

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

Center for Medical Aesthetics

488-848-4458

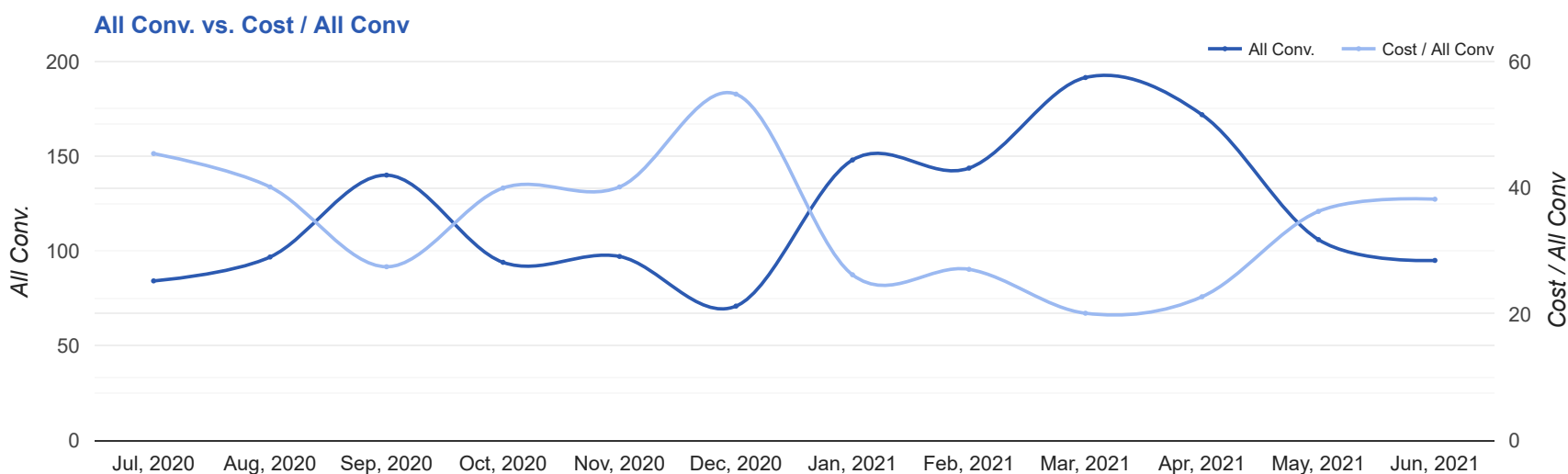
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$3,628	95	13.19%	\$38.19
↓ 6%	↓ 10%	↓ 13%	↑ 5%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	6,927	696	\$3,844.05	\$5.52	10.05%	-	15.23%	\$36.26	106
1 Jun 2021 — 30 Jun 2021	6,683	720	\$3,627.77	\$5.04	10.77%	-	13.19%	\$38.19	95
Change	244 ↓ 4%	24 ↑ 3%	\$216.28 ↓ 6%	\$0.48 ↓ 9%	0.72% ↑ 7%	0 ↔ -	2.04% ↓ 13%	\$1.93 ↑ 5%	11 ↓ 10%

# Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	106	15.23%	\$36.26
Jun '21	6,683	720	\$3,627.77	\$5.04	10.77%	-	95	13.19%	\$38.19
<b>Total</b>	<b>98,163</b>	<b>7,466</b>	<b>\$46,107.83</b>	<b>\$6.18</b>	<b>7.61%</b>	<b>-</b>	<b>1,439</b>	<b>19.27%</b>	<b>\$32.04</b>

# Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   coolsculpting	3,673	497	\$3,050.78	\$6.14	13.53%	-	84	16.9%	\$36.32
search   beta   coolsculpting   exp reach	3,010	223	\$576.99	\$2.59	7.41%	-	11	4.93%	\$52.45

# Top Keywords - 1 Jun 2021 — 30 Jun 2021

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting	179	47	\$307.25	\$6.54	26.26%	-	9.6	20.34%	\$32.14
coolsculpting ri	22	17	\$93.23	\$5.48	77.27%	-	8.3	49.00%	\$11.19
coolsculpting near me	63	17	\$152.54	\$8.97	26.98%	-	6.2	36.47%	\$24.60
coolsculpting in ri	3	3	\$49.48	\$16.49	100.00%	-	6	200.00%	\$8.25
coolsculpting	77	18	\$111.24	\$6.18	23.38%	-	5	27.78%	\$22.25
body sculpting near me	16	13	\$88.71	\$6.82	81.25%	-	4	30.77%	\$22.18
cool scul	1	1	\$6.55	\$6.55	100.00%	-	4	400.00%	\$1.64
liposuction cost	11	8	\$15.23	\$1.90	72.73%	-	3	37.50%	\$5.08
liposuction ri	1	1	\$2.90	\$2.90	100.00%	-	3	300.00%	\$0.97
body sculpting certification near me	2	2	\$17.15	\$8.57	100.00%	-	2	100.00%	\$8.57

# Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
<a href="#">CoolSculpting® Fat Reduction - CoolSculpting in Providence - Biggest CoolSculpting® Promo</a> <a href="#">centerformedicalaestheticsri.com/ --/ --</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Providence, RI	1,982	274	\$1,771.29	\$6.46	13.82%	-	49.6	18.10%	\$35.71
<a href="#">CoolSculpting® Fat Reduction - CoolSculpting in Providence - Biggest CoolSculpting® Promo</a> <a href="#">centerformedicalaestheticsri.com/ --/ --</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Providence, RI	458	72	\$412.11	\$5.72	15.72%	-	7.9	10.94%	\$52.30
<a href="#">Center for Medical Aesthetics - Fat Reduction in Providence - Non-Surgical Fat Reduction</a> <a href="#">centerformedicalaestheticsri.com/ --/ --</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	508	47	\$108.37	\$2.31	9.25%	-	6	12.77%	\$18.06
<a href="#">CoolSculpting® in Providence - Limited Time Offer   June 2021 - 25% Off All CoolSculpting</a> <a href="#">centerformedicalaestheticsri.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	50	11	\$65.01	\$5.91	22.00%	-	6	54.55%	\$10.84
<a href="#">CoolSculpting® Fat Reduction - CoolSculpting in Providence - Biggest CoolSculpting® Promo</a> <a href="#">centerformedicalaestheticsri.com/ --/ --</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Providence, RI	234	33	\$185.58	\$5.62	14.10%	-	5	15.15%	\$37.12

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2021 — 30 Jun 2021

## Budget Coverage

Display Impr Share

0%

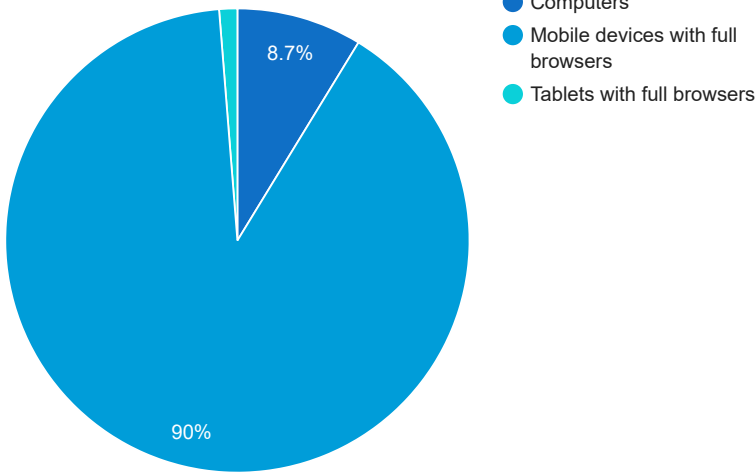
Search Impr Share

28.81%

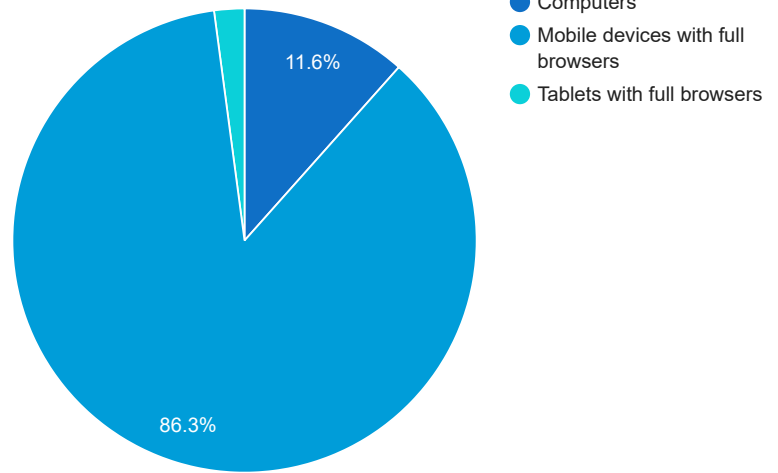
↑ 34%

## Cost and Conversions by Device

### Cost



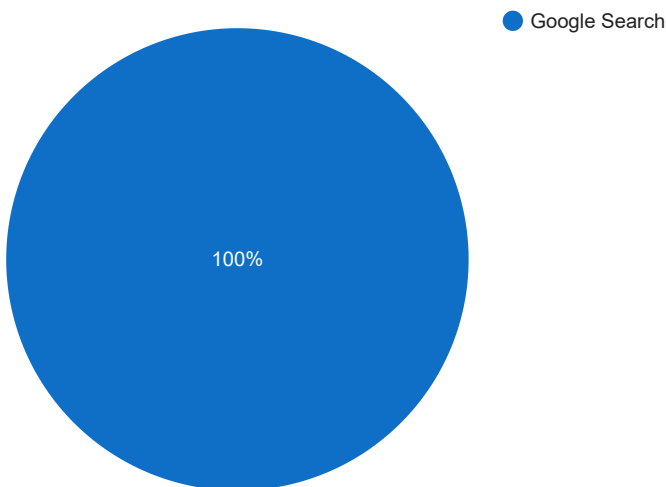
### All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	5,382	643	\$3,265.09	\$5.08	11.95%	-	82	12.75%	\$39.82
Computers	1,179	64	\$316.86	\$4.95	5.43%	-	11	17.19%	\$28.81
Tablets with full browsers	122	13	\$45.82	\$3.52	10.66%	-	2	15.38%	\$22.91

## 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	6,683	720	\$3,627.77	\$5.04	10.77%	-	95	13.19%	\$38.19

# Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Form Submission	36
Website Forms Other - GA (All Web Site Data)	8
Calls from Website	7
Click to Call	1
New Call Conversion	1
Calls from ads	1
Coolsculpting Consult Request (All Web Site Data)	35
Local actions - Directions	6

# 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