

**Monthly Account
Performance Report
1 Jun 2020 — 30 Jun 2020**

Center for Medical Aesthetics

488-848-4458

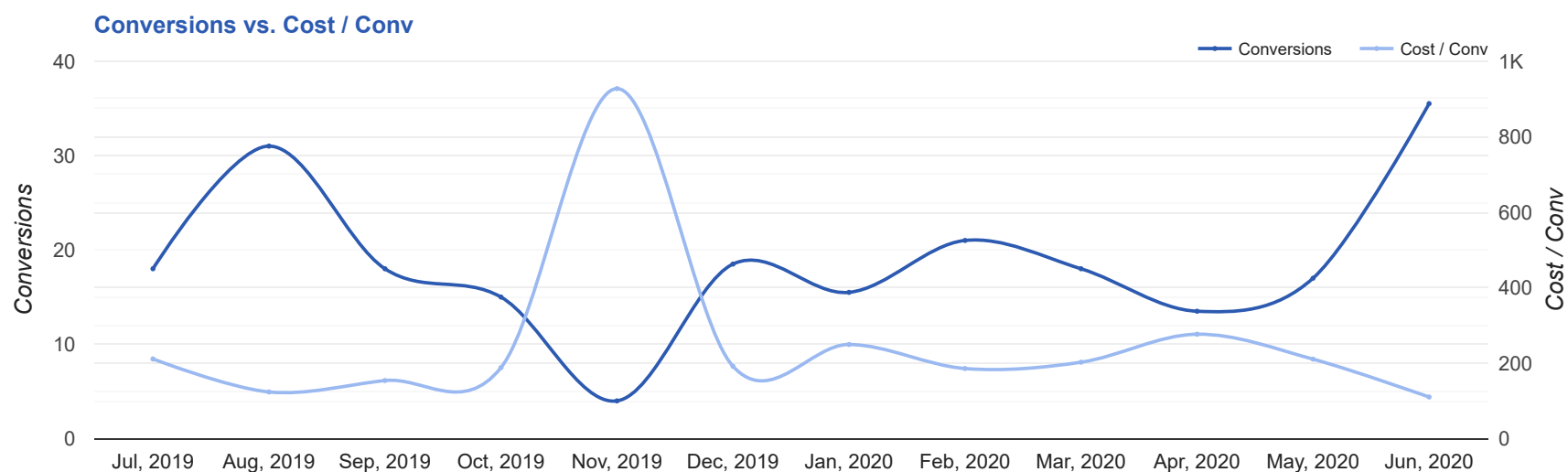
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,912	35.5	15.17%	\$110.21
↑ 9%	↑ 109%	↑ 32%	↓ 48%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2020 — 31 May 2020	1,416	148	\$3,579.15	\$24.18	10.45%	-	17	11.49%	\$210.54	87.26%
1 Jun 2020 — 30 Jun 2020	2,085	234	\$3,912.49	\$16.72	11.22%	-	35.5	15.17%	\$110.21	73.12%
Change	669 ↑ 47%	86 ↑ 58%	\$333.34 ↑ 9%	\$7.46 ↓ 31%	0.77% ↑ 7%	--	18.50 ↑ 109%	3.68% ↑ 32%	\$100.33 ↓ 48%	14.14% ↓ 16%

Performance by Month - 1 Jul 2019 — 30 Jun 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	21	8.82%	\$185.70	80.84%
Mar '20	1,660	143	\$3,644.04	\$25.48	8.61%	-	18	12.59%	\$202.45	85%
Apr '20	1,116	100	\$3,734.13	\$37.34	8.96%	-	13.5	13.5%	\$276.60	90.66%
May '20	1,416	148	\$3,579.15	\$24.18	10.45%	-	17	11.49%	\$210.54	87.26%
Jun '20	2,085	234	\$3,912.49	\$16.72	11.22%	-	35.5	15.17%	\$110.21	73.12%
Total	22,561	2,077	\$43,111.81	\$20.76	9.21%	-	225	10.83%	\$191.61	84.53%

Campaign Summary - 1 Jun 2020 — 30 Jun 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	2,085	234	\$3,912.49	\$16.72	11.22%	-	35.5	15.17%	\$110.21	73.12%

Top Performing Ads - 1 Jun 2020 — 30 Jun 2020

Top Text Ads

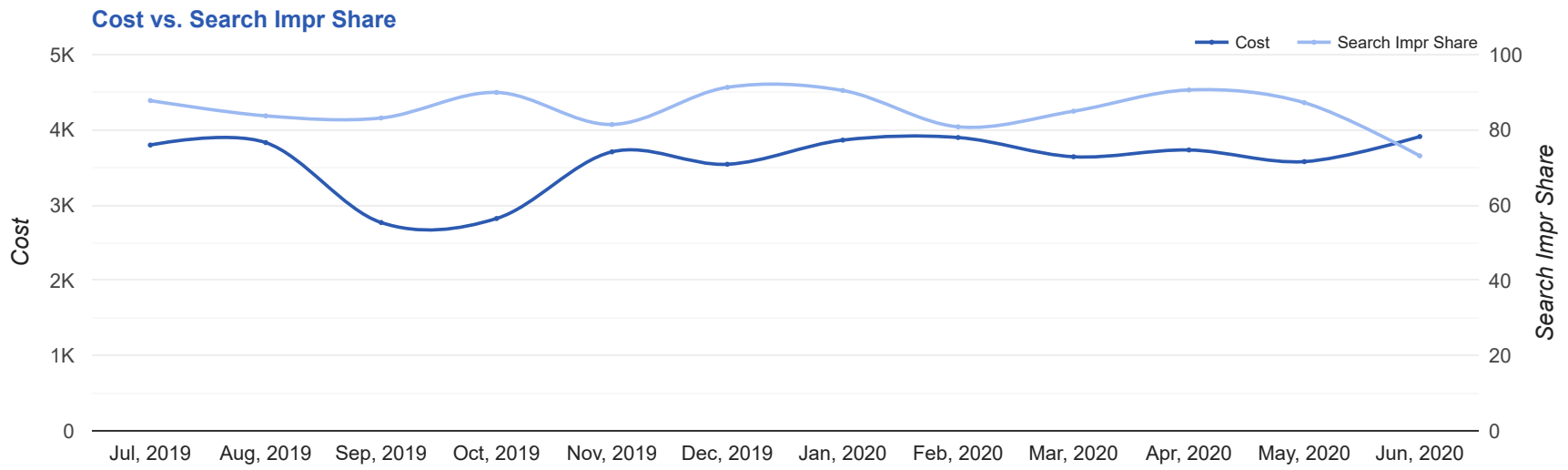
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Providence - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® centerformedicalaestheticsri.com/coolsculpting/providence #1 CoolSculpting Deal. Freeze Fat. Top Provider in Providence, RI. Free Consult.	818	67	\$1,399.38	\$20.89	8.19%	-	12.4	18.52%	\$112.76
CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Virtual Consultation Available centerformedicalaestheticsri.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	228	26	\$850.63	\$32.72	11.40%	-	11	42.31%	\$77.33
CoolSculpting in Providence - #1 Fat Reduction Treatment - Book A Virtual Consultation centerformedicalaestheticsri.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	479	66	\$999.55	\$15.14	13.78%	-	4.6	6.94%	\$218.24
CoolSculpting in Providence - Fat Reduction Treatment - Book A Virtual Consultation centerformedicalaestheticsri.com/coolsculpting/fat-freezing No Surgery. Minimal Downtime. Clinically Proven Safe & Effective. New Clients Get 25% Off	45	15	\$190.27	\$12.68	33.33%	-	3	20.00%	\$63.42
CoolSculpting in Providence - Fat Reduction Treatment - Virtual Consultation Available centerformedicalaestheticsri.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	76	13	\$37.46	\$2.88	17.11%	-	2	15.38%	\$18.73

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2020 — 30 Jun 2020

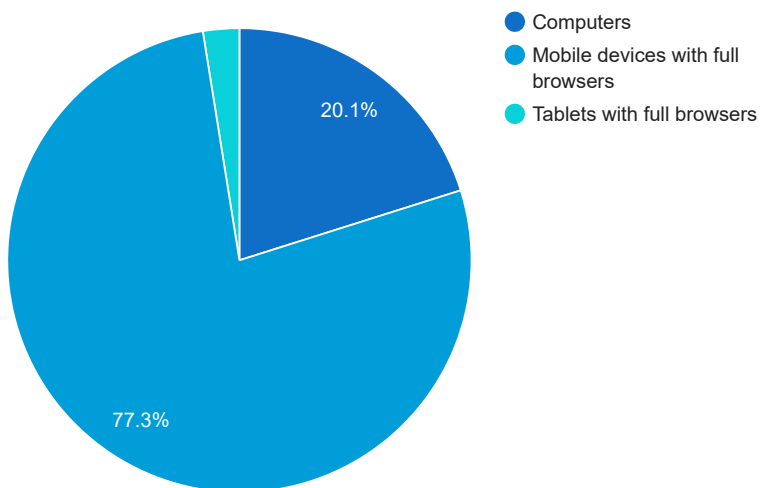
Budget Coverage



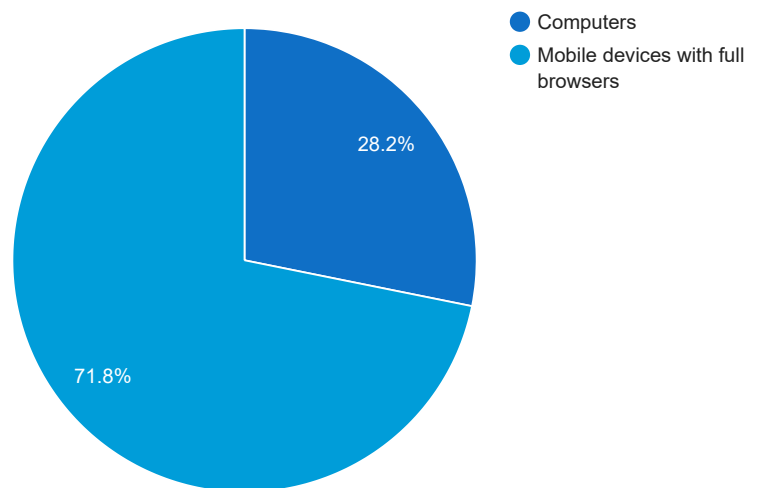
DATE	COST	SEARCH IMPR SHARE
Jul, 2019	3,799.83	87.83
Aug, 2019	3,832.29	83.76
Sep, 2019	2,769.12	83.19
Oct, 2019	2,822.47	89.99
Nov, 2019	3,709.17	81.47
Dec, 2019	3,544	91.35
Jan, 2020	3,865.39	90.51
Feb, 2020	3,899.73	80.84
Mar, 2020	3,644.04	85
Apr, 2020	3,734.13	90.66
May, 2020	3,579.15	87.26
Jun, 2020	3,912.49	73.12

Cost and Conversions by Device

Cost



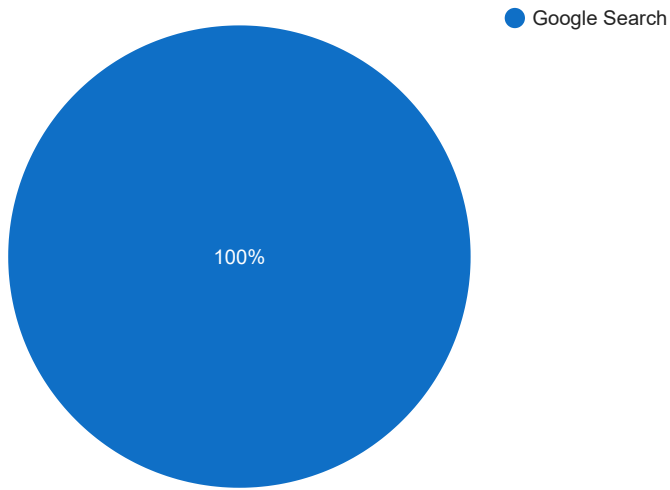
Conversions



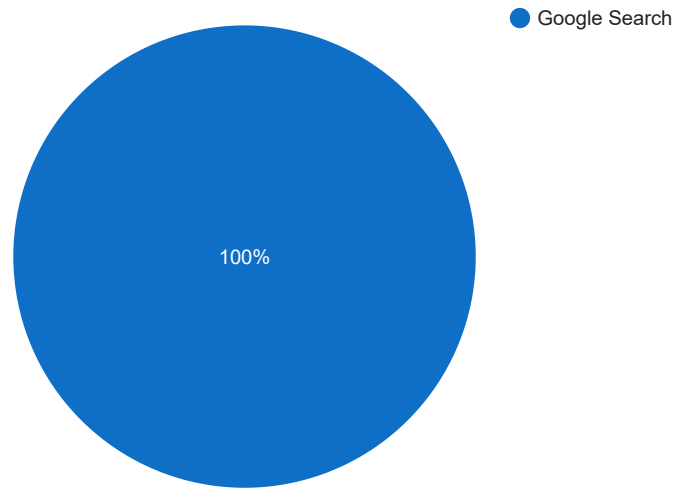
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	1,589	189	\$3,026.18	\$16.01	11.89%	-	25.5	13.49%	\$118.67
Computers	459	42	\$787.54	\$18.75	9.15%	-	10	23.81%	\$78.75
Tablets with full browsers	37	3	\$98.77	\$32.92	8.11%	-	0	0%	\$0.00

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	2,085	234	\$3,912.49	\$16.72	11.22%	-	35.5	15.17%	\$110.21

Conversion Types - 1 Jun 2020 — 30 Jun 2020

CONVERSION TYPE	CONV
Form Submission	22.5
CS Phone Call (All Web Site Data)	5
Phone Call	4
Website Forms Other - GA (All Web Site Data)	3
New Call Conversion	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