

**Monthly Account
Performance Report
1 Feb 2020 — 29 Feb 2020**

Center for Medical Aesthetics

488-848-4458

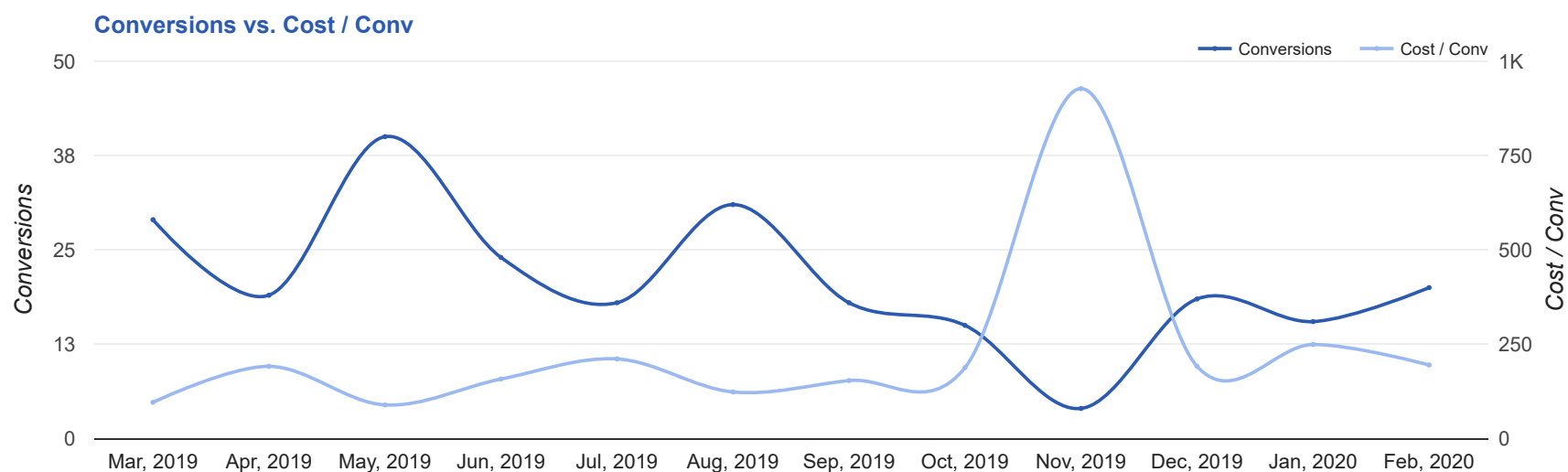
Key Performance Indicators (KPIs)

| | | | |
|---------|-------|-----------|-------------|
| Cost | Conv | Conv Rate | Cost / Conv |
| \$3,900 | 20 | 8.4% | \$194.99 |
| ↑ 1% | ↑ 29% | ↓ 12% | ↓ 22% |

Performance Comparison - Month-over-Month

| | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|-----------------------------|----------------|-------------|-----------------|-----------------|----------------|---------|---------------|----------------|------------------|----------------------|
| 1 Jan 2020 — 31 Jan 2020 | 1,433 | 162 | \$3,865.39 | \$23.86 | 11.3% | - | 15.5 | 9.57% | \$249.38 | 90.51% |
| 1 Feb 2020 — 29 Feb 2020 | 2,575 | 238 | \$3,899.73 | \$16.39 | 9.24% | - | 20 | 8.4% | \$194.99 | 80.86% |
| Change | 1,142 ↑ 80% | 76 ↑ 47% | \$34.34 ↑ 1% | \$7.47 ↓ 31% | 2.06% ↓ 18% | -- | 4.50 ↑ 29% | 1.17% ↓ 12% | \$54.39 ↓ 22% | 9.65% ↓ 11% |

Performance by Month - 1 Mar 2019 — 29 Feb 2020



| MONTH | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH |
|--------------|---------------|--------------|--------------------|----------------|--------------|----------|------------|---------------|-----------------|---------------|
| | | | | | | | | | | IMPR SHARE |
| 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% | - | 15.5 | 9.57% | \$249.38 | 90.51% |
| Feb '20 | 2,575 | 238 | \$3,899.73 | \$16.39 | 9.24% | - | 20 | 8.4% | \$194.99 | 80.86% |
| Total | 28,335 | 2,455 | \$42,027.98 | \$17.12 | 8.66% | - | 252 | 10.26% | \$166.78 | 84.46% |

Campaign Summary - 1 Feb 2020 — 29 Feb 2020

| CAMPAIGN | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|----------------------------------|-------|--------|------------|---------|-------|---------|------|-----------|----------------|----------------------|
| search beta coolsculpting | 2,575 | 238 | \$3,899.73 | \$16.39 | 9.24% | - | 20 | 8.4% | \$194.99 | 80.86% |

Top Performing Ads - 1 Feb 2020 — 29 Feb 2020

Top Text Ads

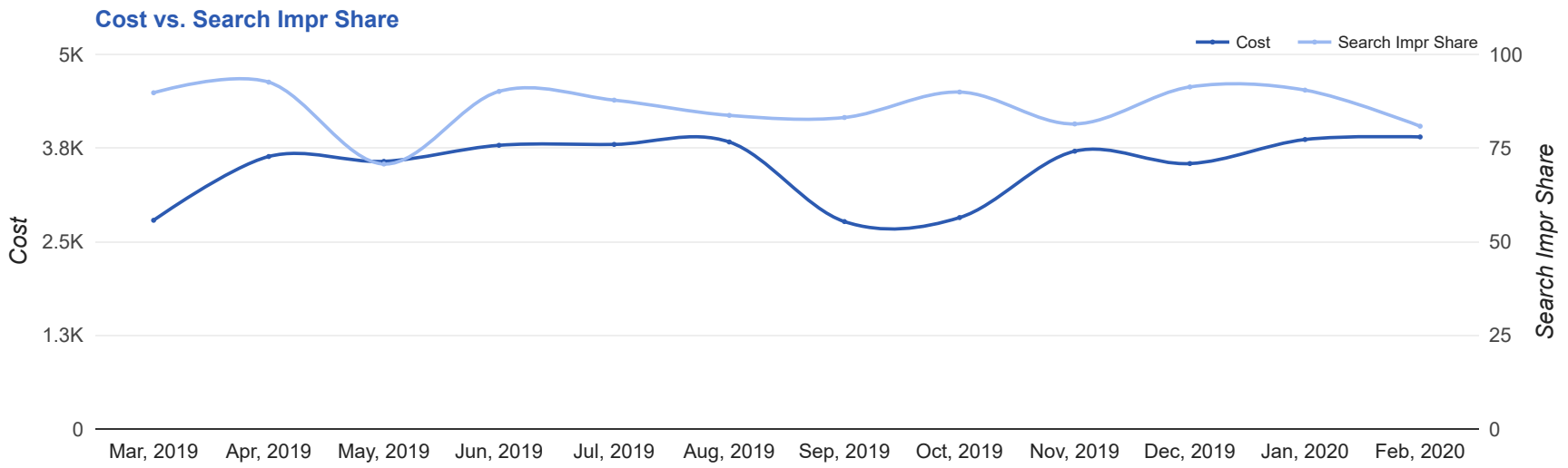
| AD | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV |
|---|------|--------|------------|---------|--------|---------|------|-----------|-------------|
| #1 Provider in Providence - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® centerformedicalaestheticsri.com/coolsculpting/providence #1 CoolSculpting Deal. Freeze Fat. Top Provider in Providence, RI. Free Consult. | 812 | 56 | \$1,003.50 | \$17.92 | 6.90% | - | 7 | 12.50% | \$143.36 |
| 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. | 581 | 58 | \$1,021.03 | \$17.60 | 9.98% | - | 6 | 10.34% | \$170.17 |
| #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. | 196 | 18 | \$326.86 | \$18.16 | 9.18% | - | 3 | 16.67% | \$108.95 |
| 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. | 231 | 23 | \$465.07 | \$20.22 | 9.96% | - | 3 | 13.04% | \$155.02 |
| 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. | 36 | 4 | \$101.53 | \$25.38 | 11.11% | - | 1 | 25.00% | \$101.53 |

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2020 — 29 Feb 2020

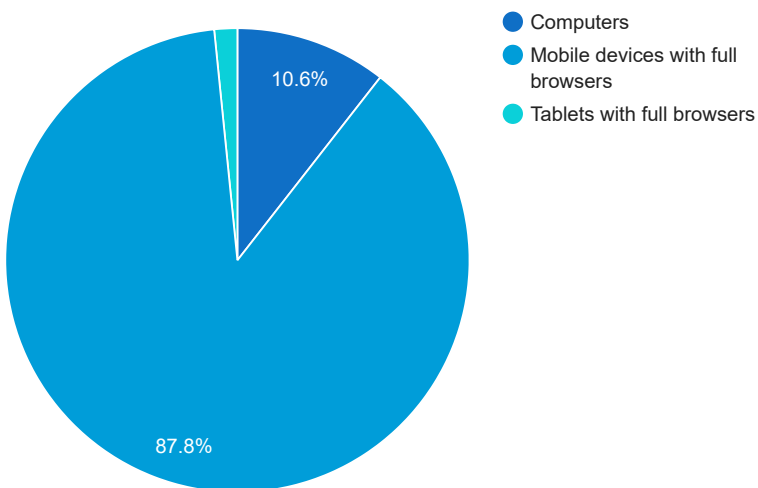
Budget Coverage



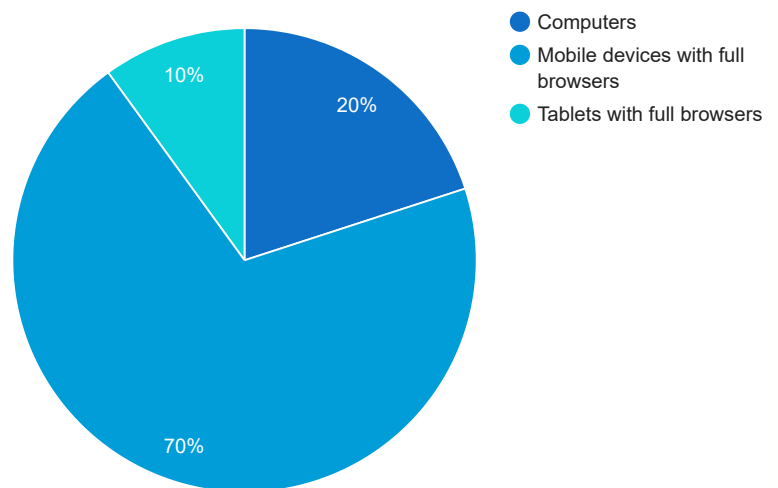
| DATE | COST | SEARCH IMPR SHARE |
|-----------|----------|-------------------|
| Mar, 2019 | 2,786.15 | 89.80 |
| Apr, 2019 | 3,638.34 | 92.63 |
| May, 2019 | 3,573.44 | 70.76 |
| Jun, 2019 | 3,788.05 | 90.16 |
| Jul, 2019 | 3,799.83 | 87.83 |
| Aug, 2019 | 3,832.29 | 83.76 |
| Sep, 2019 | 2,769.12 | 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 | 90.51 |
| Feb, 2020 | 3,899.73 | 80.86 |

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 | 1,975 | 204 | \$3,425.72 | \$16.79 | 10.33% | - | 14 | 6.86% | \$244.69 |
| Computers | 544 | 30 | \$411.54 | \$13.72 | 5.51% | - | 4 | 13.33% | \$102.89 |
| Tablets with full browsers | 56 | 4 | \$62.47 | \$15.62 | 7.14% | - | 2 | 50% | \$31.24 |

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 | 2,575 | 238 | \$3,899.73 | \$16.39 | 9.24% | - | 20 | 8.4% | \$194.99 |

Conversion Types - 1 Feb 2020 — 29 Feb 2020

| CONVERSION TYPE | CONV |
|---|------|
| Form Submission | 8 |
| CS Phone Call (All Web Site Data) | 7 |
| Phone Call | 5 |
| Local actions - Website visits | 0 |
| Local actions - Directions | 0 |
| Coolsculpting Consult Request (All Web Site Data) | 0 |
| Local actions - Other engagements | 0 |
| Clicks to call | 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