

**Monthly Account
Performance Report
1 Sep 2020 — 30 Sep 2020**

AOB Med Spa

324-982-2786

Key Performance Indicators (KPIs)

Cost

\$7,194

↑ 21%

Conv

58.7

↑ 12%

Conv Rate

7.19%

↑ 4%

Cost / Conv

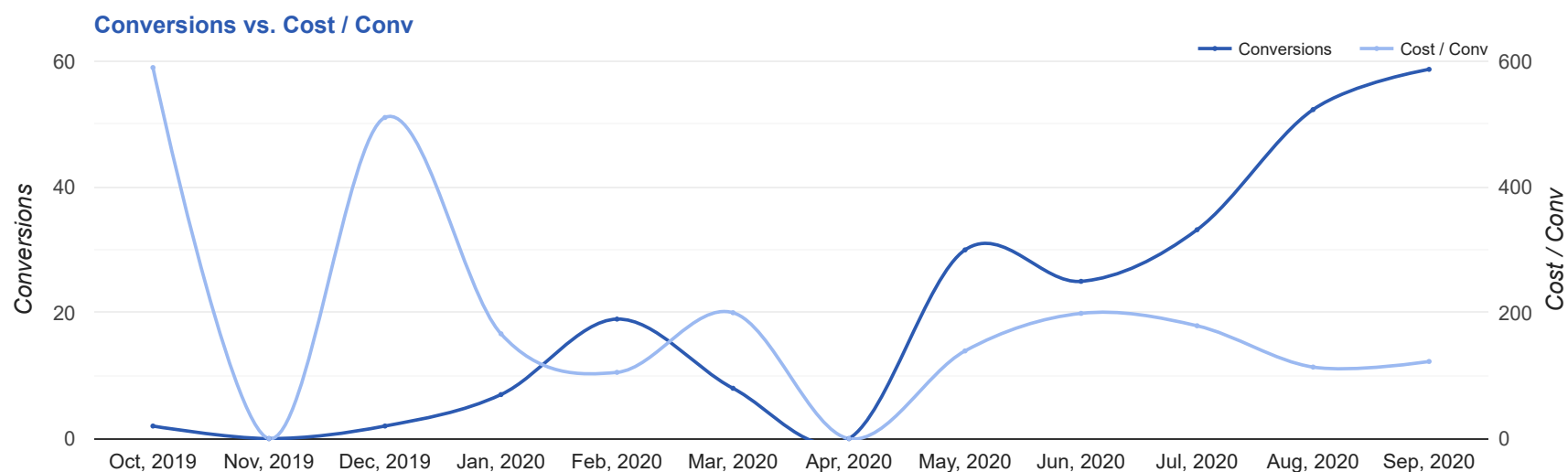
\$122.62

↑ 8%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	31,642	757	\$5,951.53	\$7.86	2.39%	-	52.3	6.91%	\$113.73	31.52%
1 Sep 2020 — 30 Sep 2020	29,415	816	\$7,193.88	\$8.82	2.77%	-	58.7	7.19%	\$122.62	32.98%
Change	2,227 ↓ 7%	59 ↑ 8%	\$1,242.35 ↑ 21%	\$0.96 ↑ 12%	0.38% ↑ 16%	--	6.34 ↑ 12%	0.28% ↑ 4%	\$8.89 ↑ 8%	1.46% ↑ 5%

Performance by Month - 1 Oct 2019 — 30 Sep 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	39.14%
Aug '20	31,642	757	\$5,951.53	\$7.86	2.39%	-	52.3	6.91%	\$113.73	31.52%
Sep '20	29,415	816	\$7,193.88	\$8.82	2.77%	-	58.7	7.19%	\$122.62	32.98%
Total	109,464	3,386	\$36,551.90	\$10.80	3.09%	-	237.2	7.01%	\$154.08	38.26%

Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	29,415	816	\$7,193.88	\$8.82	2.77%	-	58.7	7.19%	\$122.62	32.98%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

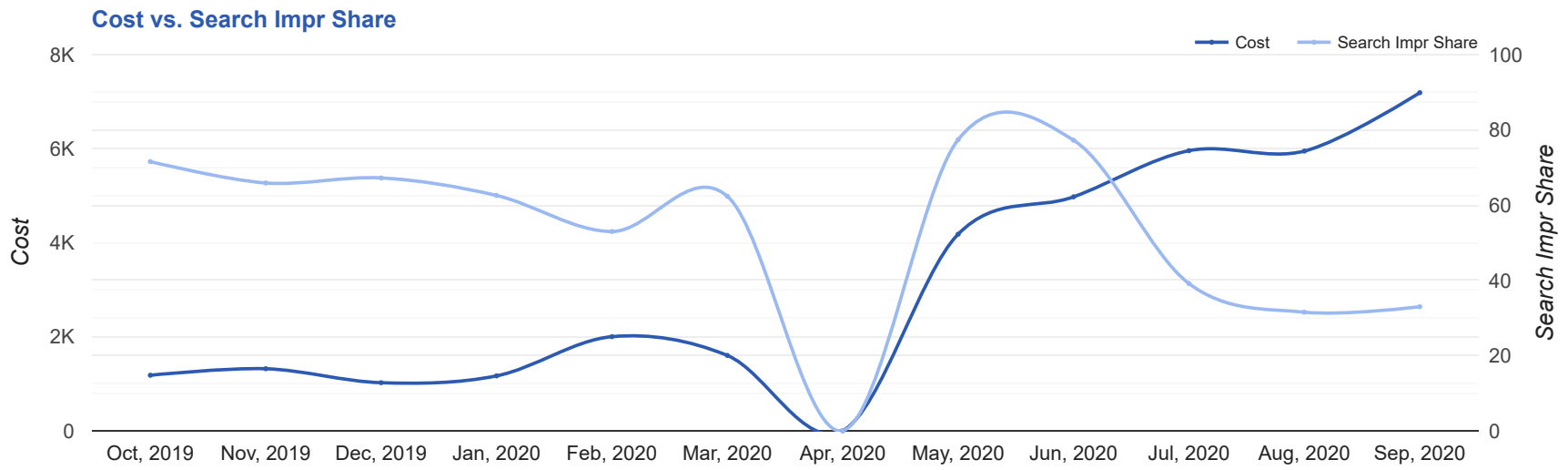
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:AOB Med Spa} - CoolSculpting in Denver - Fat Reduction Treatment www.aobmedspa.com/ --/ -- Leading CoolSculpting Provider in Denver, CO. Schedule a Free Consultation	987	57	\$822.92	\$14.44	5.78%	-	8.4	14.70%	\$98.20
{Keyword:AOB Med Spa} - CoolSculpting in Denver - Fat Reduction Treatment www.aobmedspa.com/ --/ -- Leading CoolSculpting Provider in Denver, CO. Schedule a Free Consultation	1,791	81	\$639.16	\$7.89	4.52%	-	8.3	10.23%	\$77.10
AOB Med Spa - CoolSculpting in Denver - Fat Reduction Treatment www.aobmedspa.com/ --/ -- Leading CoolSculpting Provider in Denver, CO. Schedule a Free Consultation	5,122	93	\$917.41	\$9.86	1.82%	-	7	7.53%	\$131.06
CoolSculpting® Deal \$1000 Off - CoolSculpting in Denver - 2020 Coolsculpting Discount www.aobmedspa.com/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	635	38	\$438.12	\$11.53	5.98%	-	6	15.79%	\$73.02
AOB Med Spa - Non-Surgical Fat Reduction - Fat Reduction Treatment www.aobmedspa.com/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	3,853	94	\$578.29	\$6.15	2.44%	-	5	5.32%	\$115.66

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

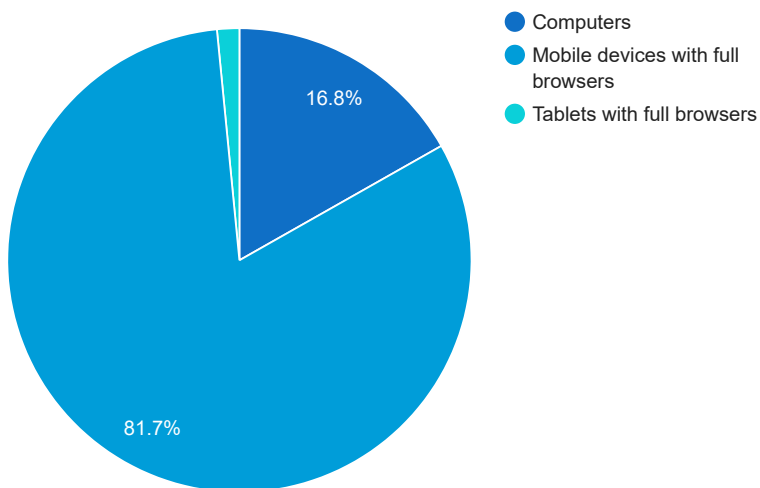
Budget Coverage



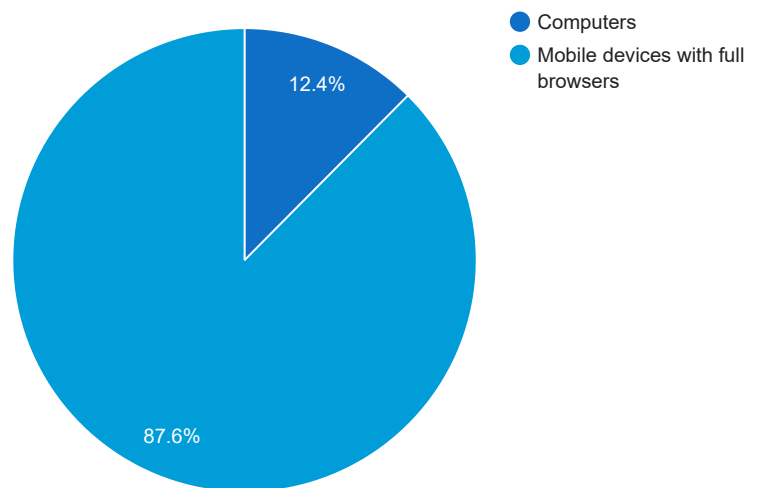
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	1,179.69	71.59
Nov, 2019	1,318.24	65.90
Dec, 2019	1,020.92	67.24
Jan, 2020	1,166.43	62.58
Feb, 2020	2,000.84	52.99
Mar, 2020	1,601.03	62.36
Apr, 2020	0	0
May, 2020	4,182.72	77.42
Jun, 2020	4,977.21	77.27
Jul, 2020	5,959.41	39.14
Aug, 2020	5,951.53	31.52
Sep, 2020	7,193.88	32.98

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	23,327	676	\$5,874.00	\$8.69	2.9%	-	51.4	7.6%	\$114.32
Computers	5,295	124	\$1,208.38	\$9.75	2.34%	-	7.3	5.88%	\$165.76
Tablets with full browsers	793	16	\$111.50	\$6.97	2.02%	-	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	29,415	816	\$7,193.88	\$8.82	2.77%	-	58.7	7.19%	\$122.62

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE

CONV

Form Submission

57.7

Phone Call

1

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