

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

Always Beautiful

608-586-8888

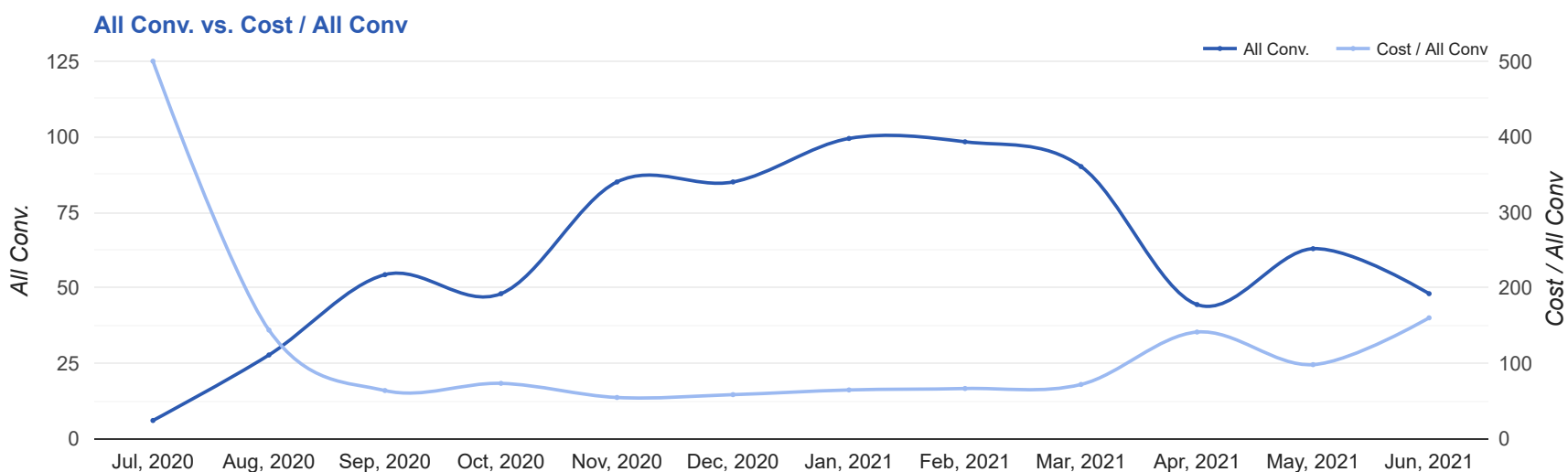
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$7,680	48	8.82%	\$159.99
↑ 25%	↓ 24%	↓ 26%	↑ 63%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	10,504	527	\$6,162.15	\$11.69	5.02%	-	11.93%	\$97.98	62.9
1 Jun 2021 — 30 Jun 2021	11,476	544	\$7,679.56	\$14.12	4.74%	-	8.82%	\$159.99	48
Change	972 ↑ 9%	17 ↑ 3%	\$1,517.41 ↑ 25%	\$2.43 ↑ 21%	0.28% ↓ 6%	0 ↔ -	3.11% ↓ 26%	\$62.01 ↑ 63%	14.89 ↓ 24%

Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	62.9	11.93%	\$97.98
Jun '21	11,476	544	\$7,679.56	\$14.12	4.74%	-	48	8.82%	\$159.99
Total	128,211	6,036	\$63,034.89	\$10.44	4.71%	-	749	12.41%	\$84.16

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	4,845	299	\$4,903.29	\$16.40	6.17%	-	33.9	11.34%	\$144.55
search beta botox	1,525	85	\$1,788.94	\$21.05	5.57%	-	10.1	11.86%	\$177.47
search beta coolsculpting exp reach	5,106	160	\$987.33	\$6.17	3.13%	-	4	2.5%	\$246.83

Top Keywords - 1 Jun 2021 — 30 Jun 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting cost	96	27	\$443.56	\$16.43	28.13%	-	4	14.81%	\$110.89
coolsculpting	199	16	\$318.83	\$19.93	8.04%	-	3	18.75%	\$106.28
cool sculpting cost	94	28	\$512.31	\$18.30	29.79%	-	3	10.71%	\$170.77
lip injections near me	68	13	\$408.61	\$31.43	19.12%	-	3	23.08%	\$136.20
lip fillers near me	86	8	\$297.15	\$37.14	9.30%	-	2.1	26.00%	\$142.86
cool sculpting	217	25	\$480.93	\$19.24	11.52%	-	2	8.00%	\$240.47
lip flip near me	20	2	\$38.11	\$19.05	10.00%	-	2	100.00%	\$19.05
coolsculpting castle rock	2	3	\$44.62	\$14.87	150.00%	-	2	66.67%	\$22.31
coolsculpting near me	36	12	\$355.18	\$29.60	33.33%	-	2	16.67%	\$177.59
plexus slim	1	1	\$12.93	\$12.93	100.00%	-	1	100.00%	\$12.93

Top Performing Ads - 1 Jun 2021 — 30 Jun 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.	1,965	97	\$1,741.27	\$17.95	4.94%	-	10.9	11.26%	\$159.46
{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.	830	62	\$1,371.79	\$22.13	7.47%	-	8.1	13.03%	\$169.78
Huge CoolSculpting Promotion - CoolSculpting in Aurora - 2021 CoolSculpting Discount www.alwaysbeautiful.net/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	453	59	\$799.61	\$13.55	13.02%	-	6	10.17%	\$133.27
[Dynamic Headline] [Dynamic Display URL] Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	204	17	\$170.83	\$10.05	8.33%	-	2.3	13.71%	\$73.32
Best CoolSculpting Deal Ever - Limited Time Offer June 2021 - Flexible Payment Options www.alwaysbeautiful.net/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	77	5	\$103.50	\$20.70	6.49%	-	2	40.00%	\$51.75

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

Budget Coverage

Display Impr Share

0%

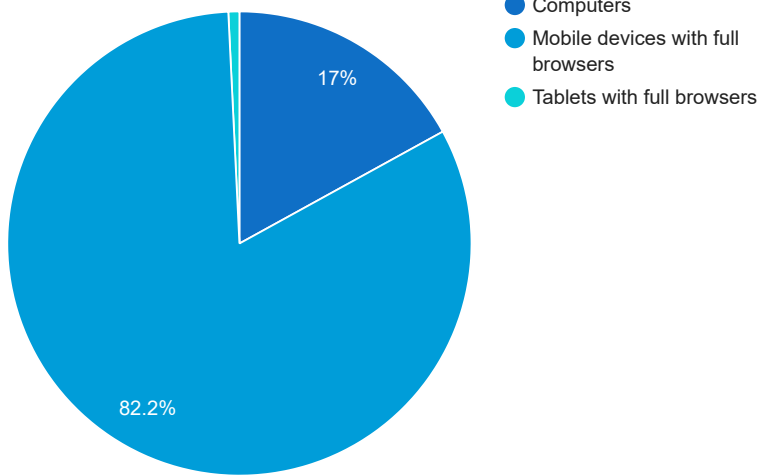
Search Impr Share

28.49%

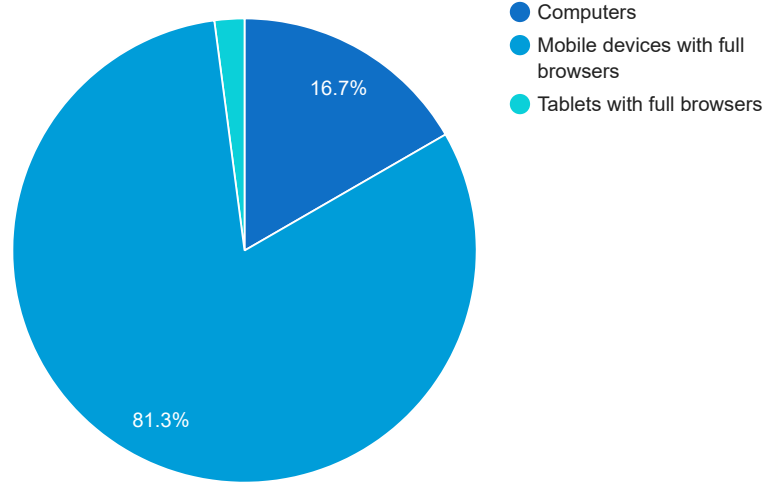
↑ 8%

Cost and Conversions by Device

Cost



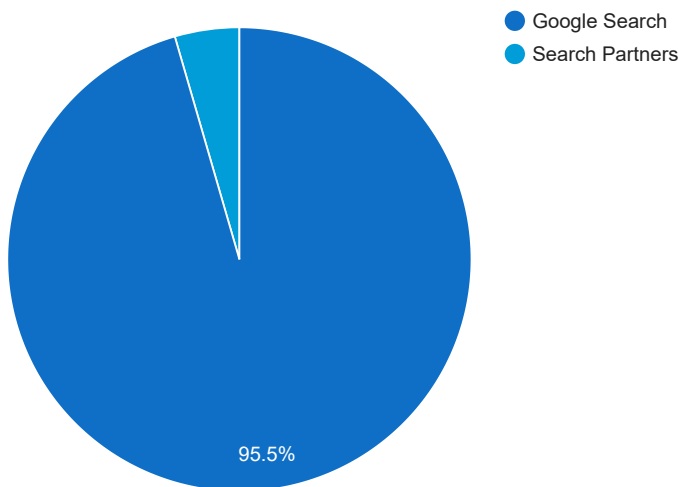
All Conv.



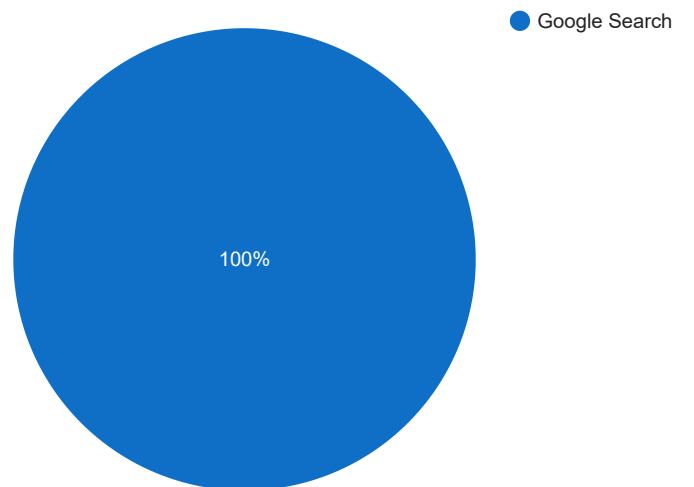
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	9,374	464	\$6,315.80	\$13.61	4.95%	-	39	8.41%	\$161.94
Computers	1,951	73	\$1,305.06	\$17.88	3.74%	-	8	10.96%	\$163.13
Tablets with full browsers	151	7	\$58.70	\$8.39	4.64%	-	1	14.29%	\$58.70

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	10,741	493	\$7,334.58	\$14.88	4.59%	-	48	9.74%	\$152.80
Search partners	735	51	\$344.98	\$6.76	6.94%	-	0	0%	\$0.00

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Form Submission	39
Click to Call	4
Calls from Website	2
Calls from Ads	1
Local actions - Directions	2

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