

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

The Studio Medspa

225-251-5356

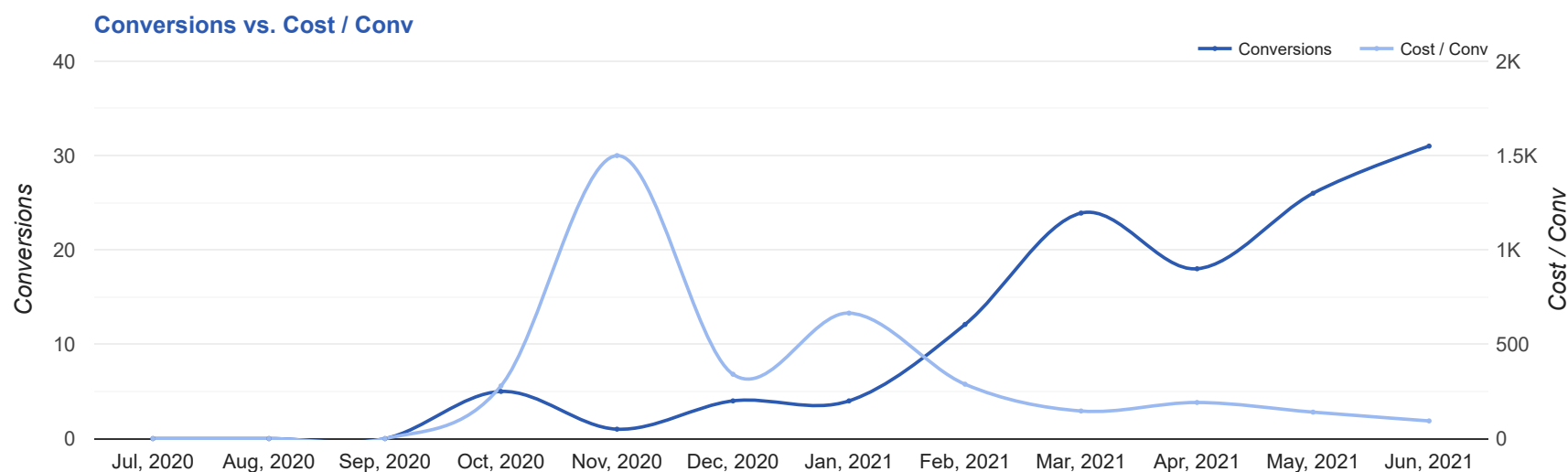
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,907	31	7.19%	\$93.76
↓ 20%	↑ 19%	↑ 23%	↓ 33%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2021 — 31 May 2021	12,373	446	\$3,648.00	\$8.18	3.6%	-	26	5.83%	\$140.31	29.34%
1 Jun 2021 — 30 Jun 2021	14,781	431	\$2,906.65	\$6.74	2.92%	-	31	7.19%	\$93.76	17.6%
Change	2,408 ↑ 19%	15 ↓ 3%	\$741.35 ↓ 20%	\$1.44 ↓ 18%	0.68% ↓ 19%	0 ↔ -	5 ↑ 19%	1.36% ↑ 23%	\$46.55 ↓ 33%	11.74% ↓ 40%

Performance by Month - 1 Jul 2020 — 30 Jun 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	65.06%
May '21	12,373	446	\$3,648.00	\$8.18	3.6%	-	26	5.83%	\$140.31	29.34%
Jun '21	14,781	431	\$2,906.65	\$6.74	2.92%	-	31	7.19%	\$93.76	17.6%
Total	78,234	2,701	\$24,213.78	\$8.96	3.45%	-	125	4.63%	\$193.71	29.07%

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	14,781	431	\$2,906.65	\$6.74	2.92%	-	31	7.19%	\$93.76	17.6%

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

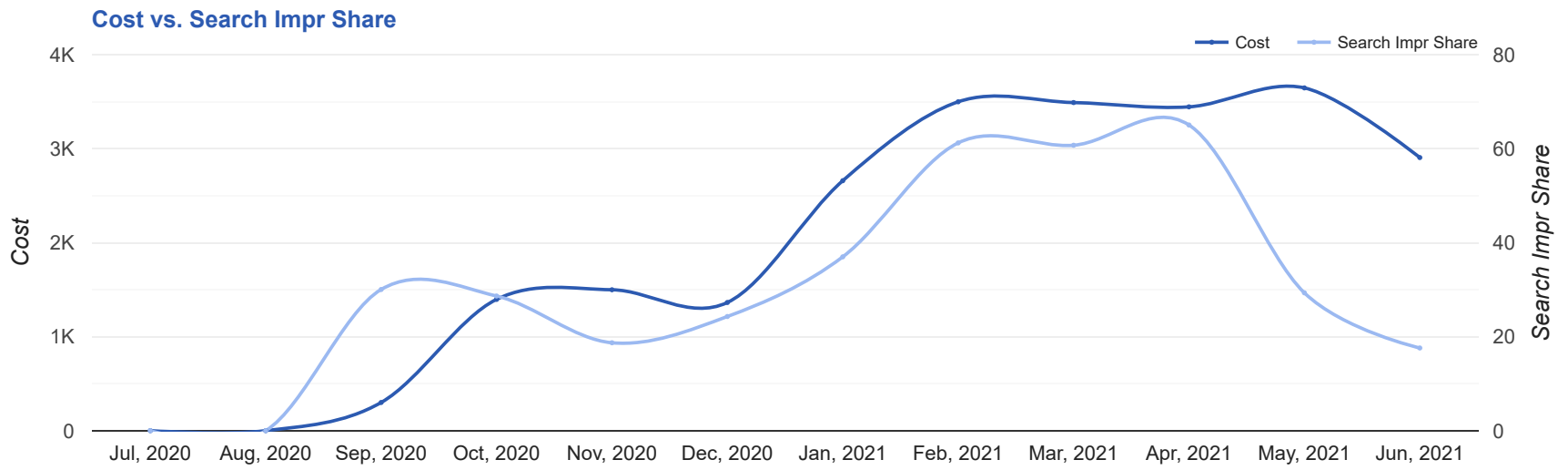
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:The Studio Med Spa} - CoolSculpting in Parker, CO - Biggest CoolSculpting® Promo thestudiomedspa.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Parker, CO	1,521	82	\$835.25	\$10.19	5.39%	-	8.3	10.16%	\$100.27
{Keyword:The Studio Med Spa} - CoolSculpting in Parker, CO - Biggest CoolSculpting® Promo thestudiomedspa.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Parker, CO	303	23	\$175.98	\$7.65	7.59%	-	6	26.09%	\$29.33
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	4,398	107	\$613.35	\$5.73	2.43%	-	5	4.67%	\$122.67
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	1,570	56	\$274.36	\$4.90	3.57%	-	2.7	4.77%	\$102.76
CoolSculpting® in Parker, CO - Limited Time Offer June 2021 - 25% Off All CoolSculpting thestudiomedspa.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	52	4	\$68.94	\$17.23	7.69%	-	2	50.00%	\$34.47

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

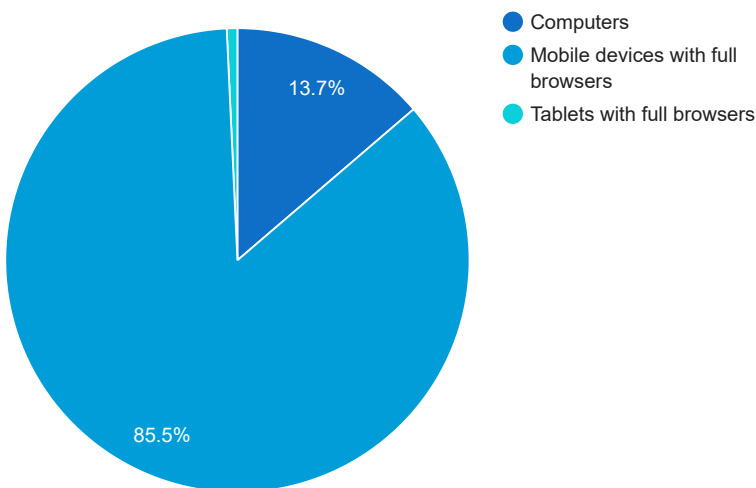
Budget Coverage



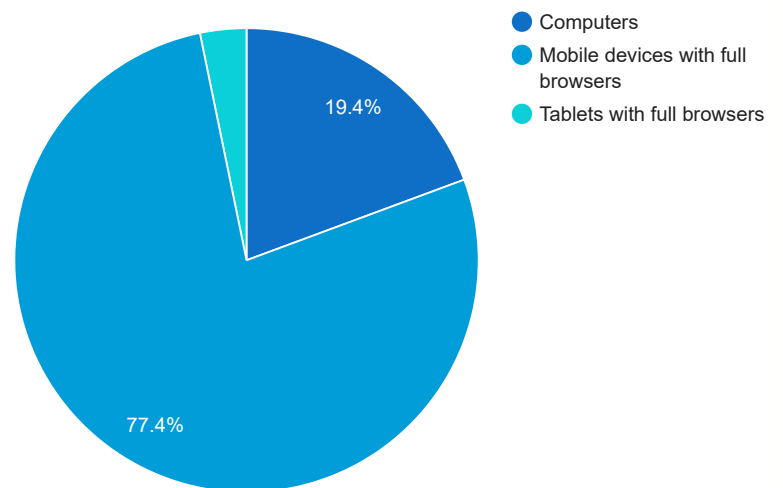
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	299.93	30.05
Oct, 2020	1,397.14	28.66
Nov, 2020	1,499.61	18.71
Dec, 2020	1,364.21	24.30
Jan, 2021	2,660.22	37
Feb, 2021	3,499.96	61.25
Mar, 2021	3,491.84	60.75
Apr, 2021	3,446.22	65.06
May, 2021	3,648	29.34
Jun, 2021	2,906.65	17.60

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	12,330	370	\$2,486.42	\$6.72	3%	-	24	6.49%	\$103.60
Computers	2,204	58	\$398.83	\$6.88	2.63%	-	6	10.34%	\$66.47
Tablets with full browsers	247	3	\$21.40	\$7.13	1.21%	-	1	33.33%	\$21.40

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	14,781	431	\$2,906.65	\$6.74	2.92%	-	31	7.19%	\$93.76

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	CONV
Click to Call	17
Submit lead form	12
Call From Ads	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