

**Monthly Account
Performance Report
1 Jan 2021 — 31 Jan 2021**

Always Beautiful

608-586-8888

Key Performance Indicators (KPIs)

Cost

\$6,407

↑ 29%

Conv

33

↑ 10%

Conv Rate

4.96%

↓ 20%

Cost / Conv

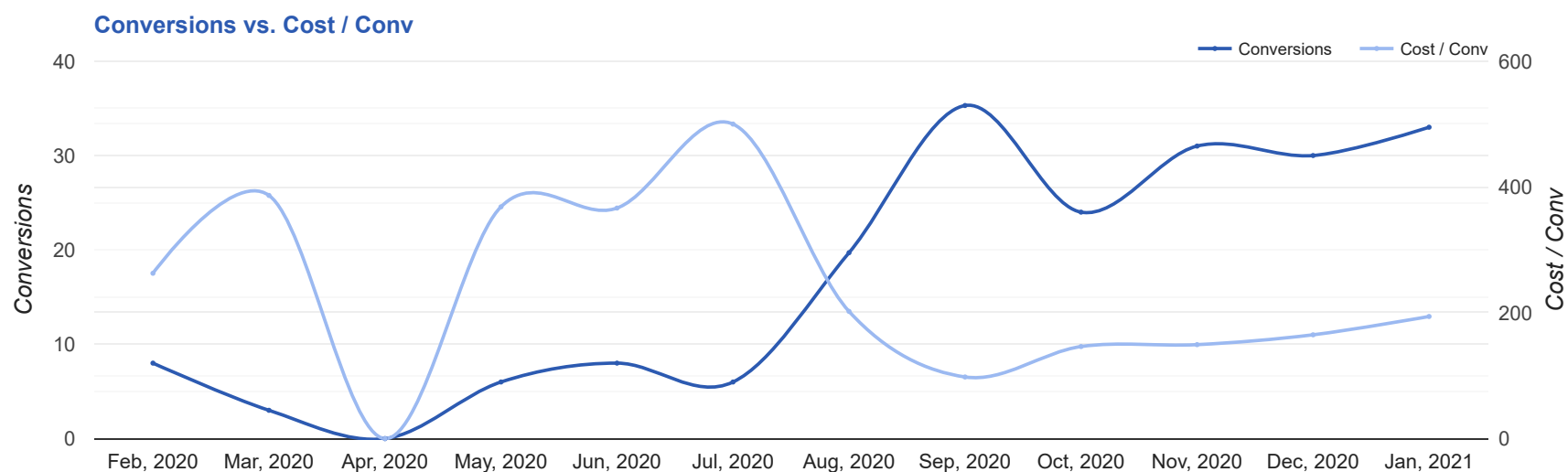
\$194.14

↑ 18%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	8,940	484	\$4,950.98	\$10.23	5.41%	-	30	6.2%	\$165.03	25.58%
1 Jan 2021 — 31 Jan 2021	12,367	665	\$6,406.62	\$9.63	5.38%	-	33	4.96%	\$194.14	23.2%
Change	3,427 ↑ 38%	181 ↑ 37%	\$1,455.64 ↑ 29%	\$0.60 ↓ 6%	0.03% ↓ 1%	--	3 ↑ 10%	1.24% ↓ 20%	\$29.11 ↑ 18%	2.38% ↓ 9%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	25.58%
Jan '21	12,367	665	\$6,406.62	\$9.63	5.38%	-	33	4.96%	\$194.14	23.2%
Total	88,413	3,841	\$38,348.46	\$9.98	4.34%	-	204	5.31%	\$187.98	32.52%

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	2,551	233	\$3,411.19	\$14.64	9.13%	-	20	8.58%	\$170.56	83.39%
search beta coolsculpting exp reach	7,779	282	\$1,495.47	\$5.30	3.63%	-	9	3.19%	\$166.16	16.74%
search beta botox	2,037	150	\$1,499.96	\$10.00	7.36%	-	4	2.67%	\$374.99	68.37%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

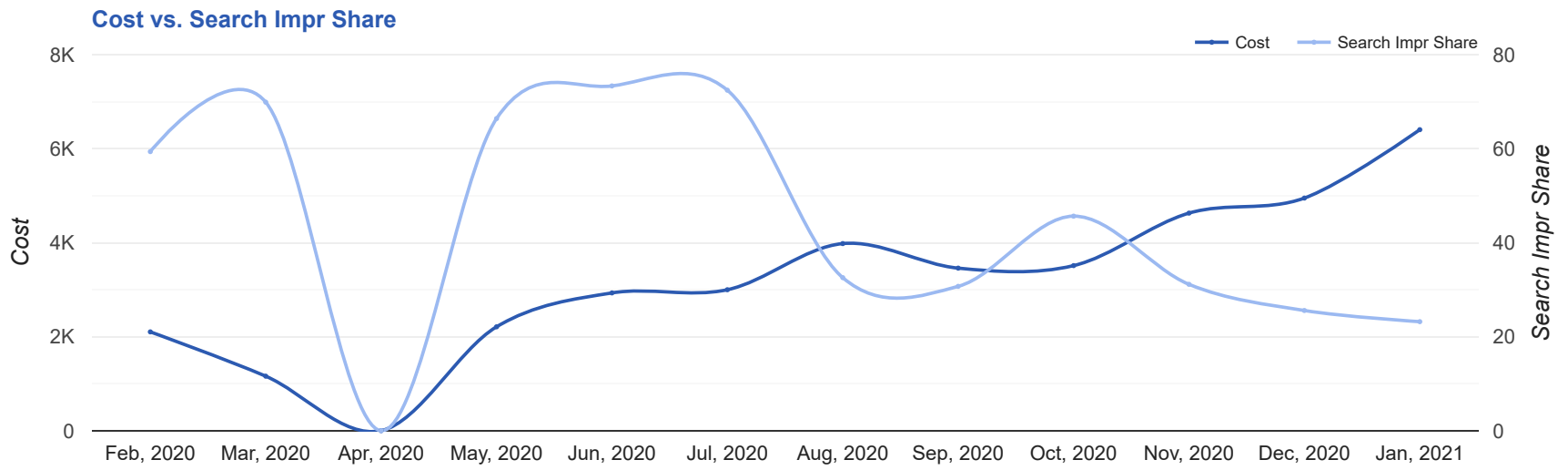
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Huge CoolSculpting Promotion - CoolSculpting in Aurora - 2021 CoolSculpting Discount www.alwaysbeautiful.net/--/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,032	87	\$1,382.69	\$15.89	8.43%	-	7	8.05%	\$197.53
Huge CoolSculpting Promotion - CoolSculpting in Aurora - 2021 CoolSculpting Discount www.alwaysbeautiful.net/--/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	159	18	\$204.28	\$11.35	11.32%	-	3	16.67%	\$68.09
CoolSculpting® in Aurora - Limited Time Offer Jan 2021 - Our Biggest Discount Ever www.alwaysbeautiful.net/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	49	6	\$88.01	\$14.67	12.24%	-	2	33.33%	\$44.01
{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.	167	7	\$123.31	\$17.62	4.19%	-	2	28.57%	\$61.66
Fat Reduction in Aurora, CO - Our Biggest Discount Ever - Get Rid of Unwanted Fat www.alwaysbeautiful.net/ Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	628	14	\$85.90	\$6.14	2.23%	-	2	14.29%	\$42.95

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

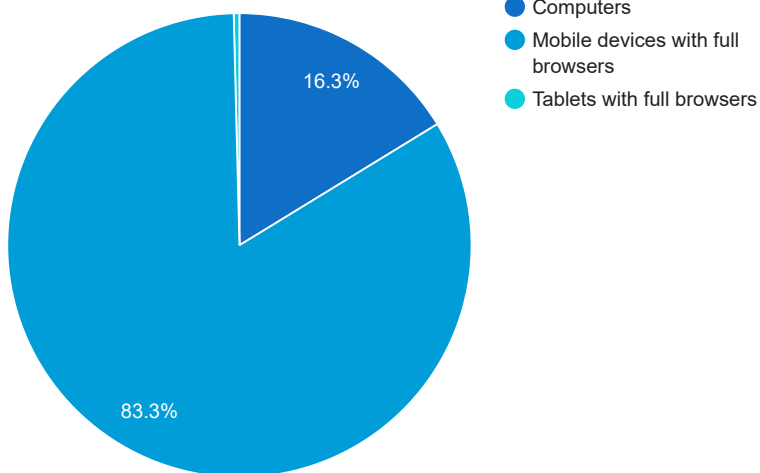
Budget Coverage



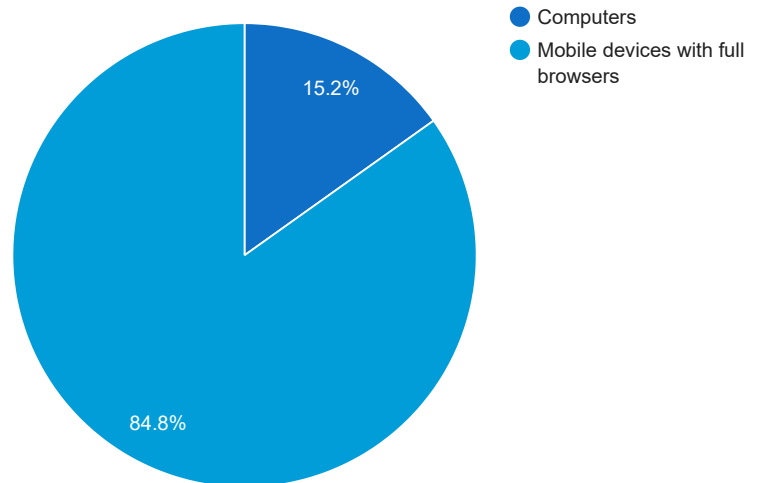
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	2,102.83	59.40
Mar, 2020	1,159.83	69.92
Apr, 2020	0	0
May, 2020	2,210.72	66.43
Jun, 2020	2,932.02	73.38
Jul, 2020	2,999.96	72.47
Aug, 2020	3,982.16	32.57
Sep, 2020	3,459.63	30.72
Oct, 2020	3,513.04	45.66
Nov, 2020	4,630.67	31.15
Dec, 2020	4,950.98	25.58
Jan, 2021	6,406.62	23.20

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	9,624	562	\$5,339.88	\$9.50	5.84%	-	28	4.98%	\$190.71
Computers	2,493	99	\$1,041.49	\$10.52	3.97%	-	5	5.05%	\$208.30
Tablets with full browsers	250	4	\$25.25	\$6.31	1.6%	-	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	12,367	665	\$6,406.62	\$9.63	5.38%	-	33	4.96%	\$194.14

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Form Submission	30
Click to Call	2
Calls from Ads	1
Local actions - Website visits	0
Clicks to call	0
Local actions - Other engagements	0
Local actions - Directions	0
Local actions - Menu views	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