

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

Center for Medical Aesthetics

488-848-4458

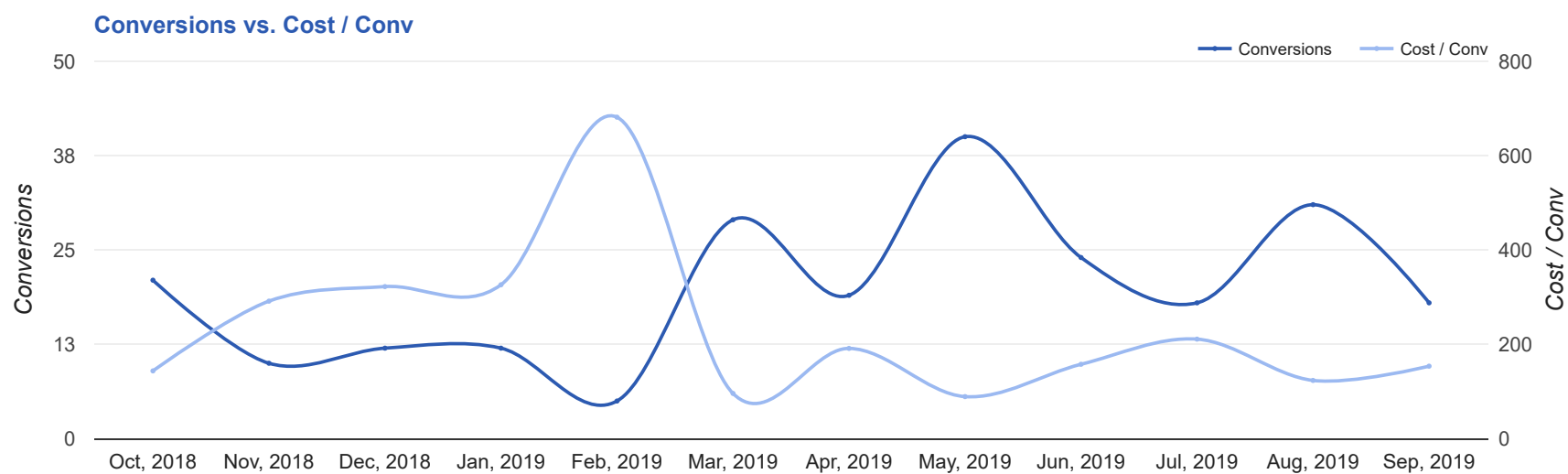
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,769	18	11.11%	\$153.84
↓ 28%	↓ 42%	↓ 15%	↑ 24%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
1 Aug 2019 — 31 Aug 2019	2,757	237	\$3,832.29	\$16.17	8.6%	2.20	31	13.08%	\$123.62
1 Sep 2019 — 30 Sep 2019	2,006	162	\$2,769.12	\$17.09	8.08%	2	18	11.11%	\$153.84
Change	751 ↓ 27%	75 ↓ 32%	\$1,063.17 ↓ 28%	\$0.92 ↑ 6%	0.52% ↓ 6%	0.20 ↑ 9%	13 ↓ 42%	1.97% ↓ 15%	\$30.22 ↑ 24%

# Performance by Month - 1 Oct 2018 — 30 Sep 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Oct '18	1,981	231	\$3,020.26	\$13.07	11.66%	1.70	21	9.09%	\$143.82
Nov '18	2,013	204	\$2,916.07	\$14.29	10.13%	1.30	10	4.9%	\$291.61
Dec '18	1,695	185	\$3,869.05	\$20.91	10.91%	1.30	12	6.49%	\$322.42
Jan '19	3,662	358	\$3,915.46	\$10.94	9.78%	1.50	12	3.35%	\$326.29
Feb '19	2,724	259	\$3,406.76	\$13.15	9.51%	1.70	5	1.93%	\$681.35
Mar '19	2,199	197	\$2,786.15	\$14.14	8.96%	1.30	29	14.72%	\$96.07
Apr '19	2,187	154	\$3,638.34	\$23.63	7.04%	1.30	19	12.34%	\$191.49
May '19	3,969	307	\$3,573.44	\$11.64	7.73%	1.50	40	13.03%	\$89.34
Jun '19	3,696	345	\$3,788.05	\$10.98	9.33%	1.60	24	6.96%	\$157.84
Jul '19	3,352	296	\$3,799.83	\$12.84	8.83%	1.90	18	6.08%	\$211.10
Aug '19	2,757	237	\$3,832.29	\$16.17	8.6%	2.20	31	13.08%	\$123.62
Sep '19	2,006	162	\$2,769.12	\$17.09	8.08%	2	18	11.11%	\$153.84
<b>Total</b>	<b>32,241</b>	<b>2,935</b>	<b>\$41,314.82</b>	<b>\$14.08</b>	<b>9.1%</b>	<b>1.60</b>	<b>239</b>	<b>8.14%</b>	<b>\$172.87</b>

## 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	1,854	156	\$2,729.95	\$17.50	8.41%	1.90	18	11.54%	\$151.66
search   alpha   coolsculpting	152	6	\$39.17	\$6.53	3.95%	3	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	3	2	\$50.28	\$25.14	66.67%	4.30	3	150.00%	\$16.76
coolsculpting	25	10	\$170.85	\$17.09	40.00%	3.10	3	30.00%	\$56.95
infinity bdy svulpting	1	1	\$29.65	\$29.65	100.00%	1	2	200.00%	\$14.82
coolsculpting in ri	2	2	\$29.20	\$14.60	100.00%	1.50	2	100.00%	\$14.60
cool sculpting reviews	1	1	\$13.72	\$13.72	100.00%	1	1	100.00%	\$13.72
coolsculpting bristol rhode island	1	1	\$71.82	\$71.82	100.00%	1	1	100.00%	\$71.82
coolsculpting providence ri	4	3	\$60.33	\$20.11	75.00%	2.30	1	33.33%	\$60.33
cool sculpting cost ri	2	3	\$53.43	\$17.81	150.00%	1	1	33.33%	\$53.43
cool sculpt	3	2	\$37.32	\$18.66	66.67%	4.30	1	50.00%	\$37.32
laser fat removal	1	1	\$6.39	\$6.39	100.00%	1	1	100.00%	\$6.39

## 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
<a href="#">CoolSculpting Rhode Island - 25% Off CoolSculpting - No Surgery or Pain</a> <a href="#">centerformedicalaestheticsri.com//</a> #1 CoolSculpting® Deal. 25% Off. "If you can squeeze it, we can freeze it."	598	60	\$1,104.57	\$18.41	10.03%	2.10	6.5	10.83%	\$169.93
<a href="#">CoolSculpting in Providence - #1 Fat Reduction Treatment - No Surgery &amp; Minimal Downtime</a> <a href="#">centerformedicalaestheticsri.com/coolsculpting/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	218	20	\$330.54	\$16.53	9.17%	1.80	6	30.00%	\$55.09
{Keyword:#1 CoolSculpting Providence RI} - No Surgery or Pain - 25% Off CoolSculpting <a href="#">centerformedicalaestheticsri.com/ --/ --</a> #1 CoolSculpting® Deal. 25% Off. "If you can squeeze it, we can freeze it."	541	41	\$672.89	\$16.41	7.58%	1.90	2.5	6.10%	\$269.16
<a href="#">CoolSculpting Special: 25% Off - Freeze Fat Away. Free Consult. - CoolSculpting Non-Surgical</a> <a href="#">centerformedicalaestheticsri.com//</a> Non-Surgical Fat Removal. New Client Special 25% Off. Schedule Free Consultation.	94	10	\$171.81	\$17.18	10.64%	1.80	2	20.00%	\$85.91
<a href="#">25% Off All CoolSculpting® - Best Price in Providence - Center for Medical Aesthetics</a> <a href="#">centerformedicalaestheticsri.com/coolsculpting/special</a> Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	14	6	\$61.37	\$10.23	42.86%	1.10	1	16.67%	\$61.37

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Sep 2019 — 30 Sep 2019

## Budget Coverage

Display Impr Share

0%

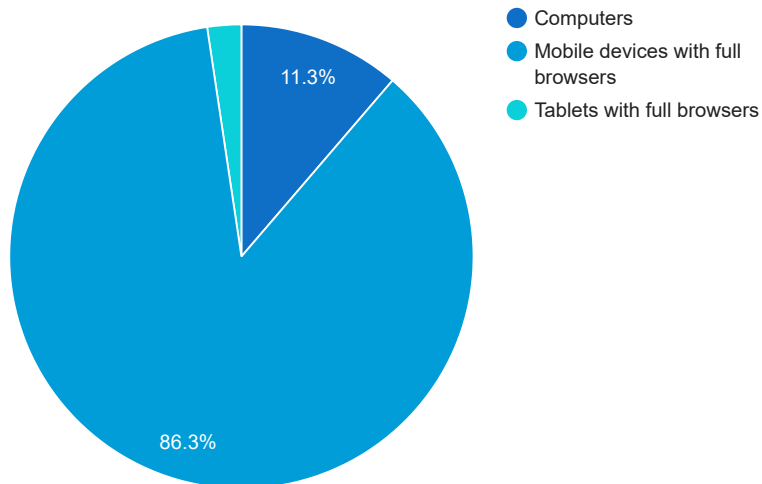
Search Impr Share

83.32%

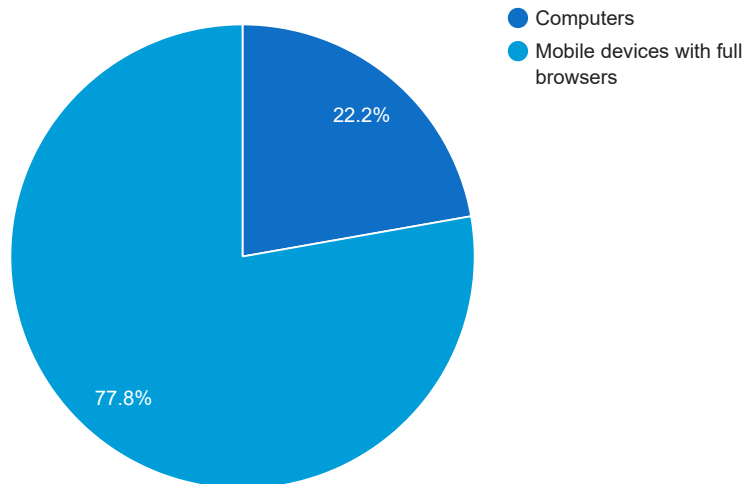
↓ 1%

## Cost and Conversions by Device

### Cost



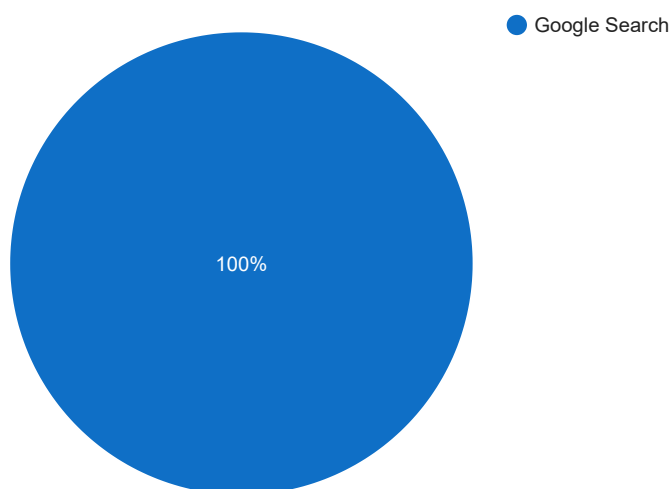
### Conversions



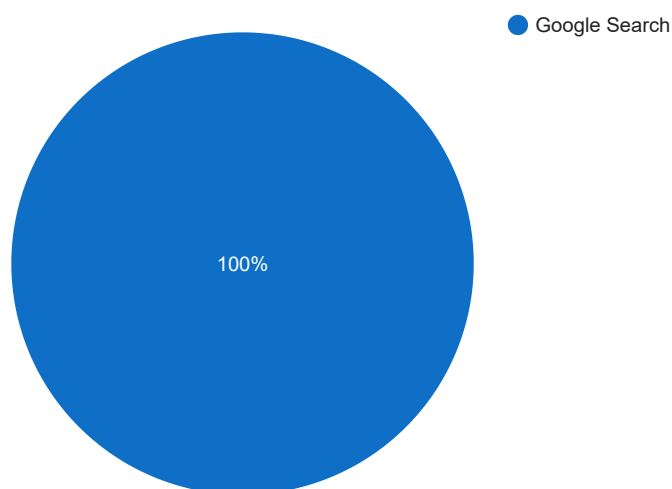
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	1,384	131	\$2,391.05	\$18.25	9.47%	2	14	10.69%	\$170.79
Computers	511	24	\$312.57	\$13.02	4.7%	1.90	4	16.67%	\$78.14
Tablets with full browsers	111	7	\$65.50	\$9.36	6.31%	2.20	0	0%	\$0.00

## 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	2,006	162	\$2,769.12	\$17.09	8.08%	2	18	11.11%	\$153.84

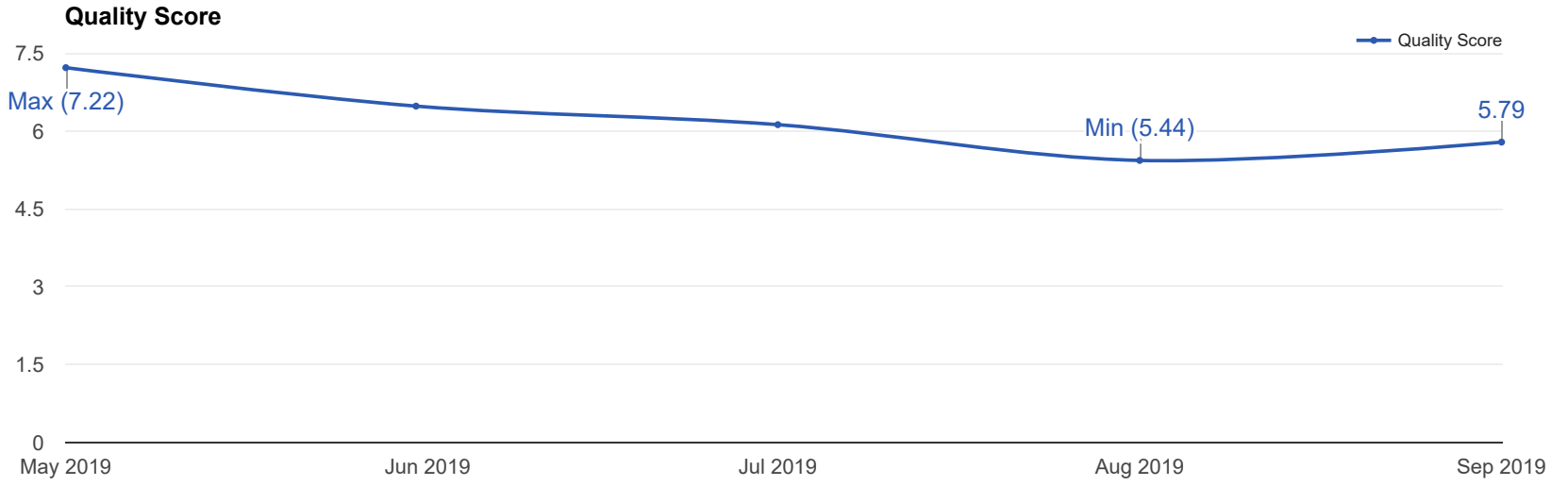
# Account Health - Quality Score

Current Quality Score

5.5

Quality Score

Quality Score Trend - 1 Oct 2018 — 30 Sep 2019



## Conversion Types - 1 Sep 2019 — 30 Sep 2019

CONVERSION TYPE	CONV
Form Submission	9
CS Phone Call (All Web Site Data)	4
Phone Call	3
Website Forms Other - GA (All Web Site Data)	1
Calls from ads	1
Coolsculpting Consult Request (All Web Site Data)	0
Local actions - Other engagements	0
Clicks to call	0
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