

**Monthly Account
Performance Report
1 Jul 2020 — 31 Jul 2020**

AOB Med Spa

324-982-2786

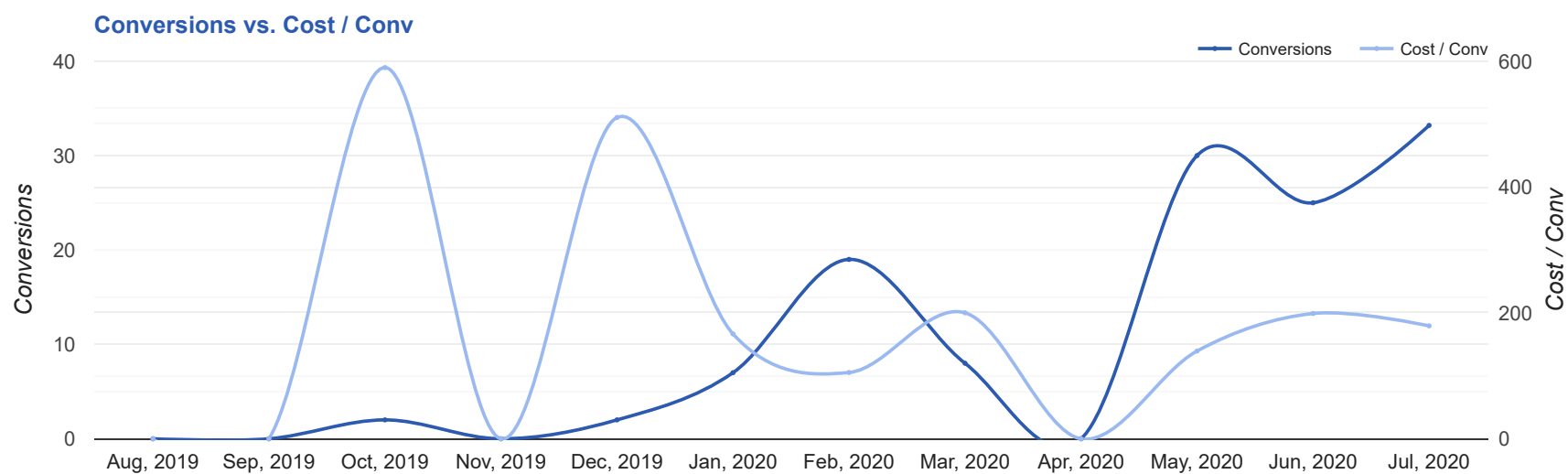
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$5,959	33.2	5.09%	\$179.39
↑ 20%	↑ 33%	↓ 43%	↓ 10%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jun 2020 — 30 Jun 2020	5,096	282	\$4,977.21	\$17.65	5.53%	-	25	8.87%	\$199.09	77.27%
1 Jul 2020 — 31 Jul 2020	22,266	653	\$5,959.41	\$9.13	2.93%	-	33.2	5.09%	\$179.39	39.18%
Change	17,170 ↑ 337%	371 ↑ 132%	\$982.20 ↑ 20%	\$8.52 ↓ 48%	2.60% ↓ 47%	--	8.22 ↑ 33%	3.78% ↓ 43%	\$19.70 ↓ 10%	38.09% ↓ 49%

Performance by Month - 1 Aug 2019 — 31 Jul 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
Oct '19	781	40	\$1,179.69	\$29.49	5.12%	-	2	5%	\$589.85	71.59%	
Nov '19	1,239	60	\$1,318.24	\$21.97	4.84%	-	0	0%	\$0.00	65.9%	
Dec '19	1,566	52	\$1,020.92	\$19.63	3.32%	-	2	3.85%	\$510.46	67.24%	
Jan '20	4,356	148	\$1,166.43	\$7.88	3.4%	-	7	4.73%	\$166.63	62.58%	
Feb '20	4,947	171	\$2,000.84	\$11.70	3.46%	-	19	11.11%	\$105.31	52.99%	
Mar '20	2,880	104	\$1,601.03	\$15.39	3.61%	-	8	7.69%	\$200.13	62.36%	
Apr '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%	
May '20	5,276	303	\$4,182.72	\$13.80	5.74%	-	30	9.9%	\$139.42	77.42%	
Jun '20	5,096	282	\$4,977.21	\$17.65	5.53%	-	25	8.87%	\$199.09	77.27%	
Jul '20	22,266	653	\$5,959.41	\$9.13	2.93%	-	33.2	5.09%	\$179.39	39.18%	
Total	48,407	1,813	\$23,406.49	\$12.91	3.75%	-	126.2	6.96%	\$185.44	50.19%	

Campaign Summary - 1 Jul 2020 — 31 Jul 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	22,266	653	\$5,959.41	\$9.13	2.93%	-	33.2	5.09%	\$179.39	39.18%

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

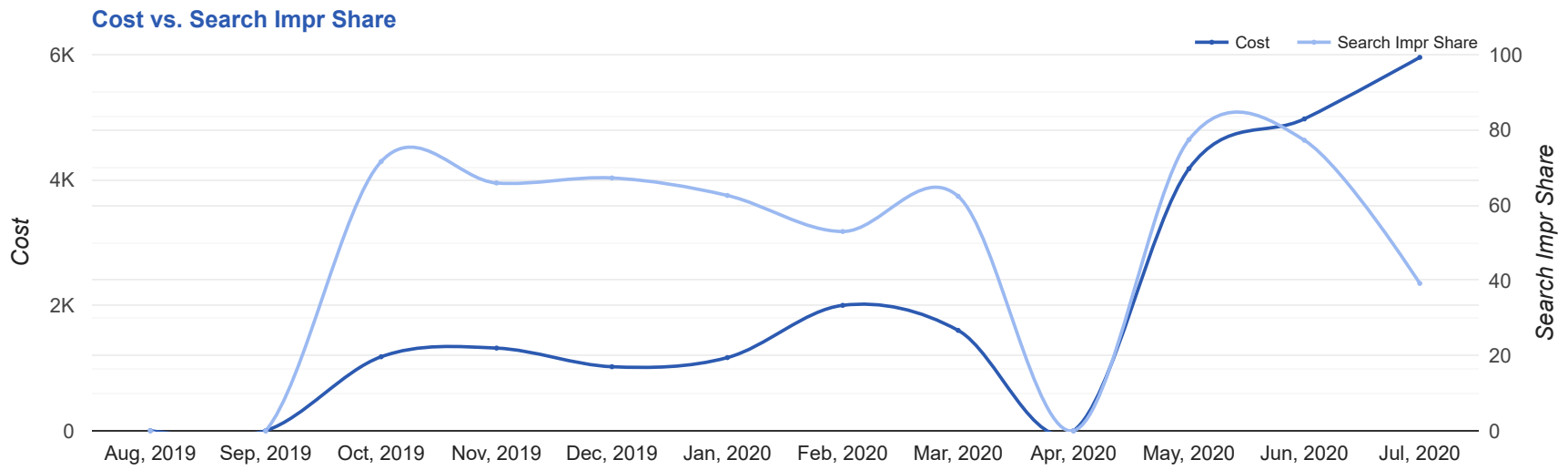
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Denver - #1 Fat Reduction Treatment - Book A Virtual Consultation www.aobmedspa.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,591	84	\$1,063.84	\$12.66	5.28%	-	6	7.14%	\$177.31
CoolSculpting in Denver - Fat Reduction Treatment - Flexible Payment Options www.aobmedspa.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	3,885	79	\$507.64	\$6.43	2.03%	-	5	6.33%	\$101.53
AOB Med Spa - CoolSculpting in Denver - Fat Reduction Treatment www.aobmedspa.com/--/ -- Leading CoolSculpting Provider in Denver, CO. Schedule a Free Consultation	8,673	198	\$1,314.34	\$6.64	2.28%	-	5	2.53%	\$262.87
25% Off All CoolSculpting - Best Price in Denver - AOB Med Spa www.aobmedspa.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	675	50	\$544.21	\$10.88	7.41%	-	4	8.00%	\$136.05
Non-Surgical Lipo Alternative - Freeze Fat Away - CoolSculpting in Denver www.aobmedspa.com/ Freeze Fat Away Fat with CoolSculpting. The Natural Looking Alternative To Lipo.	1,121	25	\$141.61	\$5.66	2.23%	-	2	8.00%	\$70.81

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

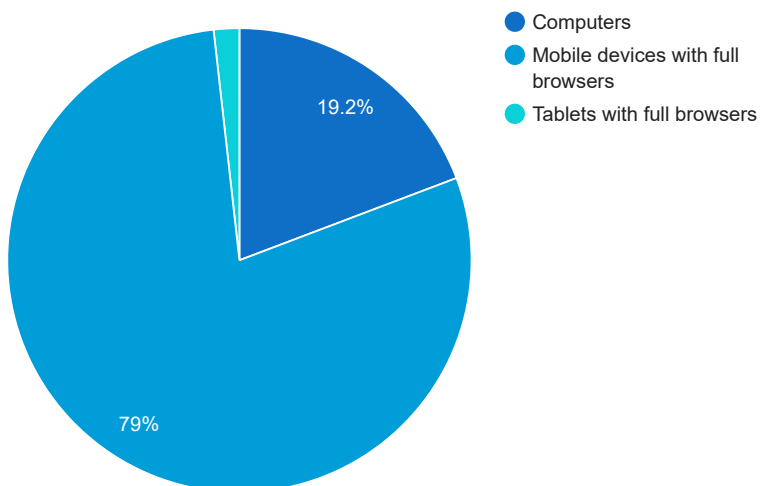
Budget Coverage



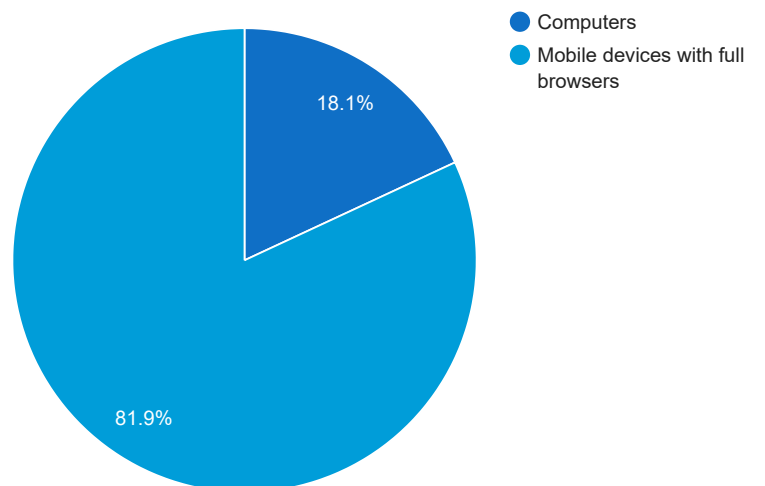
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	1,179.69	71.59
Nov, 2019	1,318.24	65.90
Dec, 2019	1,020.92	67.24
Jan, 2020	1,166.43	62.58
Feb, 2020	2,000.84	52.99
Mar, 2020	1,601.03	62.36
Apr, 2020	0	0
May, 2020	4,182.72	77.42
Jun, 2020	4,977.21	77.27
Jul, 2020	5,959.41	39.18

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	17,787	532	\$4,706.88	\$8.85	2.99%	-	27.2	5.12%	\$172.92
Computers	4,003	105	\$1,146.40	\$10.92	2.62%	-	6	5.71%	\$191.07
Tablets with full browsers	476	16	\$106.13	\$6.63	3.36%	-	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	22,266	653	\$5,959.41	\$9.13	2.93%	-	33.2	5.09%	\$179.39

Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE

CONV

Form Submission

33.2

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 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