

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

Always Beautiful

608-586-8888

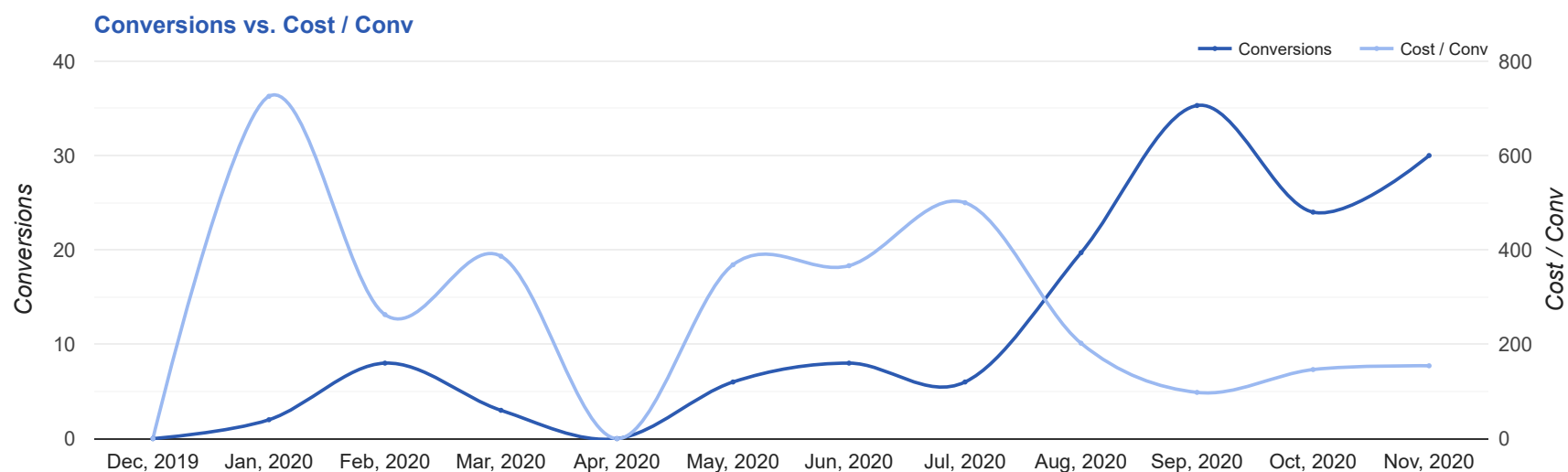
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$4,631	30	5.96%	\$154.36
↑ 32%	↑ 25%	↓ 33%	↑ 5%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	4,933	268	\$3,513.04	\$13.11	5.43%	-	24	8.96%	\$146.38	45.66%
1 Nov 2020 — 30 Nov 2020	12,038	503	\$4,630.67	\$9.21	4.18%	-	30	5.96%	\$154.36	31.28%
Change	7,105 ↑ 144%	235 ↑ 88%	\$1,117.63 ↑ 32%	\$3.90 ↓ 30%	1.25% ↓ 23%	--	6 ↑ 25%	3.00% ↓ 33%	\$7.98 ↑ 5%	14.38% ↓ 31%

Performance by Month - 1 Dec 2019 — 30 Nov 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%	-	35.3	6.05%	\$97.98	30.72%	
Oct '20	4,933	268	\$3,513.04	\$13.11	5.43%	-	24	8.96%	\$146.38	45.66%	
Nov '20	12,038	503	\$4,630.67	\$9.21	4.18%	-	30	5.96%	\$154.36	31.28%	
Total	68,462	2,777	\$28,442.05	\$10.24	4.06%	-	142	5.11%	\$200.30	36.96%	

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	1,813	150	\$1,728.97	\$11.53	8.27%	-	18	12%	\$96.05	78.36%
search beta coolsculpting exp reach	8,333	269	\$1,746.45	\$6.49	3.23%	-	8	2.97%	\$218.31	24.89%
search beta botox	1,892	84	\$1,155.25	\$13.75	4.44%	-	4	4.76%	\$288.81	76.96%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

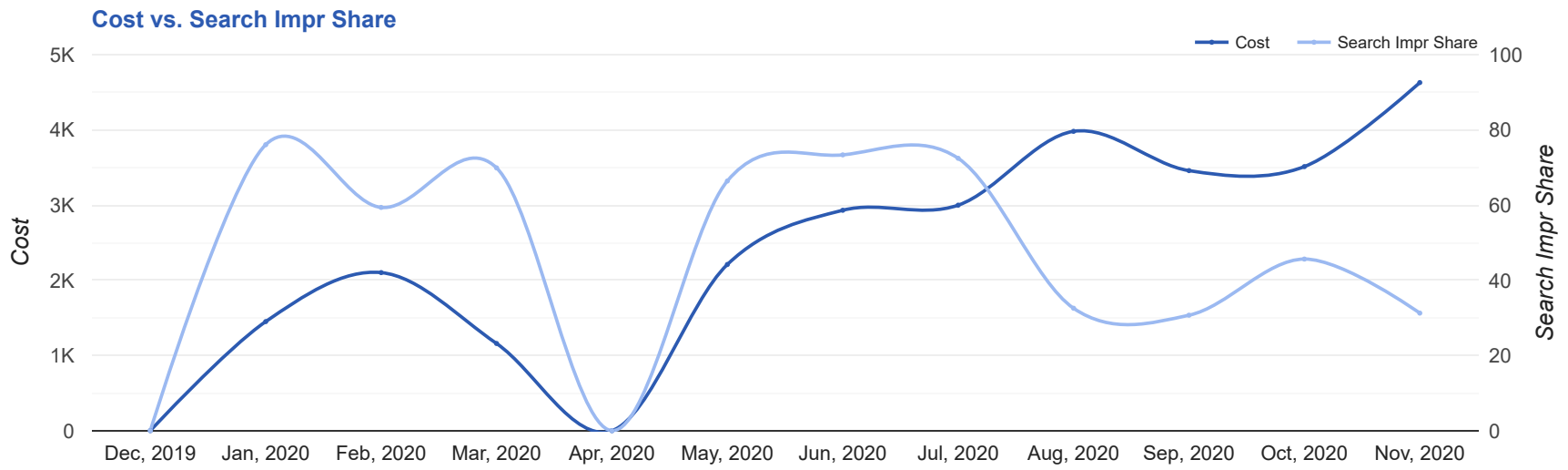
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Huge CoolSculpting Promotion - CoolSculpting in Aurora - 2020 Coolsculpting Discount www.alwaysbeautiful.net/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	786	67	\$796.79	\$11.89	8.52%	-	9	13.43%	\$88.53
{Keyword:Always Beautiful} - New Clients Specials - #1 Anti-Aging Treatment www.alwaysbeautiful.net// Smooth Wrinkles and Fine Lines with the Most Popular Cosmetic Treatment in the World.	599	22	\$442.17	\$20.10	3.67%	-	2.3	10.59%	\$189.77
Always Beautiful - Fat Reduction in Aurora, CO - Non-Surgical Fat Reduction www.alwaysbeautiful.net/ --/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	351	19	\$138.17	\$7.27	5.41%	-	2	10.53%	\$69.08
Fat Reduction in Aurora, CO - Freezing Fat Really Works - Offering \$1000 Off 8+ Cycles www.alwaysbeautiful.net// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	6	1	\$11.34	\$11.34	16.67%	-	2	200.00%	\$5.67
Huge CoolSculpting Promotion - CoolSculpting in Aurora - 2020 Coolsculpting Discount www.alwaysbeautiful.net/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	133	8	\$99.24	\$12.40	6.02%	-	2	25.00%	\$49.62

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

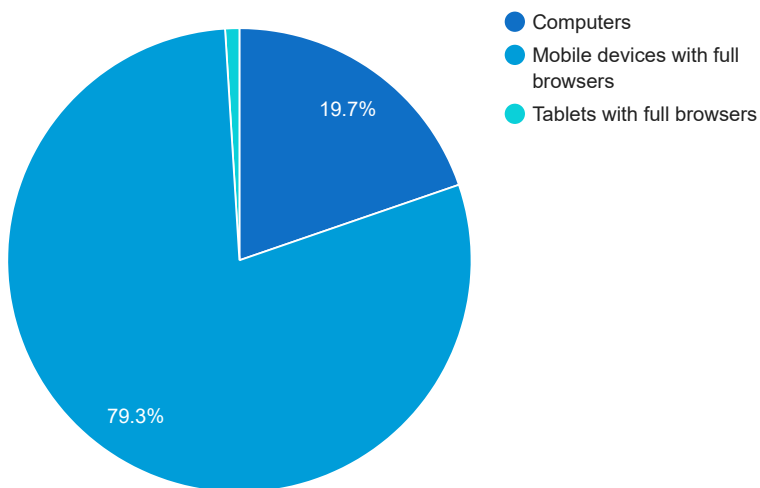
Budget Coverage



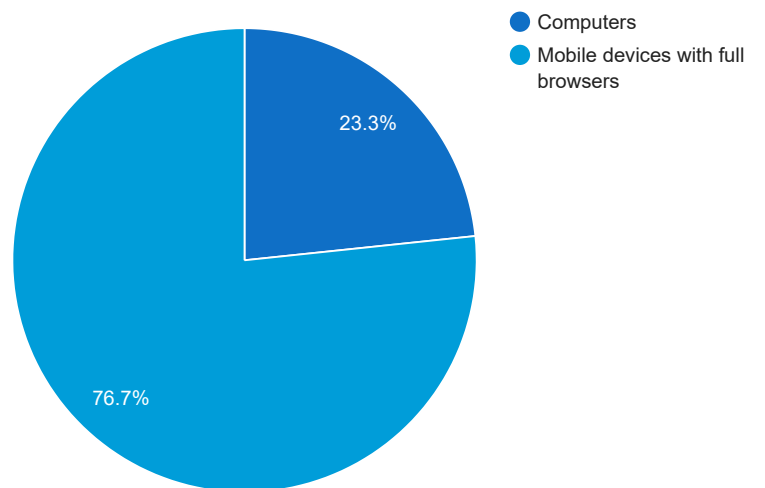
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	0	0
Jan, 2020	1,451.19	76.09
Feb, 2020	2,102.83	59.40
Mar, 2020	1,159.83	69.92
Apr, 2020	0	0
May, 2020	2,210.72	66.43
Jun, 2020	2,932.02	73.38
Jul, 2020	2,999.96	72.47
Aug, 2020	3,982.16	32.57
Sep, 2020	3,459.63	30.72
Oct, 2020	3,513.04	45.66
Nov, 2020	4,630.67	31.28

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	8,918	412	\$3,671.44	\$8.91	4.62%	-	23	5.58%	\$159.63
Computers	2,798	82	\$913.49	\$11.14	2.93%	-	7	8.54%	\$130.50
Tablets with full browsers	322	9	\$45.74	\$5.08	2.8%	-	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	12,038	503	\$4,630.67	\$9.21	4.18%	-	30	5.96%	\$154.36

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Form Submission	27
Click to Call	2
Calls from Ads	1
Local actions - Website visits	0
Clicks to call	0
Local actions - Directions	0
Local actions - Other engagements	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