

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

Medspa MD

753-428-4923

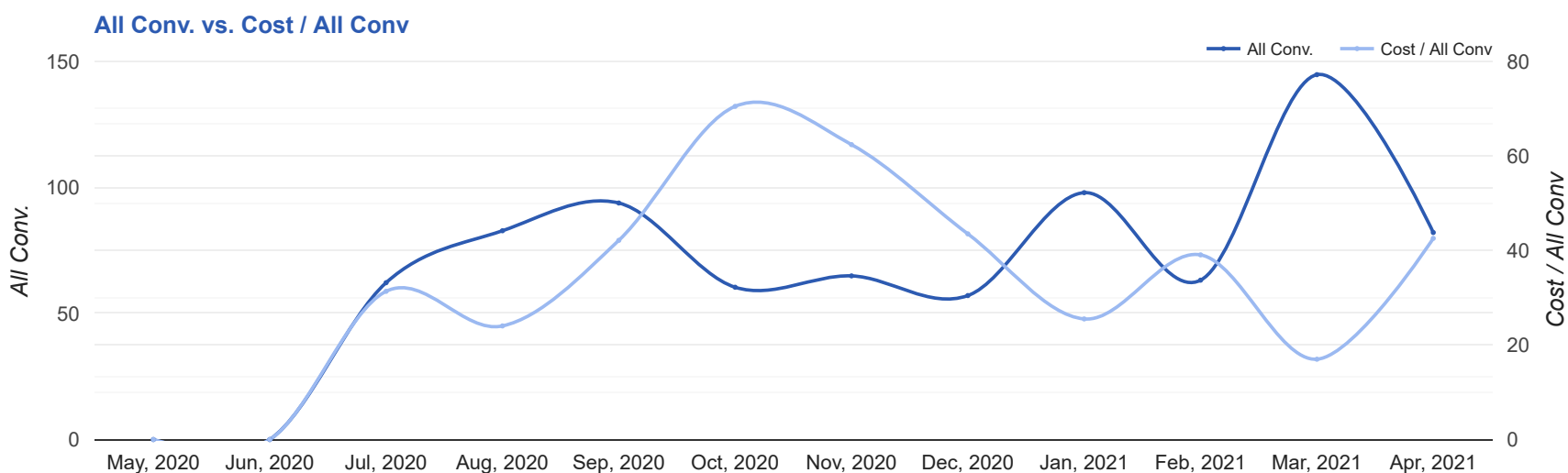
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$3,495	82.1	8.12%	\$42.55
↑ 42%	↓ 43%	↓ 49%	↑ 150%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	14,179	909	\$2,458.76	\$2.70	6.41%	-	15.92%	\$16.99	144.7
1 Apr 2021 — 30 Apr 2021	18,122	1,011	\$3,495.16	\$3.46	5.58%	-	8.12%	\$42.55	82.1
Change	3,943 ↑ 28%	102 ↑ 11%	\$1,036.40 ↑ 42%	\$0.76 ↑ 28%	0.83% ↓ 13%	0 ↔ -	7.80% ↓ 49%	\$25.56 ↑ 150%	62.56 ↓ 43%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Jul '20	9,048	450	\$1,949.24	\$4.33	4.97%	-	62.2	13.82%	\$31.35
Aug '20	10,994	628	\$1,990.76	\$3.17	5.71%	-	82.8	13.19%	\$24.03
Sep '20	15,667	738	\$3,949.41	\$5.35	4.71%	-	93.8	12.7%	\$42.13
Oct '20	8,248	374	\$4,254.53	\$11.38	4.53%	-	60.4	16.14%	\$70.47
Nov '20	8,615	430	\$4,050.78	\$9.42	4.99%	-	64.9	15.1%	\$62.38
Dec '20	2,692	276	\$2,482.78	\$9.00	10.25%	-	57.1	20.68%	\$43.50
Jan '21	3,947	446	\$2,497.00	\$5.60	11.3%	-	97.9	21.95%	\$25.51
Feb '21	4,033	458	\$2,466.79	\$5.39	11.36%	-	63.2	13.79%	\$39.06
Mar '21	14,179	909	\$2,458.76	\$2.70	6.41%	-	144.7	15.92%	\$16.99
Apr '21	18,122	1,011	\$3,495.16	\$3.46	5.58%	-	82.1	8.12%	\$42.55
Total	95,545	5,720	\$29,595.21	\$5.17	5.99%	-	809	14.14%	\$36.58

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	18,122	1,011	\$3,495.16	\$3.46	5.58%	-	82.1	8.12%	\$42.55

Top Keywords - 1 Apr 2021 — 30 Apr 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
medspa west hartford	20	18	\$91.29	\$5.07	90.00%	-	6.5	35.89%	\$14.13
cool sculpting cost	42	23	\$101.17	\$4.40	54.76%	-	3	13.04%	\$33.72
cool sculpting	95	30	\$124.59	\$4.15	31.58%	-	3	10.00%	\$41.53
cool sculping	1	1	\$2.53	\$2.53	100.00%	-	3	300.00%	\$0.84
med spa west hartford	10	9	\$28.51	\$3.17	90.00%	-	3	33.33%	\$9.50
coolsculpting	33	18	\$75.92	\$4.22	54.55%	-	2.5	13.89%	\$30.37
coolsculpting near me	20	9	\$50.64	\$5.63	45.00%	-	2.5	27.78%	\$20.26
coolsculpting west hartford ct	5	5	\$28.06	\$5.61	100.00%	-	1.5	30.00%	\$18.71
coolsculpting on double chin cost	1	2	\$5.00	\$2.50	200.00%	-	1	50.00%	\$5.00
weight loss near me	2	1	\$9.51	\$9.51	50.00%	-	1	100.00%	\$9.51

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
The Medspa West Hartford - Fat Reduction in West Hartford - Non-Surgical Fat Reduction www.themedspamd.com/--/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	7,108	375	\$1,222.92	\$3.26	5.28%	-	19.7	5.25%	\$62.17
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	1,025	82	\$346.88	\$4.23	8.00%	-	9	10.98%	\$38.54
CoolSculpting in West Hartford - Limited Time Offer Apr 2021 - Hurry Offer Ends In <code>{=COUNTDOWN("2021/04/30 00:00:00","en-US",31)}</code> www.themedspamd.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	211	29	\$150.90	\$5.20	13.74%	-	6	20.69%	\$25.15
CoolSculpting in West Hartford - Limited Time Offer Apr 2021 - 25% Off All CoolSculpting www.themedspamd.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	206	27	\$135.34	\$5.01	13.11%	-	5.5	20.37%	\$24.61
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	326	52	\$170.76	\$3.28	15.95%	-	5	9.62%	\$34.15

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

Budget Coverage

Display Impr Share

0%

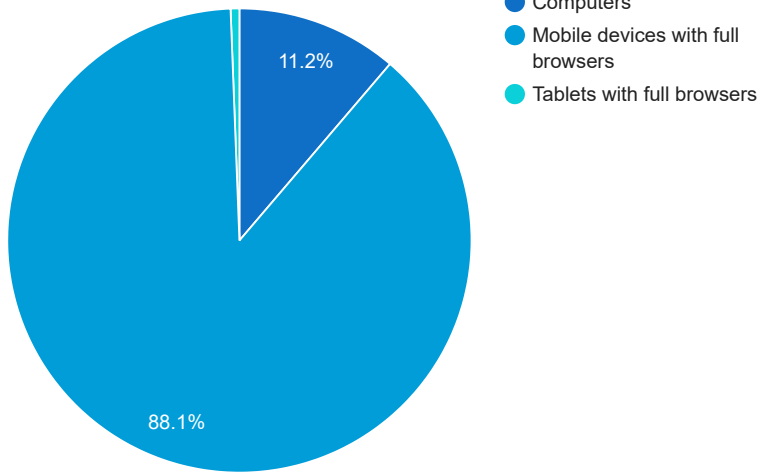
Search Impr Share

21.57%

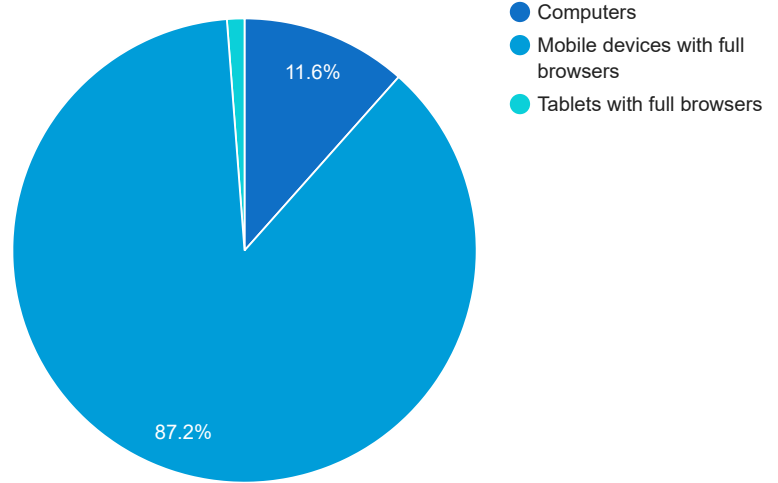
↑ 15%

Cost and Conversions by Device

Cost



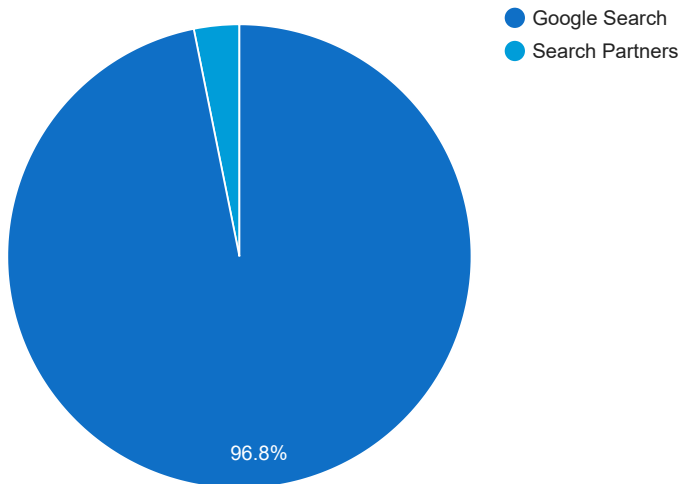
All Conv.



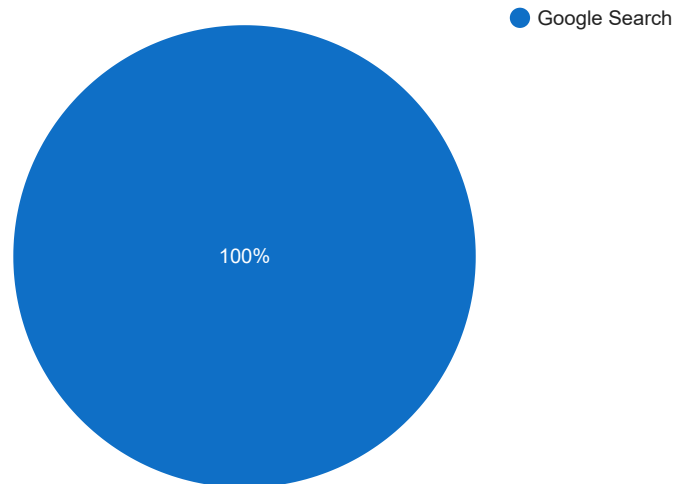
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	15,028	894	\$3,080.89	\$3.45	5.95%	-	71.7	8.02%	\$42.99
Computers	2,765	108	\$392.96	\$3.64	3.91%	-	9.5	8.76%	\$41.54
Tablets with full browsers	329	9	\$21.31	\$2.37	2.74%	-	1	11.11%	\$21.31

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	15,440	944	\$3,384.87	\$3.59	6.11%	-	82.1	8.7%	\$41.21
Search partners	2,682	67	\$110.29	\$1.65	2.5%	-	0	0%	\$0.00

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Form Submission	66.1
Calls from Ads	4
Phone Call	1
Lead - Non CS	1
Calls from Website	1
Clicks to call	7
Local actions - Directions	2

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