

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

Center for Medical Aesthetics

488-848-4458

Key Performance Indicators (KPIs)

Cost

\$3,865

↑ 9%

Conv

14.5

↓ 22%

Conv Rate

8.95%

↓ 48%

Cost / Conv

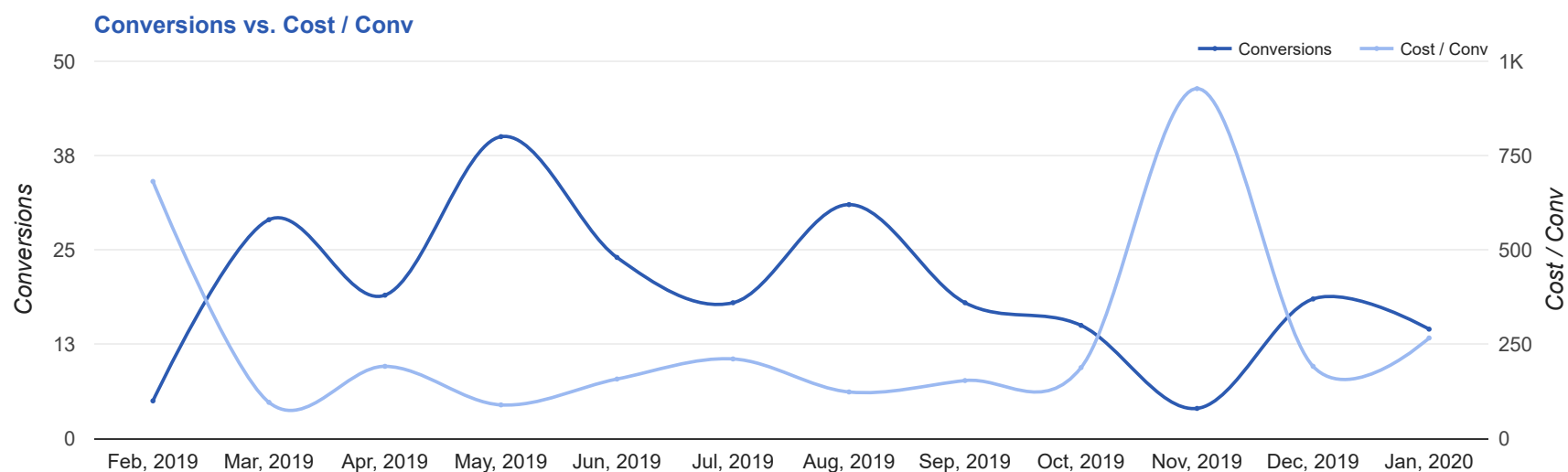
\$266.58

↑ 39%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2019 — 31 Dec 2019	1,091	107	\$3,544.00	\$33.12	9.81%	-	18.5	17.29%	\$191.57	91.35%
1 Jan 2020 — 31 Jan 2020	1,433	162	\$3,865.39	\$23.86	11.3%	-	14.5	8.95%	\$266.58	90.17%
Change	342 ↑ 31%	55 ↑ 51%	\$321.39 ↑ 9%	\$9.26 ↓ 28%	1.49% ↑ 15%	--	4 ↓ 22%	8.34% ↓ 48%	\$75.01 ↑ 39%	1.18% ↓ 1%

Performance by Month - 1 Feb 2019 — 31 Jan 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	81.47%
Dec '19	1,091	107	\$3,544.00	\$33.12	9.81%	-	18.5	17.29%	\$191.57	91.35%
Jan '20	1,433	162	\$3,865.39	\$23.86	11.3%	-	14.5	8.95%	\$266.58	90.43%
Total	28,484	2,476	\$41,535.01	\$16.78	8.69%	-	236	9.53%	\$176.00	85.84%

Campaign Summary - 1 Jan 2020 — 31 Jan 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	1,433	162	\$3,865.39	\$23.86	11.3%	-	14.5	8.95%	\$266.58	90.43%

Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

Top Text Ads

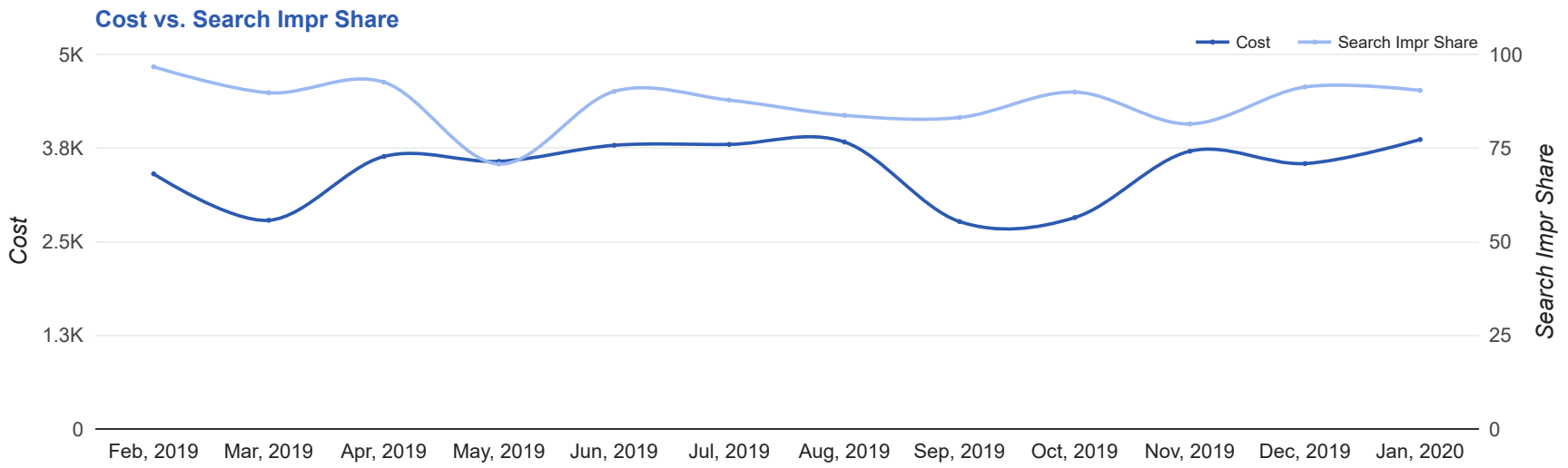
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Providence - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime centerformedicalaestheticsri.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	442	50	\$1,199.99	\$24.00	11.31%	-	6	12.00%	\$200.00
#1 Provider in Providence - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® centerformedicalaestheticsri.com/coolsculpting/providence #1 CoolSculpting Deal. Freeze Fat. Top Provider in Providence, RI. Free Consult.	313	25	\$670.35	\$26.81	7.99%	-	5.5	22.00%	\$121.88
25% Off All CoolSculpting® - Center for Medical Aesthetics - #1 Provider in Providence centerformedicalaestheticsri.com/coolsculpting/ #1 CoolSculpting Deal. Freeze Fat. Top Provider in Providence, RI. Free Consult.	94	13	\$442.15	\$34.01	13.83%	-	2	15.38%	\$221.07
{Keyword:Best Price in Providence} - Center for Medical Aesthetics - Flexible Payment Options centerformedicalaestheticsri.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	221	37	\$565.09	\$15.27	16.74%	-	1	2.70%	\$565.09
#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.	13	1	\$1.47	\$1.47	7.69%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2020 — 31 Jan 2020

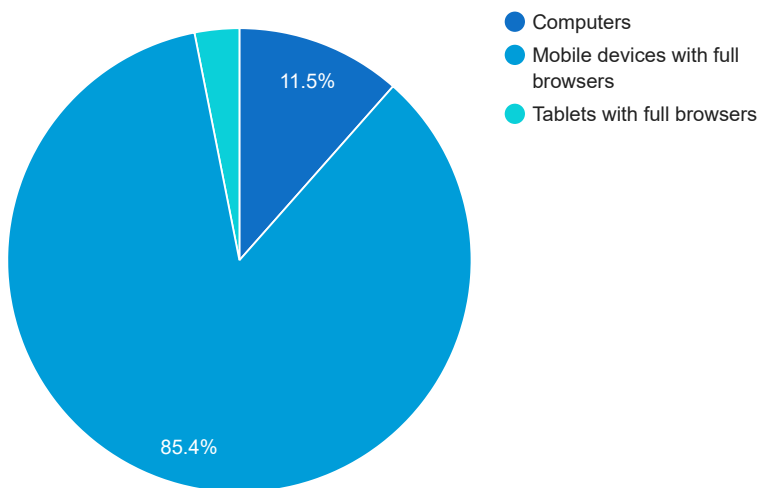
Budget Coverage



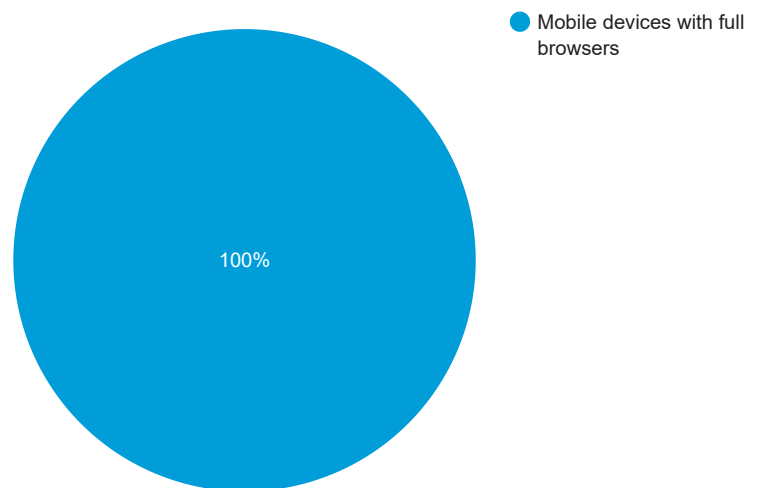
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	3,406.76	96.73
Mar, 2019	2,786.15	89.80
Apr, 2019	3,638.34	92.63
May, 2019	3,573.44	70.76
Jun, 2019	3,788.05	90.16
Jul, 2019	3,799.83	87.83
Aug, 2019	3,832.29	83.76
Sep, 2019	2,769.12	83.19
Oct, 2019	2,822.47	89.99
Nov, 2019	3,709.17	81.47
Dec, 2019	3,544	91.35
Jan, 2020	3,865.39	90.43

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	1,100	136	\$3,300.04	\$24.27	12.36%	-	14.5	10.66%	\$227.59
Computers	278	16	\$445.15	\$27.82	5.76%	-	0	0%	\$0.00
Tablets with full browsers	55	10	\$120.20	\$12.02	18.18%	-	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	1,433	162	\$3,865.39	\$23.86	11.3%	-	14.5	8.95%	\$266.58

Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE	CONV
Form Submission	7.5
CS Phone Call (All Web Site Data)	3
Phone Call	2
Website Forms Other - GA (All Web Site Data)	1
Calls from ads	1
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