

**Monthly Account  
Performance Report  
1 Sep 2020 — 30 Sep 2020**

Always Beautiful

608-586-8888

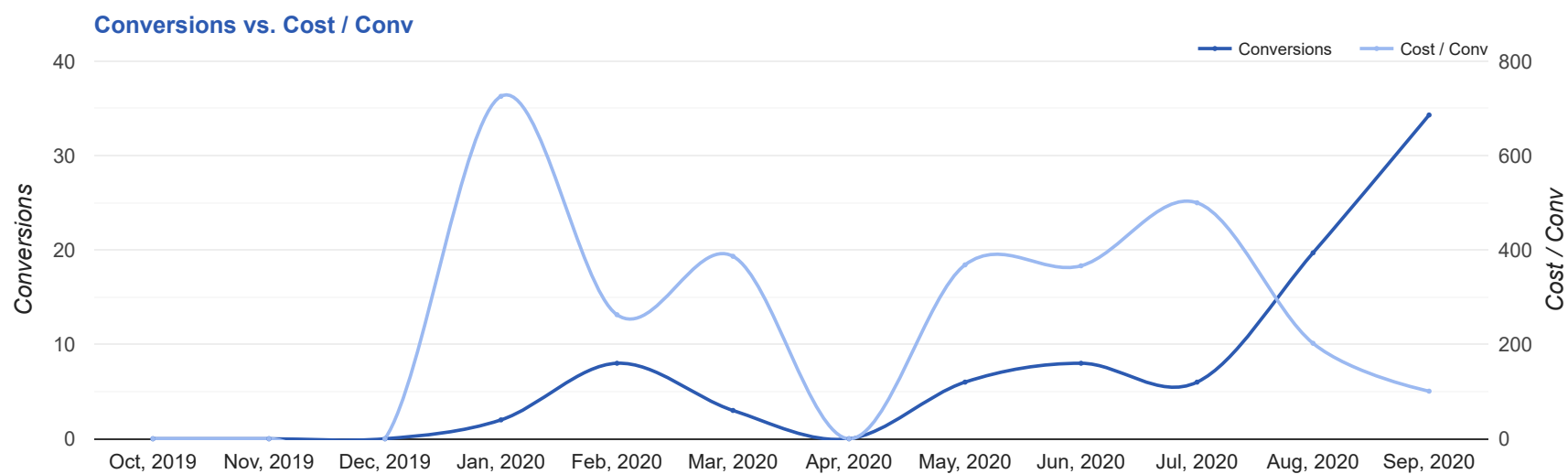
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,460	34.3	5.88%	\$100.83
↓ 13%	↑ 74%	↑ 78%	↓ 50%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Aug 2020 — 31 Aug 2020</b>	18,436	596	\$3,982.16	\$6.68	3.23%	-	19.7	3.3%	\$202.24	32.57%
<b>1 Sep 2020 — 30 Sep 2020</b>	17,421	584	\$3,459.63	\$5.92	3.35%	-	34.3	5.88%	\$100.83	30.71%
<b>Change</b>	1,015 ↓ 6%	12 ↓ 2%	\$522.53 ↓ 13%	\$0.76 ↓ 11%	0.12% ↑ 4%	--	14.62 ↑ 74%	2.58% ↑ 78%	\$101.41 ↓ 50%	1.86% ↓ 6%

# Performance by Month - 1 Oct 2019 — 30 Sep 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%	-	19.7	3.3%	\$202.24	32.57%	
Sep '20	17,421	584	\$3,459.63	\$5.92	3.35%	-	34.3	5.88%	\$100.83	30.71%	
<b>Total</b>	<b>51,491</b>	<b>2,006</b>	<b>\$20,298.34</b>	<b>\$10.12</b>	<b>3.9%</b>	<b>-</b>	<b>87</b>	<b>4.34%</b>	<b>\$233.31</b>	<b>37.87%</b>	

# Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	17,421	584	\$3,459.63	\$5.92	3.35%	-	34.3	5.88%	\$100.83	30.71%

# Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

## Top Text Ads

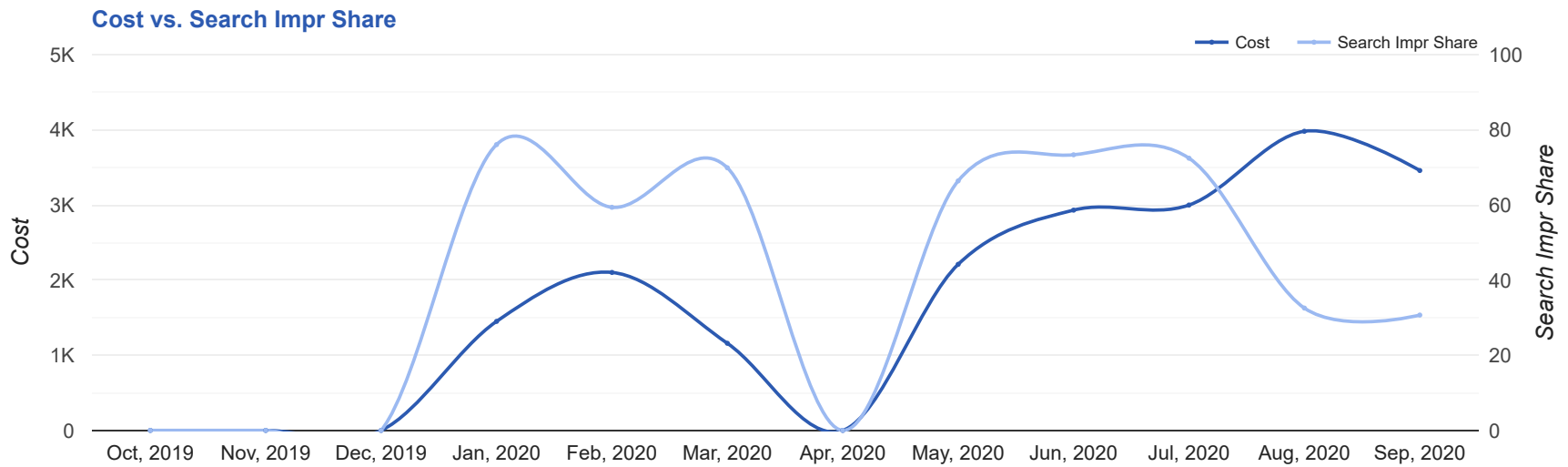
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Top Provider in Aurora - Safe &amp; Effective Fat Reduction - 25% Off All CoolSculpting</a> <a href="http://www.alwaysbeautiful.net/coolsculpting/aurora">www.alwaysbeautiful.net/coolsculpting/aurora</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Aurora, CO. Free Consult.	1,643	65	\$598.94	\$9.21	3.96%	-	10.7	16.48%	\$55.92
<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.	7,575	288	\$1,321.23	\$4.59	3.80%	-	9.5	3.30%	\$139.08
<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.	3,142	106	\$729.84	\$6.89	3.37%	-	6.9	6.46%	\$106.55
<a href="#">25% Off All CoolSculpting - Best Price in Aurora - Always Beautiful Medspa</a> <a href="http://www.alwaysbeautiful.net/coolsculpting/special">www.alwaysbeautiful.net/coolsculpting/special</a> Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	385	24	\$135.62	\$5.65	6.23%	-	2	8.33%	\$67.81
<a href="#">CoolSculpting Deal: 25% Off - Freeze Away Stubborn Fat - Book A Virtual Consultation</a> <a href="http://www.alwaysbeautiful.net/coolsculpting/">www.alwaysbeautiful.net/coolsculpting/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	1,009	19	\$117.23	\$6.17	1.88%	-	1.3	6.58%	\$93.78

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Sep 2020 — 30 Sep 2020

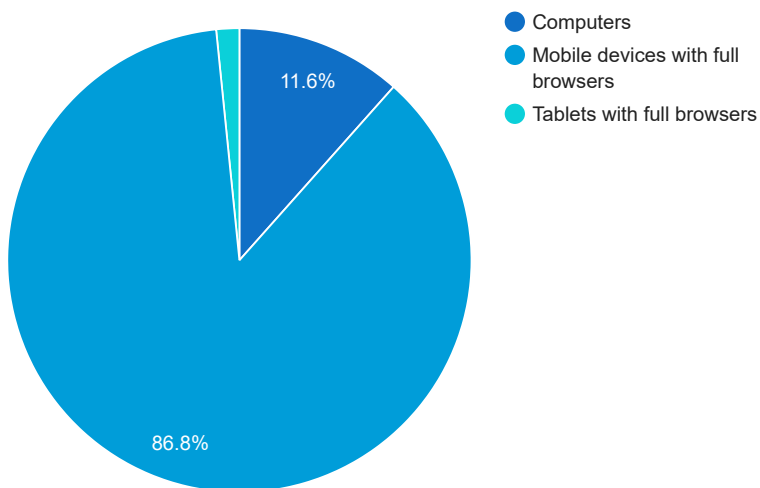
## Budget Coverage



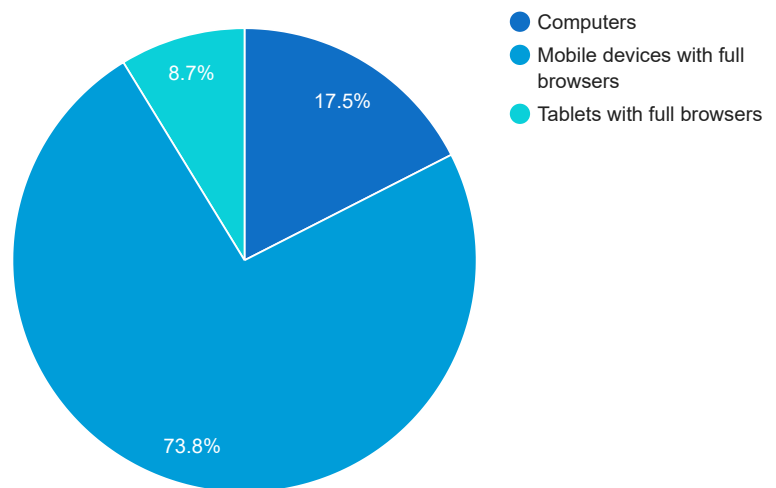
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	1,451.19	76.09
Feb, 2020	2,102.83	59.40
Mar, 2020	1,159.83	69.92
Apr, 2020	0	0
May, 2020	2,210.72	66.43
Jun, 2020	2,932.02	73.38
Jul, 2020	2,999.96	72.47
Aug, 2020	3,982.16	32.57
Sep, 2020	3,459.63	30.71

## 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	14,478	504	\$3,003.94	\$5.96	3.48%	-	25.3	5.02%	\$118.69
Computers	2,549	69	\$400.22	\$5.80	2.71%	-	6	8.7%	\$66.70
Tablets with full browsers	394	11	\$55.47	\$5.04	2.79%	-	3	27.27%	\$18.49

### 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	17,421	584	\$3,459.63	\$5.92	3.35%	-	34.3	5.88%	\$100.83

# Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
Form Submission	31.3
Click to Call	2
Calls from Ads	1
Local actions - Other engagements	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 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