

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

Center for Medical Aesthetics

488-848-4458

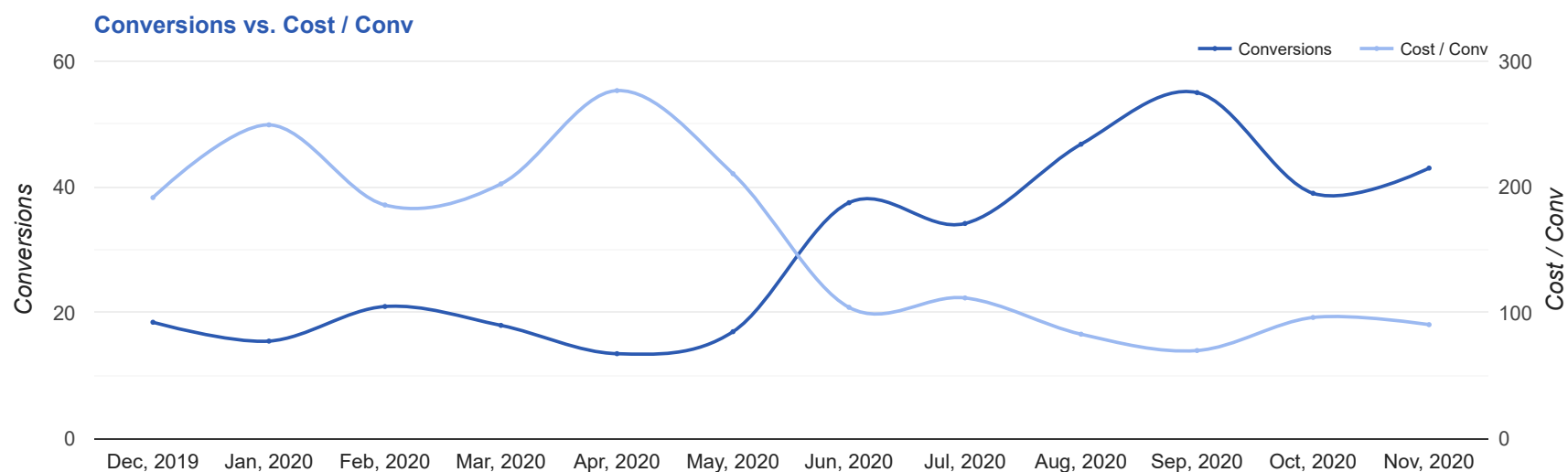
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,895	43	9.09%	\$90.58
↑ 4%	↑ 10%	↓ 13%	↓ 6%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	4,686	375	\$3,755.80	\$10.02	8%	-	39	10.4%	\$96.30	45.48%
1 Nov 2020 — 30 Nov 2020	10,074	473	\$3,895.11	\$8.23	4.7%	-	43	9.09%	\$90.58	29.69%
Change	5,388 ↑ 115%	98 ↑ 26%	\$139.31 ↑ 4%	\$1.79 ↓ 18%	3.30% ↓ 41%	--	4 ↑ 10%	1.31% ↓ 13%	\$5.72 ↓ 6%	15.79% ↓ 35%

Performance by Month - 1 Dec 2019 — 30 Nov 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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	45.48%	
Nov '20	10,074	473	\$3,895.11	\$8.23	4.7%	-	43	9.09%	\$90.58	29.69%	
Total	59,567	3,678	\$45,388.14	\$12.34	6.17%	-	359	9.76%	\$126.43	37.91%	

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	1,748	209	\$1,946.16	\$9.31	11.96%	-	26	12.44%	\$74.85	79.1%
search beta coolsculpting exp reach	8,326	264	\$1,948.95	\$7.38	3.17%	-	17	6.44%	\$114.64	26.44%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

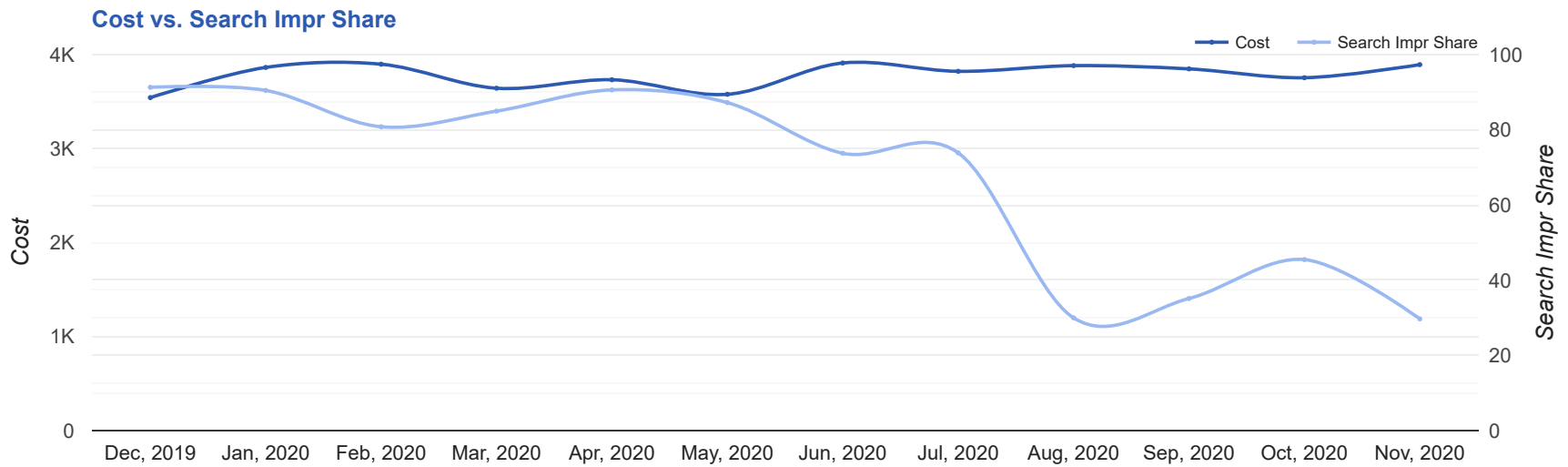
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Coolsculpting® in Providence - Nov Only \$1,000 Off 8+ Cycles - Our Biggest Coolsculpting Deal centerformedicalaestheticsri.com/coolsculpting/providence Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Cycles of CoolSculpting.	560	59	\$578.21	\$9.80	10.54%	-	15.8	26.73%	\$36.67
{Keyword:Center for Medical Aesthetics} - CoolSculpting in Providence - Fat Reduction Treatment centerformedicalaestheticsri.com/--/ Leading CoolSculpting Provider in Providence, RI. Schedule a Free Consultation	203	34	\$301.23	\$8.86	16.75%	-	7.5	22.06%	\$40.16
Coolsculpting® in Providence - Nov Only \$1,000 Off 8+ Cycles - Our Biggest Coolsculpting Deal centerformedicalaestheticsri.com/coolsculpting/providence Our Biggest CoolSculpting Discount Ever. Save \$1,000 Off 8+ Cycles of CoolSculpting.	4,520	74	\$695.41	\$9.40	1.64%	-	6	8.11%	\$115.90
Center for Medical Aesthetics - CoolSculpting in Providence - Fat Reduction Treatment centerformedicalaestheticsri.com/--/ Leading CoolSculpting Provider in Providence, RI. Schedule a Free Consultation	2,009	105	\$559.91	\$5.33	5.23%	-	5	4.76%	\$111.98
{Keyword:Center for Medical Aesthetics} - CoolSculpting in Providence - Fat Reduction Treatment centerformedicalaestheticsri.com/--/ Leading CoolSculpting Provider in Providence, RI. Schedule a Free Consultation	284	16	\$124.65	\$7.79	5.63%	-	4	25.00%	\$31.16

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

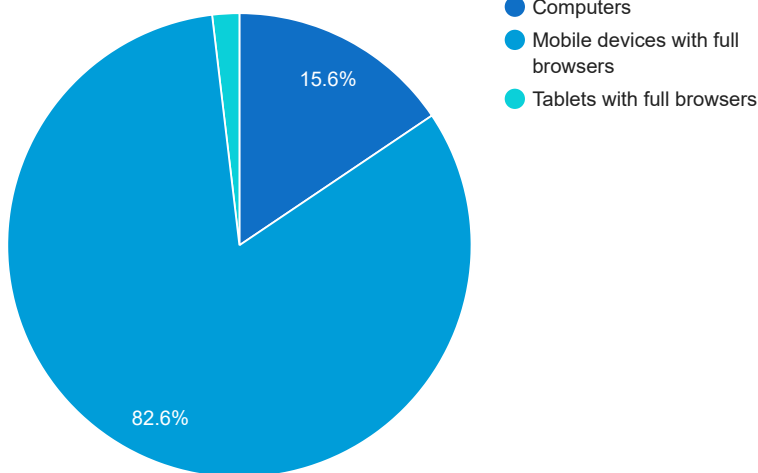
Budget Coverage



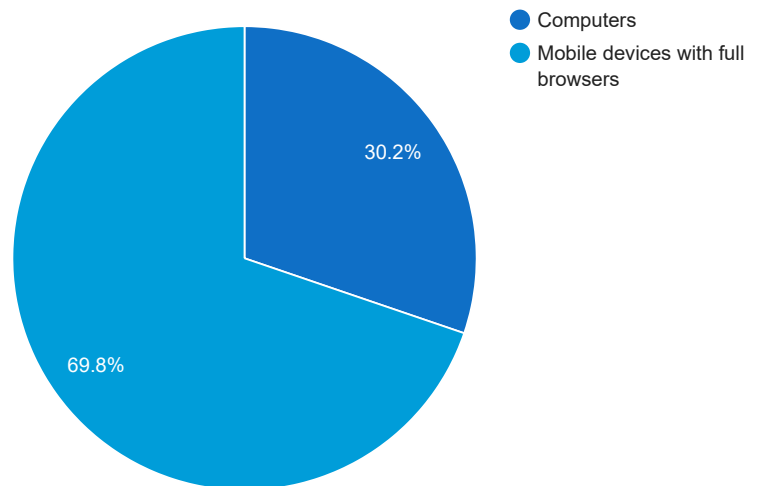
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	3,544	91.35
Jan, 2020	3,865.39	90.51
Feb, 2020	3,899.73	80.84
Mar, 2020	3,644.04	85
Apr, 2020	3,734.13	90.66
May, 2020	3,579.15	87.26
Jun, 2020	3,912.49	73.78
Jul, 2020	3,823.92	73.90
Aug, 2020	3,884.46	29.97
Sep, 2020	3,849.92	35.12
Oct, 2020	3,755.80	45.48
Nov, 2020	3,895.11	29.69

Cost and Conversions by Device

Cost



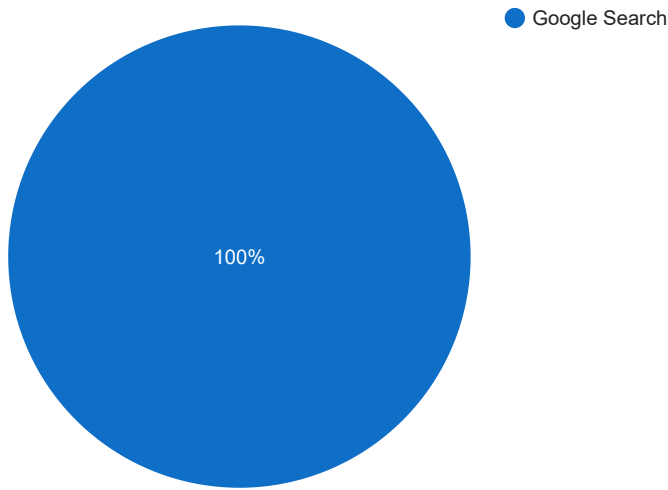
Conversions



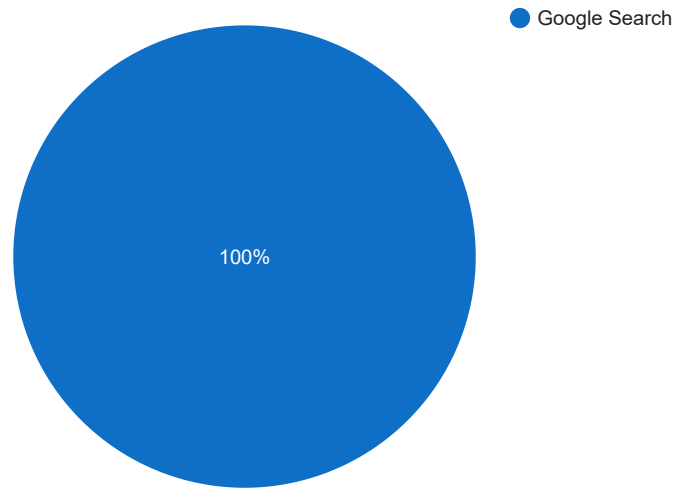
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	8,216	402	\$3,215.64	\$8.00	4.89%	-	30	7.46%	\$107.19
Computers	1,583	62	\$606.17	\$9.78	3.92%	-	13	20.97%	\$46.63
Tablets with full browsers	275	9	\$73.30	\$8.14	3.27%	-	0	0%	\$0.00

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	10,074	473	\$3,895.11	\$8.23	4.7%	-	43	9.09%	\$90.58

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Form Submission	27
Website Forms Other - GA (All Web Site Data)	6
Phone Call	4
CS Phone Call (All Web Site Data)	4
New Call Conversion	2
Local actions - Other engagements	0
Local actions - Directions	0
Local actions - Website visits	0
Clicks to call	0
Coolsculpting Consult Request (All Web Site Data)	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