

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

Always Beautiful

608-586-8888

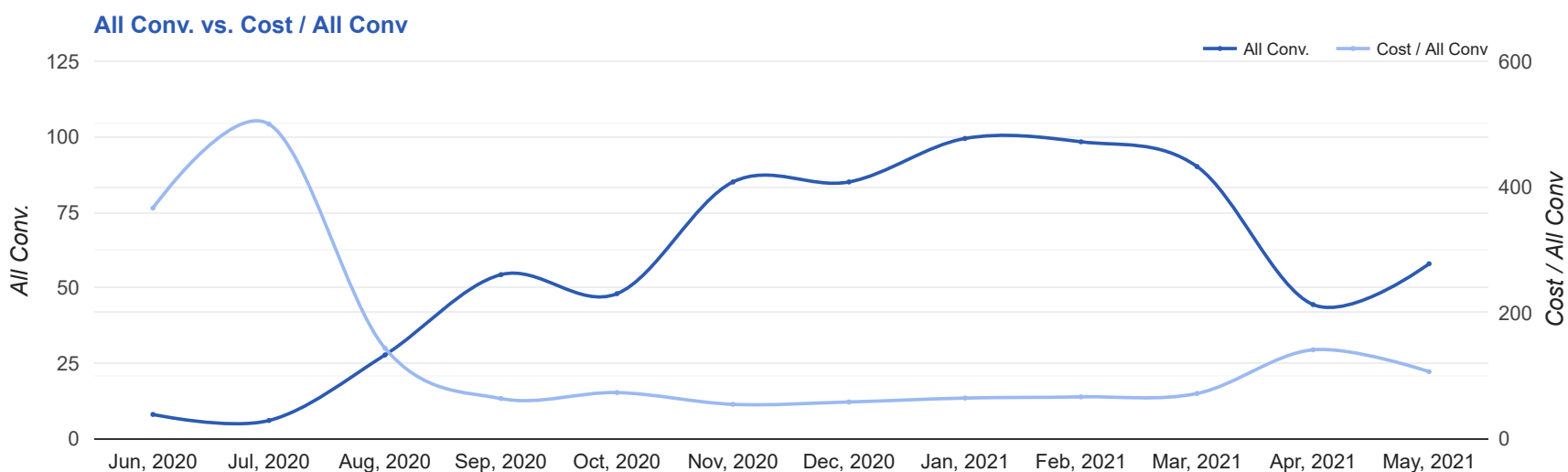
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$6,162	57.9	10.98%	\$106.45
↓ 2%	↑ 30%	↑ 31%	↓ 25%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	9,277	530	\$6,262.56	\$11.82	5.71%	-	8.37%	\$141.18	44.4
1 May 2021 — 31 May 2021	10,504	527	\$6,162.15	\$11.69	5.02%	-	10.98%	\$106.45	57.9
Change	1,227 ↑ 13%	3 ↓ 1%	\$100.41 ↓ 2%	\$0.13 ↓ 1%	0.69% ↓ 12%	0 ↔ -	2.61% ↑ 31%	\$34.73 ↓ 25%	13.53 ↑ 30%

Performance by Month - 1 Jun 2020 — 31 May 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	44.4	8.37%	\$141.18
May '21	10,504	527	\$6,162.15	\$11.69	5.02%	-	57.9	10.98%	\$106.45
Total	120,100	5,689	\$58,287.35	\$10.25	4.74%	-	704	12.37%	\$82.79

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	5,215	333	\$4,977.78	\$14.95	6.39%	-	42.9	12.88%	\$116.03
search beta coolsculpting exp reach	5,028	172	\$997.18	\$5.80	3.42%	-	13	7.55%	\$76.77
search beta botox	261	22	\$187.19	\$8.51	8.43%	-	2	9.09%	\$93.60

Top Keywords - 1 May 2021 — 31 May 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting	233	32	\$565.45	\$17.67	13.73%	-	7.9	24.66%	\$71.67
coolsculpting cost	49	19	\$260.20	\$13.69	38.78%	-	5	26.37%	\$51.94
cool sculpting near me	3	3	\$63.01	\$21.00	100.00%	-	3	100.00%	\$21.00
coolsculpting near me	39	21	\$514.18	\$24.48	53.85%	-	2.9	13.81%	\$177.30
what is cool sculpting	6	1	\$13.43	\$13.43	16.67%	-	2	200.00%	\$6.71
cool sculpting denver	1	2	\$33.08	\$16.54	200.00%	-	2	100.00%	\$16.54
weight lose clinic	1	1	\$9.97	\$9.97	100.00%	-	2	200.00%	\$4.99
affordable cool sculpting	1	1	\$33.42	\$33.42	100.00%	-	1.5	150.00%	\$22.28
arm fat removal near me	1	1	\$7.37	\$7.37	100.00%	-	1	100.00%	\$7.37
cryoskin treatment near me	1	1	\$4.11	\$4.11	100.00%	-	1	100.00%	\$4.11

Top Performing Ads - 1 May 2021 — 31 May 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.	2,807	150	\$2,458.68	\$16.39	5.34%	-	22.9	15.26%	\$107.41
Huge CoolSculpting Promotion - CoolSculpting in Aurora - 2021 CoolSculpting Discount www.alwaysbeautiful.net/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	576	60	\$704.30	\$11.74	10.42%	-	11.5	19.18%	\$61.19
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.	598	31	\$218.25	\$7.04	5.18%	-	4	12.90%	\$54.56
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.	1,276	57	\$336.35	\$5.90	4.47%	-	3	5.25%	\$112.49
CoolSculpting® in Aurora - Limited Time Offer Apr 2021 - Our Biggest Discount Ever www.alwaysbeautiful.net/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	16	2	\$33.08	\$16.54	12.50%	-	2	100.00%	\$16.54

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

Budget Coverage

Display Impr Share

0%

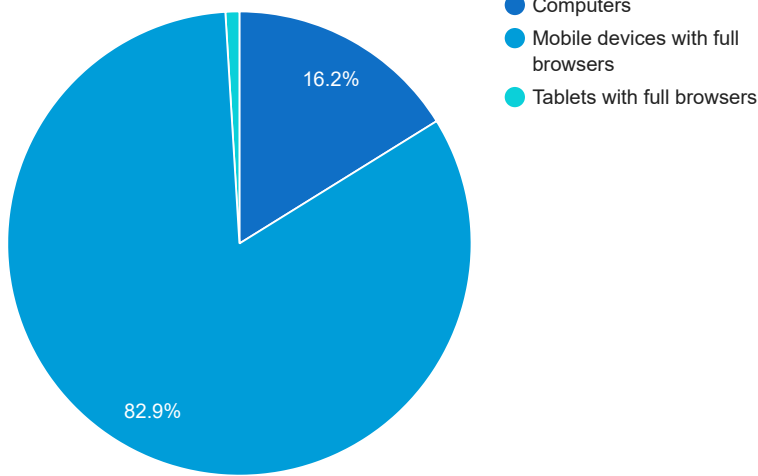
Search Impr Share

26.58%

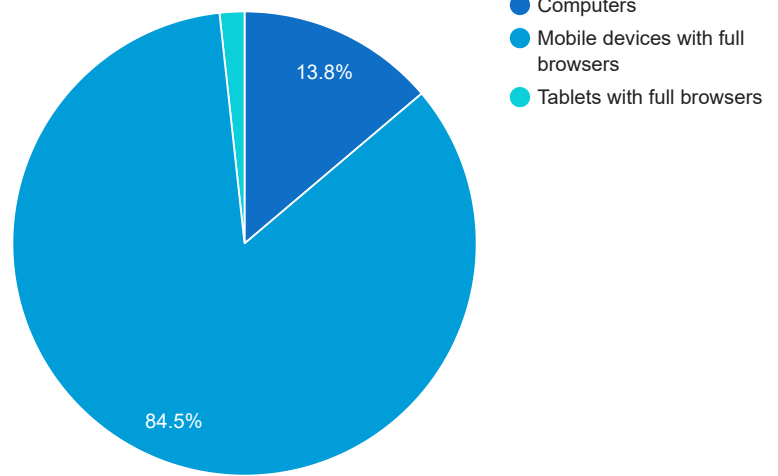
↑ 4%

Cost and Conversions by Device

Cost



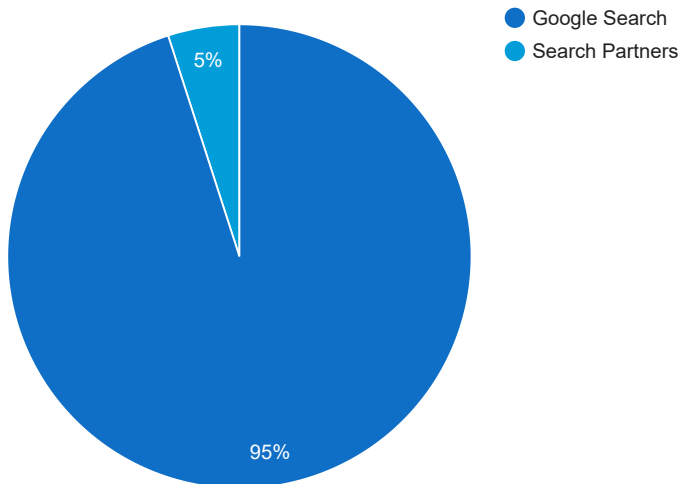
All Conv.



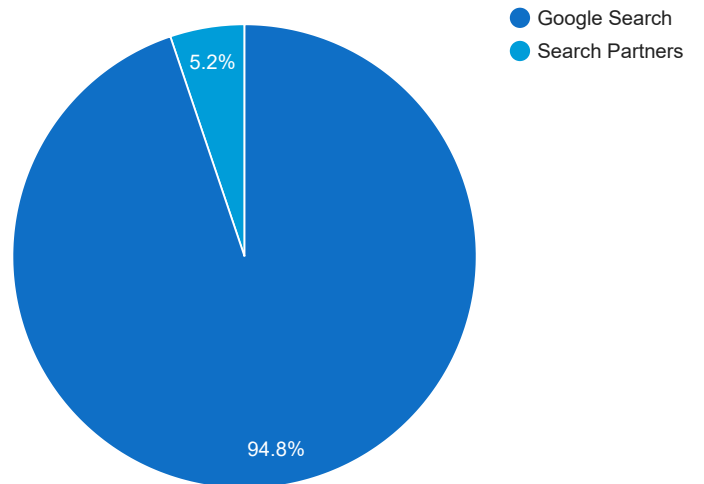
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	8,573	433	\$5,106.79	\$11.79	5.05%	-	48.9	11.29%	\$104.45
Computers	1,756	87	\$995.70	\$11.44	4.95%	-	8	9.2%	\$124.46
Tablets with full browsers	175	7	\$59.66	\$8.52	4%	-	1	14.29%	\$59.66

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	9,940	477	\$5,855.78	\$12.28	4.8%	-	54.9	11.51%	\$106.68
Search partners	564	50	\$306.37	\$6.13	8.87%	-	3	6%	\$102.12

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Form Submission	38.9
Calls from Website	5
Calls from Ads	3
Click to Call	2
Local actions - Directions	4
Clicks to call	5

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