

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

Center for Medical Aesthetics

488-848-4458

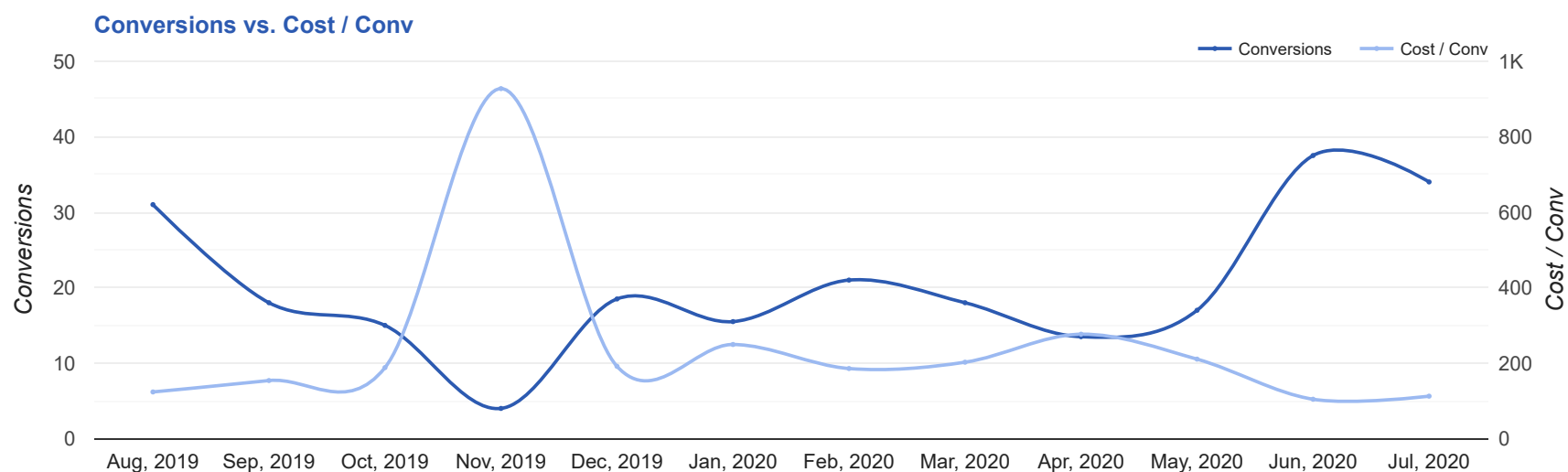
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,824	34	11.04%	\$112.47
↓ 2%	↓ 9%	↓ 31%	↑ 8%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jun 2020 — 30 Jun 2020	2,085	234	\$3,912.49	\$16.72	11.22%	-	37.5	16.03%	\$104.33	73.78%
1 Jul 2020 — 31 Jul 2020	2,632	308	\$3,823.92	\$12.42	11.7%	-	34	11.04%	\$112.47	73.74%
Change	547 ↑ 26%	74 ↑ 32%	\$88.57 ↓ 2%	\$4.30 ↓ 26%	0.48% ↑ 4%	--	3.50 ↓ 9%	4.99% ↓ 31%	\$8.14 ↑ 8%	0.04% ↓ 0%

Performance by Month - 1 Aug 2019 — 31 Jul 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	37.5	16.03%	\$104.33	73.78%
Jul '20	2,632	308	\$3,823.92	\$12.42	11.7%	-	34	11.04%	\$112.47	73.74%
Total	21,841	2,089	\$43,135.90	\$20.65	9.56%	-	243	11.63%	\$177.51	82.68%

Campaign Summary - 1 Jul 2020 — 31 Jul 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	2,632	308	\$3,823.92	\$12.42	11.7%	-	34	11.04%	\$112.47	73.74%

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

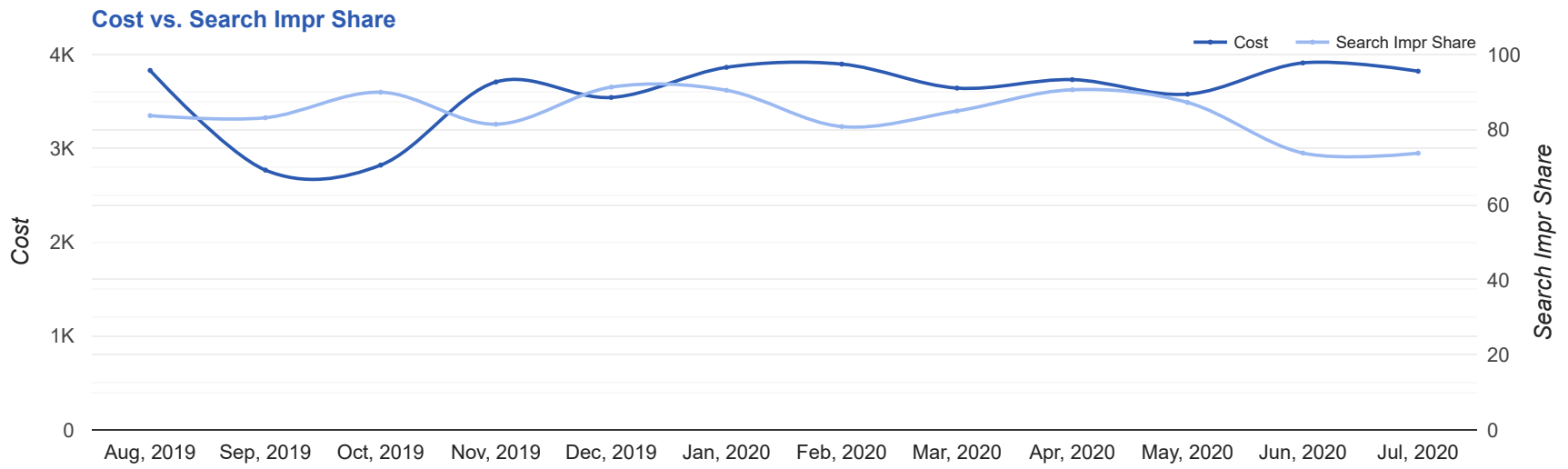
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Providence - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® centerformedicalaestheticsri.com/coolsculpting/providence #1 CoolSculpting Deal. Freeze Fat. Top Provider in Providence, RI. Free Consult.	1,021	75	\$1,088.81	\$14.52	7.35%	-	10.5	14.00%	\$103.70
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.	216	28	\$475.21	\$16.97	12.96%	-	6.2	22.04%	\$77.02
{Keyword:Center for Medical Aesthetics} - New Client Special - 25 Off All Fat Freezing centerformedicalaestheticsri.com// Best CoolSculpting Deal. Top Provider in Providence, RI for Fat Freezing. Free Consult.	175	17	\$290.19	\$17.07	9.71%	-	6	35.29%	\$48.37
{Keyword:Center for Medical Aesthetics} - Body Sculpting - Top Provider in Providence centerformedicalaestheticsri.com// Coolsculpting Freezes Fat Cells to Contour the Body. No Surgery. Minimal Downtime.	59	14	\$148.99	\$10.64	23.73%	-	4	28.57%	\$37.25
25% Off All CoolSculpting - Affordable & Quick Treatments - Center for Medical Aesthetics centerformedicalaestheticsri.com// Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options.	47	5	\$53.07	\$10.61	10.64%	-	2	40.00%	\$26.54

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

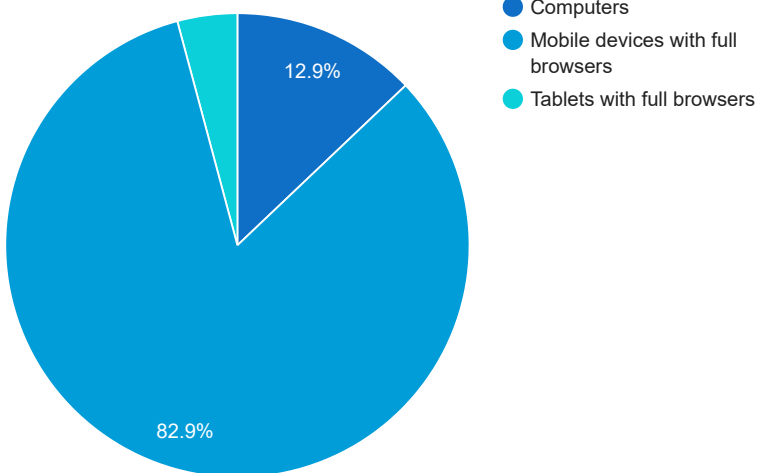
Budget Coverage



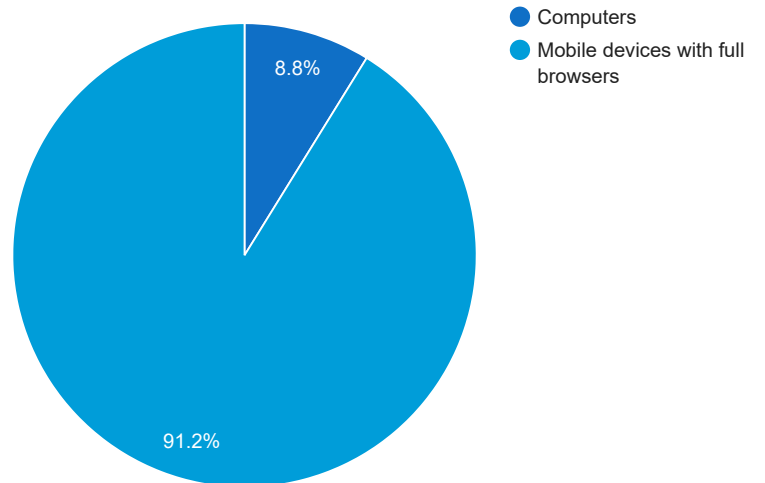
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	3,832.29	83.76
Sep, 2019	2,769.12	83.19
Oct, 2019	2,822.47	89.99
Nov, 2019	3,709.17	81.47
Dec, 2019	3,544	91.35
Jan, 2020	3,865.39	90.51
Feb, 2020	3,899.73	80.84
Mar, 2020	3,644.04	85
Apr, 2020	3,734.13	90.66
May, 2020	3,579.15	87.26
Jun, 2020	3,912.49	73.78
Jul, 2020	3,823.92	73.74

Cost and Conversions by Device

Cost



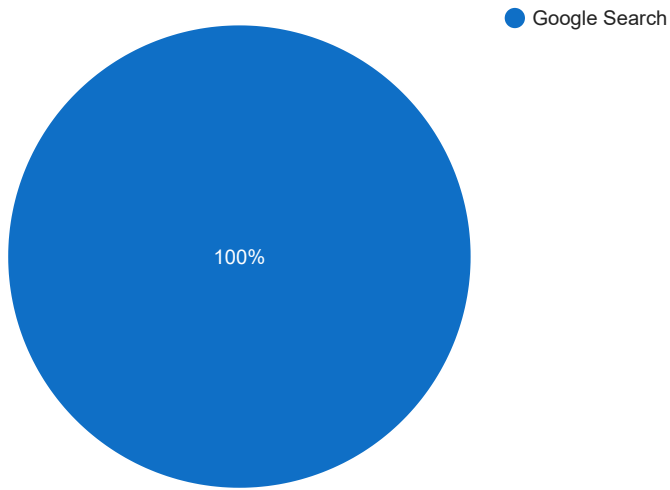
Conversions



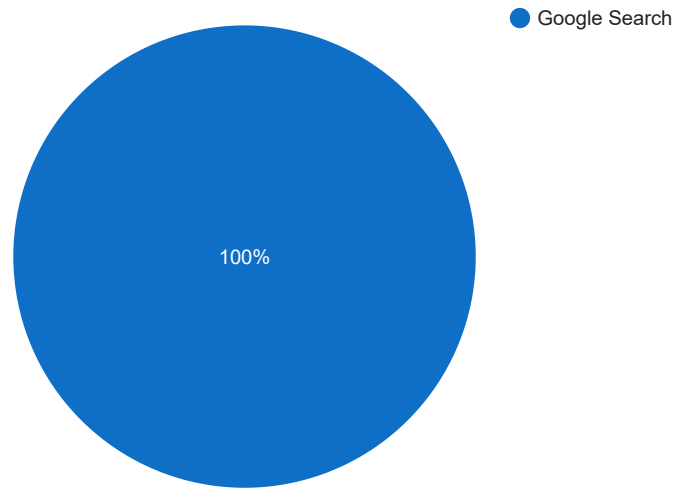
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	2,151	261	\$3,170.81	\$12.15	12.13%	-	31	11.88%	\$102.28
Computers	432	36	\$493.55	\$13.71	8.33%	-	3	8.33%	\$164.52
Tablets with full browsers	49	11	\$159.56	\$14.51	22.45%	-	0	0%	\$0.00

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	2,632	308	\$3,823.92	\$12.42	11.7%	-	34	11.04%	\$112.47

Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE	CONV
Form Submission	20
CS Phone Call (All Web Site Data)	7
Phone Call	4
Website Forms Other - GA (All Web Site Data)	3
New Call Conversion	0
Local actions - Website visits	0
Coolsculpting Consult Request (All Web Site Data)	0
Clicks to call	0
Local actions - Directions	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