

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

Medspa MD

753-428-4923

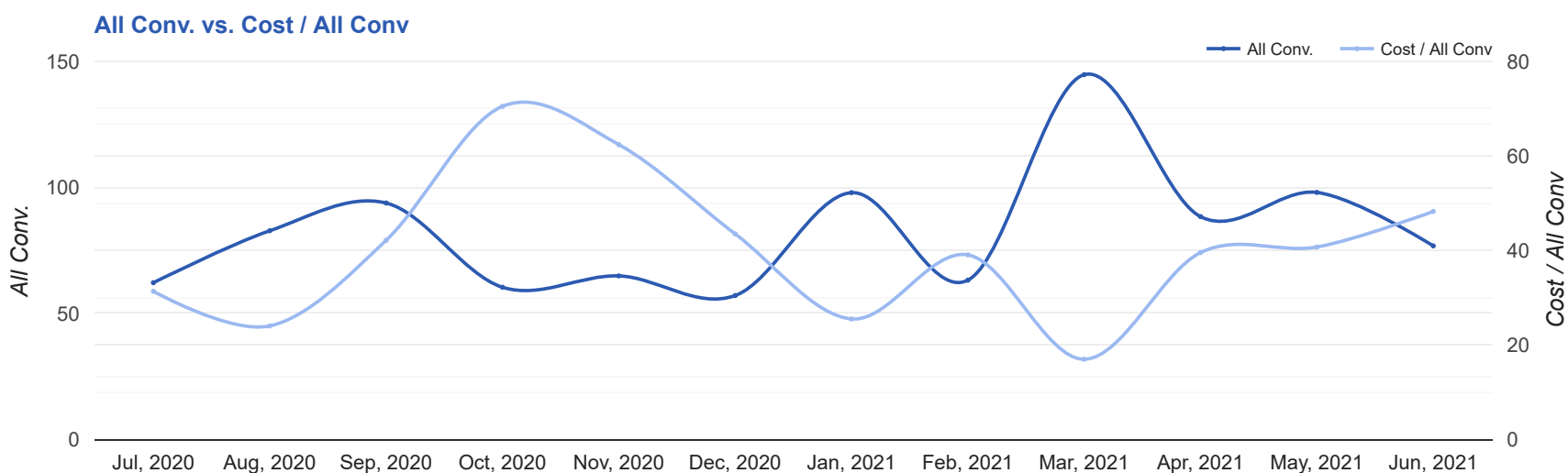
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$3,705	76.8	7.51%	\$48.25
↓ 7%	↓ 22%	↓ 19%	↑ 18%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	16,698	1,060	\$3,988.62	\$3.76	6.35%	-	9.24%	\$40.72	98
1 Jun 2021 — 30 Jun 2021	15,020	1,022	\$3,704.68	\$3.62	6.8%	-	7.51%	\$48.25	76.8
Change	1,678 ↓ 10%	38 ↓ 4%	\$283.94 ↓ 7%	\$0.14 ↓ 4%	0.45% ↑ 7%	0 ↔ -	1.73% ↓ 19%	\$7.53 ↑ 18%	21.18 ↓ 22%

# Performance by Month - 1 Jul 2020 — 30 Jun 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%	-	88.4	8.74%	\$39.54
May '21	16,698	1,060	\$3,988.62	\$3.76	6.35%	-	98	9.24%	\$40.72
Jun '21	15,020	1,022	\$3,704.68	\$3.62	6.8%	-	76.8	7.51%	\$48.25
<b>Total</b>	<b>127,263</b>	<b>7,802</b>	<b>\$37,288.51</b>	<b>\$4.78</b>	<b>6.13%</b>	<b>-</b>	<b>990</b>	<b>12.69%</b>	<b>\$37.66</b>

# Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   coolsculpting	15,020	1,022	\$3,704.68	\$3.62	6.8%	-	76.8	7.51%	\$48.25

# Top Keywords - 1 Jun 2021 — 30 Jun 2021

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting near me	21	14	\$111.10	\$7.94	66.67%	-	8	57.14%	\$13.89
cool sculpting	46	24	\$144.31	\$6.01	52.17%	-	3	12.50%	\$48.10
coolsculpting ct prices	4	4	\$17.30	\$4.33	100.00%	-	3	75.00%	\$5.77
weight loss	4	3	\$11.12	\$3.71	75.00%	-	3	100.00%	\$3.71
coolsculpting ct	10	10	\$84.87	\$8.49	100.00%	-	3	30.00%	\$28.29
medspa west hartford	15	13	\$143.31	\$11.02	86.67%	-	2	15.38%	\$71.66
best arm lift surgeon near me	1	1	\$3.43	\$3.43	100.00%	-	2	200.00%	\$1.72
coolsculpting west hartford ct	2	2	\$18.99	\$9.49	100.00%	-	2	100.00%	\$9.49
fat burner for women	1	1	\$3.40	\$3.40	100.00%	-	1	100.00%	\$3.40
cost of a brachioplasty	1	1	\$2.55	\$2.55	100.00%	-	1	100.00%	\$2.55

# Top Performing Ads - 1 Jun 2021 — 30 Jun 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 <a href="http://www.themedspamd.com/--">www.themedspamd.com/--</a> -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	3,542	313	\$832.29	\$2.66	8.84%	-	15.3	4.90%	\$54.26
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	3,629	192	\$621.38	\$3.24	5.29%	-	12.8	6.66%	\$48.62
CoolSculpting in West Hartford - Limited Time Offer   June 2021 - Hurry Offer Ends In {=COUNTDOWN("2021/06/30 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.	418	34	\$195.46	\$5.75	8.13%	-	7	20.59%	\$27.92
CoolSculpting in West Hartford - Limited Time Offer   June 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.	467	48	\$338.69	\$7.06	10.28%	-	7	14.58%	\$48.38
CoolSculpting in West Hartford - Limited Time Offer   June 2021 - 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.	455	38	\$213.56	\$5.62	8.35%	-	6.7	17.53%	\$32.07

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2021 — 30 Jun 2021

## Budget Coverage

Display Impr Share

0%

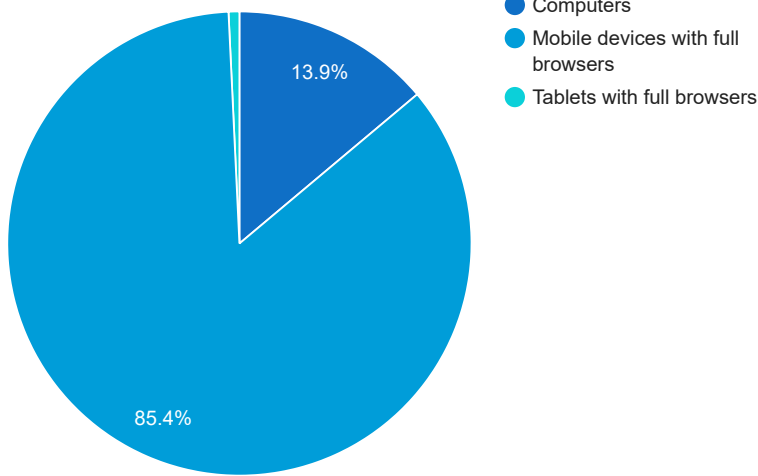
Search Impr Share

29.26%

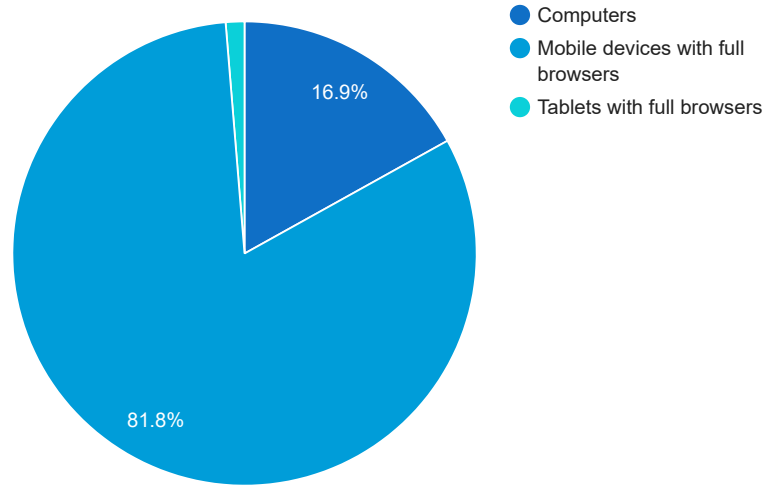
↑ 28%

## Cost and Conversions by Device

### Cost



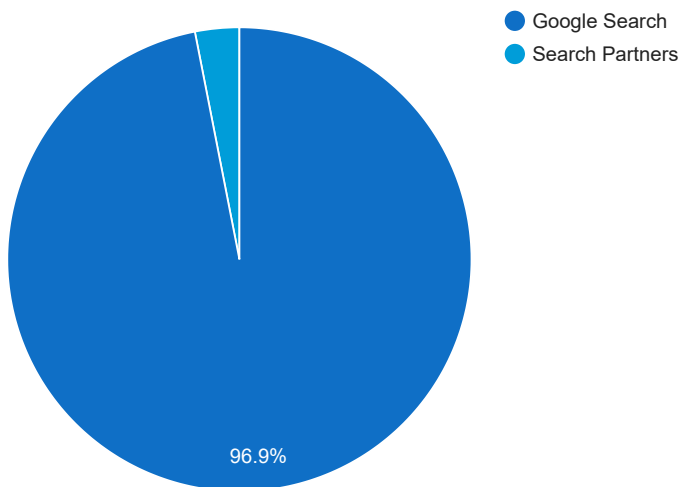
### All Conv.



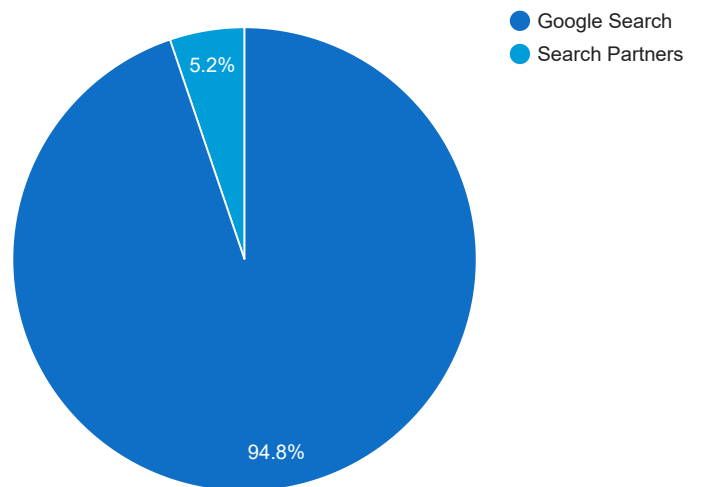
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	12,543	880	\$3,162.35	\$3.59	7.02%	-	62.8	7.13%	\$50.37
Computers	2,249	127	\$514.50	\$4.05	5.65%	-	13	10.24%	\$39.58
Tablets with full browsers	228	15	\$27.83	\$1.86	6.58%	-	1	6.67%	\$27.83

## 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	13,868	971	\$3,590.67	\$3.70	7%	-	72.8	7.5%	\$49.34
Search partners	1,152	51	\$114.01	\$2.24	4.43%	-	4	7.84%	\$28.50

# Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Form Submission	58.8
Calls from Ads	2
Calls from Website	1
Clicks to call	6
Local actions - Directions	9

# 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