

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

Always Beautiful

608-586-8888

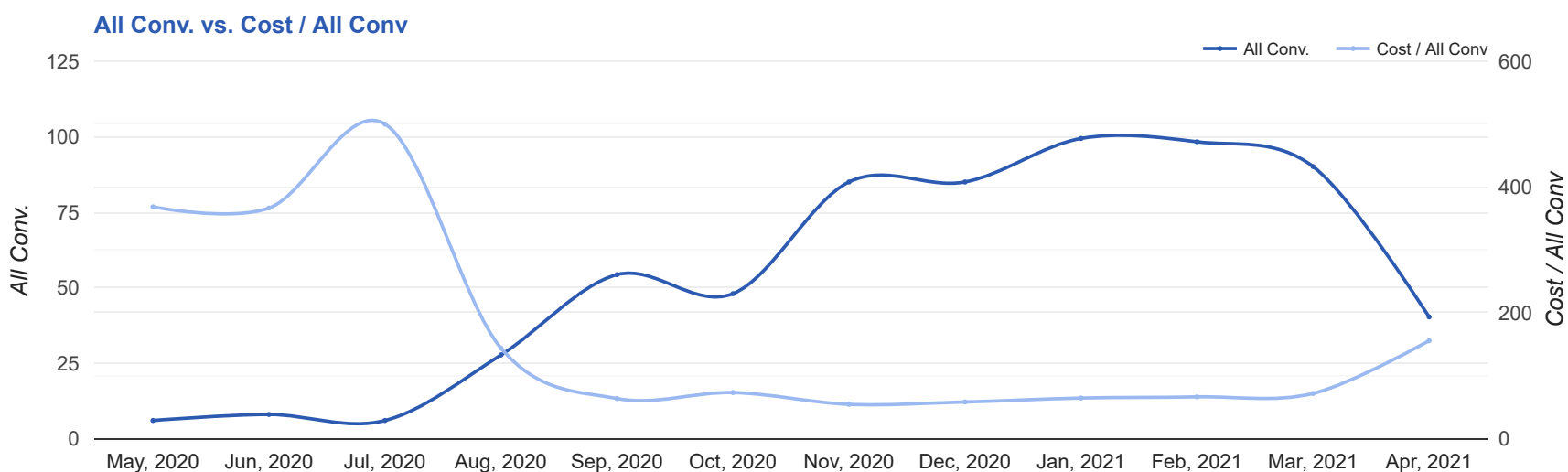
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$6,263	40.3	7.59%	\$155.59
↓ 3%	↓ 55%	↓ 57%	↑ 117%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	6,933	510	\$6,461.41	\$12.67	7.36%	-	17.66%	\$71.75	90.1
1 Apr 2021 — 30 Apr 2021	9,277	530	\$6,262.56	\$11.82	5.71%	-	7.59%	\$155.59	40.3
Change	2,344 ↑ 34%	20 ↑ 4%	\$198.85 ↓ 3%	\$0.85 ↓ 7%	1.65% ↓ 22%	0 ↔ -	10.07% ↓ 57%	\$83.84 ↑ 117%	49.81 ↓ 55%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
May '20	2,916	147	\$2,210.72	\$15.04	5.04%	-	6	4.08%	\$368.45
Jun '20	3,365	197	\$2,932.02	\$14.88	5.85%	-	8	4.06%	\$366.50
Jul '20	3,889	216	\$2,999.96	\$13.89	5.55%	-	6	2.78%	\$499.99
Aug '20	18,436	596	\$3,982.16	\$6.68	3.23%	-	27.7	4.65%	\$143.81
Sep '20	17,421	584	\$3,459.63	\$5.92	3.35%	-	54.3	9.3%	\$63.70
Oct '20	4,933	268	\$3,513.04	\$13.11	5.43%	-	48	17.91%	\$73.19
Nov '20	12,038	503	\$4,630.67	\$9.21	4.18%	-	85	16.9%	\$54.48
Dec '20	8,940	484	\$4,950.98	\$10.23	5.41%	-	85	17.56%	\$58.25
Jan '21	12,367	665	\$6,406.62	\$9.63	5.38%	-	99.4	14.94%	\$64.47
Feb '21	11,997	609	\$6,526.15	\$10.72	5.08%	-	98.3	16.14%	\$66.38
Mar '21	6,933	510	\$6,461.41	\$12.67	7.36%	-	90.1	17.66%	\$71.75
Apr '21	9,277	530	\$6,262.56	\$11.82	5.71%	-	40.3	7.59%	\$155.59
Total	112,512	5,309	\$54,335.92	\$10.23	4.72%	-	648	12.21%	\$83.85

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	4,364	329	\$4,954.12	\$15.06	7.54%	-	36.3	11.02%	\$136.67
search beta coolsculpting exp reach	4,821	196	\$1,238.98	\$6.32	4.07%	-	4	2.04%	\$309.75
search beta botox	92	5	\$69.46	\$13.89	5.43%	-	0	0%	\$0.00

Top Keywords - 1 Apr 2021 — 30 Apr 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting	227	39	\$674.55	\$17.30	17.18%	-	7.6	19.54%	\$88.52
coolsculpting near me	44	19	\$404.82	\$21.31	43.18%	-	5	26.32%	\$80.96
coolsculpting cost	58	22	\$327.17	\$14.87	37.93%	-	2.6	11.95%	\$124.40
cool sculpting cost	42	14	\$185.64	\$13.26	33.33%	-	2	14.29%	\$92.82
extreme weight loss hypnosis	1	1	\$9.00	\$9.00	100.00%	-	1	100.00%	\$9.00
liposuction cost near me	2	2	\$7.83	\$3.92	100.00%	-	1	50.00%	\$7.83
what is cooltone coolsculpting	1	1	\$6.98	\$6.98	100.00%	-	1	100.00%	\$6.98
cool sculpt chin	2	2	\$39.57	\$19.79	100.00%	-	1	50.00%	\$39.57
lose thigh weight in 2 weeks	1	1	\$7.05	\$7.05	100.00%	-	1	100.00%	\$7.05
chin fat removal	2	1	\$27.71	\$27.71	50.00%	-	1	100.00%	\$27.71

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL 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.	2,229	150	\$2,490.19	\$16.60	6.73%	-	20	13.33%	\$124.51
Huge CoolSculpting Promotion - CoolSculpting in Aurora - 2021 CoolSculpting Discount www.alwaysbeautiful.net/--/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	493	51	\$613.01	\$12.02	10.34%	-	4	7.84%	\$153.25
Huge CoolSculpting Promotion - Limited Time Offer Apr 2021 - Flexible Payment Options www.alwaysbeautiful.net/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	74	8	\$109.83	\$13.73	10.81%	-	4	50.00%	\$27.46
CoolSculpting® in Aurora - Freeze Away Body Fat - Flexible Payment Options www.alwaysbeautiful.net/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	5	2	\$13.95	\$6.97	40.00%	-	2	100.00%	\$6.97
CoolSculpting® in Aurora - Save \$1,300 Off 8+ Treatments - Our Biggest Discount Ever www.alwaysbeautiful.net/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Aurora, CO	2	1	\$42.49	\$42.49	50.00%	-	1	100.00%	\$42.49

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

Budget Coverage

Display Impr Share

0%

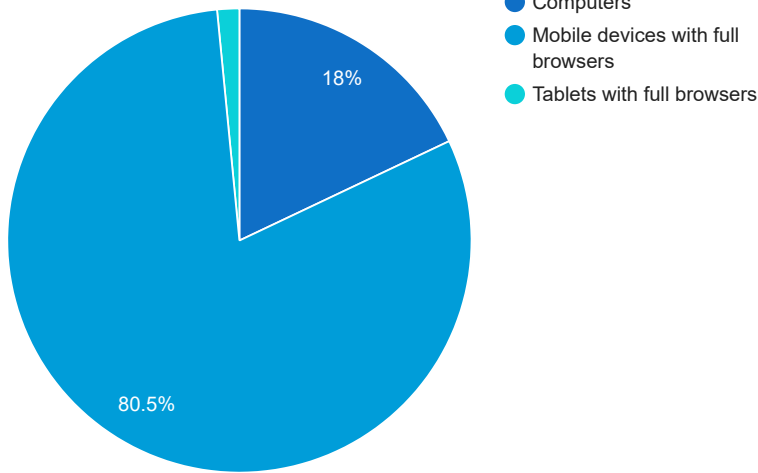
Search Impr Share

25.5%

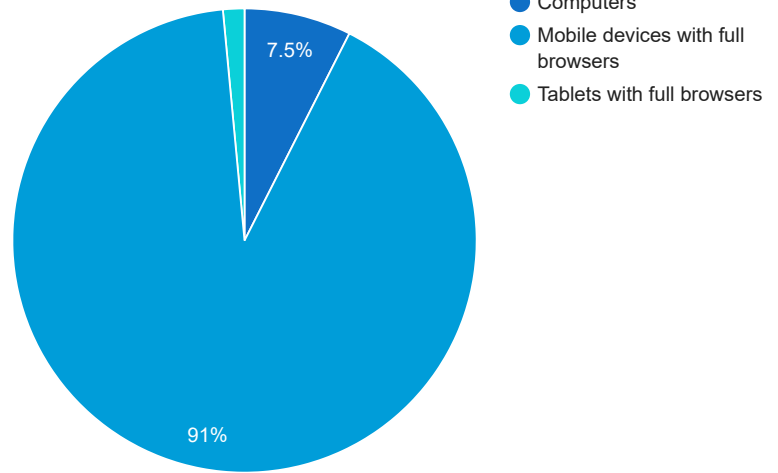
↑ 19%

Cost and Conversions by Device

Cost



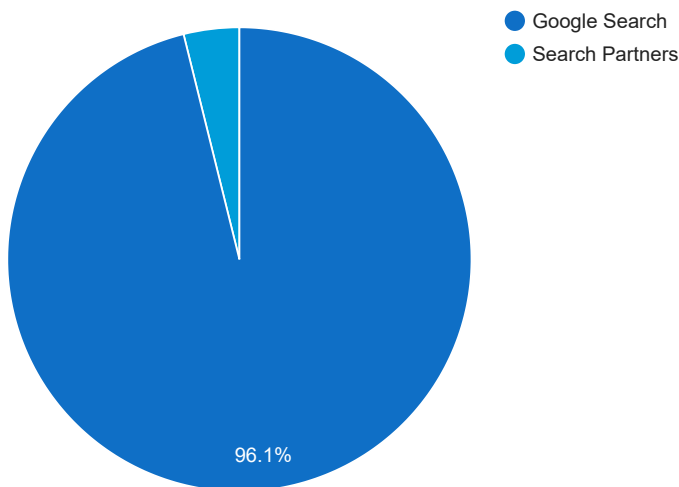
All Conv.



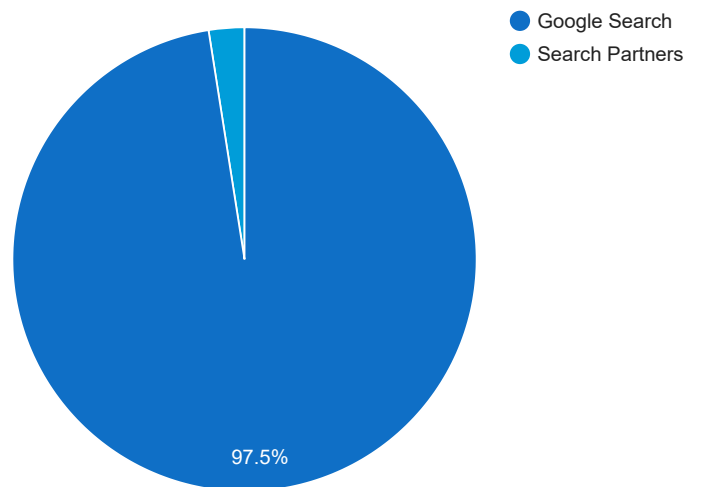
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	7,447	436	\$5,041.40	\$11.56	5.85%	-	36.6	8.4%	\$137.67
Computers	1,607	78	\$1,124.63	\$14.42	4.85%	-	3	3.85%	\$374.88
Tablets with full browsers	223	16	\$96.53	\$6.03	7.17%	-	0.6	3.94%	\$153.22

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	8,989	497	\$6,020.11	\$12.11	5.53%	-	39.3	7.9%	\$153.38
Search partners	288	33	\$242.45	\$7.35	11.46%	-	1	3.03%	\$242.45

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Form Submission	19.3
Click to Call	5
Calls from Ads	4
Calls from Website	2
Local actions - Directions	7
Clicks to call	3

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