

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

Always Beautiful

608-586-8888

Key Performance Indicators (KPIs)

Cost

\$6,526

↑ 2%

Conv

32.7

↓ 5%

Conv Rate

5.36%

↑ 4%

Cost / Conv

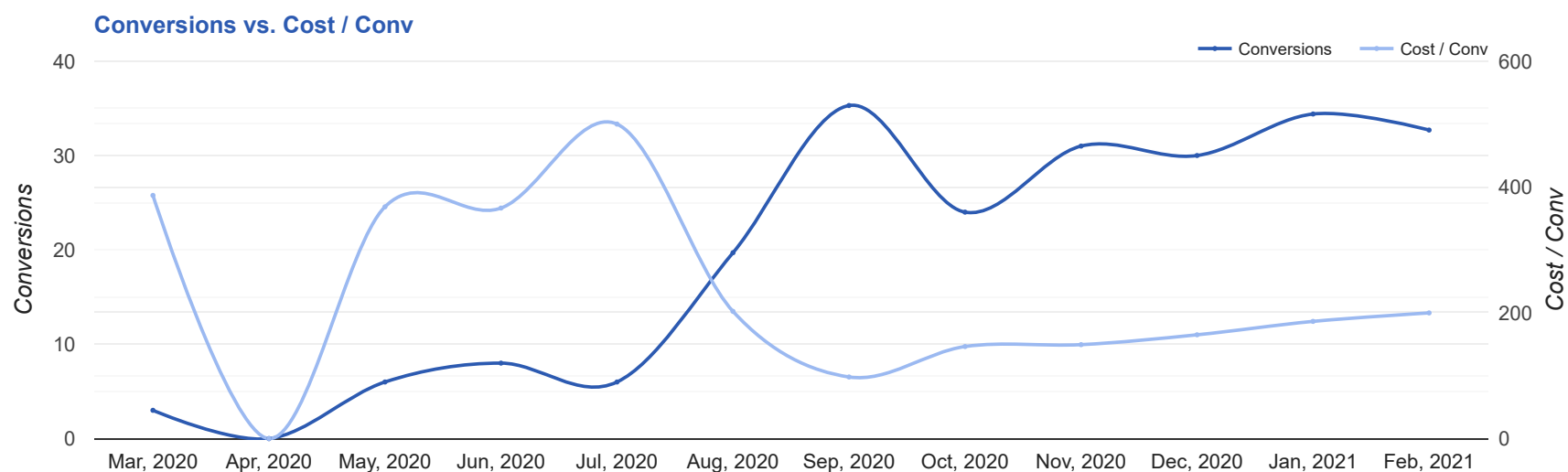
\$199.82

↑ 7%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	12,367	665	\$6,406.62	\$9.63	5.38%	-	34.4	5.17%	\$186.35	23.24%
1 Feb 2021 — 28 Feb 2021	11,997	609	\$6,526.15	\$10.72	5.08%	-	32.7	5.36%	\$199.82	25.59%
Change	370 ↓ 3%	56 ↓ 8%	\$119.53 ↑ 2%	\$1.09 ↑ 11%	0.30% ↓ 6%	--	1.72 ↓ 5%	0.19% ↑ 4%	\$13.47 ↑ 7%	2.35% ↑ 10%

Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	34.4	5.17%	\$186.35	23.24%
Feb '21	11,997	609	\$6,526.15	\$10.72	5.08%	-	32.7	5.36%	\$199.82	25.59%
Total	97,880	4,339	\$42,771.78	\$9.86	4.43%	-	230	5.3%	\$185.93	31.13%

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	2,615	232	\$3,686.94	\$15.89	8.87%	-	21.8	9.39%	\$169.20	88.89%
search beta coolsculpting exp reach	7,260	246	\$1,412.07	\$5.74	3.39%	-	7.9	3.2%	\$179.42	17.99%
search beta botox	2,122	131	\$1,427.14	\$10.89	6.17%	-	3	2.29%	\$475.71	75.35%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

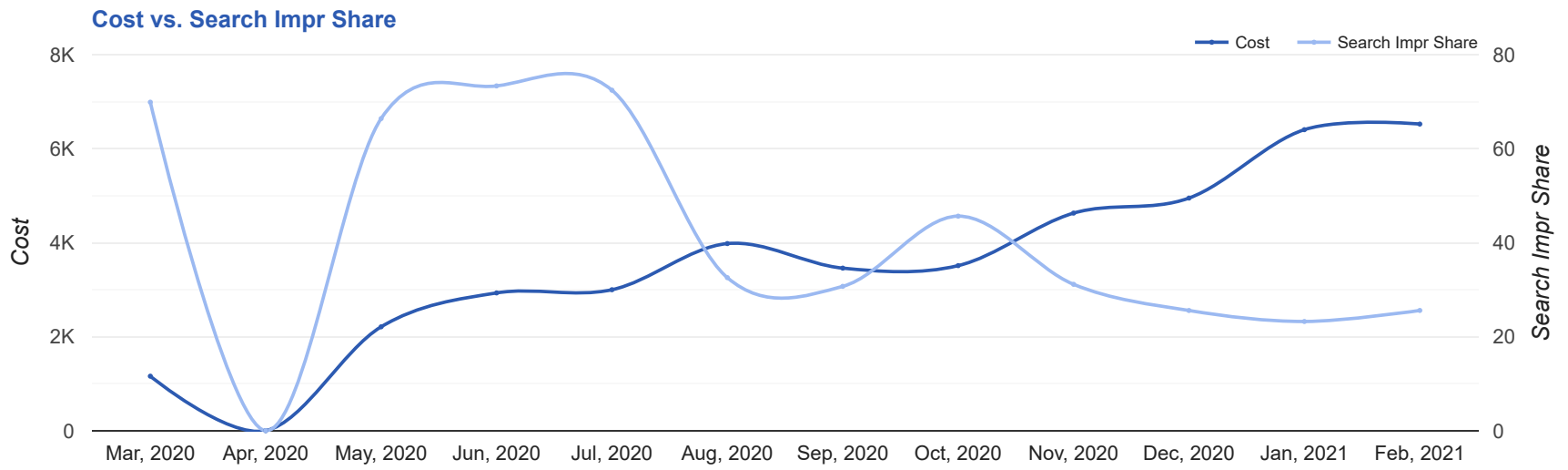
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Huge CoolSculpting Promotion - CoolSculpting in Aurora - 2021 CoolSculpting Discount www.alwaysbeautiful.net/--/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	966	82	\$1,545.72	\$18.85	8.49%	-	11.5	13.99%	\$134.76
{Keyword:Always Beautiful} - Reduce Crow's Feet + Wrinkles - Save on Treatment Cost www.alwaysbeautiful.net/--/ -- Look Younger, More Energized. Leading Denver, CO Provider. Schedule Free Consult.	1,118	58	\$587.41	\$10.13	5.19%	-	2	3.45%	\$293.70
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.	809	47	\$280.44	\$5.97	5.81%	-	2	4.26%	\$140.22
CoolSculpting® in Aurora - Limited Time Offer Feb 2021 - Our Biggest Discount Ever www.alwaysbeautiful.net// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	136	16	\$227.87	\$14.24	11.76%	-	1.7	10.44%	\$136.45
CoolSculpting® in Aurora - Feb Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever www.alwaysbeautiful.net// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	123	9	\$148.57	\$16.51	7.32%	-	1.5	16.67%	\$99.05

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

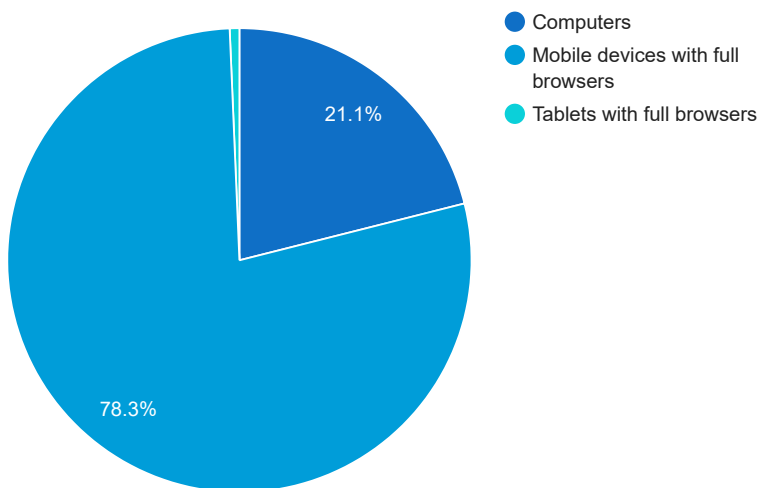
Budget Coverage



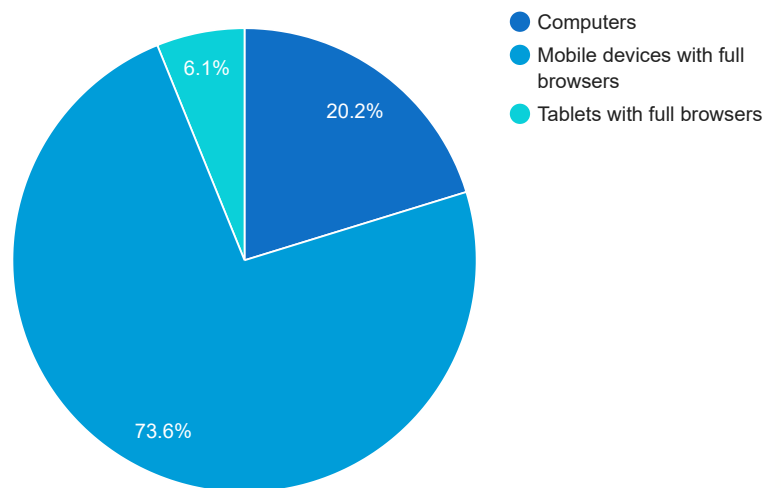
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	1,159.83	69.92
Apr, 2020	0	0
May, 2020	2,210.72	66.43
Jun, 2020	2,932.02	73.38
Jul, 2020	2,999.96	72.47
Aug, 2020	3,982.16	32.57
Sep, 2020	3,459.63	30.72
Oct, 2020	3,513.04	45.66
Nov, 2020	4,630.67	31.15
Dec, 2020	4,950.98	25.58
Jan, 2021	6,406.62	23.24
Feb, 2021	6,526.15	25.59

Cost and Conversions by Device

Cost



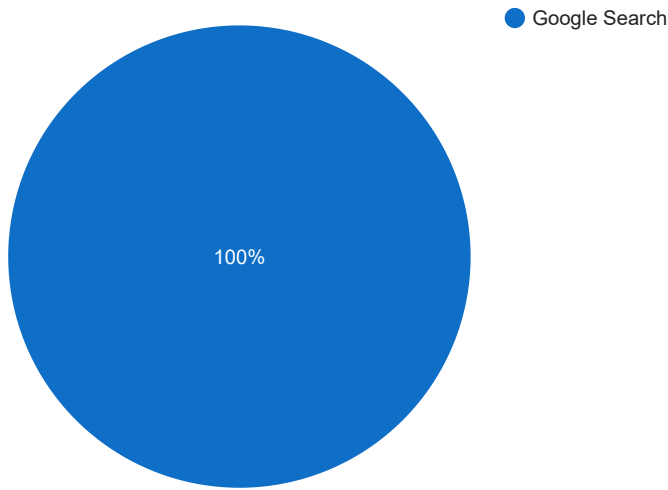
Conversions



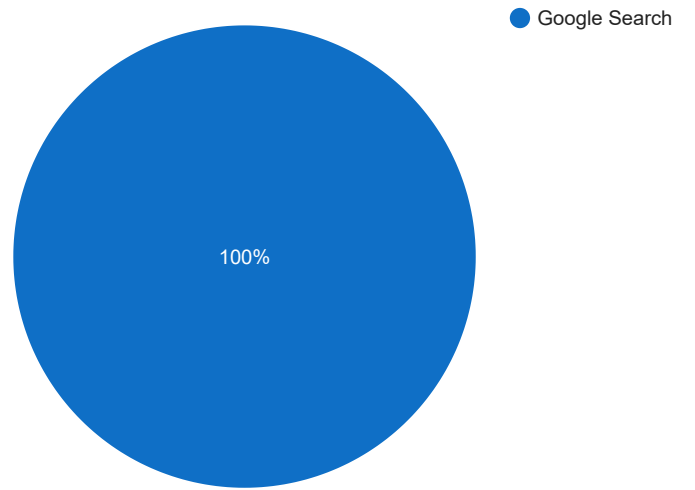
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	9,294	499	\$5,107.61	\$10.24	5.37%	-	24	4.82%	\$212.46
Computers	2,522	103	\$1,374.69	\$13.35	4.08%	-	6.6	6.43%	\$207.66
Tablets with full browsers	181	7	\$43.85	\$6.26	3.87%	-	2	28.57%	\$21.93

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	11,997	609	\$6,526.15	\$10.72	5.08%	-	32.7	5.36%	\$199.82

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Form Submission	29.7
Calls from ads	2
Click to Call	1
Local actions - Directions	0
Local actions - Other engagements	0
Local actions - Menu views	0
Clicks to call	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