

**Monthly Account
Performance Report
1 May 2021 — 31 May 2021**

Center for Medical Aesthetics

488-848-4458

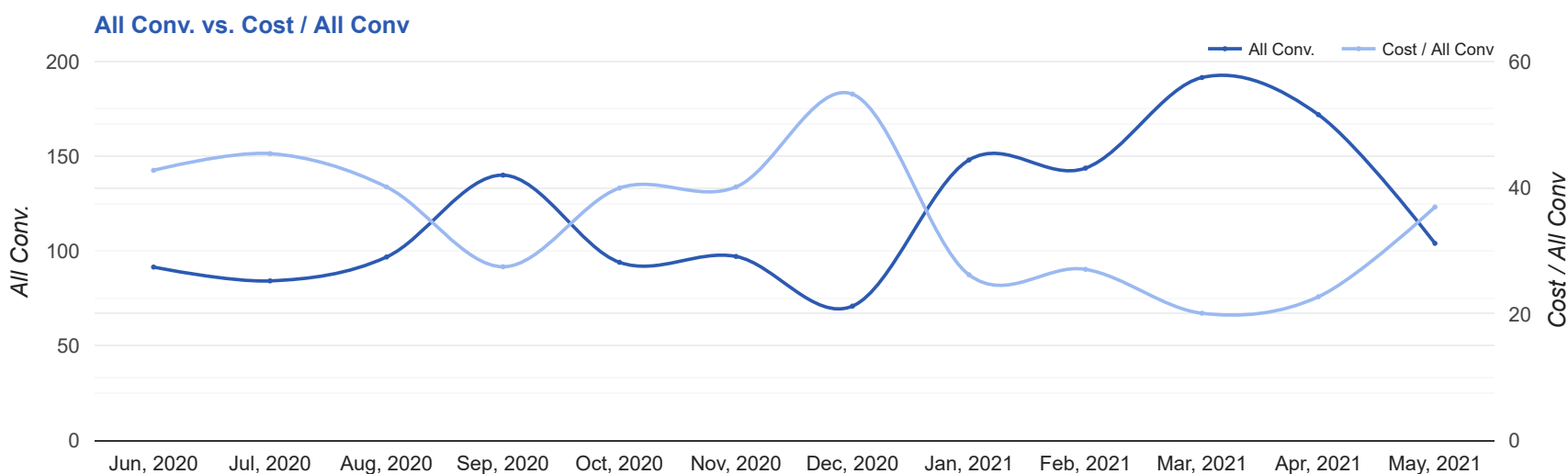
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$3,844	104	14.94%	\$36.96
↓ 2%	↓ 39%	↓ 32%	↑ 62%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	7,323	779	\$3,908.75	\$5.02	10.64%	-	22.06%	\$22.75	171.9
1 May 2021 — 31 May 2021	6,927	696	\$3,844.05	\$5.52	10.05%	-	14.94%	\$36.96	104
Change	396 ↓ 5%	83 ↓ 11%	\$64.70 ↓ 2%	\$0.50 ↑ 10%	0.59% ↓ 6%	0 ↔ -	7.12% ↓ 32%	\$14.21 ↑ 62%	67.85 ↓ 39%

Performance by Month - 1 Jun 2020 — 31 May 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	171.9	22.06%	\$22.75
May '21	6,927	696	\$3,844.05	\$5.52	10.05%	-	104	14.94%	\$36.96
Total	93,565	6,980	\$46,392.55	\$6.65	7.46%	-	1,433.5	20.54%	\$32.36

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	3,436	449	\$3,059.82	\$6.81	13.07%	-	91.8	20.45%	\$33.32
search beta coolsculpting exp reach	3,491	247	\$784.23	\$3.18	7.08%	-	12.2	4.93%	\$64.39

Top Keywords - 1 May 2021 — 31 May 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting	187	63	\$490.67	\$7.79	33.69%	-	16	25.40%	\$30.67
coolsculpting near me	59	19	\$186.73	\$9.83	32.20%	-	10.5	55.26%	\$17.78
cool sculpting cost	16	16	\$144.22	\$9.01	100.00%	-	10	62.50%	\$14.42
cool sculpting in ri	8	7	\$43.06	\$6.15	87.50%	-	6.5	92.86%	\$6.62
coolsculpting ri	32	11	\$55.17	\$5.02	34.38%	-	6	54.55%	\$9.20
coolsculpting in ri	1	1	\$5.99	\$5.99	100.00%	-	3	300.00%	\$2.00
shed belly fat fast	1	1	\$1.93	\$1.93	100.00%	-	2	200.00%	\$0.96
coolsculpting	2	1	\$8.79	\$8.79	50.00%	-	2	200.00%	\$4.39
coolsculpting	114	25	\$209.25	\$8.37	21.93%	-	2	8.00%	\$104.63
cool sculpting reviews	19	7	\$37.92	\$5.42	36.84%	-	2	28.57%	\$18.96

Top Performing Ads - 1 May 2021 — 31 May 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	1,582	223	\$1,614.60	\$7.24	14.10%	-	52	23.32%	\$31.05
CoolSculpting® Fat Reduction - CoolSculpting in Providence - Biggest CoolSculpting® Promo centerformedicalaestheticsri.com/ --/ - - Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Providence, RI	223	30	\$198.63	\$6.62	13.45%	-	10	33.33%	\$19.86
CoolSculpting® Fat Reduction - CoolSculpting in Providence - Biggest CoolSculpting® Promo centerformedicalaestheticsri.com/ --/ - - Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Providence, RI	167	25	\$166.40	\$6.66	14.97%	-	9.3	37.00%	\$17.99
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	1,192	75	\$242.55	\$3.23	6.29%	-	5.8	7.67%	\$42.18
CoolSculpting® Fat Reduction - CoolSculpting in Providence - Biggest CoolSculpting® Promo centerformedicalaestheticsri.com/ --/ - - Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Providence, RI	150	16	\$93.77	\$5.86	10.67%	-	3.6	22.31%	\$26.27

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

Budget Coverage

Display Impr Share

0%

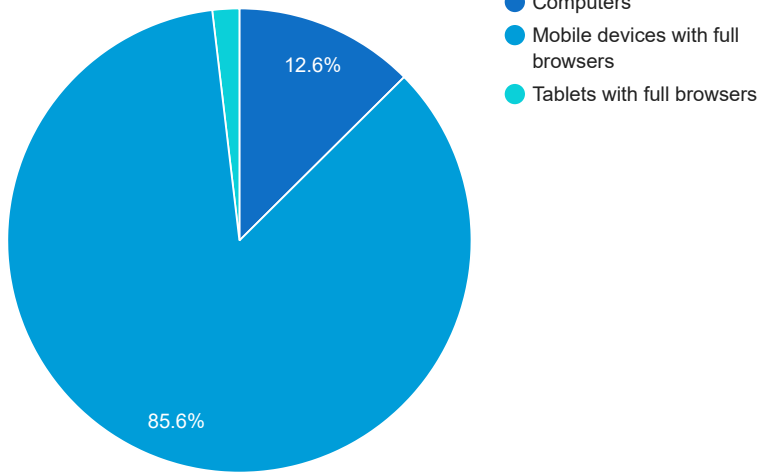
Search Impr Share

21.45%

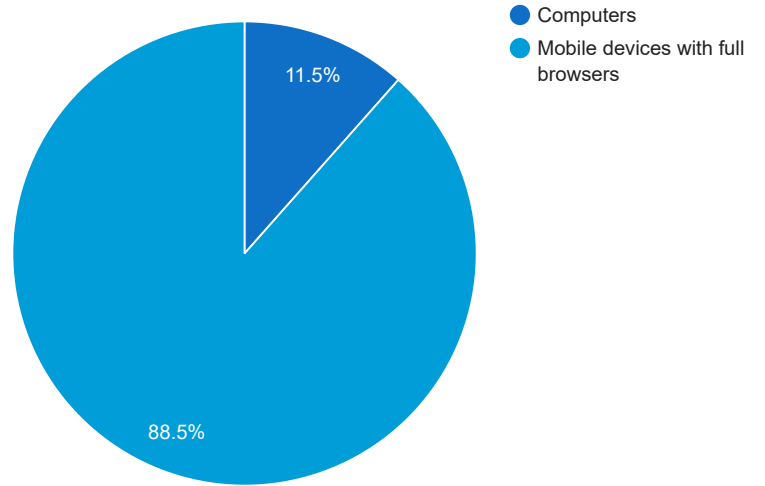
↓ 6%

Cost and Conversions by Device

Cost



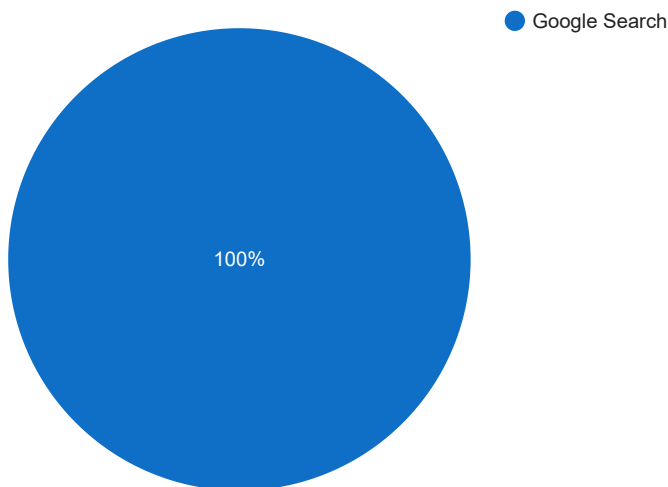
All Conv.



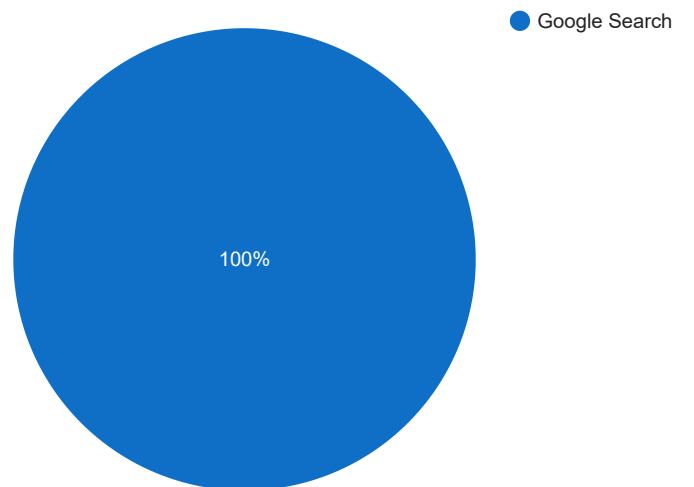
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	5,710	604	\$3,289.12	\$5.45	10.58%	-	92	15.23%	\$35.75
Computers	1,093	77	\$482.86	\$6.27	7.04%	-	12	15.58%	\$40.24
Tablets with full browsers	124	15	\$72.07	\$4.80	12.1%	-	0	0%	\$0.00

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	6,927	696	\$3,844.05	\$5.52	10.05%	-	104	14.94%	\$36.96

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Form Submission	41
Calls from Website	8
Website Forms Other - GA (All Web Site Data)	2
New Call Conversion	1
Local actions - Directions	3
Clicks to call	8
Coolsculpting Consult Request (All Web Site Data)	41

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