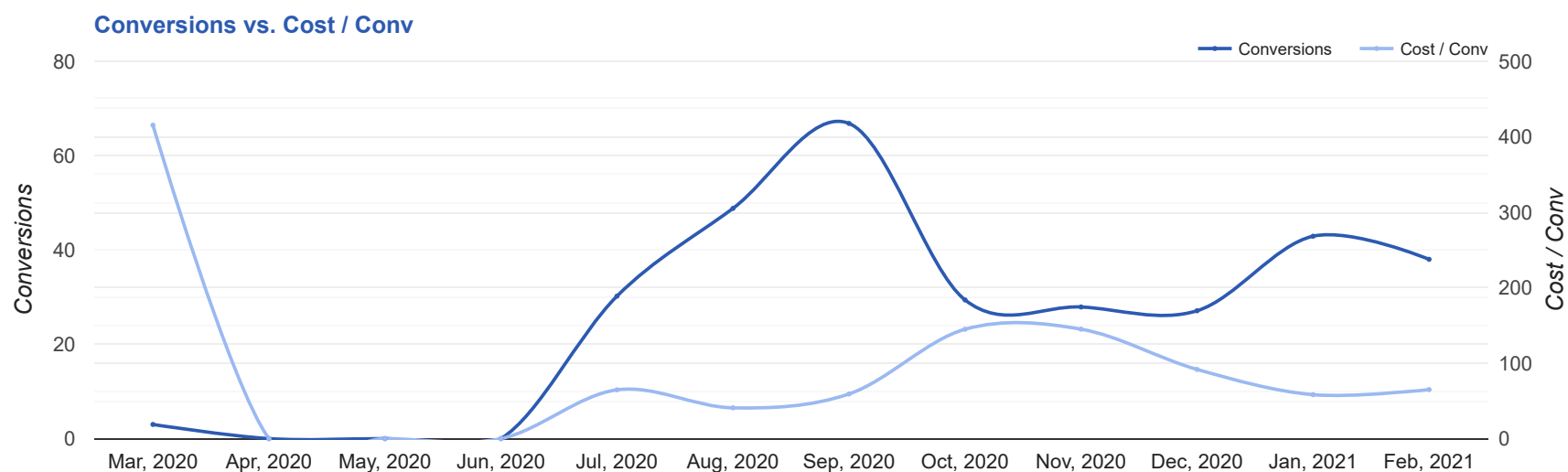
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,467	38	8.29%	\$64.95
↓ 1%	↓ 11%	↓ 14%	↑ 12%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	3,947	446	\$2,497.00	\$5.60	11.3%	-	42.9	9.62%	\$58.22	81.75%
1 Feb 2021 — 28 Feb 2021	4,033	458	\$2,466.79	\$5.39	11.36%	-	38	8.29%	\$64.95	80.13%
Change	86 ↑ 2%	12 ↑ 3%	\$30.21 ↓ 1%	\$0.21 ↓ 4%	0.06% ↑ 1%	--	4.91 ↓ 11%	1.33% ↓ 14%	\$6.73 ↑ 12%	1.62% ↓ 2%

Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	27.1	9.81%	\$91.68	82.48%
Jan '21	3,947	446	\$2,497.00	\$5.60	11.3%	-	42.9	9.62%	\$58.22	81.75%
Feb '21	4,033	458	\$2,466.79	\$5.39	11.36%	-	38	8.29%	\$64.95	80.13%
Total	64,168	3,913	\$24,886.91	\$6.36	6.1%	-	314	8.02%	\$79.26	38.07%

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	4,033	458	\$2,466.79	\$5.39	11.36%	-	38	8.29%	\$64.95	80.13%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

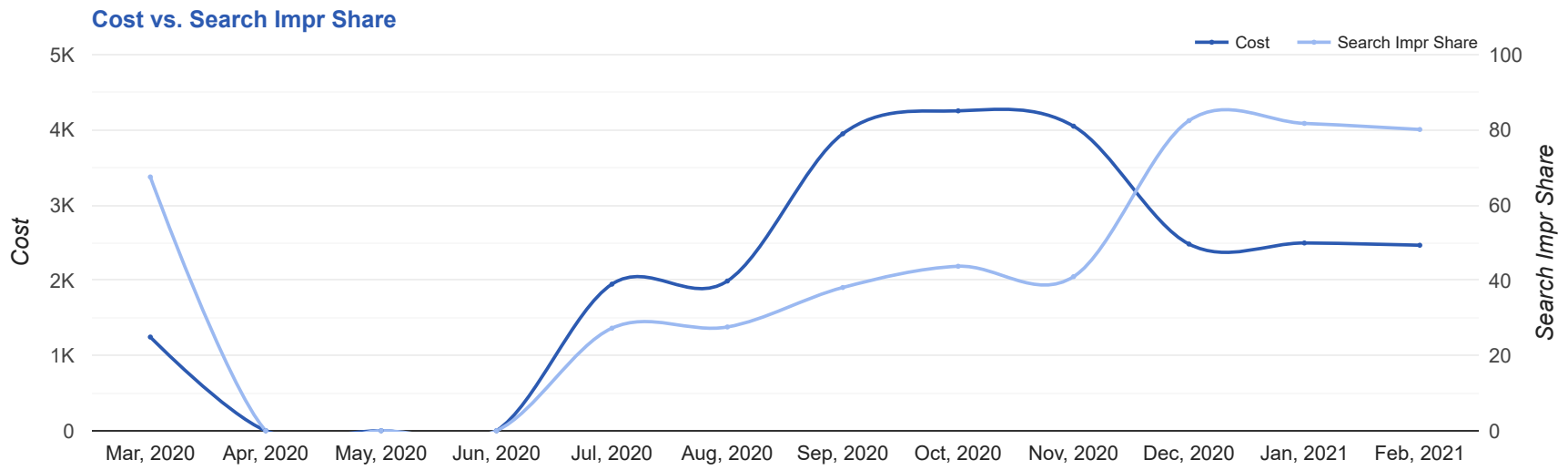
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in West Hartford - Biggest CoolSculpting® Promo www.themedspamd.com/ -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hartford, CT	607	74	\$480.71	\$6.50	12.19%	-	10.7	14.51%	\$44.76
[Dynamic Headline] [Dynamic Display URL] CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	208	34	\$143.77	\$4.23	16.35%	-	4	11.76%	\$35.94
CoolSculpting® Fat Reduction - CoolSculpting in West Hartford - Biggest CoolSculpting® Promo www.themedspamd.com/ -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hartford, CT	117	14	\$49.70	\$3.55	11.97%	-	3.2	23.14%	\$15.34
CoolSculpting in West Hartford - Limited Time Offer Feb 2021 - Our Biggest Discount Ever www.themedspamd.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	134	19	\$149.07	\$7.85	14.18%	-	2.3	12.00%	\$65.38
CoolSculpting® Fat Reduction - Limited Time Offer Feb 2021 - 25% Off All CoolSculpting www.themedspamd.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	29	10	\$26.74	\$2.67	34.48%	-	2	20.00%	\$13.37

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

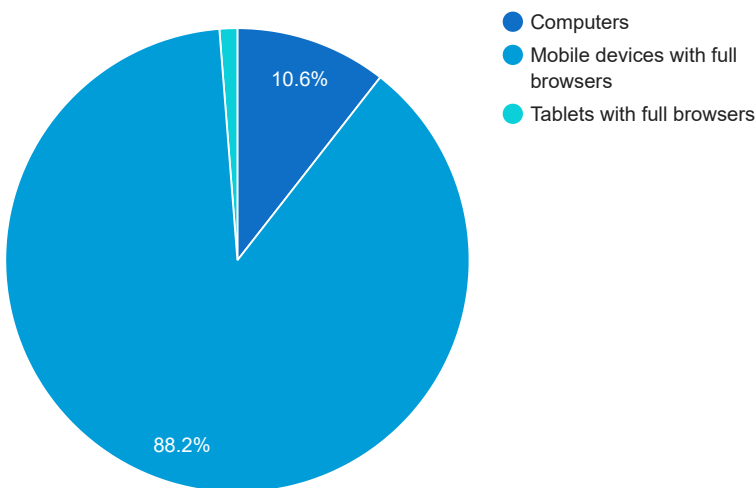
Budget Coverage



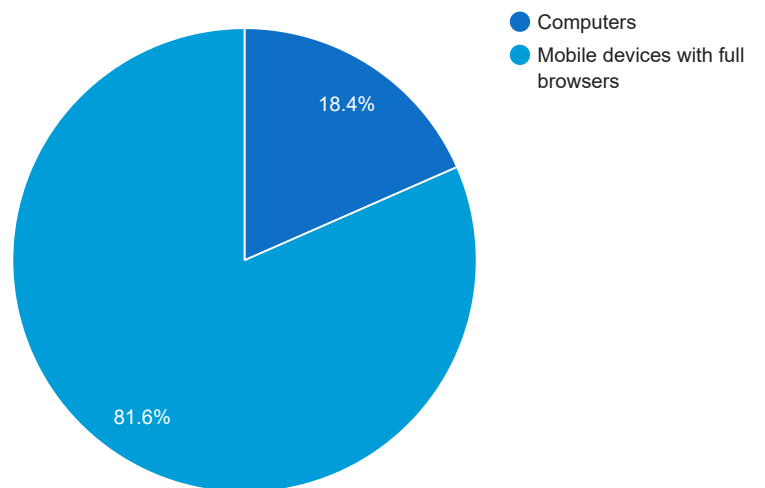
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	1,245.62	67.50
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	1,949.24	27.27
Aug, 2020	1,990.76	27.59
Sep, 2020	3,949.41	38.09
Oct, 2020	4,254.53	43.74
Nov, 2020	4,050.78	40.98
Dec, 2020	2,482.78	82.48
Jan, 2021	2,497	81.75
Feb, 2021	2,466.79	80.13

Cost and Conversions by Device

Cost



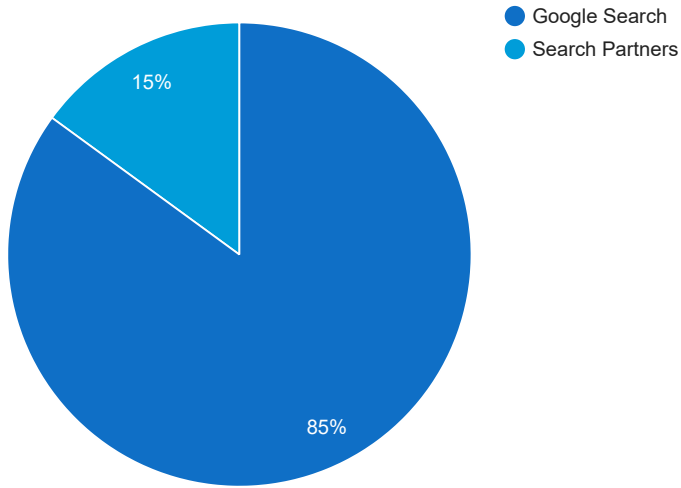
Conversions



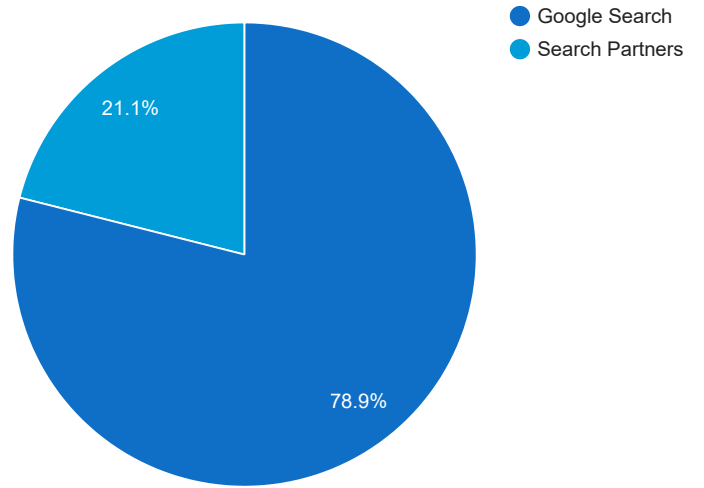
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	3,477	389	\$2,175.87	\$5.59	11.19%	-	31	7.96%	\$70.23
Computers	504	59	\$260.25	\$4.41	11.71%	-	7	11.86%	\$37.18
Tablets with full browsers	52	10	\$30.67	\$3.07	19.23%	-	0	0%	\$0.00

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	3,118	329	\$2,097.62	\$6.38	10.55%	-	30	9.11%	\$69.97
Search partners	915	129	\$369.17	\$2.86	14.1%	-	8	6.2%	\$46.15

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Form Submission	29
Phone Call	6
Calls from Ads	3
Clicks to call	0
Local actions - Website visits	0
Local actions - Menu views	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