

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

Center for Medical Aesthetics

488-848-4458

Key Performance Indicators (KPIs)

Cost

\$3,709

↑ 31%

Conv

4

↓ 73%

Conv Rate

3.39%

↓ 70%

Cost / Conv

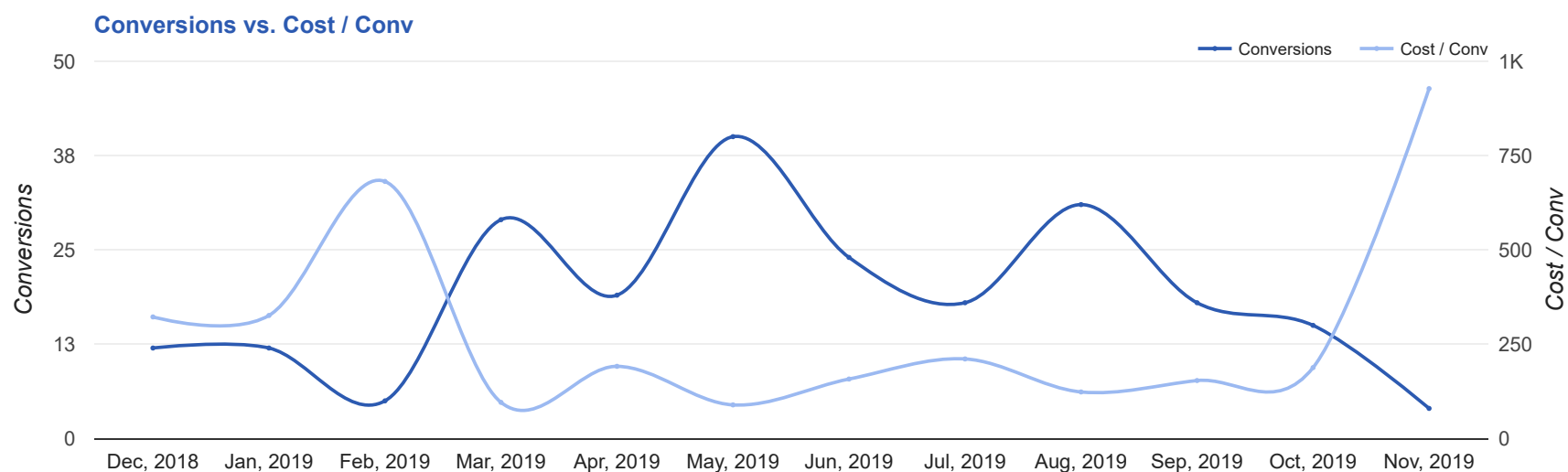
\$927.29

↑ 393%

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	1,892	132	\$2,822.47	\$21.38	6.98%	-	15	11.36%	\$188.16	89.99%
1 Nov 2019 — 30 Nov 2019	1,178	118	\$3,709.17	\$31.43	10.02%	-	4	3.39%	\$927.29	81.41%
Change	714 ↓ 38%	14 ↓ 11%	\$886.70 ↑ 31%	\$10.05 ↑ 47%	3.04% ↑ 44%	--	11 ↓ 73%	7.97% ↓ 70%	\$739.13 ↑ 393%	8.58% ↓ 10%

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	1,695	185	\$3,869.05	\$20.91	10.91%	-	12	6.49%	\$322.42	89.46%
Jan '19	3,662	358	\$3,915.46	\$10.94	9.78%	-	12	3.35%	\$326.29	92.07%
Feb '19	2,724	259	\$3,406.76	\$13.15	9.51%	-	5	1.93%	\$681.35	96.73%
Mar '19	2,199	197	\$2,786.15	\$14.14	8.96%	-	29	14.72%	\$96.07	89.8%
Apr '19	2,187	154	\$3,638.34	\$23.63	7.04%	-	19	12.34%	\$191.49	92.63%
May '19	3,969	307	\$3,573.44	\$11.64	7.73%	-	40	13.03%	\$89.34	70.76%
Jun '19	3,696	345	\$3,788.05	\$10.98	9.33%	-	24	6.96%	\$157.84	90.16%
Jul '19	3,352	296	\$3,799.83	\$12.84	8.83%	-	18	6.08%	\$211.10	87.83%
Aug '19	2,757	237	\$3,832.29	\$16.17	8.6%	-	31	13.08%	\$123.62	83.76%
Sep '19	2,006	162	\$2,769.12	\$17.09	8.08%	-	18	11.11%	\$153.84	83.19%
Oct '19	1,892	132	\$2,822.47	\$21.38	6.98%	-	15	11.36%	\$188.16	89.99%
Nov '19	1,178	118	\$3,709.17	\$31.43	10.02%	-	4	3.39%	\$927.29	81.45%
Total	31,317	2,750	\$41,910.13	\$15.24	8.78%	-	227	8.25%	\$184.63	86.33%

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	825	72	\$1,938.69	\$26.93	8.73%	-	4	5.56%	\$484.67	78.44%
search alpha coolsculpting	353	46	\$1,770.48	\$38.49	13.03%	-	0	0%	\$0.00	89.67%

Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

Top Text Ads

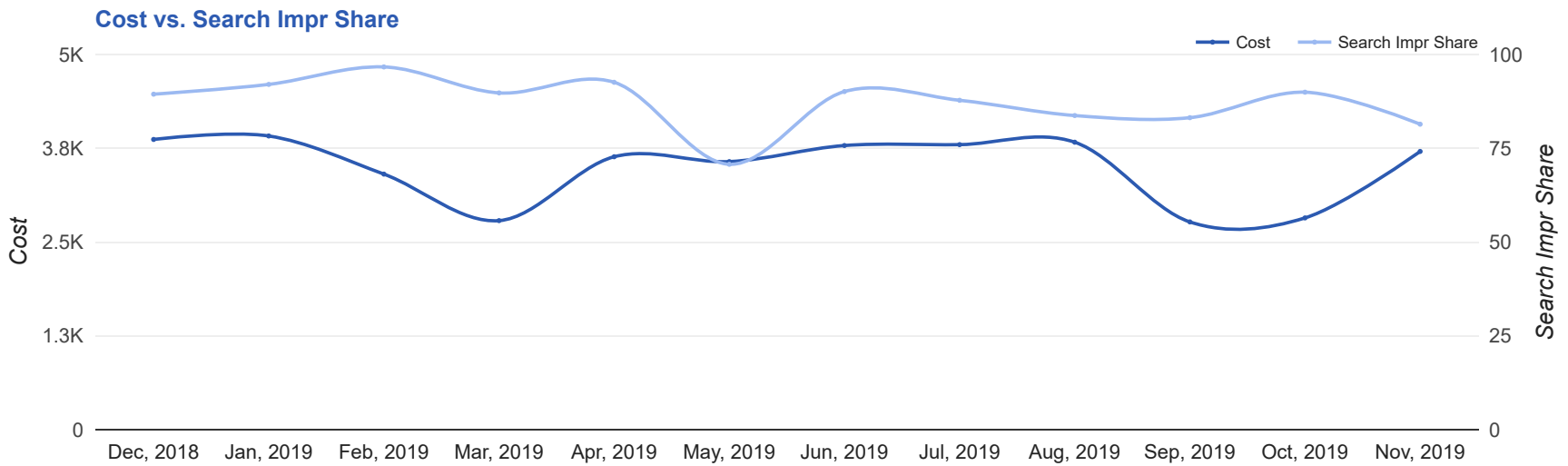
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Providence - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime centerformedicalaestheticsri.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	325	34	\$825.23	\$24.27	10.46%	-	2	5.88%	\$412.62
25% Off All CoolSculpting® - Affordable & Quick Treatments - Center for Medical Aesthetics centerformedicalaestheticsri.com/coolsculpting/special Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options.	13	3	\$60.09	\$20.03	23.08%	-	1	33.33%	\$60.09
#1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Center for Medical Aesthetics centerformedicalaestheticsri.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	63	5	\$71.16	\$14.23	7.94%	-	1	20.00%	\$71.16
#1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Center for Medical Aesthetics centerformedicalaestheticsri.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	3	1	\$3.24	\$3.24	33.33%	-	0	0.00%	-
CoolSculpting in Providence - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime centerformedicalaestheticsri.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	2	1	\$62.26	\$62.26	50.00%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2019 — 30 Nov 2019

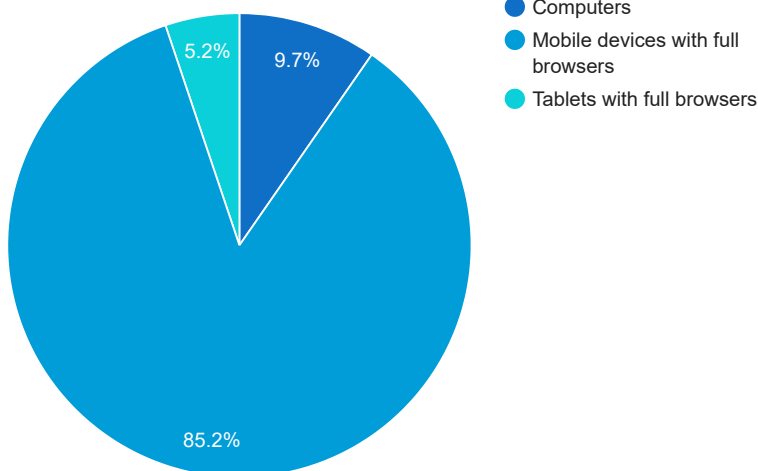
Budget Coverage



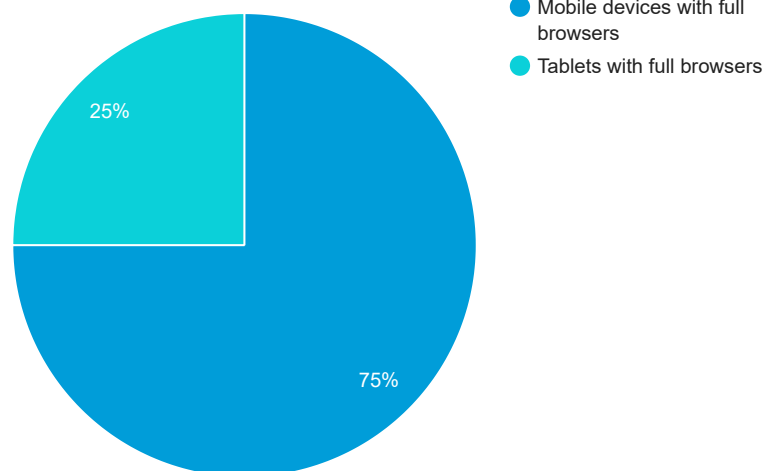
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	3,869.05	89.46
Jan, 2019	3,915.46	92.07
Feb, 2019	3,406.76	96.73
Mar, 2019	2,786.15	89.80
Apr, 2019	3,638.34	92.63
May, 2019	3,573.44	70.76
Jun, 2019	3,788.05	90.16
Jul, 2019	3,799.83	87.83
Aug, 2019	3,832.29	83.76
Sep, 2019	2,769.12	83.19
Oct, 2019	2,822.47	89.99
Nov, 2019	3,709.17	81.45

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	839	92	\$3,159.30	\$34.34	10.97%	-	3	3.26%	\$1,053.10
Computers	291	17	\$358.30	\$21.08	5.84%	-	0	0%	\$0.00
Tablets with full browsers	48	9	\$191.57	\$21.29	18.75%	-	1	11.11%	\$191.57

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	1,178	118	\$3,709.17	\$31.43	10.02%	-	4	3.39%	\$927.29

Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE	CONV
Form Submission	4
Local actions - Website visits	0
Coolsculpting Consult Request (All Web Site Data)	0
Local actions - Other engagements	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