

**Monthly Account
Performance Report
1 Sep 2019 — 30 Sep 2019**

Avalon Medical Spa

299-081-8148

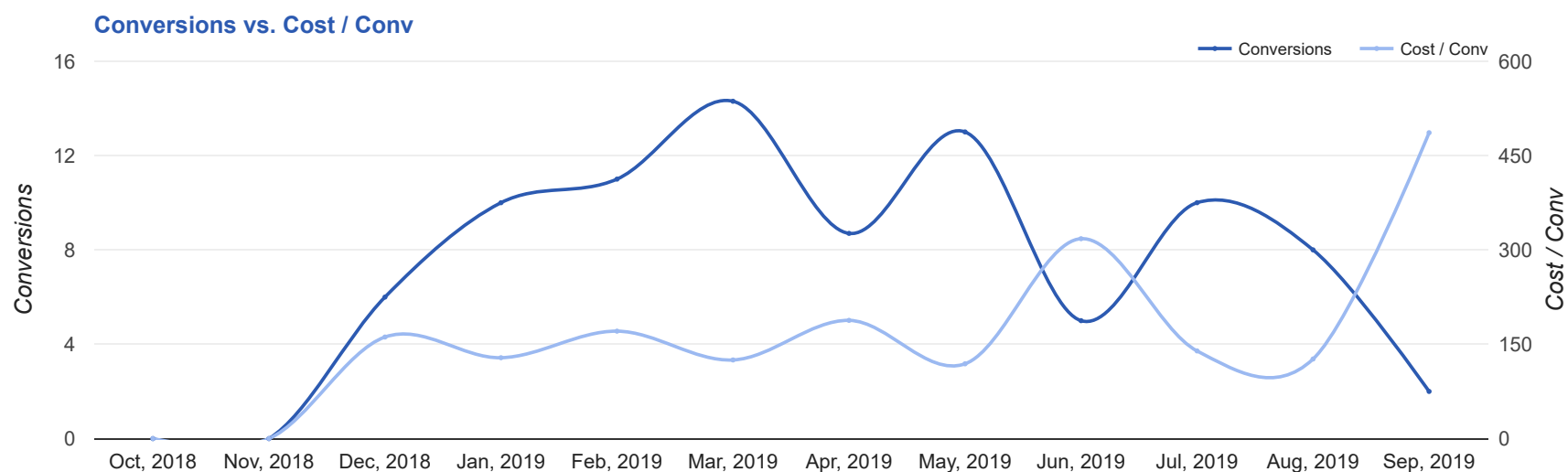
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$973	2	2.02%	\$486.28
↓ 4%	↓ 75%	↓ 67%	↑ 284%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
1 Aug 2019 — 31 Aug 2019	1,816	132	\$1,012.40	\$7.67	7.27%	2.60	8	6.06%	\$126.55
1 Sep 2019 — 30 Sep 2019	1,570	99	\$972.55	\$9.82	6.31%	2.40	2	2.02%	\$486.28
Change	246 ↓ 14%	33 ↓ 25%	\$39.85 ↓ 4%	\$2.15 ↑ 28%	0.96% ↓ 13%	0.20 ↑ 8%	6 ↓ 75%	4.04% ↓ 67%	\$359.73 ↑ 284%

Performance by Month - 1 Oct 2018 — 30 Sep 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Dec '18	2,779	120	\$968.80	\$8.07	4.32%	2.70	6	5%	\$161.47
Jan '19	1,498	131	\$1,285.82	\$9.82	8.74%	1.90	10	7.63%	\$128.58
Feb '19	3,976	222	\$1,879.03	\$8.46	5.58%	2.20	11	4.95%	\$170.82
Mar '19	2,828	201	\$1,787.99	\$8.90	7.11%	1.80	14.3	7.11%	\$125.03
Apr '19	2,425	178	\$1,635.33	\$9.19	7.34%	2.10	8.7	4.89%	\$187.97
May '19	2,490	181	\$1,545.72	\$8.54	7.27%	2.10	13	7.18%	\$118.90
Jun '19	1,913	154	\$1,588.92	\$10.32	8.05%	2.20	5	3.25%	\$317.78
Jul '19	2,170	160	\$1,394.02	\$8.71	7.37%	2.20	10	6.25%	\$139.40
Aug '19	1,816	132	\$1,012.40	\$7.67	7.27%	2.50	8	6.06%	\$126.55
Sep '19	1,570	99	\$972.55	\$9.82	6.31%	2.40	2	2.02%	\$486.28
Total	23,465	1,578	\$14,070.58	\$8.92	6.72%	2.20	88	5.58%	\$159.89

Campaign Summary - 1 Sep 2019 — 30 Sep 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
search beta coolsculpting	1,467	87	\$879.78	\$10.11	5.93%	2.40	2	2.3%	\$439.89
search alpha coolsculpting	103	12	\$92.77	\$7.73	11.65%	2.50	0	0%	\$0.00

Top Keywords & Placements - 1 Sep 2019 — 30 Sep 2019

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
coolsculpting near me	4	2	\$19.34	\$9.67	50.00%	4.50	1	50.00%	\$19.34
coolsculpting new bedford ma	1	1	\$43.22	\$43.22	100.00%	1	1	100.00%	\$43.22
my lipo body sculpting cost	1	1	\$3.26	\$3.26	100.00%	3	0	0.00%	-
what is the cost of coolsculpting a chin	1	1	\$5.65	\$5.65	100.00%	3	0	0.00%	-
coolsculpting man chest	1	1	\$24.59	\$24.59	100.00%	1	0	0.00%	-
how much to coolsculpting cost	1	1	\$20.29	\$20.29	100.00%	1	0	0.00%	-
how much does coolsculpting cost for neck area	1	1	\$6.74	\$6.74	100.00%	1	0	0.00%	-
does cool scuplater work	1	1	\$4.72	\$4.72	100.00%	1	0	0.00%	-
coolsculpting cost	3	1	\$4.13	\$4.13	33.33%	4	0	0.00%	-
what is the cost of coolsculpting	1	1	\$3.04	\$3.04	100.00%	2	0	0.00%	-

Top Display Placements

No Data Found for this account

Top Performing Ads - 1 Sep 2019 — 30 Sep 2019

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Dartmouth, MA - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® avalonmedicalspa.net/coolsculpting/dartmouth #1 CoolSculpting Deal. Freeze Fat. Top Provider in Dartmouth, MA. Free Consult.	117	9	\$115.22	\$12.80	7.69%	2.40	1	11.11%	\$115.22
CoolSculpting in Dartmouth, MA - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime avalonmedicalspa.net/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	219	19	\$94.72	\$4.99	8.68%	2.60	1	5.26%	\$94.72
#1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Avalon Medical Spa avalonmedicalspa.net/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	20	1	\$8.81	\$8.81	5.00%	2.70	0	0.00%	-
25% Off CoolSculpting® Cost - New Client Special - Avalon Medical Spa avalonmedicalspa.net/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	13	2	\$13.59	\$6.79	15.38%	3.40	0	0.00%	-
25% Off All CoolSculpting® - Best Price in Newport News - Avalon Medical Spa avalonmedicalspa.net/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	11	1	\$4.13	\$4.13	9.09%	3.30	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2019 — 30 Sep 2019

Budget Coverage

Display Impr Share

0%

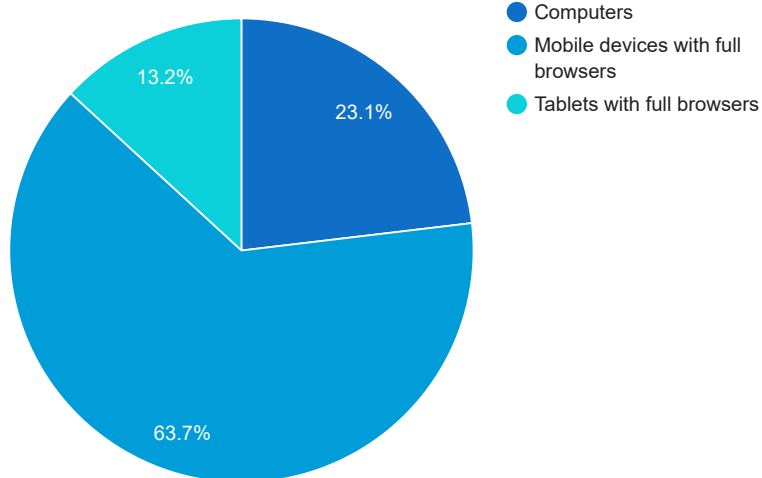
Search Impr Share

90.28%

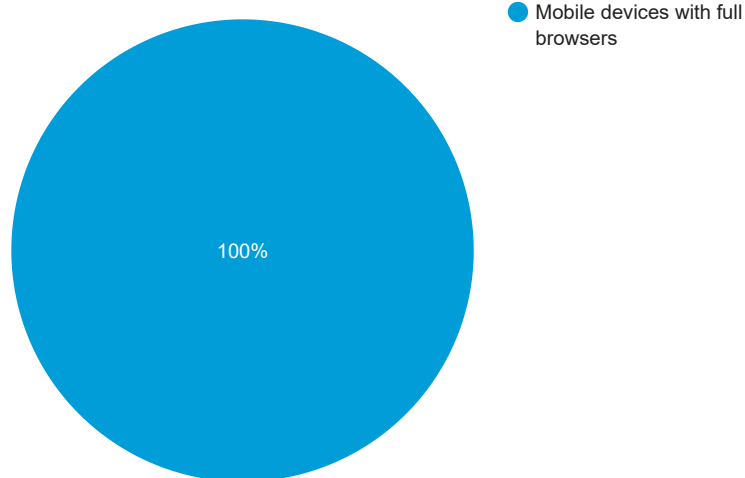
↓ 3%

Cost and Conversions by Device

Cost



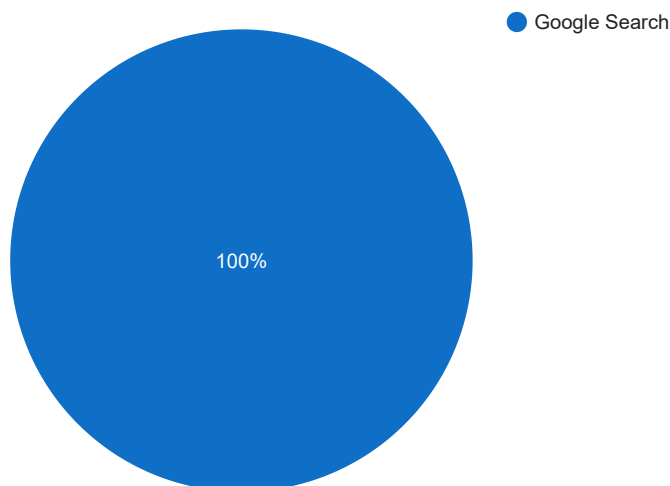
Conversions



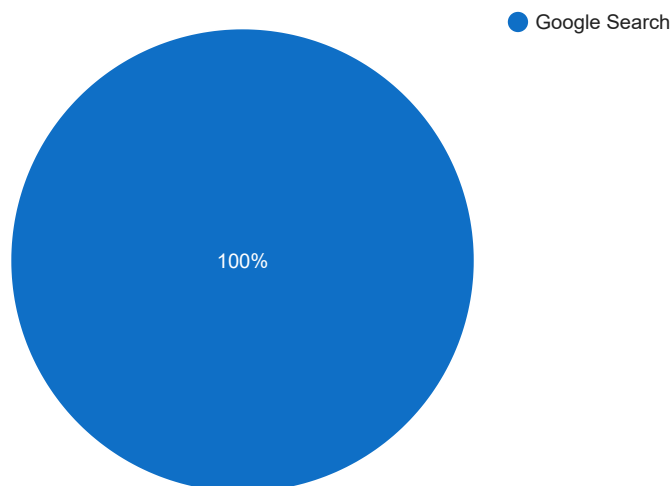
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	1,216	76	\$619.69	\$8.15	6.25%	2.50	2	2.63%	\$309.85
Computers	260	17	\$224.78	\$13.22	6.54%	2	0	0%	\$0.00
Tablets with full browsers	94	6	\$128.08	\$21.35	6.38%	2	0	0%	\$0.00

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	1,570	99	\$972.55	\$9.82	6.31%	2.40	2	2.02%	\$486.28

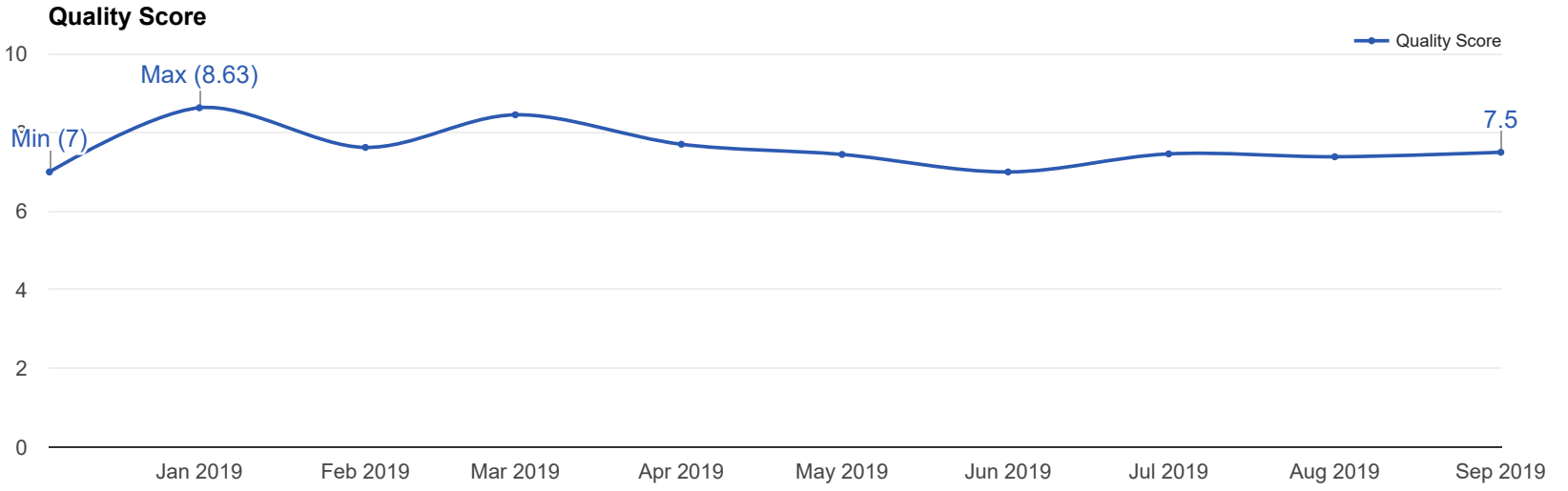
Account Health - Quality Score

Current Quality Score

6.1

Quality Score

Quality Score Trend - 1 Oct 2018 — 30 Sep 2019



Conversion Types - 1 Sep 2019 — 30 Sep 2019

CONVERSION TYPE

CONV

Calls from ads

1

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 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