

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

The Studio Medspa

225-251-5356

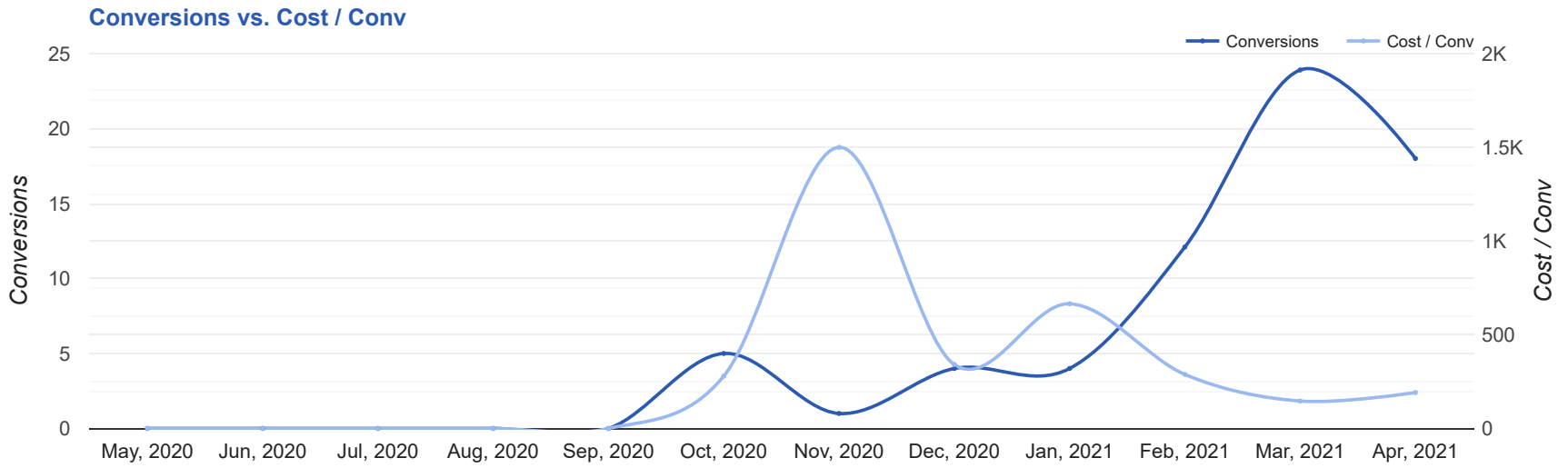
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,446	18	4.9%	\$191.46
↓ 1%	↓ 25%	↓ 31%	↑ 31%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Mar 2021 — 31 Mar 2021	7,611	336	\$3,491.84	\$10.39	4.41%	-	23.9	7.1%	\$146.35	60.75%
1 Apr 2021 — 30 Apr 2021	8,186	367	\$3,446.22	\$9.39	4.48%	-	18	4.9%	\$191.46	64.96%
Change	575 ↑ 8%	31 ↑ 9%	\$45.62 ↓ 1%	\$1.00 ↓ 10%	0.07% ↑ 2%	0 ↔ -	5.86 ↓ 25%	2.20% ↓ 31%	\$45.11 ↑ 31%	4.21% ↑ 7%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Sep '20	540	14	\$299.93	\$21.42	2.59%	-	0	0%	\$0.00	30.05%
Oct '20	5,338	153	\$1,397.14	\$9.13	2.87%	-	5	3.27%	\$279.43	28.66%
Nov '20	6,542	156	\$1,499.61	\$9.61	2.38%	-	1	0.64%	\$1,499.61	18.71%
Dec '20	5,727	173	\$1,364.21	\$7.89	3.02%	-	4	2.31%	\$341.05	24.3%
Jan '21	10,226	334	\$2,660.22	\$7.96	3.27%	-	4	1.2%	\$665.06	37%
Feb '21	6,910	291	\$3,499.96	\$12.03	4.21%	-	12.1	4.17%	\$288.30	61.25%
Mar '21	7,611	336	\$3,491.84	\$10.39	4.41%	-	23.9	7.1%	\$146.35	60.75%
Apr '21	8,186	367	\$3,446.22	\$9.39	4.48%	-	18	4.9%	\$191.46	64.96%
Total	51,080	1,824	\$17,659.13	\$9.68	3.57%	-	68	3.73%	\$259.69	35.72%

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	8,186	367	\$3,446.22	\$9.39	4.48%	-	18	4.9%	\$191.46	64.96%

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

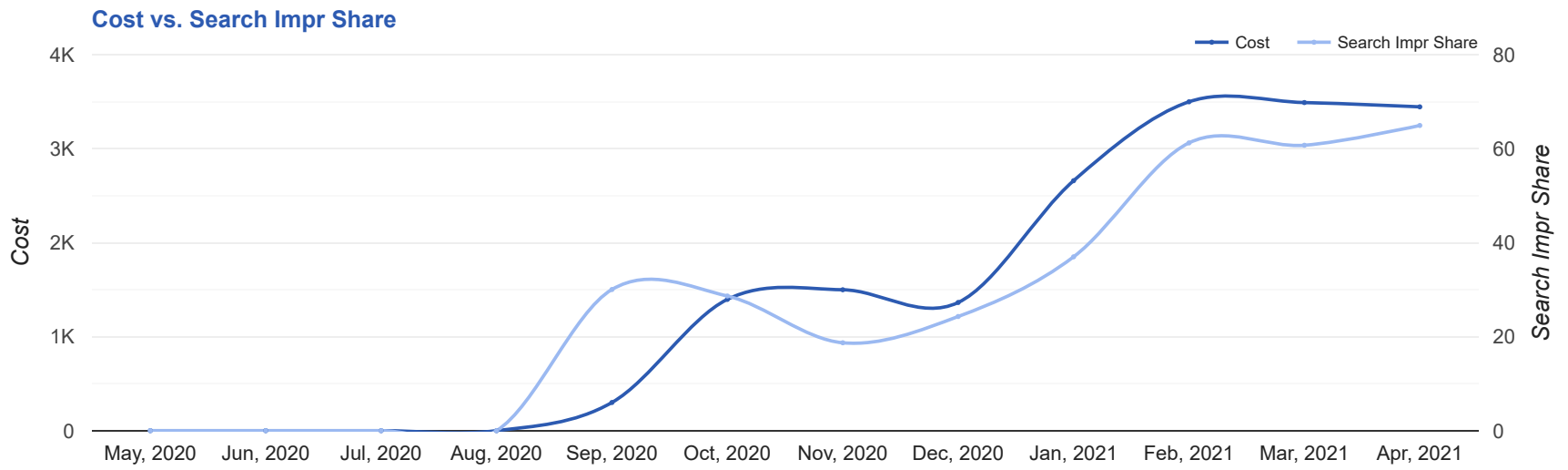
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Parker, CO - Biggest CoolSculpting® Promo thestudiomedspa.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Parker, CO	2,443	100	\$1,074.85	\$10.75	4.09%	-	5.5	5.50%	\$195.43
The Studio Med Spa - Fat Reduction in Parker, CO - Non-Surgical Fat Reduction thestudiomedspa.com/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	2,017	81	\$558.15	\$6.89	4.02%	-	2.5	3.09%	\$223.26
CoolSculpting® in Parker, CO - Save \$1,000 Off 8+ Treatments - Hurry Offer Ends In <code>{=COUNTDOWN("2021/04/30 00:00:00","en-US",31)}</code> thestudiomedspa.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	48	6	\$81.92	\$13.65	12.50%	-	1.7	27.83%	\$49.05
Fat Reduction in Parker, CO - Eliminate Fat & Feel Great - Freeze Away Body Fat thestudiomedspa.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	3	1	\$3.64	\$3.64	33.33%	-	1	100.00%	\$3.64
CoolSculpting® in Parker, CO - Freeze Away Body Fat - Our Biggest Discount Ever thestudiomedspa.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	8	1	\$19.30	\$19.30	12.50%	-	1	100.00%	\$19.30

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

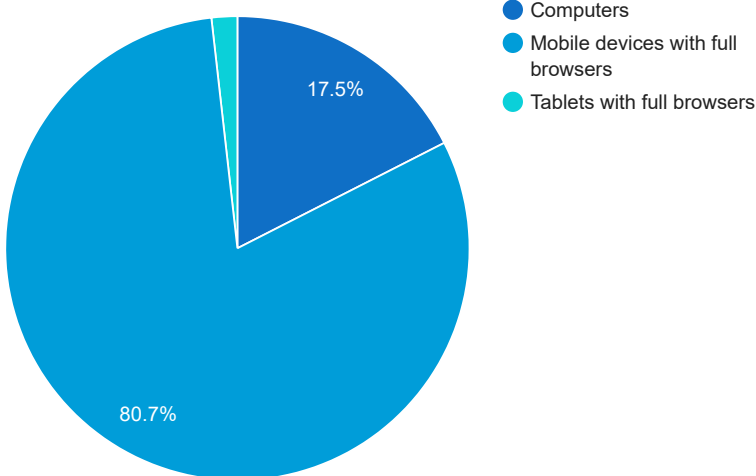
Budget Coverage



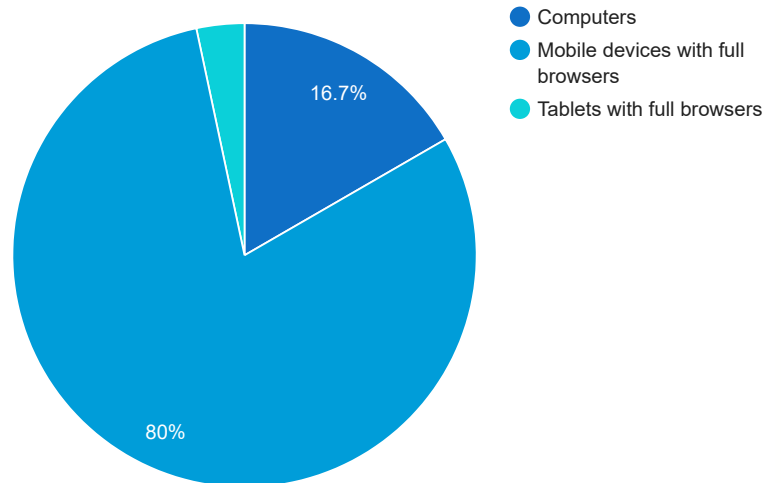
DATE	COST	SEARCH IMPR SHARE
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	299.93	30.05
Oct, 2020	1,397.14	28.66
Nov, 2020	1,499.61	18.71
Dec, 2020	1,364.21	24.30
Jan, 2021	2,660.22	37
Feb, 2021	3,499.96	61.25
Mar, 2021	3,491.84	60.75
Apr, 2021	3,446.22	64.96

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	6,623	306	\$2,781.42	\$9.09	4.62%	-	14.4	4.72%	\$192.75
Computers	1,426	53	\$603.00	\$11.38	3.72%	-	3	5.66%	\$201.00
Tablets with full browsers	137	8	\$61.80	\$7.73	5.84%	-	0.6	7.12%	\$108.42

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	8,186	367	\$3,446.22	\$9.39	4.48%	-	18	4.9%	\$191.46

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE

CONV

Submit lead form

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Click to Call

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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