

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

Center for Medical Aesthetics

488-848-4458

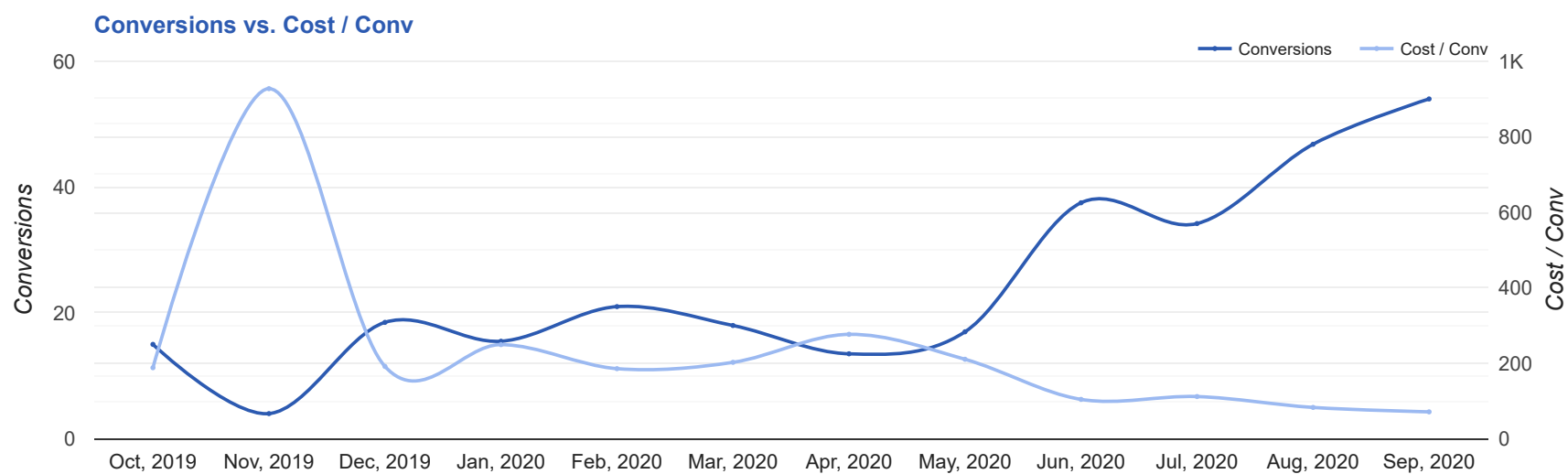
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,850	54	9.31%	\$71.29
↓ 1%	↑ 15%	↑ 61%	↓ 14%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Aug 2020 — 31 Aug 2020</b>	16,452	810	\$3,884.46	\$4.80	4.92%	-	46.8	5.78%	\$83.00	29.97%
<b>1 Sep 2020 — 30 Sep 2020</b>	14,347	580	\$3,849.92	\$6.64	4.04%	-	54	9.31%	\$71.29	34.89%
<b>Change</b>	2,105 ↓ 13%	230 ↓ 28%	\$34.54 ↓ 1%	\$1.84 ↑ 38%	0.88% ↓ 18%	--	7.20 ↑ 15%	3.53% ↑ 61%	\$11.71 ↓ 14%	4.92% ↑ 16%

# Performance by Month - 1 Oct 2019 — 30 Sep 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	29.97%
Sep '20	14,347	580	\$3,849.92	\$6.64	4.04%	-	54	9.31%	\$71.29	34.89%
<b>Total</b>	<b>47,877</b>	<b>3,080</b>	<b>\$44,268.87</b>	<b>\$14.37</b>	<b>6.43%</b>	<b>-</b>	<b>295</b>	<b>9.58%</b>	<b>\$150.06</b>	<b>41.02%</b>

# Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	14,347	580	\$3,849.92	\$6.64	4.04%	-	54	9.31%	\$71.29	34.89%

# Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

## Top Text Ads

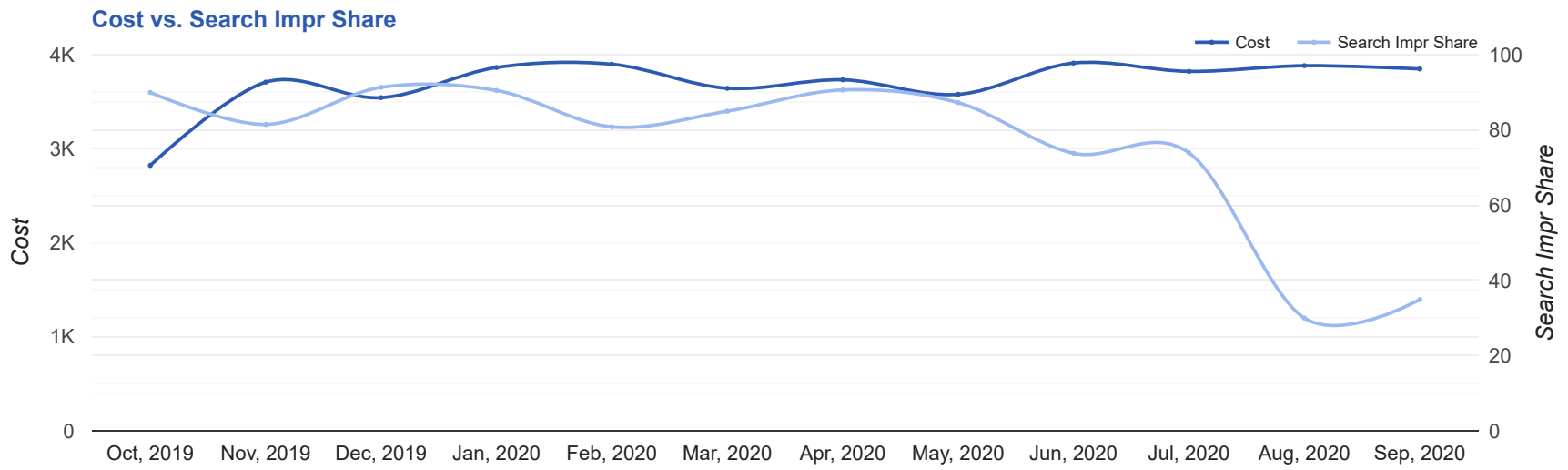
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Providence - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® <a href="https://centerformedicalaestheticsri.com/coolsculpting/providence">centerformedicalaestheticsri.com/coolsculpting/providence</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Providence, RI. Free Consult.	1,071	83	\$718.73	\$8.66	7.75%	-	11.7	14.05%	\$61.64
Center for Medical Aesthetics - CoolSculpting in Providence - Fat Reduction Treatment <a href="https://centerformedicalaestheticsri.com/">centerformedicalaestheticsri.com/</a> - /- -- Leading CoolSculpting Provider in Providence, RI. Schedule a Free Consultation	1,885	80	\$422.94	\$5.29	4.24%	-	11.3	14.06%	\$37.59
Coolsculpting® in Providence - Get up to \$1,000 Off in August - Our Biggest Coolsculpting Deal <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®.	2,197	115	\$835.01	\$7.26	5.23%	-	9.1	7.90%	\$91.86
Coolsculpting® in Providence - Get up to \$1,000 Off in August - Our Biggest Coolsculpting Deal <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®.	5,809	100	\$766.41	\$7.66	1.72%	-	9	9.00%	\$85.16
Coolsculpting® in Providence - Get up to \$1,000 Off in August - Our Biggest Coolsculpting Deal <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®.	131	7	\$38.46	\$5.49	5.34%	-	3.9	56.00%	\$9.81

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Sep 2020 — 30 Sep 2020

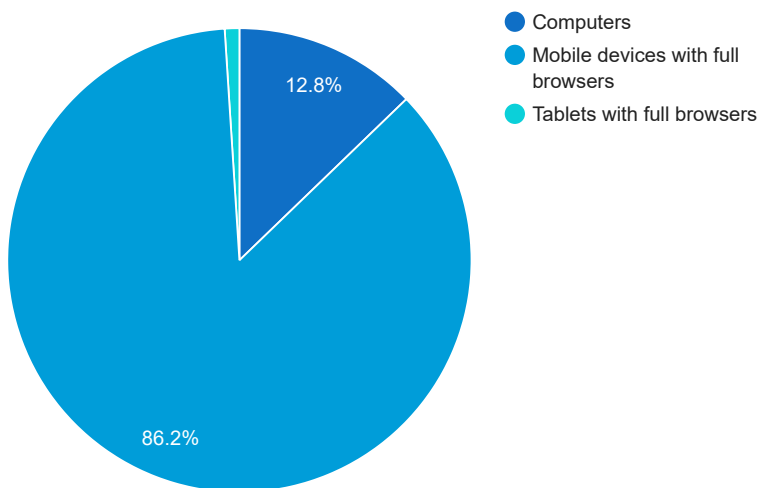
## Budget Coverage



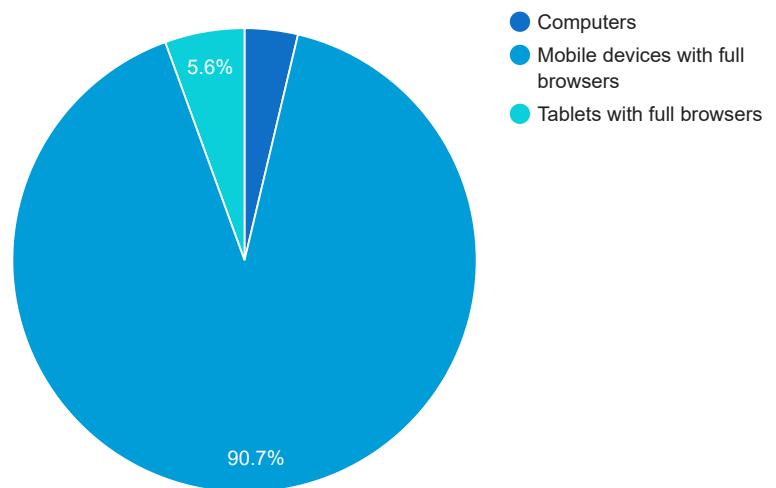
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	2,822.47	89.99
Nov, 2019	3,709.17	81.47
Dec, 2019	3,544	91.35
Jan, 2020	3,865.39	90.51
Feb, 2020	3,899.73	80.84
Mar, 2020	3,644.04	85
Apr, 2020	3,734.13	90.66
May, 2020	3,579.15	87.26
Jun, 2020	3,912.49	73.78
Jul, 2020	3,823.92	73.90
Aug, 2020	3,884.46	29.97
Sep, 2020	3,849.92	34.89

## 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	11,851	505	\$3,318.72	\$6.57	4.26%	-	49	9.7%	\$67.73
Computers	2,212	67	\$492.05	\$7.34	3.03%	-	2	2.99%	\$246.03
Tablets with full browsers	284	8	\$39.15	\$4.89	2.82%	-	3	37.5%	\$13.05

### 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	14,347	580	\$3,849.92	\$6.64	4.04%	-	54	9.31%	\$71.29

## Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
Form Submission	35
CS Phone Call (All Web Site Data)	7
Phone Call	6
New Call Conversion	5
Calls from ads	1
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