

**Monthly Account  
Performance Report  
1 Mar 2021 — 31 Mar 2021**

Medspa MD

753-428-4923

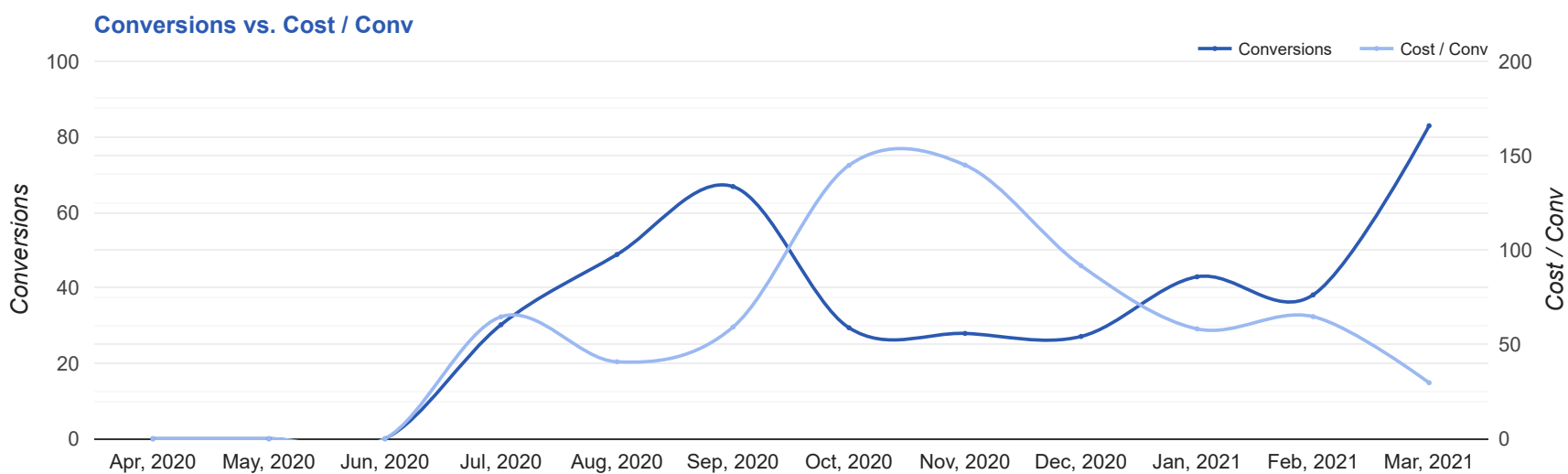
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,459	82.9	9.12%	\$29.67
↔ 0%	↑ 117%	↑ 10%	↓ 54%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Feb 2021 — 28 Feb 2021</b>	4,033	458	\$2,466.79	\$5.39	11.36%	-	38.1	8.32%	\$64.71	82.55%
<b>1 Mar 2021 — 31 Mar 2021</b>	14,179	909	\$2,458.76	\$2.70	6.41%	-	82.9	9.12%	\$29.67	18.9%
<b>Change</b>	10,146 ↑ 252%	451 ↑ 98%	\$8.03 ↓ 0%	\$2.69 ↓ 50%	4.95% ↓ 44%	0 ↔ -	44.74 ↑ 117%	0.80% ↑ 10%	\$35.04 ↓ 54%	63.65% ↓ 77%

# Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	38.1	8.32%	\$64.71	82.55%
Mar '21	14,179	909	\$2,458.76	\$2.70	6.41%	-	82.9	9.12%	\$29.67	18.9%
<b>Total</b>	<b>77,423</b>	<b>4,709</b>	<b>\$26,100.05</b>	<b>\$5.54</b>	<b>6.08%</b>	<b>-</b>	<b>394</b>	<b>8.37%</b>	<b>\$66.24</b>	<b>31.99%</b>

# Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	14,179	909	\$2,458.76	\$2.70	6.41%	-	82.9	9.12%	\$29.67	18.9%

# Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

## Top Text Ads

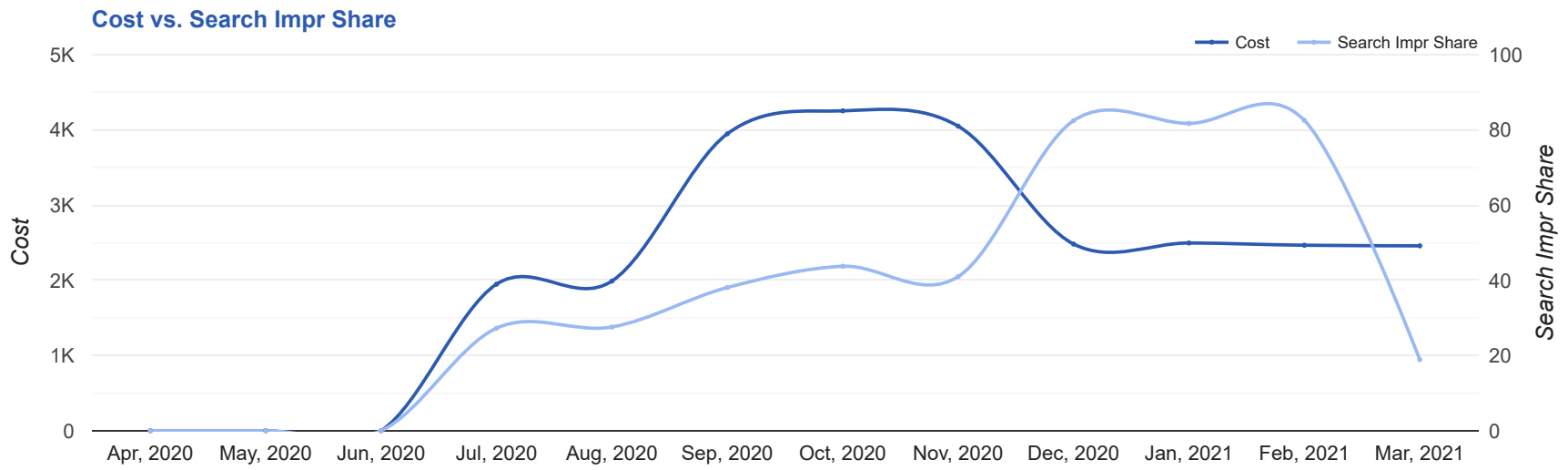
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
The Medspa West Hartford - Fat Reduction in West Hartford - Non-Surgical Fat Reduction <a href="http://www.themedspamd.com/--/">www.themedspamd.com/--/</a> -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	2,835	186	\$460.36	\$2.48	6.56%	-	9	4.84%	\$51.15
CoolSculpting in West Hartford - Limited Time Offer   Mar 2021 - Our Biggest Discount Ever <a href="http://www.themedspamd.com//">www.themedspamd.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	282	31	\$104.58	\$3.37	10.99%	-	8	25.81%	\$13.07
CoolSculpting® Fat Reduction - CoolSculpting in West Hartford - Biggest CoolSculpting® Promo <a href="http://www.themedspamd.com/--/">www.themedspamd.com/--/</a> -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hartford, CT	487	52	\$192.21	\$3.70	10.68%	-	5.9	11.25%	\$32.86
Fat Reduction in West Hartford - Eliminate Fat & Feel Great - Safe + Effective Fat Reduction <a href="http://www.themedspamd.com//">www.themedspamd.com//</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	686	34	\$92.48	\$2.72	4.96%	-	5.5	16.06%	\$16.94
CoolSculpting in West Hartford - Limited Time Offer   Mar 2021 - Hurry Offer Ends In {=COUNTDOWN("2021/03/31 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.	243	24	\$81.79	\$3.41	9.88%	-	5	20.83%	\$16.36

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Mar 2021 — 31 Mar 2021

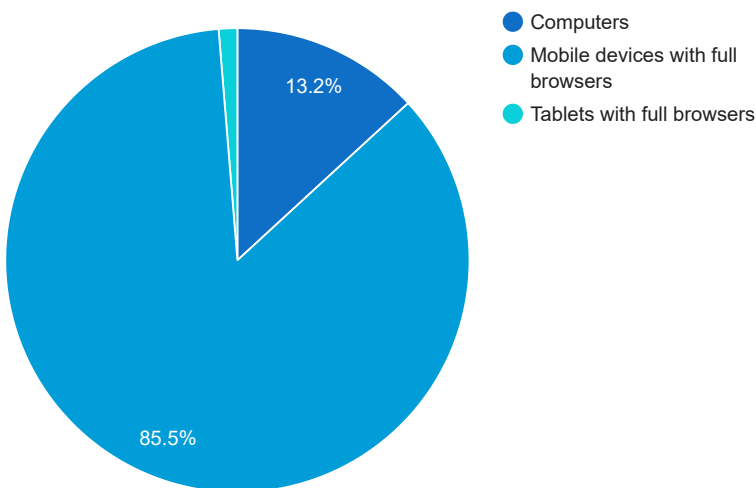
## Budget Coverage



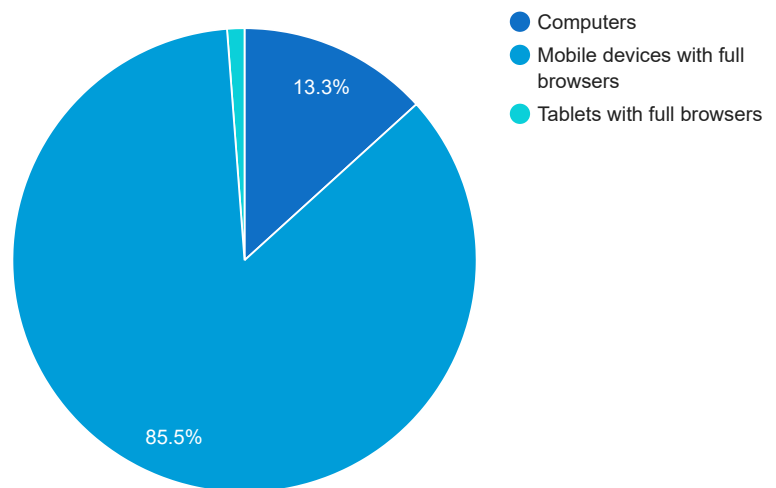
DATE	COST	SEARCH IMPR SHARE
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	1,949.24	27.27
Aug, 2020	1,990.76	27.59
Sep, 2020	3,949.41	38.09
Oct, 2020	4,254.53	43.74
Nov, 2020	4,050.78	40.98
Dec, 2020	2,482.78	82.48
Jan, 2021	2,497	81.75
Feb, 2021	2,466.79	82.55
Mar, 2021	2,458.76	18.90

## Cost and Conversions by Device

### Cost



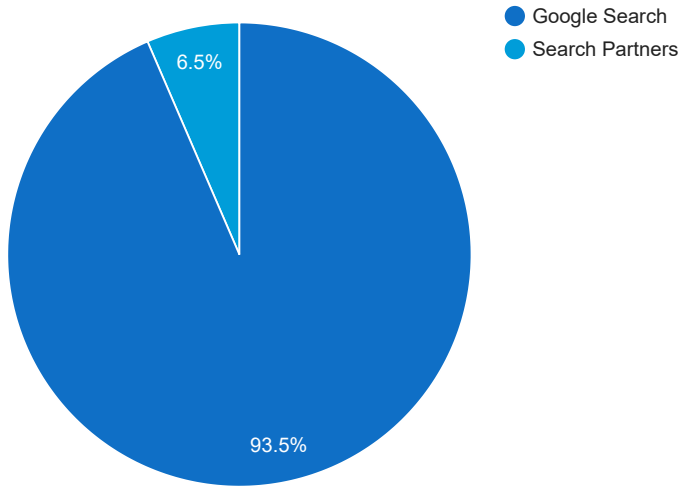
### Conversions



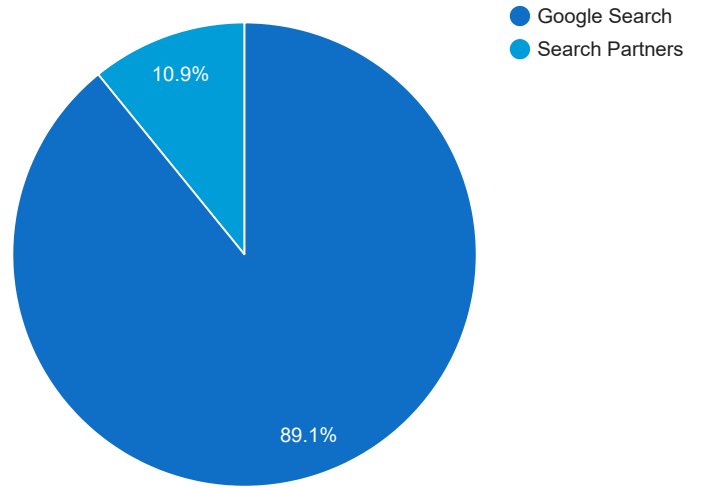
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	11,663	772	\$2,103.30	\$2.72	6.62%	-	70.9	9.18%	\$29.68
Computers	2,255	117	\$323.60	\$2.77	5.19%	-	11	9.4%	\$29.42
Tablets with full browsers	261	20	\$31.86	\$1.59	7.66%	-	1	5%	\$31.86

### 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	11,801	801	\$2,299.40	\$2.87	6.79%	-	73.9	9.22%	\$31.13
Search partners	2,378	108	\$159.36	\$1.48	4.54%	-	9	8.33%	\$17.71

# Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	CONV
Form Submission	59.9
Phone Call	12
Click to Call	4
Lead - Non CS	3
Calls from Ads	3
Calls from Website	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