

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

Bold Body

624-097-0444

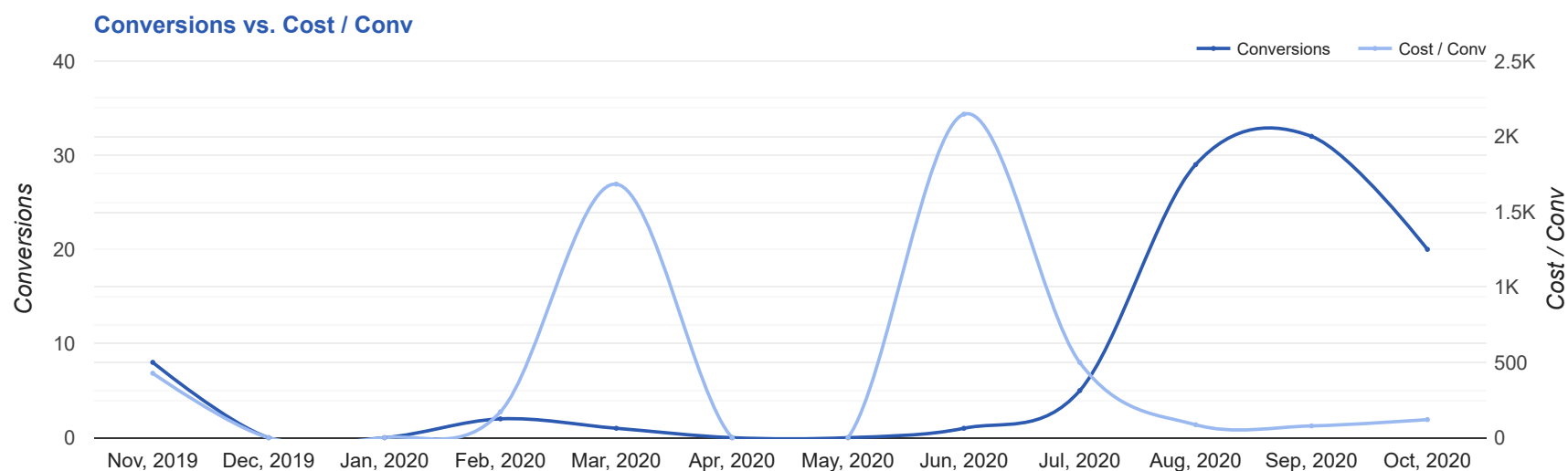
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,402	20	7.43%	\$120.08
↓ 4%	↓ 37%	↑ 33%	↑ 54%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	16,697	571	\$2,499.94	\$4.38	3.42%	-	32	5.6%	\$78.12	22.67%
1 Oct 2020 — 31 Oct 2020	5,677	269	\$2,401.56	\$8.93	4.74%	-	20	7.43%	\$120.08	25.78%
<b>Change</b>	11,020 ↓ 66%	302 ↓ 53%	\$98.38 ↓ 4%	\$4.55 ↑ 104%	1.32% ↑ 39%	--	12 ↓ 37%	1.83% ↑ 33%	\$41.96 ↑ 54%	3.11% ↑ 14%

# Performance by Month - 1 Nov 2019 — 31 Oct 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
Nov '19	3,689	230	\$3,420.73	\$14.87	6.23%	-	8	3.48%	\$427.59	83.65%	
Dec '19	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%	
Jan '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%	
Feb '20	208	8	\$343.09	\$42.89	3.85%	-	2	25%	\$171.55	86.5%	
Mar '20	847	61	\$1,682.84	\$27.59	7.2%	-	1	1.64%	\$1,682.84	72.21%	
Apr '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%	
May '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%	
Jun '20	1,024	95	\$2,147.32	\$22.60	9.28%	-	1	1.05%	\$2,147.32	80.54%	
Jul '20	7,841	257	\$2,496.41	\$9.71	3.28%	-	5	1.95%	\$499.28	23.07%	
Aug '20	17,969	596	\$2,494.09	\$4.18	3.32%	-	29	4.87%	\$86.00	19.84%	
Sep '20	16,697	571	\$2,499.94	\$4.38	3.42%	-	32	5.6%	\$78.12	22.67%	
Oct '20	5,677	269	\$2,401.56	\$8.93	4.74%	-	20	7.43%	\$120.08	25.78%	
<b>Total</b>	<b>53,952</b>	<b>2,087</b>	<b>\$17,485.98</b>	<b>\$8.38</b>	<b>3.87%</b>	<b>-</b>	<b>98</b>	<b>4.7%</b>	<b>\$178.43</b>	<b>23.73%</b>	

## Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	5,677	269	\$2,401.56	\$8.93	4.74%	-	20	7.43%	\$120.08	25.78%

# Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

## Top Text Ads

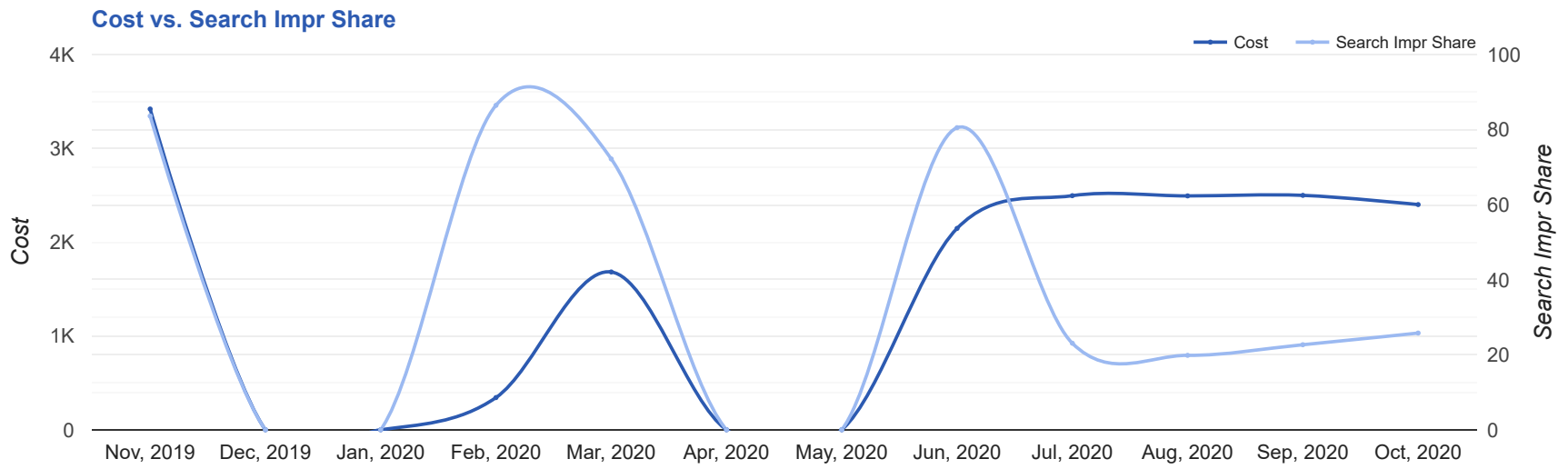
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Bold Body Sculpting} - CoolSculpting in Lehi - Safe & Effective Fat Reduction <a href="http://beboldbody.com/">beboldbody.com/</a> --/-- Leading Coolsculpting Provider in Lehi, Utah. Schedule a Free Consultation	2,008	138	\$1,686.70	\$12.22	6.87%	-	15	10.87%	\$112.45
{Keyword:Bold Body Sculpting} - CoolSculpting in Lehi - Safe & Effective Fat Reduction <a href="http://beboldbody.com/">beboldbody.com/</a> --/-- Leading Coolsculpting Provider in Lehi, Utah. Schedule a Free Consultation	208	28	\$287.43	\$10.27	13.46%	-	3	10.71%	\$95.81
Bold Body Sculpting - CoolSculpting in Lehi - Safe & Effective Fat Reduction <a href="http://beboldbody.com/">beboldbody.com/</a> --/-- Leading Coolsculpting Provider in Lehi, Utah. Schedule a Free Consultation	731	18	\$83.91	\$4.66	2.46%	-	1	5.56%	\$83.91
Bold Body Sculpting - CoolSculpting in Lehi - Safe & Effective Fat Reduction <a href="http://beboldbody.com/">beboldbody.com/</a> --/-- Leading Coolsculpting Provider in Lehi, Utah. Schedule a Free Consultation	1,988	60	\$176.70	\$2.94	3.02%	-	1	1.67%	\$176.70
Bold Body Sculpting - CoolSculpting® in Lehi - No Surgery & Minimal Downtime <a href="http://beboldbody.com/">beboldbody.com//</a> Freeze Fat Away Fat with CoolSculpting. The Natural Looking Alternative To Lipo.	7	2	\$11.62	\$5.81	28.57%	-	0	0.00%	-

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Oct 2020 — 31 Oct 2020

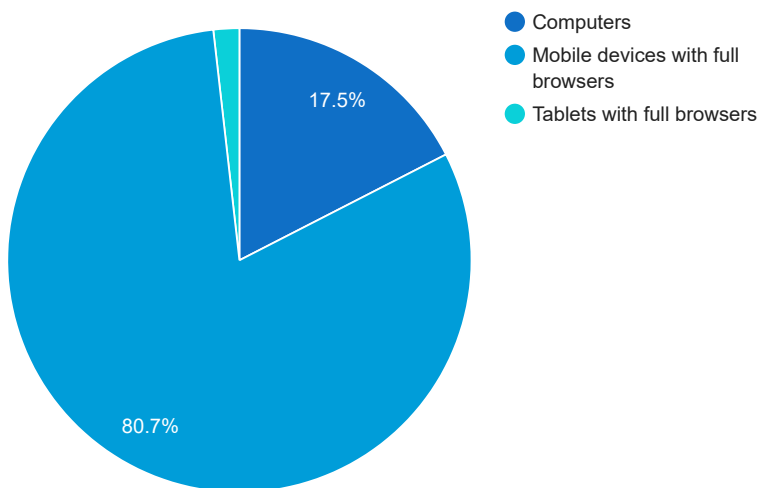
## Budget Coverage



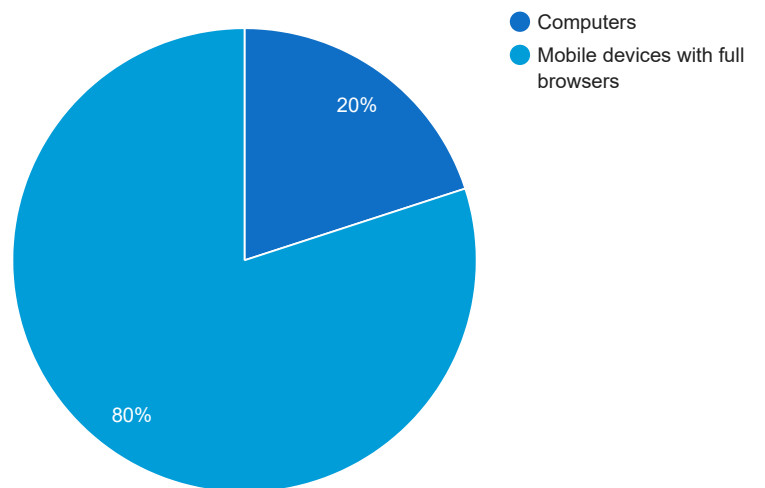
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	3,420.73	83.65
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	343.09	86.50
Mar, 2020	1,682.84	72.21
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	2,147.32	80.54
Jul, 2020	2,496.41	23.07
Aug, 2020	2,494.09	19.84
Sep, 2020	2,499.94	22.67
Oct, 2020	2,401.56	25.78

## 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	4,427	222	\$1,938.92	\$8.73	5.01%	-	16	7.21%	\$121.18
Computers	1,115	42	\$419.41	\$9.99	3.77%	-	4	9.52%	\$104.85
Tablets with full browsers	135	5	\$43.23	\$8.65	3.7%	-	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	5,677	269	\$2,401.56	\$8.93	4.74%	-	20	7.43%	\$120.08

# Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
Form Submission	17
Click to Call	3
CoolSculpting Leads New Analytics NEW (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