

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

Center for Medical Aesthetics

488-848-4458

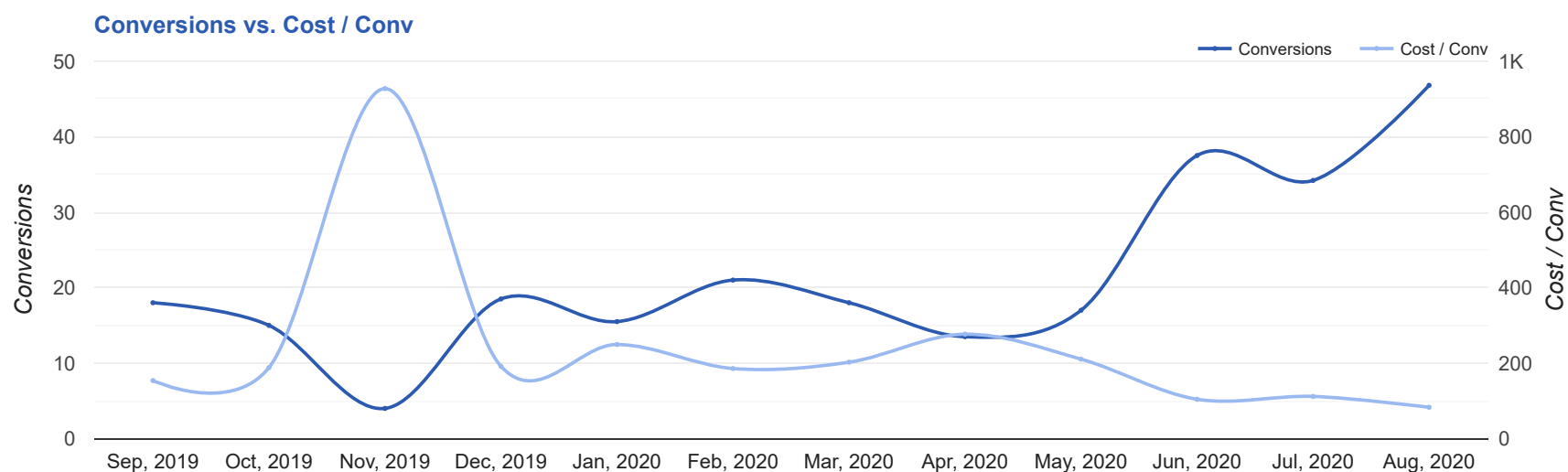
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,884	46.8	5.78%	\$83.00
↑ 2%	↑ 37%	↓ 48%	↓ 26%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jul 2020 — 31 Jul 2020	2,632	308	\$3,823.92	\$12.42	11.7%	-	34.2	11.1%	\$111.81	73.9%
1 Aug 2020 — 31 Aug 2020	16,452	810	\$3,884.46	\$4.80	4.92%	-	46.8	5.78%	\$83.00	29.98%
<b>Change</b>	13,820 ↑ 525%	502 ↑ 163%	\$60.54 ↑ 2%	\$7.62 ↓ 61%	6.78% ↓ 58%	--	12.60 ↑ 37%	5.32% ↓ 48%	\$28.81 ↓ 26%	43.92% ↓ 59%

# Performance by Month - 1 Sep 2019 — 31 Aug 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	34.2	11.1%	\$111.81	73.9%
Aug '20	16,452	810	\$3,884.46	\$4.80	4.92%	-	46.8	5.78%	\$83.00	29.98%
<b>Total</b>	<b>35,536</b>	<b>2,662</b>	<b>\$43,188.07</b>	<b>\$16.22</b>	<b>7.49%</b>	<b>-</b>	<b>259</b>	<b>9.73%</b>	<b>\$166.75</b>	<b>45.56%</b>

# Campaign Summary - 1 Aug 2020 — 31 Aug 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	16,452	810	\$3,884.46	\$4.80	4.92%	-	46.8	5.78%	\$83.00	29.98%

# Top Performing Ads - 1 Aug 2020 — 31 Aug 2020

## Top Text Ads

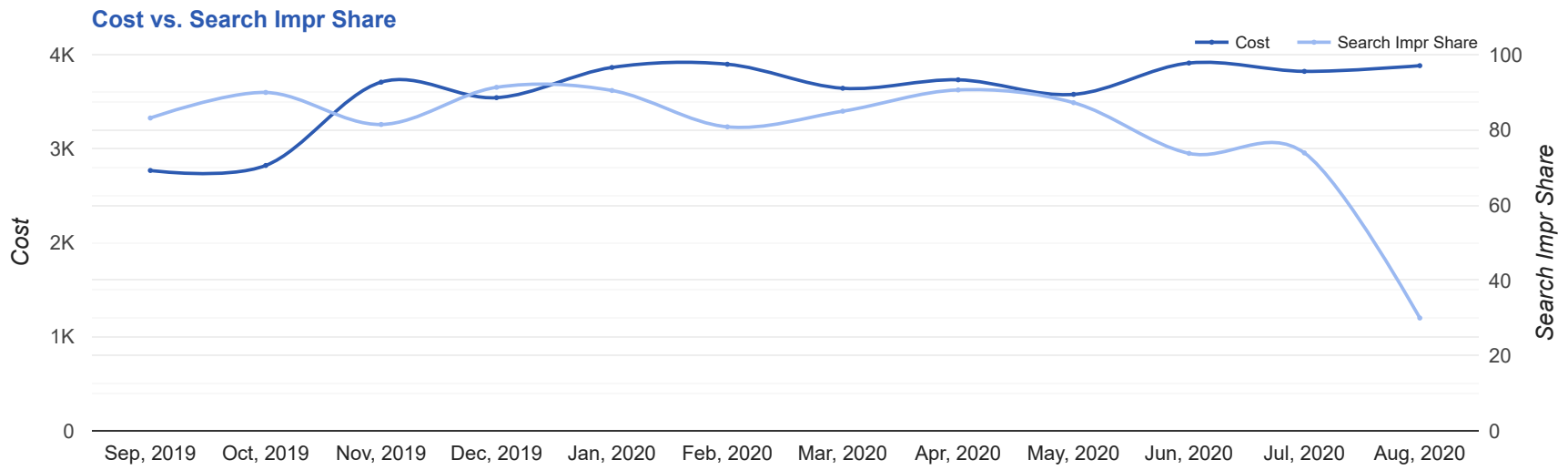
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Coolsculpting® in Providence - Get up to \$1,000 Off in August - Our Biggest Coolsculpting Deal</a> <a href="https://centerformedicalaestheticsri.com/coolsculpting/providence">centerformedicalaestheticsri.com/coolsculpting/providence</a> Get our biggest deal ever now: Save up to \$1,000 on Coolsculpting®.	1,714	103	\$534.27	\$5.19	6.01%	-	12.5	12.14%	\$42.74
<a href="#">Coolsculpting® in Providence - Get up to \$1,000 Off in August - Our Biggest Coolsculpting Deal</a> <a href="https://centerformedicalaestheticsri.com/coolsculpting/providence">centerformedicalaestheticsri.com/coolsculpting/providence</a> Get our biggest deal ever now: Save up to \$1,000 on Coolsculpting®.	3,921	75	\$402.02	\$5.36	1.91%	-	8	10.67%	\$50.25
<a href="#">Coolsculpting® in Providence - Get up to \$1,000 Off in August - Our Biggest Coolsculpting Deal</a> <a href="https://centerformedicalaestheticsri.com/coolsculpting/providence">centerformedicalaestheticsri.com/coolsculpting/providence</a> Get our biggest deal ever now: Save up to \$1,000 on Coolsculpting®.	217	21	\$142.22	\$6.77	9.68%	-	4.7	22.29%	\$30.39
<a href="#">CoolSculpting in Providence - Fat Reduction Treatment - Flexible Payment Options</a> <a href="https://centerformedicalaestheticsri.com/">centerformedicalaestheticsri.com/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,453	55	\$251.08	\$4.57	3.79%	-	4	7.27%	\$62.77
<a href="#">#1 Provider in Providence - Safe &amp; Effective Fat Reduction - 25% Off All CoolSculpting®</a> <a href="https://centerformedicalaestheticsri.com/coolsculpting/providence">centerformedicalaestheticsri.com/coolsculpting/providence</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Providence, RI. Free Consult.	785	62	\$413.71	\$6.67	7.90%	-	3.5	5.65%	\$118.20

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Aug 2020 — 31 Aug 2020

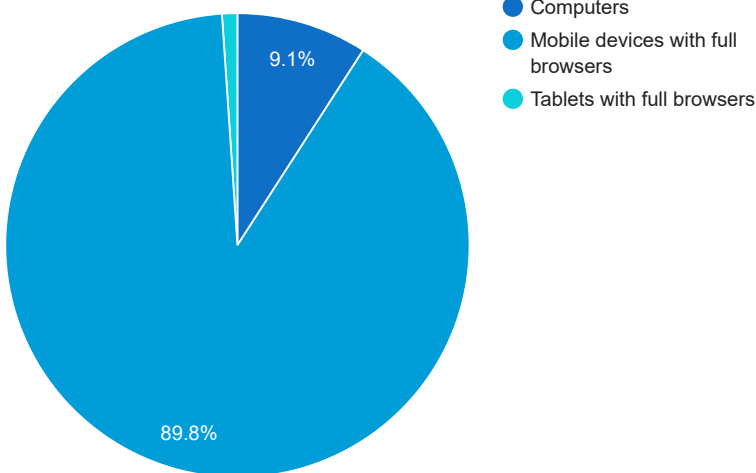
## Budget Coverage



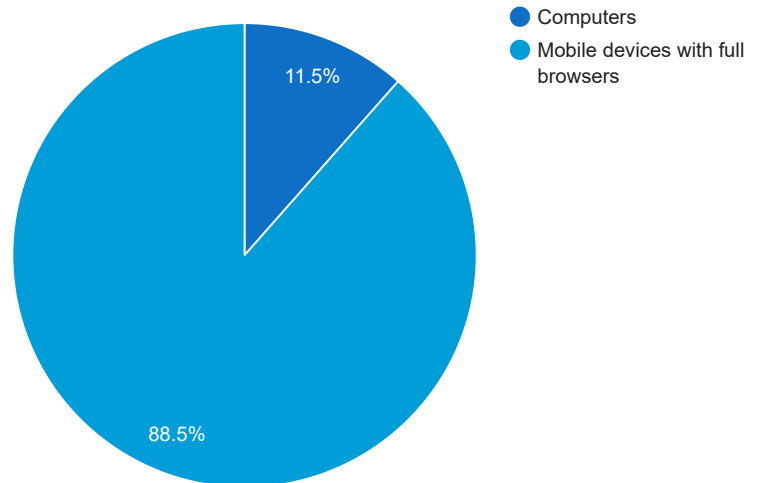
DATE	COST	SEARCH IMPR SHARE
Sep, 2019	2,769.12	83.19
Oct, 2019	2,822.47	89.99
Nov, 2019	3,709.17	81.47
Dec, 2019	3,544	91.35
Jan, 2020	3,865.39	90.51
Feb, 2020	3,899.73	80.84
Mar, 2020	3,644.04	85
Apr, 2020	3,734.13	90.66
May, 2020	3,579.15	87.26
Jun, 2020	3,912.49	73.78
Jul, 2020	3,823.92	73.90
Aug, 2020	3,884.46	29.98

## 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	13,988	728	\$3,488.95	\$4.79	5.2%	-	41.5	5.69%	\$84.17
Computers	2,056	67	\$354.09	\$5.28	3.26%	-	5.4	7.99%	\$66.19
Tablets with full browsers	408	15	\$41.42	\$2.76	3.68%	-	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	16,452	810	\$3,884.46	\$4.80	4.92%	-	46.8	5.78%	\$83.00

## Conversion Types - 1 Aug 2020 — 31 Aug 2020

CONVERSION TYPE	CONV
Form Submission	34.8
New Call Conversion	5
Website Forms Other - GA (All Web Site Data)	4
Calls from ads	2
CS Phone Call (All Web Site Data)	1
Local actions - Website visits	0
Coolsculpting Consult Request (All Web Site Data)	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