

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

Always Beautiful

608-586-8888

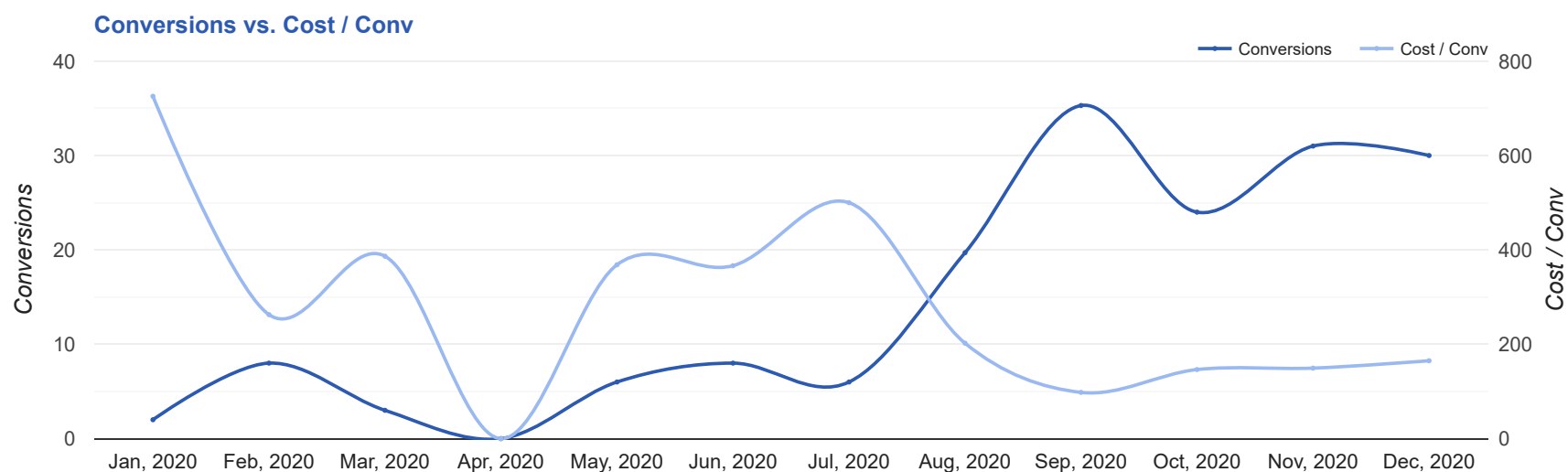
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$4,951	30	6.2%	\$165.03
↑ 7%	↓ 3%	↑ 1%	↑ 10%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Nov 2020 — 30 Nov 2020</b>	12,038	503	\$4,630.67	\$9.21	4.18%	-	31	6.16%	\$149.38	31.15%
<b>1 Dec 2020 — 31 Dec 2020</b>	8,940	484	\$4,950.98	\$10.23	5.41%	-	30	6.2%	\$165.03	25.56%
<b>Change</b>	3,098 ↓ 26%	19 ↓ 4%	\$320.31 ↑ 7%	\$1.02 ↑ 11%	1.23% ↑ 29%	--	1 ↓ 3%	0.04% ↑ 1%	\$15.65 ↑ 10%	5.59% ↓ 18%

# Performance by Month - 1 Jan 2020 — 31 Dec 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	31	6.16%	\$149.38	31.15%
Dec '20	8,940	484	\$4,950.98	\$10.23	5.41%	-	30	6.2%	\$165.03	25.56%
<b>Total</b>	<b>77,402</b>	<b>3,261</b>	<b>\$33,393.03</b>	<b>\$10.24</b>	<b>4.21%</b>	<b>-</b>	<b>173</b>	<b>5.31%</b>	<b>\$193.02</b>	<b>35.12%</b>

## Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	1,889	162	\$2,434.02	\$15.02	8.58%	-	16.7	10.29%	\$146.01	75.42%
search   beta   coolsculpting   exp reach	5,078	209	\$1,049.98	\$5.02	4.12%	-	8.3	3.99%	\$126.05	17.2%
search   beta   botox	1,973	113	\$1,466.98	\$12.98	5.73%	-	5	4.42%	\$293.40	75.58%

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

## Top Text Ads

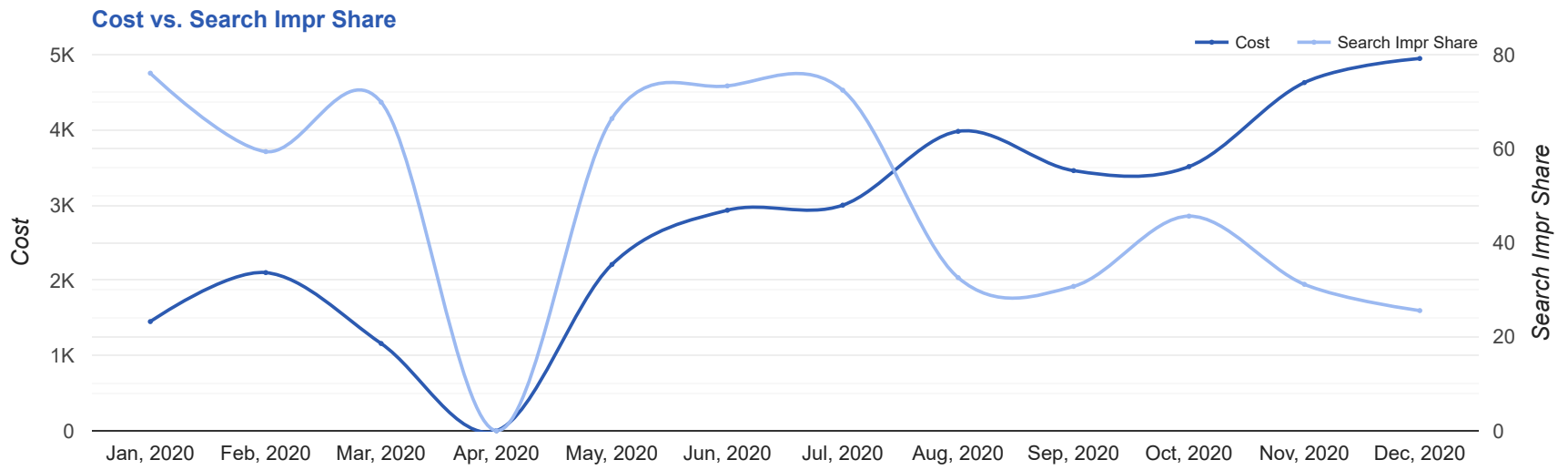
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Huge CoolSculpting Promotion - CoolSculpting in Aurora - 2020 CoolSculpting Discount</a> <a href="http://www.alwaysbeautiful.net/">www.alwaysbeautiful.net/ --/ --</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	741	63	\$1,027.04	\$16.30	8.50%	-	5.7	9.02%	\$180.82
<a href="#">Always Beautiful - Fat Reduction in Aurora, CO - Non-Surgical Fat Reduction</a> <a href="http://www.alwaysbeautiful.net/">www.alwaysbeautiful.net/ --/ --</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	862	35	\$192.71	\$5.51	4.06%	-	2.5	7.14%	\$77.08
<a href="#">CoolSculpting® in Aurora - Limited Time Offer   Dec 2020 - Flexible Payment Options</a> <a href="http://www.alwaysbeautiful.net/">www.alwaysbeautiful.net//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	61	4	\$55.21	\$13.80	6.56%	-	2	50.00%	\$27.61
{Keyword:Always Beautiful} - <a href="#">Reduce Crow's Feet + Wrinkles - Save on Treatment Cost</a> <a href="http://www.alwaysbeautiful.net/">www.alwaysbeautiful.net/ --/ --</a> Look Younger, More Energized. Leading Denver, CO Provider. Schedule Free Consult.	1,304	70	\$856.66	\$12.24	5.37%	-	2	2.86%	\$428.33
{Keyword:Always Beautiful} - <a href="#">New Clients Specials - #1 Anti-Aging Treatment</a> <a href="http://www.alwaysbeautiful.net/">www.alwaysbeautiful.net//</a> Smooth Wrinkles and Fine Lines with the Most Popular Cosmetic Treatment in the World.	87	5	\$52.49	\$10.50	5.75%	-	1.5	30.00%	\$34.99

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Dec 2020 — 31 Dec 2020

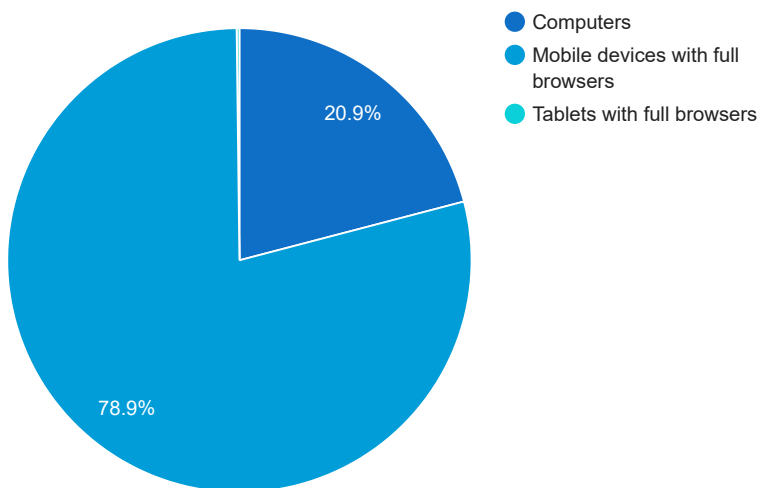
## Budget Coverage



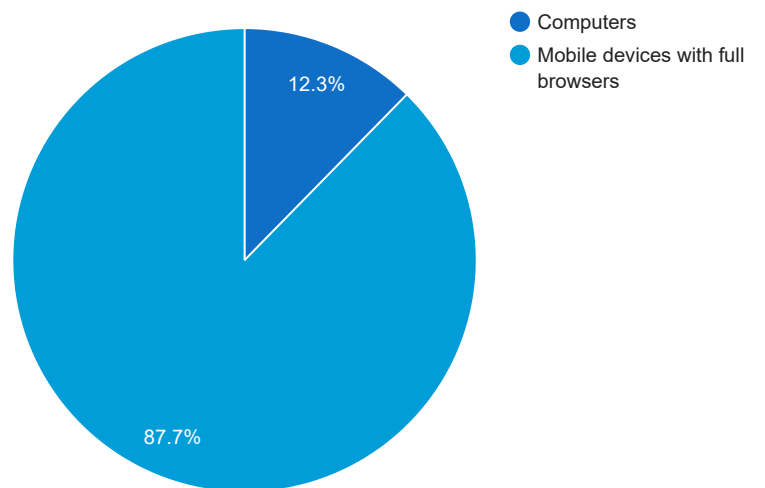
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	1,451.19	76.09
Feb, 2020	2,102.83	59.40
Mar, 2020	1,159.83	69.92
Apr, 2020	0	0
May, 2020	2,210.72	66.43
Jun, 2020	2,932.02	73.38
Jul, 2020	2,999.96	72.47
Aug, 2020	3,982.16	32.57
Sep, 2020	3,459.63	30.72
Oct, 2020	3,513.04	45.66
Nov, 2020	4,630.67	31.15
Dec, 2020	4,950.98	25.56

## 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	6,863	397	\$3,905.46	\$9.84	5.78%	-	26.3	6.62%	\$148.67
Computers	1,928	84	\$1,036.06	\$12.33	4.36%	-	3.7	4.44%	\$277.76
Tablets with full browsers	149	3	\$9.46	\$3.15	2.01%	-	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	8,940	484	\$4,950.98	\$10.23	5.41%	-	30	6.2%	\$165.03

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

CONVERSION TYPE	CONV
Form Submission	27
Click to Call	2
Calls from Ads	1
Local actions - Website visits	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 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