

**Monthly Account
Performance Report
1 Jul 2020 — 31 Jul 2020**

Admire Aesthetics

204-442-6350

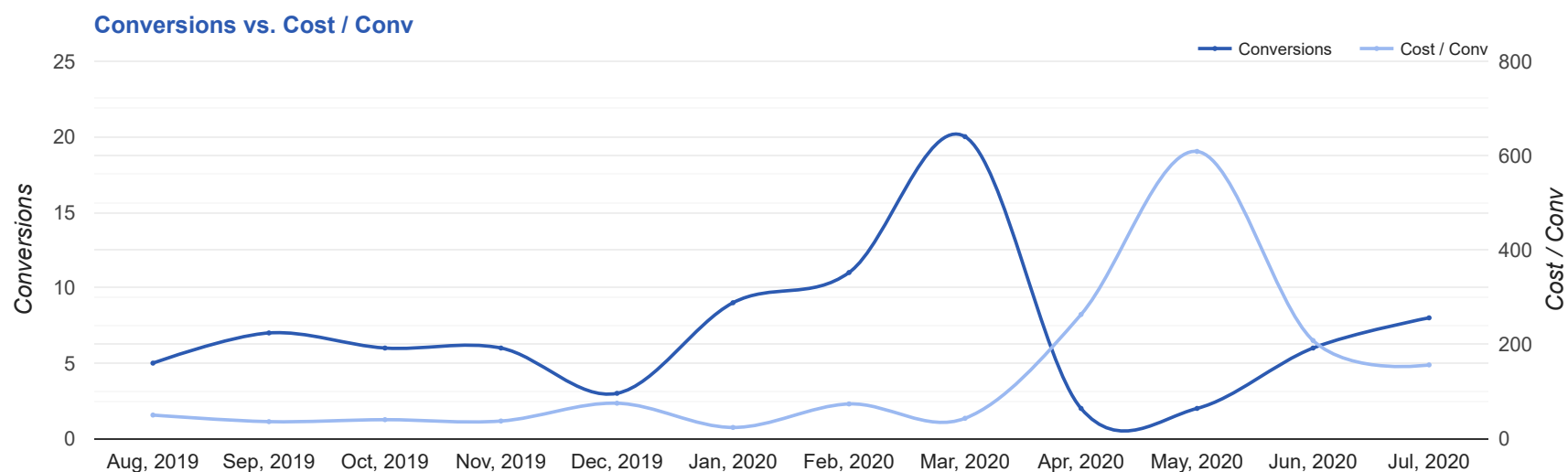
Key Performance Indicators (KPIs)

| | | | |
|---------|-------|-----------|-------------|
| Cost | Conv | Conv Rate | Cost / Conv |
| \$1,250 | 8 | 3.04% | \$156.25 |
| ↔ 0% | ↑ 33% | ↓ 39% | ↓ 25% |

Performance Comparison - Month-over-Month

| | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|-----------------------------|-----------------|---------------|----------------|-----------------|----------------|---------|------------|----------------|------------------|----------------------|
| 1 Jun 2020 — 30 Jun 2020 | 735 | 121 | \$1,247.84 | \$10.31 | 16.46% | - | 6 | 4.96% | \$207.97 | 63.47% |
| 1 Jul 2020 — 31 Jul 2020 | 3,018 | 263 | \$1,249.99 | \$4.75 | 8.71% | - | 8 | 3.04% | \$156.25 | 30.8% |
| Change | 2,283 ↑ 311% | 142 ↑ 117% | \$2.15 ↑ 0% | \$5.56 ↓ 54% | 7.75% ↓ 47% | -- | 2 ↑ 33% | 1.92% ↓ 39% | \$51.72 ↓ 25% | 32.67% ↓ 51% |

Performance by Month - 1 Aug 2019 — 31 Jul 2020



| MONTH | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH |
|--------------|---------------|--------------|-------------------|---------------|--------------|----------|-----------|--------------|----------------|---------------|
| | | | | | | | | | | IMPR SHARE |
| Aug '19 | 1,400 | 135 | \$249.69 | \$1.85 | 9.64% | - | 5 | 3.7% | \$49.94 | 78.57% |
| Sep '19 | 1,140 | 202 | \$251.83 | \$1.25 | 17.72% | - | 7 | 3.47% | \$35.98 | 71.73% |
| Oct '19 | 1,215 | 191 | \$240.76 | \$1.26 | 15.72% | - | 6 | 3.14% | \$40.13 | 84.47% |
| Nov '19 | 1,342 | 183 | \$223.66 | \$1.22 | 13.64% | - | 6 | 3.28% | \$37.28 | 91.94% |
| Dec '19 | 1,726 | 146 | \$225.06 | \$1.54 | 8.46% | - | 3 | 2.05% | \$75.02 | 80.05% |
| Jan '20 | 1,699 | 189 | \$212.81 | \$1.13 | 11.12% | - | 9 | 4.76% | \$23.65 | 65.15% |
| Feb '20 | 3,396 | 262 | \$808.53 | \$3.09 | 7.71% | - | 11 | 4.2% | \$73.50 | 67.67% |
| Mar '20 | 12,368 | 400 | \$861.32 | \$2.15 | 3.23% | - | 20 | 5% | \$43.07 | 5% |
| Apr '20 | 10,365 | 253 | \$526.16 | \$2.08 | 2.44% | - | 2 | 0.79% | \$263.08 | 14.66% |
| May '20 | 750 | 95 | \$1,217.41 | \$12.81 | 12.67% | - | 2 | 2.11% | \$608.71 | 62.99% |
| Jun '20 | 735 | 121 | \$1,247.84 | \$10.31 | 16.46% | - | 6 | 4.96% | \$207.97 | 63.47% |
| Jul '20 | 3,018 | 263 | \$1,249.99 | \$4.75 | 8.71% | - | 8 | 3.04% | \$156.25 | 30.8% |
| Total | 39,154 | 2,440 | \$7,315.06 | \$3.00 | 6.23% | - | 85 | 3.48% | \$86.06 | 11.31% |

Campaign Summary - 1 Jul 2020 — 31 Jul 2020

| CAMPAIGN | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|----------------------------------|-------|--------|------------|---------|-------|---------|------|-----------|----------------|----------------------|
| search beta coolsculpting | 3,018 | 263 | \$1,249.99 | \$4.75 | 8.71% | - | 8 | 3.04% | \$156.25 | 30.8% |

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

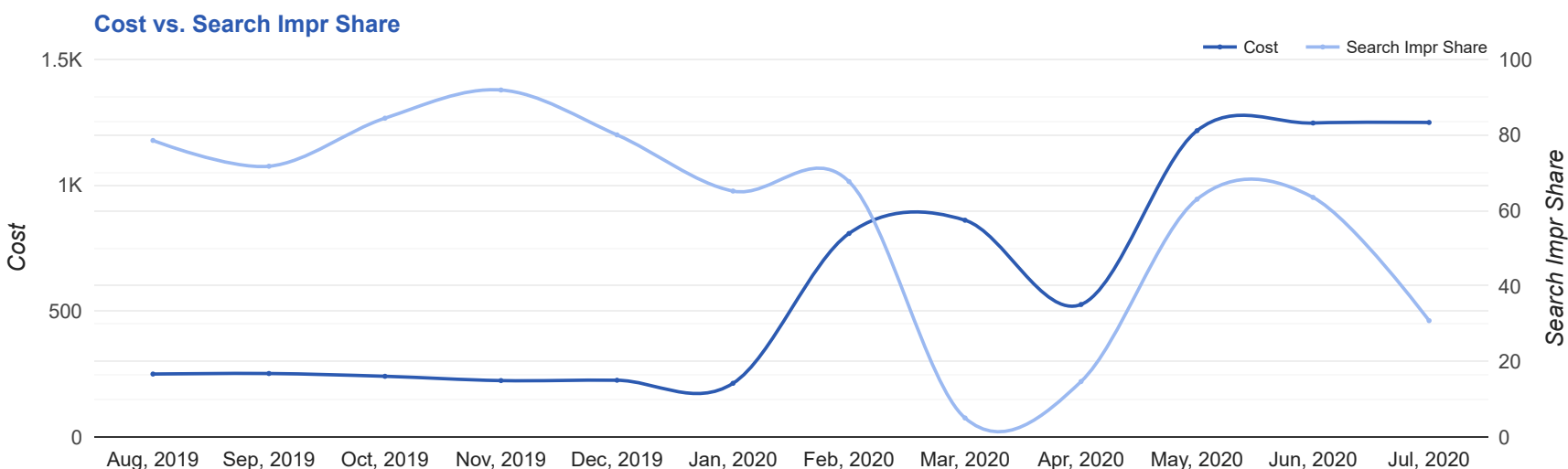
| AD | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV |
|--|------|--------|----------|---------|--------|---------|------|-----------|-------------|
| {Keyword:Admire Aesthetics} - CoolSculpting in Medford - Fat Reduction Treatment www.admireaesthetics.com/--/ -- Leading CoolSculpting Provider in Medford, OR. Schedule a Free Consultation | 525 | 68 | \$381.66 | \$5.61 | 12.95% | - | 3 | 4.41% | \$127.22 |
| {Keyword:Admire Aesthetics} - CoolSculpting in Medford - Fat Reduction Treatment www.admireaesthetics.com/--/ -- Leading CoolSculpting Provider in Medford, OR. Schedule a Free Consultation | 110 | 25 | \$87.18 | \$3.49 | 22.73% | - | 1 | 4.00% | \$87.18 |
| CoolSculpting in Medford - Fat Reduction Treatment - Flexible Payment Options www.admireaesthetics.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 789 | 38 | \$157.43 | \$4.14 | 4.82% | - | 1 | 2.63% | \$157.43 |
| {Keyword:Admire Aesthetics} - New Client Special - 25 Off All Fat Freezing www.admireaesthetics.com/ Best CoolSculpting Deal. Top Provider in Medford, OR for Fat Freezing. Free Consult. | 56 | 7 | \$110.64 | \$15.81 | 12.50% | - | 0.7 | 9.57% | \$165.13 |
| CoolSculpting in Medford - Fat Reduction Treatment - Flexible Payment Options www.admireaesthetics.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 91 | 8 | \$31.84 | \$3.98 | 8.79% | - | 0.5 | 6.25% | \$63.68 |

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

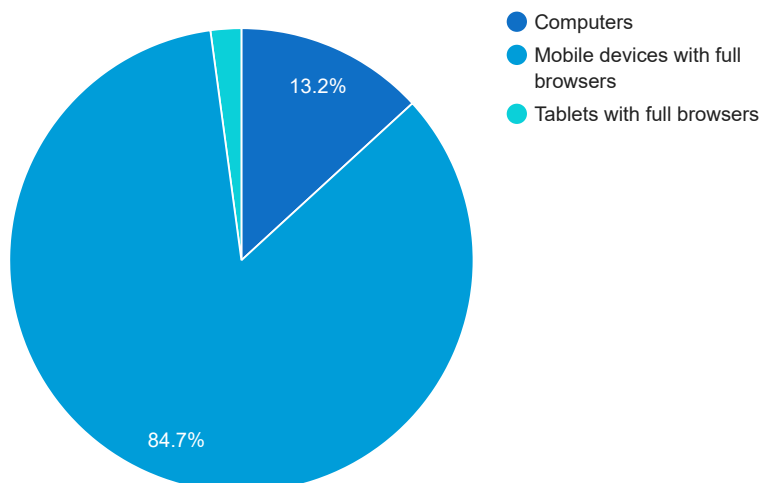
Budget Coverage



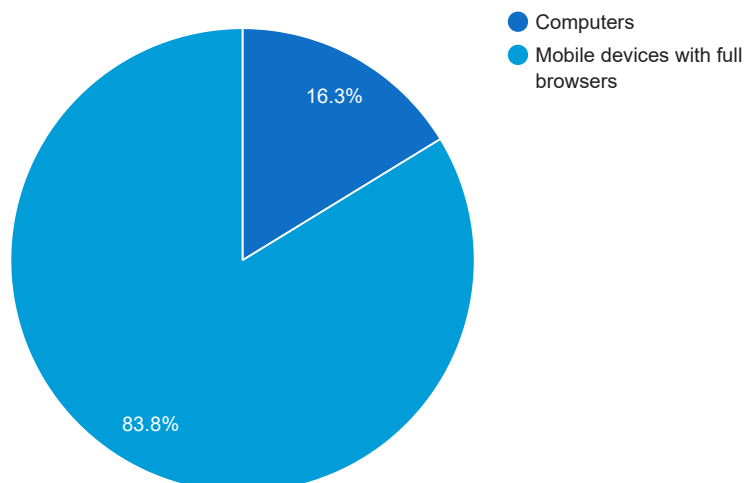
| DATE | COST | SEARCH IMPR SHARE |
|-----------|----------|-------------------|
| Aug, 2019 | 249.69 | 78.57 |
| Sep, 2019 | 251.83 | 71.73 |
| Oct, 2019 | 240.76 | 84.47 |
| Nov, 2019 | 223.66 | 91.94 |
| Dec, 2019 | 225.06 | 80.05 |
| Jan, 2020 | 212.81 | 65.15 |
| Feb, 2020 | 808.53 | 67.67 |
| Mar, 2020 | 861.32 | 5 |
| Apr, 2020 | 526.16 | 14.66 |
| May, 2020 | 1,217.41 | 62.99 |
| Jun, 2020 | 1,247.84 | 63.47 |
| Jul, 2020 | 1,249.99 | 30.80 |

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 | 2,436 | 217 | \$1,058.47 | \$4.88 | 8.91% | - | 6.7 | 3.07% | \$158.69 |
| Computers | 479 | 38 | \$164.78 | \$4.34 | 7.93% | - | 1.3 | 3.5% | \$123.89 |
| Tablets with full browsers | 103 | 8 | \$26.74 | \$3.34 | 7.77% | - | 0 | 0% | \$0.00 |

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 | 3,018 | 263 | \$1,249.99 | \$4.75 | 8.71% | - | 8 | 3.04% | \$156.25 |

Conversion Types - 1 Jul 2020 — 31 Jul 2020

| CONVERSION TYPE | CONV |
|-----------------------------------|------|
| Submit lead form | 5 |
| Calls from Ads | 2 |
| Calls from ads | 1 |
| Local actions - Other engagements | 0 |
| Local actions - Directions | 0 |
| Local actions - Website visits | 0 |
| Clicks to call | 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 page 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