

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

Balance Wellness Center

434-132-4815

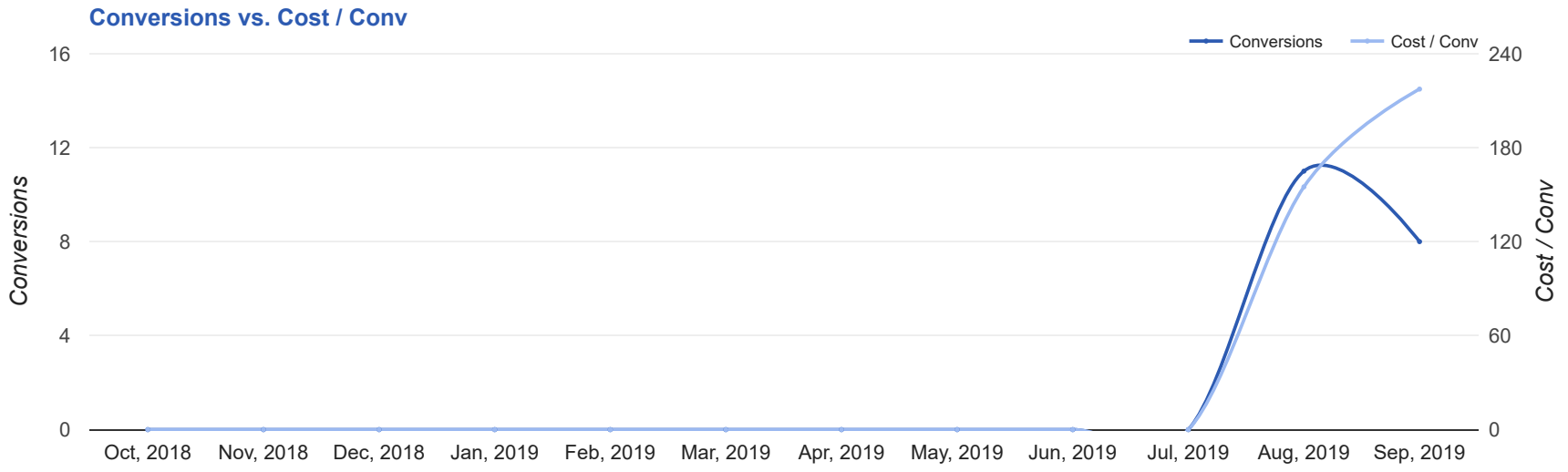
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,739	8	3.45%	\$217.37
↑ 2%	↓ 27%	↑ 1%	↑ 40%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
1 Aug 2019 — 31 Aug 2019	8,307	324	\$1,704.74	\$5.26	3.9%	3.40	11	3.4%	\$154.98
1 Sep 2019 — 30 Sep 2019	6,353	232	\$1,738.96	\$7.50	3.65%	3.30	8	3.45%	\$217.37
Change	1,954 ↓ 24%	92 ↓ 28%	\$34.22 ↑ 2%	\$2.24 ↑ 43%	0.25% ↓ 6%	0.10 ↑ 3%	3 ↓ 27%	0.05% ↑ 1%	\$62.39 ↑ 40%

Performance by Month - 1 Oct 2018 — 30 Sep 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Jul '19	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00
Aug '19	8,307	324	\$1,704.74	\$5.26	3.9%	3.40	11	3.4%	\$154.98
Sep '19	6,353	232	\$1,738.96	\$7.50	3.65%	3.30	8	3.45%	\$217.37
Total	14,660	556	\$3,443.70	\$6.19	3.79%	3.40	19	3.42%	\$181.25

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	6,188	224	\$1,608.71	\$7.18	3.62%	3.30	8	3.57%	\$201.09
search alpha coolsculpting	165	8	\$130.25	\$16.28	4.85%	3.60	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
non invasive stomach fat removal	1	1	\$10.39	\$10.39	100.00%	4	1	100.00%	\$10.39
cool sculpting	55	5	\$63.13	\$12.63	9.09%	4.20	1	20.00%	\$63.13
what is cool sculpting	22	9	\$25.94	\$2.88	40.91%	2.40	1	11.11%	\$25.94
all about you cool sculpting	1	1	\$10.99	\$10.99	100.00%	2	1	100.00%	\$10.99
cool sculpting cost houston	3	3	\$15.08	\$5.03	100.00%	3	1	33.33%	\$15.08
coolsculpting houston	15	3	\$20.84	\$6.95	20.00%	4.40	1	33.33%	\$20.84
coolsculpting houston	15	3	\$23.62	\$7.87	20.00%	3.40	1	33.33%	\$23.62
cryolipolysis	3	1	\$7.42	\$7.42	33.33%	1.70	1	100.00%	\$7.42
coolsculpting chin one treatment corpus christi	1	1	\$9.08	\$9.08	100.00%	3	0	0.00%	-
remove fat with laser	1	1	\$8.45	\$8.45	100.00%	1	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
{Keyword:#1 CoolSculpting Deal 25% Off} - Target Belly Fat, Love Handles - Fat Reduction in Houston balancewc.com/ --/ -- 25% Off CoolSculpting. #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment.	2,993	138	\$782.41	\$5.67	4.61%	3	3	2.17%	\$260.80
#1 CoolSculpting Deal 25% Off - Target Belly Fat, Love Handles - Fat Reduction in Houston balancewc.com// 25% Off CoolSculpting. #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment.	489	5	\$50.15	\$10.03	1.02%	4	2	40.00%	\$25.07
25% Off CoolSculpting Cost - Safe & Effective Fat Reduction - Best CoolSculpting Price balancewc.com// #1 CoolSculpting Deal. 25% Off. Freeze Fat. Top Provider in Houston. Free Consult.	493	11	\$83.52	\$7.59	2.23%	4.10	1	9.09%	\$83.52
{Keyword:#1 CoolSculpting Deal 25% Off} - Target Belly Fat, Love Handles - Fat Reduction in Houston balancewc.com/ --/ -- 25% Off CoolSculpting. #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment.	227	10	\$44.30	\$4.43	4.41%	4	1	10.00%	\$44.30
#1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Balance Wellness Center balancewc.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	352	6	\$53.11	\$8.85	1.70%	3.20	1	16.67%	\$53.11

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2019 — 30 Sep 2019

Budget Coverage

Display Impr Share

0%

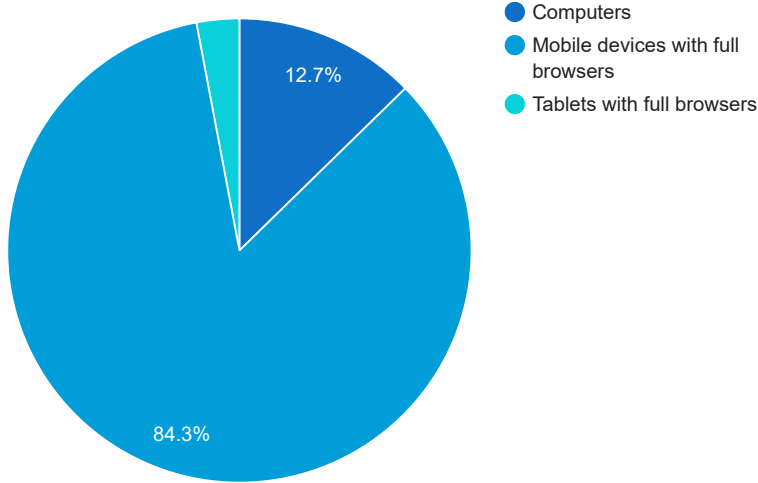
Search Impr Share

58.84%

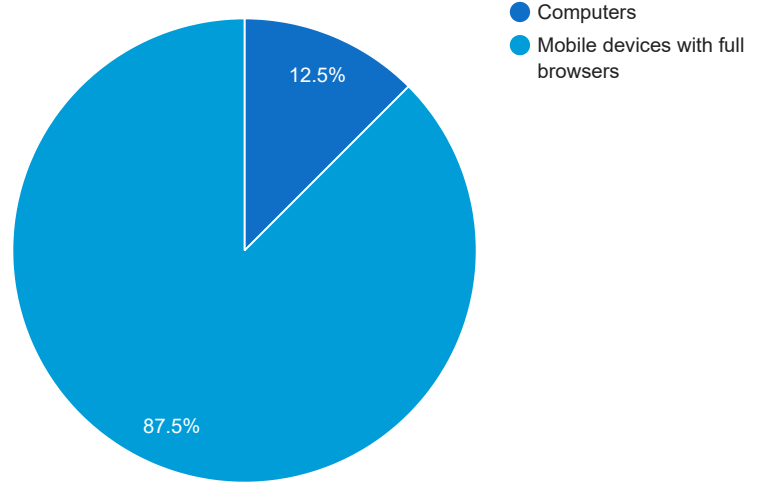
↑ 25%

Cost and Conversions by Device

Cost



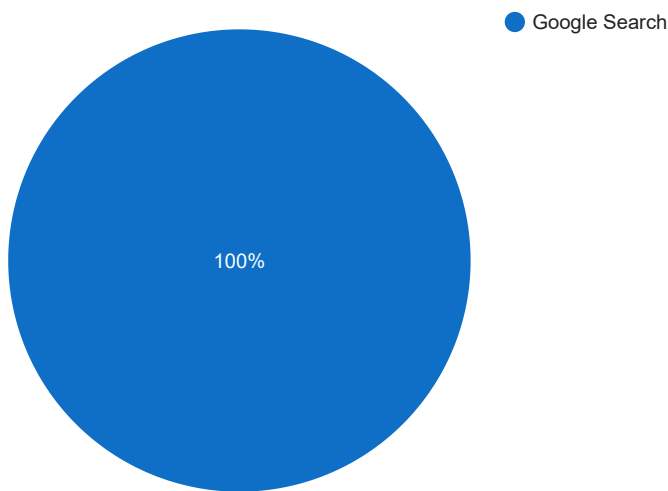
Conversions



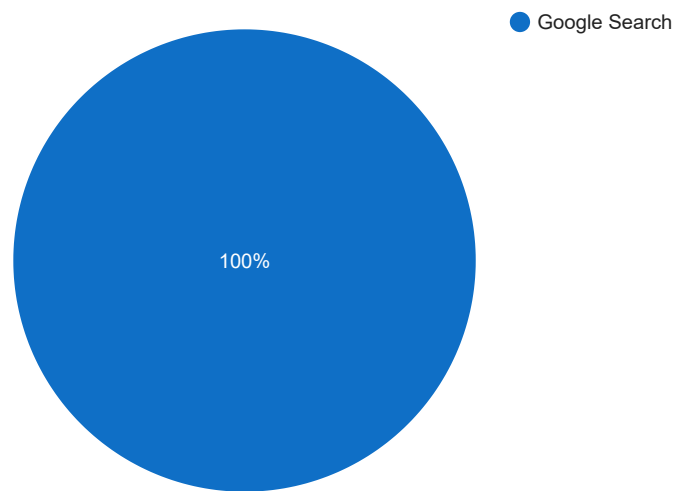
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	4,916	199	\$1,466.68	\$7.37	4.05%	3.30	7	3.52%	\$209.53
Computers	1,189	23	\$220.49	\$9.59	1.93%	3.30	1	4.35%	\$220.49
Tablets with full browsers	248	10	\$51.79	\$5.18	4.03%	3.20	0	0%	\$0.00

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	6,353	232	\$1,738.96	\$7.50	3.65%	3.30	8	3.45%	\$217.37

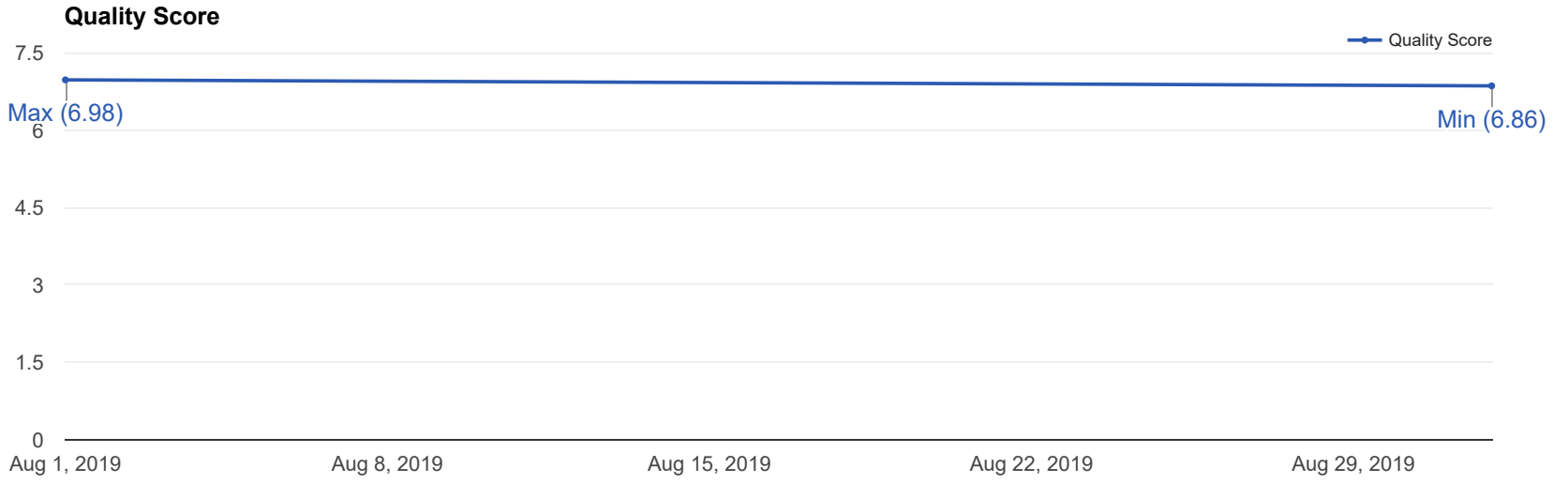
Account Health - Quality Score

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
Form Submit	7
Phone Call	1
Local actions - Website visits	0
Local actions - Directions	0

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