

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

Avahlee New

624-097-0444

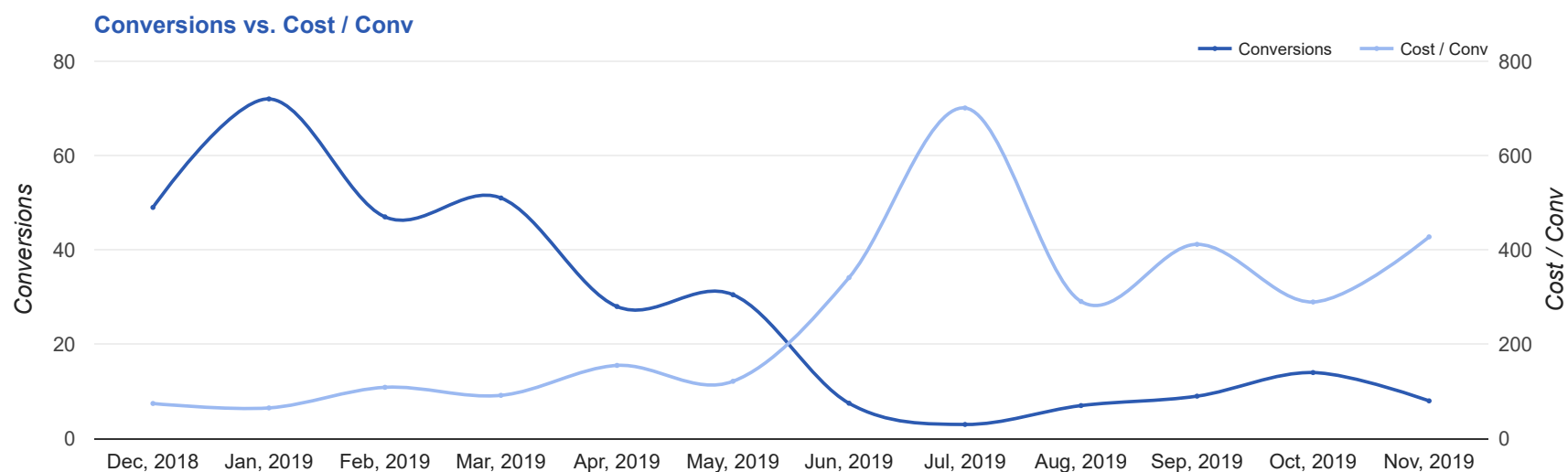
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,421	8	3.48%	\$427.59
↓ 16%	↓ 43%	↓ 25%	↑ 48%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2019 — 31 Oct 2019	5,569	300	\$4,054.15	\$13.51	5.39%	-	14	4.67%	\$289.58	62.44%
1 Nov 2019 — 30 Nov 2019	3,689	230	\$3,420.73	\$14.87	6.23%	-	8	3.48%	\$427.59	83.65%
Change	1,880 ↓ 34%	70 ↓ 23%	\$633.42 ↓ 16%	\$1.36 ↑ 10%	0.84% ↑ 16%	--	6 ↓ 43%	1.19% ↓ 25%	\$138.01 ↑ 48%	21.21% ↑ 34%

Performance by Month - 1 Dec 2018 — 30 Nov 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Dec '18	14,535	410	\$3,647.94	\$8.90	2.82%	-	49	11.95%	\$74.45	45.05%
Jan '19	14,209	525	\$4,683.81	\$8.92	3.69%	-	72	13.71%	\$65.05	51.43%
Feb '19	9,857	479	\$5,109.98	\$10.67	4.86%	-	47	9.81%	\$108.72	57.62%
Mar '19	9,976	527	\$4,678.48	\$8.88	5.28%	-	51	9.68%	\$91.73	69.79%
Apr '19	11,302	481	\$4,344.10	\$9.03	4.26%	-	28	5.82%	\$155.15	78.82%
May '19	8,300	359	\$3,706.37	\$10.32	4.33%	-	30.5	8.5%	\$121.52	78.37%
Jun '19	4,843	301	\$2,559.06	\$8.50	6.22%	-	7.5	2.49%	\$341.21	83.05%
Jul '19	3,912	287	\$2,102.50	\$7.33	7.34%	-	3	1.05%	\$700.83	84.83%
Aug '19	3,215	255	\$2,035.02	\$7.98	7.93%	-	7	2.75%	\$290.72	77.04%
Sep '19	5,159	440	\$3,705.94	\$8.42	8.53%	-	9	2.05%	\$411.77	82.64%
Oct '19	5,569	300	\$4,054.15	\$13.51	5.39%	-	14	4.67%	\$289.58	62.45%
Nov '19	3,689	230	\$3,420.73	\$14.87	6.23%	-	8	3.48%	\$427.59	83.65%
Total	94,566	4,594	\$44,048.08	\$9.59	4.86%	-	326	7.1%	\$135.12	62.87%

Campaign Summary - 1 Nov 2019 — 30 Nov 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	2,536	154	\$2,082.68	\$13.52	6.07%	-	4	2.6%	\$520.67	80.35%
search beta emsculpt	495	27	\$491.38	\$18.20	5.45%	-	2	7.41%	\$245.69	90.66%
search alpha coolsculpting	446	35	\$731.12	\$20.89	7.85%	-	1	2.86%	\$731.12	91.02%
search alpha emsculpt	146	12	\$52.64	\$4.39	8.22%	-	1	8.33%	\$52.64	100%
search awareness botox	66	2	\$62.91	\$31.46	3.03%	-	0	0%	\$0.00	91.67%

Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

Top Text Ads

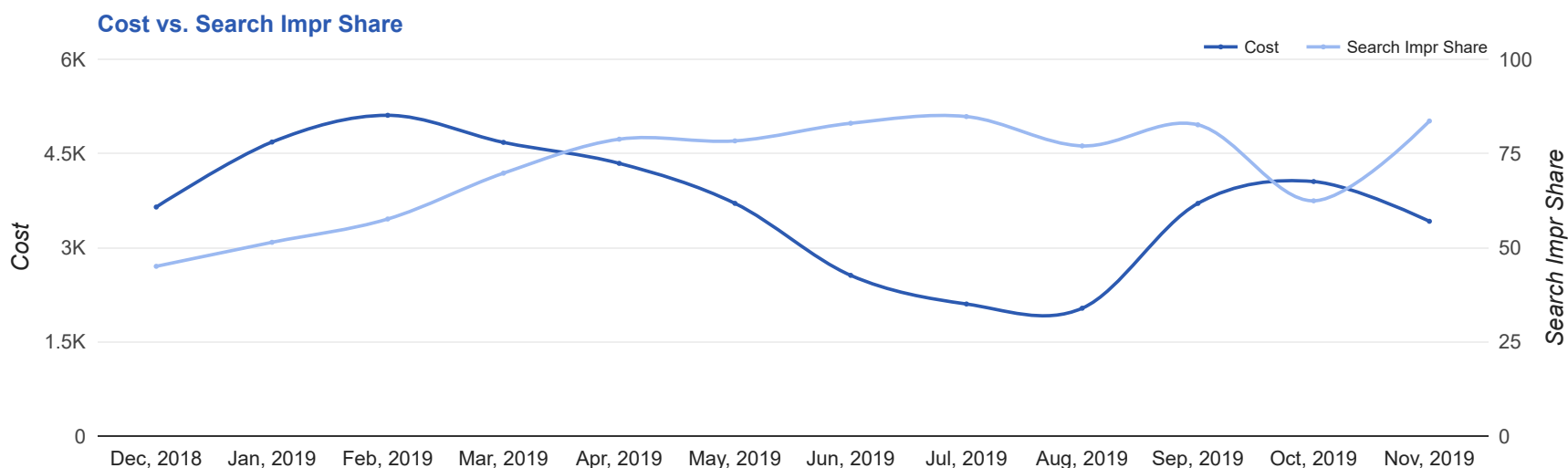
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Avahlee Med Spa avahlee.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	296	27	\$517.11	\$19.15	9.12%	-	2	7.41%	\$258.56
CoolSculpting in Lehi - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime avahlee.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	813	48	\$712.47	\$14.84	5.90%	-	2	4.17%	\$356.24
Leading Emsculpt® Provider - Let the Fat Melt Away - Equals 20000 Squats/Crunches avahlee.com// Emsculpt® Is the Natural Looking and Long Lasting Way to a Six Pack or a Better Butt.	249	14	\$165.82	\$11.84	5.62%	-	1.5	10.71%	\$110.55
#1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Avahlee Med Spa avahlee.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	58	6	\$150.56	\$25.09	10.34%	-	1	16.67%	\$150.56
Leading Emsculpt® Provider - Let the Fat Melt Away - Equals 20000 Squats/Crunches avahlee.com// Emsculpt® Is the Natural Looking and Long Lasting Way to a Six Pack or a Better Butt.	132	10	\$40.75	\$4.08	7.58%	-	1	10.00%	\$40.75

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2019 — 30 Nov 2019

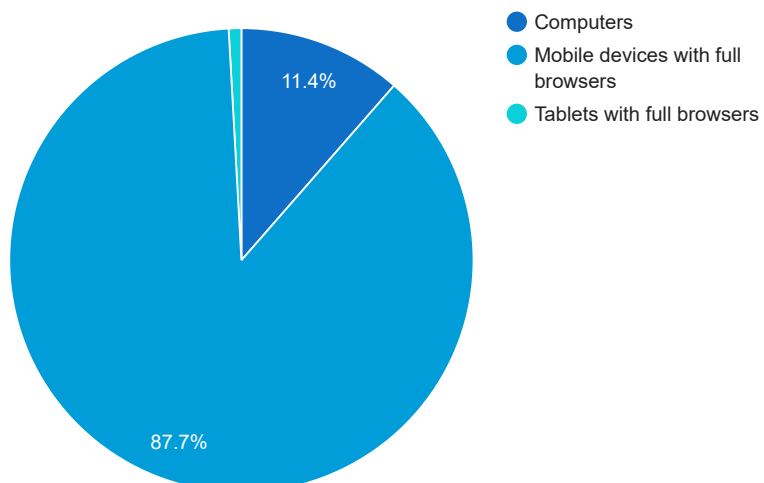
Budget Coverage



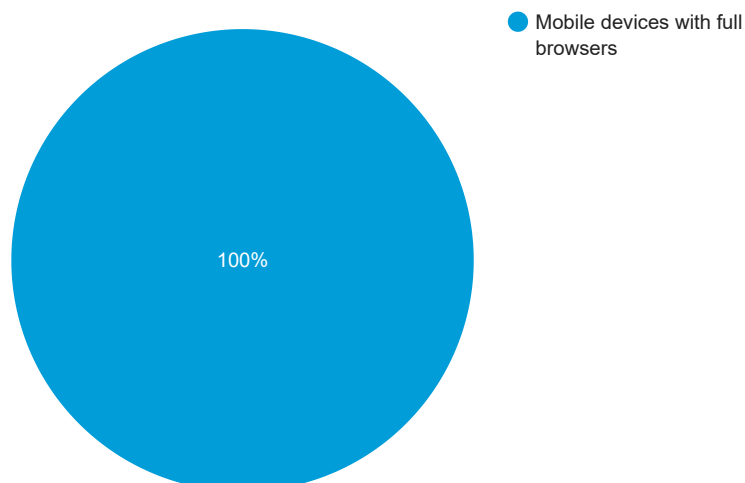
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	3,647.94	45.05
Jan, 2019	4,683.81	51.43
Feb, 2019	5,109.98	57.62
Mar, 2019	4,678.48	69.79
Apr, 2019	4,344.10	78.82
May, 2019	3,706.37	78.37
Jun, 2019	2,559.06	83.05
Jul, 2019	2,102.50	84.83
Aug, 2019	2,035.02	77.04
Sep, 2019	3,705.94	82.64
Oct, 2019	4,054.15	62.45
Nov, 2019	3,420.73	83.65

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	2,672	194	\$2,999.62	\$15.46	7.26%	-	8	4.12%	\$374.95
Computers	917	33	\$391.02	\$11.85	3.6%	-	0	0%	\$0.00
Tablets with full browsers	100	3	\$30.09	\$10.03	3%	-	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	3,689	230	\$3,420.73	\$14.87	6.23%	-	8	3.48%	\$427.59

Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE	CONV
Form Submission	7
Calls from ads	1
CallRail Call (All Web Site Data)	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