

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

Center for Medical Aesthetics

488-848-4458

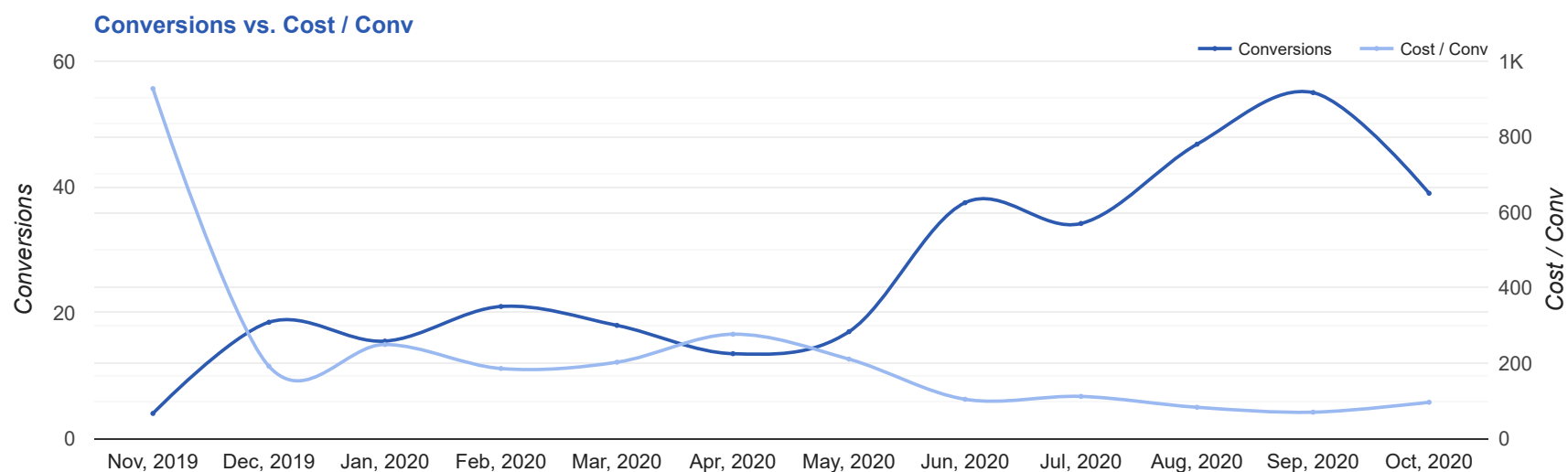
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,756	39	10.4%	\$96.30
↓ 2%	↓ 29%	↑ 10%	↑ 38%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	14,347	580	\$3,849.92	\$6.64	4.04%	-	55	9.48%	\$70.00	35.12%
1 Oct 2020 — 31 Oct 2020	4,686	375	\$3,755.80	\$10.02	8%	-	39	10.4%	\$96.30	45.86%
Change	9,661 ↓ 67%	205 ↓ 35%	\$94.12 ↓ 2%	\$3.38 ↑ 51%	3.96% ↑ 98%	--	16 ↓ 29%	0.92% ↑ 10%	\$26.30 ↑ 38%	10.74% ↑ 31%

Performance by Month - 1 Nov 2019 — 31 Oct 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	55	9.48%	\$70.00	35.12%
Oct '20	4,686	375	\$3,755.80	\$10.02	8%	-	39	10.4%	\$96.30	45.86%
Total	50,671	3,323	\$45,202.20	\$13.60	6.56%	-	320	9.63%	\$141.26	40.68%

Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	4,667	375	\$3,755.80	\$10.02	8.04%	-	39	10.4%	\$96.30	46.27%
search beta coolsculpting exp reach	19	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	5%

Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

Top Text Ads

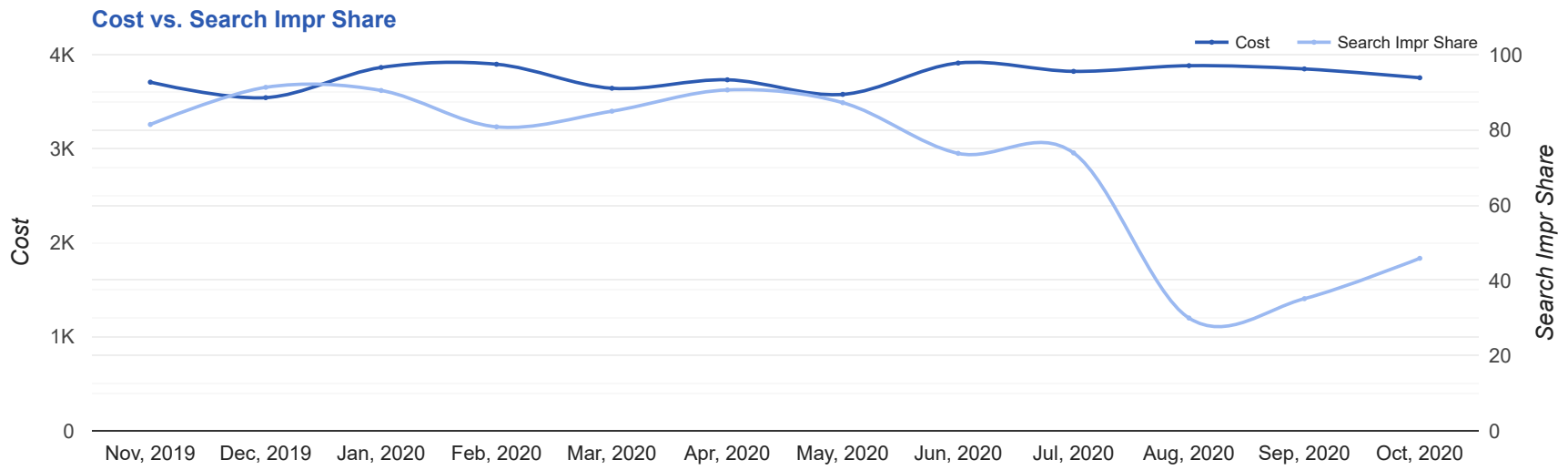
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Providence - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® centerformedicalaestheticsri.com/coolsculpting/providence #1 CoolSculpting Deal. Freeze Fat. Top Provider in Providence, RI. Free Consult.	1,647	175	\$2,108.72	\$12.05	10.63%	-	23.7	13.53%	\$89.09
{Keyword:Center for Medical Aesthetics} - CoolSculpting in Providence - Fat Reduction Treatment centerformedicalaestheticsri.com/--/ Leading CoolSculpting Provider in Providence, RI. Schedule a Free Consultation	317	48	\$366.84	\$7.64	15.14%	-	5.3	11.10%	\$68.83
Coolsculpting® in Providence - Get up to \$1,000 Off in August - Our Biggest Coolsculpting Deal centerformedicalaestheticsri.com/coolsculpting/providence Get our biggest deal ever now: Save up to \$1,000 on Coolsculpting®.	12	6	\$59.89	\$9.98	50.00%	-	2	33.33%	\$29.95
{Keyword:Center for Medical Aesthetics} - CoolSculpting in Providence - Fat Reduction Treatment centerformedicalaestheticsri.com/--/ Leading CoolSculpting Provider in Providence, RI. Schedule a Free Consultation	7	1	\$1.88	\$1.88	14.29%	-	2	200.00%	\$0.94
Coolsculpting® in Providence - Get up to \$1,000 Off in August - Our Biggest Coolsculpting Deal centerformedicalaestheticsri.com/coolsculpting/providence Get our biggest deal ever now: Save up to \$1,000 on Coolsculpting®.	824	15	\$130.04	\$8.67	1.82%	-	2	13.33%	\$65.02

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2020 — 31 Oct 2020

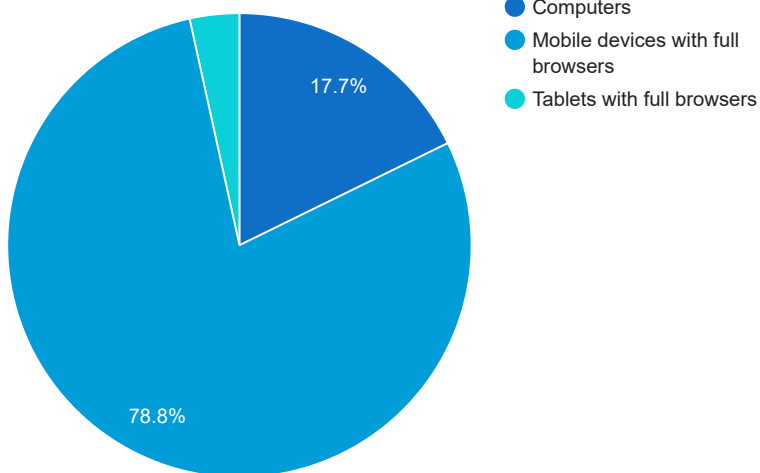
Budget Coverage



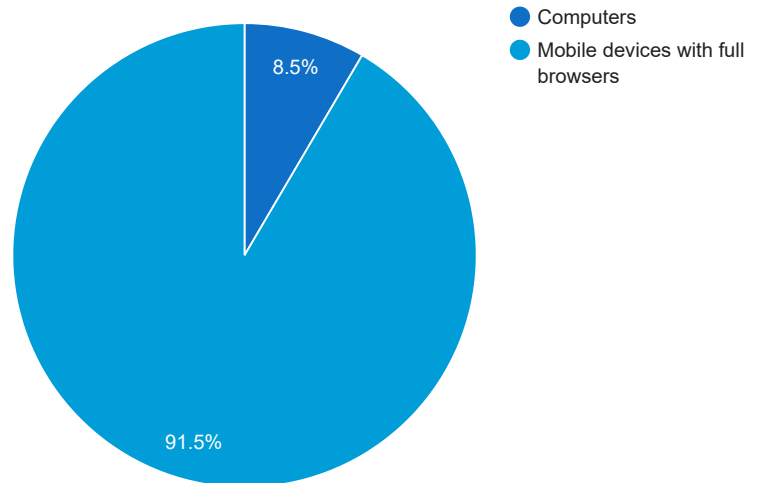
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	3,709.17	81.47
Dec, 2019	3,544	91.35
Jan, 2020	3,865.39	90.51
Feb, 2020	3,899.73	80.84
Mar, 2020	3,644.04	85
Apr, 2020	3,734.13	90.66
May, 2020	3,579.15	87.26
Jun, 2020	3,912.49	73.78
Jul, 2020	3,823.92	73.90
Aug, 2020	3,884.46	29.97
Sep, 2020	3,849.92	35.12
Oct, 2020	3,755.80	45.86

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	3,856	320	\$2,959.76	\$9.25	8.3%	-	35.7	11.15%	\$82.98
Computers	731	45	\$666.50	\$14.81	6.16%	-	3.3	7.4%	\$200.15
Tablets with full browsers	99	10	\$129.54	\$12.95	10.1%	-	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	4,686	375	\$3,755.80	\$10.02	8%	-	39	10.4%	\$96.30

Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
Form Submission	19
CS Phone Call (All Web Site Data)	7
Phone Call	6
New Call Conversion	4
Website Forms Other - GA (All Web Site Data)	3
Local actions - Directions	0
Local actions - Other engagements	0
Local actions - Website visits	0
Coolsculpting Consult Request (All Web Site Data)	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