

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

Center for Medical Aesthetics

488-848-4458

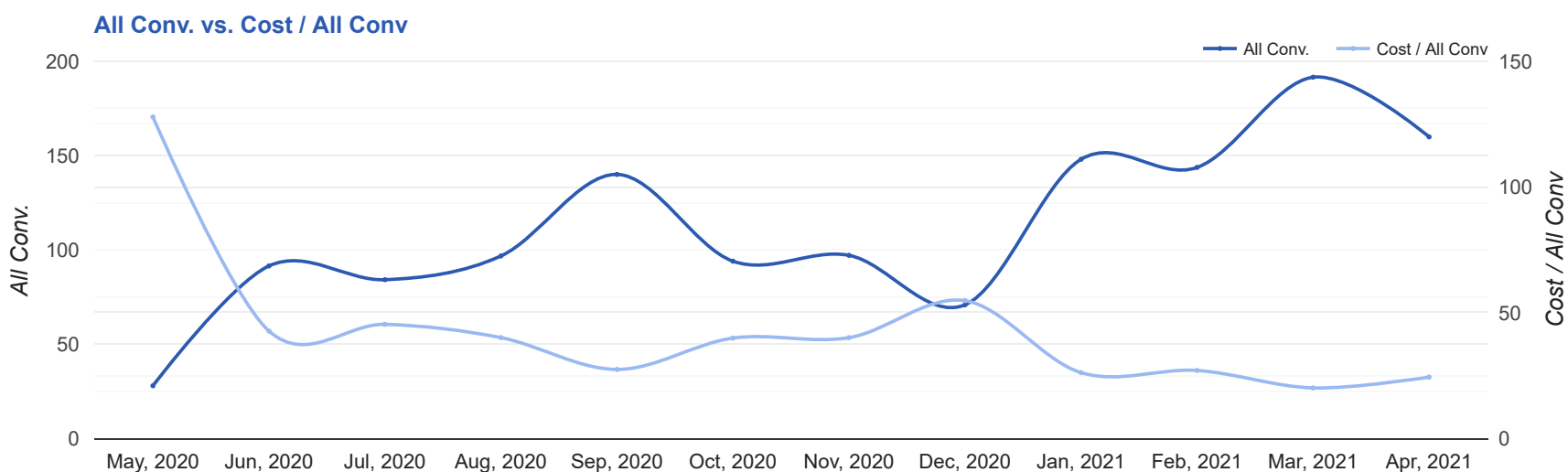
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$3,909	159.9	20.52%	\$24.45
↑ 1%	↓ 17%	↓ 19%	↑ 21%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	6,980	759	\$3,856.09	\$5.08	10.87%	-	25.23%	\$20.14	191.5
1 Apr 2021 — 30 Apr 2021	7,323	779	\$3,908.75	\$5.02	10.64%	-	20.52%	\$24.45	159.9
Change	343 ↑ 5%	20 ↑ 3%	\$52.66 ↑ 1%	\$0.06 ↓ 1%	0.23% ↓ 2%	0 ↔ -	4.71% ↓ 19%	\$4.31 ↑ 21%	31.63 ↓ 17%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
May '20	1,416	148	\$3,579.15	\$24.18	10.45%	-	28	18.92%	\$127.83
Jun '20	2,085	234	\$3,912.49	\$16.72	11.22%	-	91.5	39.1%	\$42.76
Jul '20	2,632	308	\$3,823.92	\$12.42	11.7%	-	84.2	27.34%	\$45.41
Aug '20	16,452	810	\$3,884.46	\$4.80	4.92%	-	96.8	11.95%	\$40.13
Sep '20	14,347	580	\$3,849.92	\$6.64	4.04%	-	140	24.14%	\$27.50
Oct '20	4,686	375	\$3,755.80	\$10.02	8%	-	94	25.07%	\$39.96
Nov '20	10,074	473	\$3,895.11	\$8.23	4.7%	-	97.1	20.52%	\$40.13
Dec '20	6,174	507	\$3,888.77	\$7.67	8.21%	-	70.9	13.99%	\$54.82
Jan '21	8,255	703	\$3,881.44	\$5.52	8.52%	-	148	21.05%	\$26.23
Feb '21	7,630	756	\$3,891.75	\$5.15	9.91%	-	143.7	19%	\$27.09
Mar '21	6,980	759	\$3,856.09	\$5.08	10.87%	-	191.5	25.23%	\$20.14
Apr '21	7,323	779	\$3,908.75	\$5.02	10.64%	-	159.9	20.52%	\$24.45
Total	88,054	6,432	\$46,127.65	\$7.17	7.3%	-	1,345.5	20.92%	\$34.28

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	3,901	549	\$3,057.66	\$5.57	14.07%	-	108.9	19.83%	\$28.09
search beta coolsculpting exp reach	3,422	230	\$851.09	\$3.70	6.72%	-	51	22.17%	\$16.69

Top Keywords - 1 Apr 2021 — 30 Apr 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
liposuction	14	5	\$11.58	\$2.32	35.71%	-	16	320.00%	\$0.72
coolsculpting near me	62	23	\$167.26	\$7.27	37.10%	-	9.7	42.22%	\$17.23
coolsculpting ri	58	31	\$178.54	\$5.76	53.45%	-	8	25.71%	\$22.40
cool sculpting	250	63	\$331.61	\$5.26	25.20%	-	7	11.11%	\$47.37
coolsculpting	119	30	\$225.00	\$7.50	25.21%	-	6	20.00%	\$37.50
freeze fat cells	3	3	\$20.56	\$6.85	100.00%	-	6	200.00%	\$3.43
cool sculpting in ri	12	11	\$53.74	\$4.89	91.67%	-	4.4	40.00%	\$12.21
body sculpting near me	12	8	\$66.64	\$8.33	66.67%	-	3.6	45.00%	\$18.51
coolsculpting cost	11	10	\$49.91	\$4.99	90.91%	-	3.5	35.00%	\$14.26
what is panniculectomy	1	1	\$2.60	\$2.60	100.00%	-	3	300.00%	\$0.87

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
CoolSculpting® Fat Reduction - CoolSculpting in Providence - Biggest CoolSculpting® Promo centerformedicalaestheticsri.com/ --/ - - Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Providence, RI	1,907	284	\$1,639.60	\$5.77	14.89%	-	51.5	18.12%	\$31.86
Center for Medical Aesthetics - Fat Reduction in Providence - Non-Surgical Fat Reduction centerformedicalaestheticsri.com/ --/ - - CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	791	77	\$334.24	\$4.34	9.73%	-	31	40.26%	\$10.78
CoolSculpting® Fat Reduction - CoolSculpting in Providence - Biggest CoolSculpting® Promo centerformedicalaestheticsri.com/ --/ - - Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Providence, RI	315	60	\$298.58	\$4.98	19.05%	-	10.2	16.95%	\$29.36
[Dynamic Headline] [Dynamic Display URL] CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	273	33	\$159.71	\$4.84	12.09%	-	10.2	30.79%	\$15.72
Center for Medical Aesthetics - Fat Reduction in Providence - Non-Surgical Fat Reduction centerformedicalaestheticsri.com/ --/ - - CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	818	54	\$218.30	\$4.04	6.60%	-	10	18.52%	\$21.83

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

Budget Coverage

Display Impr Share

0%

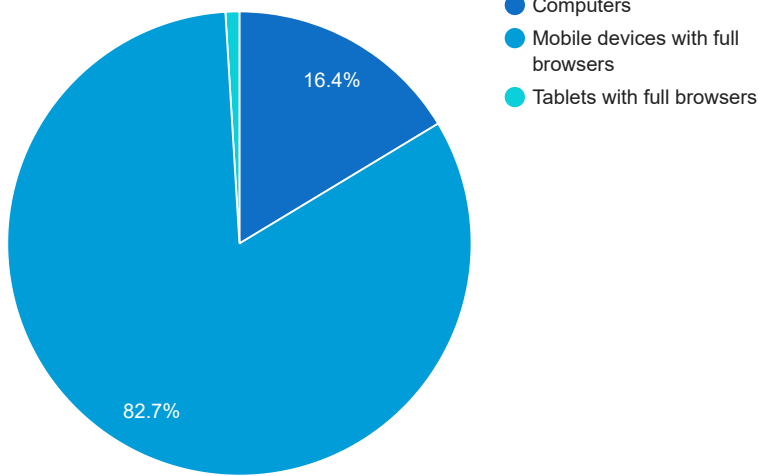
Search Impr Share

22.87%

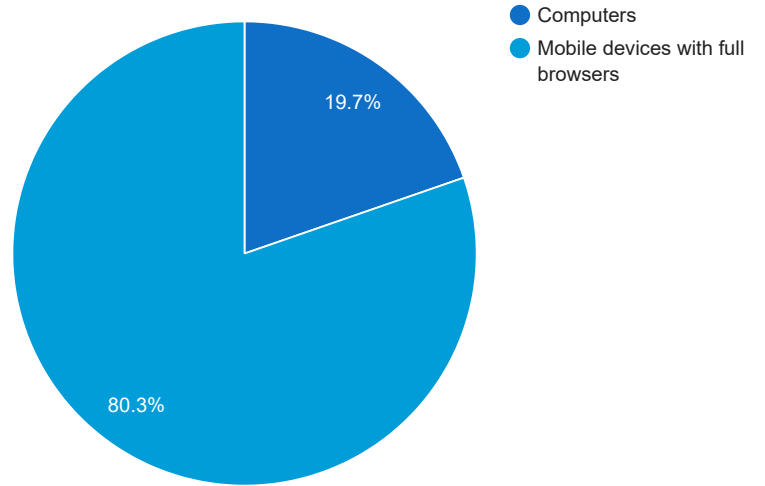
↑ 13%

Cost and Conversions by Device

Cost



All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	5,836	666	\$3,231.62	\$4.85	11.41%	-	128.4	19.28%	\$25.17
Computers	1,357	103	\$639.34	\$6.21	7.59%	-	31.5	30.54%	\$20.32
Tablets with full browsers	130	10	\$37.79	\$3.78	7.69%	-	0	0%	\$0.00

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	7,323	779	\$3,908.75	\$5.02	10.64%	-	159.9	20.52%	\$24.45

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Form Submission	59.3
Calls from Website	7.6
Website Forms Other - GA (All Web Site Data)	7
New Call Conversion	6
Click to Call	1
Local actions - Directions	3
Coolsculpting Consult Request (All Web Site Data)	73
Clicks to call	3

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 page 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