

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

Always Beautiful

608-586-8888

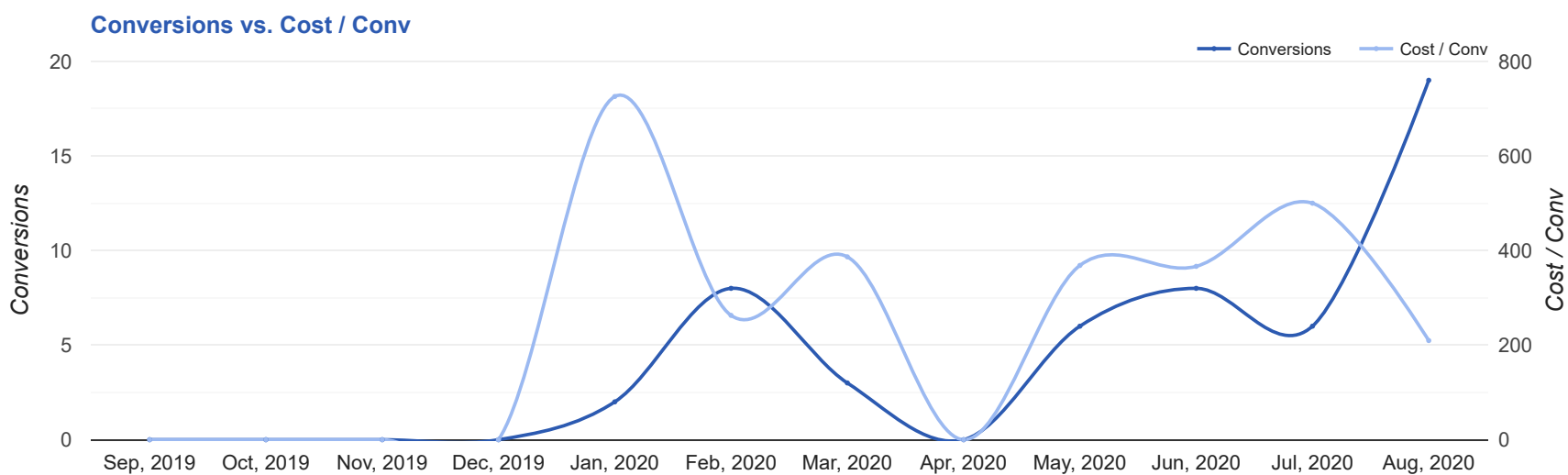
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,982	19	3.19%	\$209.59
↑ 33%	↑ 217%	↑ 15%	↓ 58%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jul 2020 — 31 Jul 2020	3,889	216	\$2,999.96	\$13.89	5.55%	-	6	2.78%	\$499.99	72.47%
1 Aug 2020 — 31 Aug 2020	18,436	596	\$3,982.16	\$6.68	3.23%	-	19	3.19%	\$209.59	32.93%
<b>Change</b>	14,547 ↑ 374%	380 ↑ 176%	\$982.20 ↑ 33%	\$7.21 ↓ 52%	2.32% ↓ 42%	--	13 ↑ 217%	0.41% ↑ 15%	\$290.40 ↓ 58%	39.54% ↓ 55%

# Performance by Month - 1 Sep 2019 — 31 Aug 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Dec '19	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jan '20	1,356	85	\$1,451.19	\$17.07	6.27%	-	2	2.35%	\$725.60	76.09%
Feb '20	2,530	111	\$2,102.83	\$18.94	4.39%	-	8	7.21%	\$262.85	59.4%
Mar '20	1,578	70	\$1,159.83	\$16.57	4.44%	-	3	4.29%	\$386.61	69.92%
Apr '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
May '20	2,916	147	\$2,210.72	\$15.04	5.04%	-	6	4.08%	\$368.45	66.43%
Jun '20	3,365	197	\$2,932.02	\$14.88	5.85%	-	8	4.06%	\$366.50	73.38%
Jul '20	3,889	216	\$2,999.96	\$13.89	5.55%	-	6	2.78%	\$499.99	72.47%
Aug '20	18,436	596	\$3,982.16	\$6.68	3.23%	-	19	3.19%	\$209.59	32.93%
<b>Total</b>	<b>34,070</b>	<b>1,422</b>	<b>\$16,838.71</b>	<b>\$11.84</b>	<b>4.17%</b>	<b>-</b>	<b>52</b>	<b>3.66%</b>	<b>\$323.82</b>	<b>43.33%</b>

# Campaign Summary - 1 Aug 2020 — 31 Aug 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	18,436	596	\$3,982.16	\$6.68	3.23%	-	19	3.19%	\$209.59	32.93%

# Top Performing Ads - 1 Aug 2020 — 31 Aug 2020

## Top Text Ads

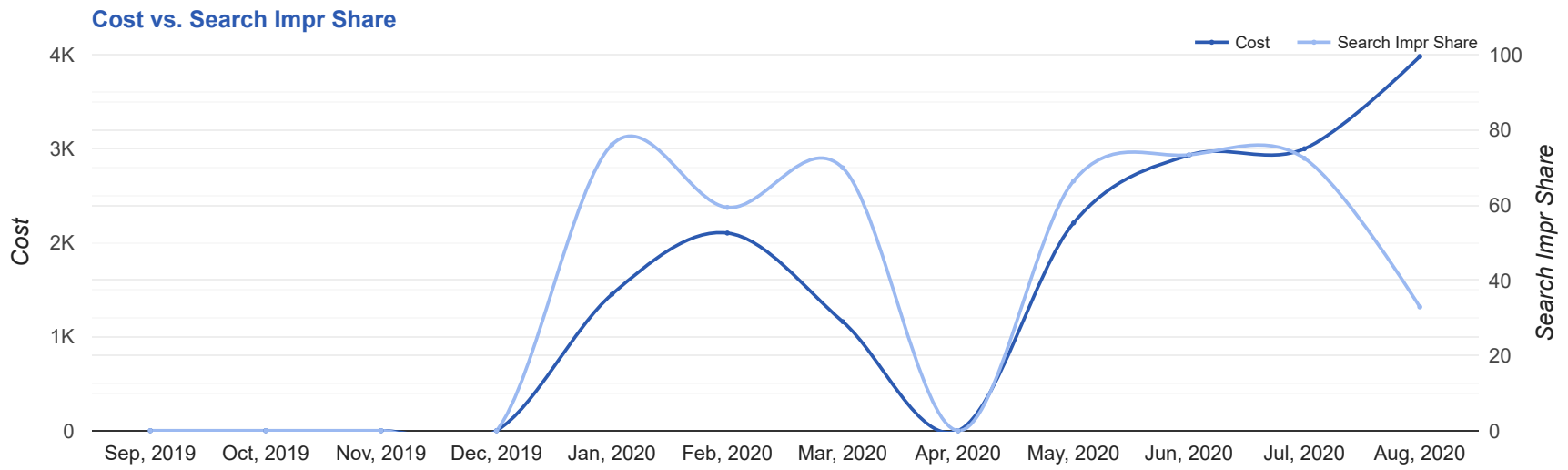
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Top Provider in Aurora - Safe &amp; Effective Fat Reduction - 25% Off All CoolSculpting</a> <a href="http://www.alwaysbeautiful.net/coolsculpting/aurora">www.alwaysbeautiful.net/coolsculpting/aurora</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Aurora, CO. Free Consult.	3,004	120	\$982.80	\$8.19	3.99%	-	6.5	5.42%	\$151.20
<a href="#">Top Provider in Aurora - Safe &amp; Effective Fat Reduction - 25% Off All CoolSculpting</a> <a href="http://www.alwaysbeautiful.net/coolsculpting/aurora">www.alwaysbeautiful.net/coolsculpting/aurora</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Aurora, CO. Free Consult.	1,553	68	\$709.44	\$10.43	4.38%	-	5	7.35%	\$141.89
<a href="#">CoolSculpting in Aurora - Freeze Away Stubborn Fat - Virtual Consultation Available</a> <a href="http://www.alwaysbeautiful.net/coolsculpting/">www.alwaysbeautiful.net/coolsculpting/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	3,661	57	\$400.11	\$7.02	1.56%	-	2	3.51%	\$200.06
<a href="#">25% Off All CoolSculpting - Virtual Consultation Available - Fat Reduction Treatment</a> <a href="http://www.alwaysbeautiful.net/coolsculpting/">www.alwaysbeautiful.net/coolsculpting/</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Aurora, CO. Free Consult.	223	6	\$44.35	\$7.39	2.69%	-	2	33.33%	\$22.18
<a href="#">Top Provider in Aurora - Safe &amp; Effective Fat Reduction - 25% Off All CoolSculpting</a> <a href="http://www.alwaysbeautiful.net/coolsculpting/aurora">www.alwaysbeautiful.net/coolsculpting/aurora</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Aurora, CO. Free Consult.	6,966	261	\$1,240.85	\$4.75	3.75%	-	1	0.38%	\$1,240.85

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Aug 2020 — 31 Aug 2020

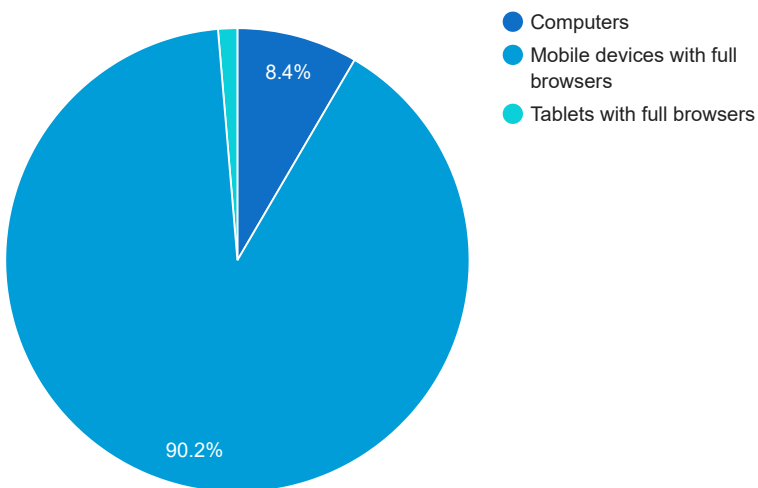
## Budget Coverage



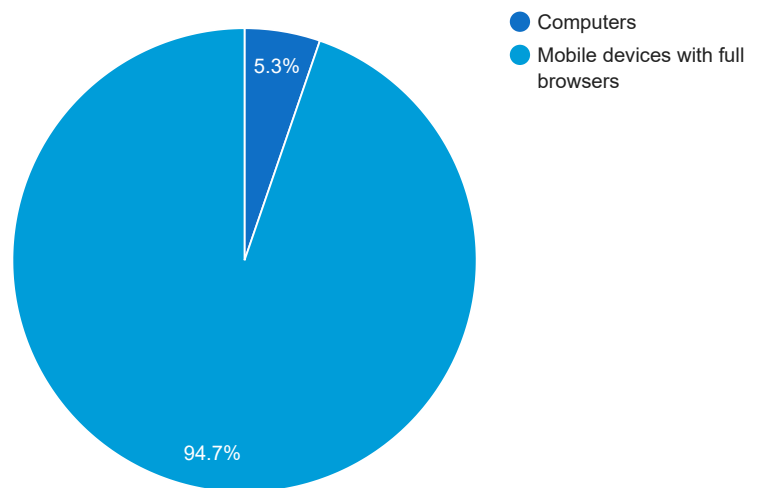
DATE	COST	SEARCH IMPR SHARE
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	1,451.19	76.09
Feb, 2020	2,102.83	59.40
Mar, 2020	1,159.83	69.92
Apr, 2020	0	0
May, 2020	2,210.72	66.43
Jun, 2020	2,932.02	73.38
Jul, 2020	2,999.96	72.47
Aug, 2020	3,982.16	32.93

## 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	16,007	534	\$3,593.26	\$6.73	3.34%	-	18	3.37%	\$199.63
Computers	2,110	52	\$335.54	\$6.45	2.46%	-	1	1.92%	\$335.54
Tablets with full browsers	319	10	\$53.36	\$5.34	3.13%	-	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	18,436	596	\$3,982.16	\$6.68	3.23%	-	19	3.19%	\$209.59

## Conversion Types - 1 Aug 2020 — 31 Aug 2020

CONVERSION TYPE	CONV
Form Submission	17
Calls from Ads	2
Local actions - Directions	0
Local actions - Website visits	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