

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

The Cocar A&R

827-043-2293

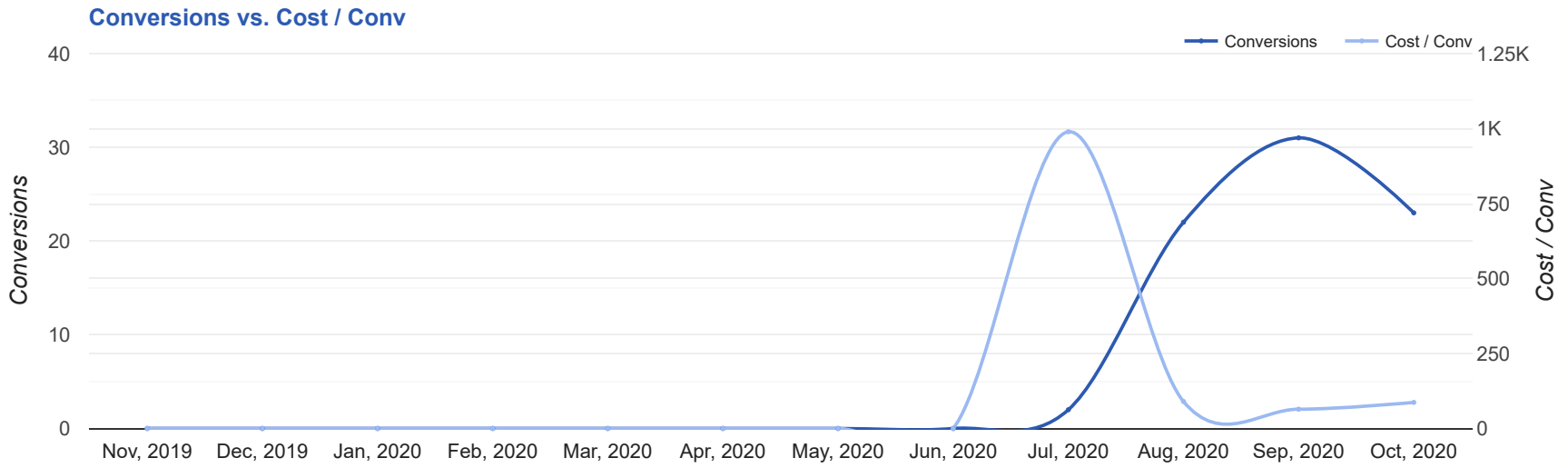
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,000	23	9.66%	\$86.94
↔ 0%	↓ 26%	↑ 26%	↑ 35%

## 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	10,612	405	\$1,991.62	\$4.92	3.82%	-	31	7.65%	\$64.25	25.73%
1 Oct 2020 — 31 Oct 2020	5,269	238	\$1,999.67	\$8.40	4.52%	-	23	9.66%	\$86.94	33.06%
Change	5,343 ↓ 50%	167 ↓ 41%	\$8.05 ↑ 0%	\$3.48 ↑ 71%	0.70% ↑ 18%	--	8 ↓ 26%	2.01% ↑ 26%	\$22.69 ↑ 35%	7.33% ↑ 28%

# 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
Jul '20	2,886	87	\$1,978.10	\$22.74	3.01%	-	2	2.3%	\$989.05	16.23%
Aug '20	12,211	384	\$1,978.24	\$5.15	3.14%	-	22	5.73%	\$89.92	20.53%
Sep '20	10,612	405	\$1,991.62	\$4.92	3.82%	-	31	7.65%	\$64.25	25.73%
Oct '20	5,269	238	\$1,999.67	\$8.40	4.52%	-	23	9.66%	\$86.94	33.06%
<b>Total</b>	30,978	1,114	\$7,947.63	\$7.13	3.6%	-	78	7%	\$101.89	23.04%

# 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	5,261	238	\$1,999.67	\$8.40	4.52%	-	23	9.66%	\$86.94	33.36%
search   beta   coolsculpting   exp reach	8	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	5%

# Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

## Top Text Ads

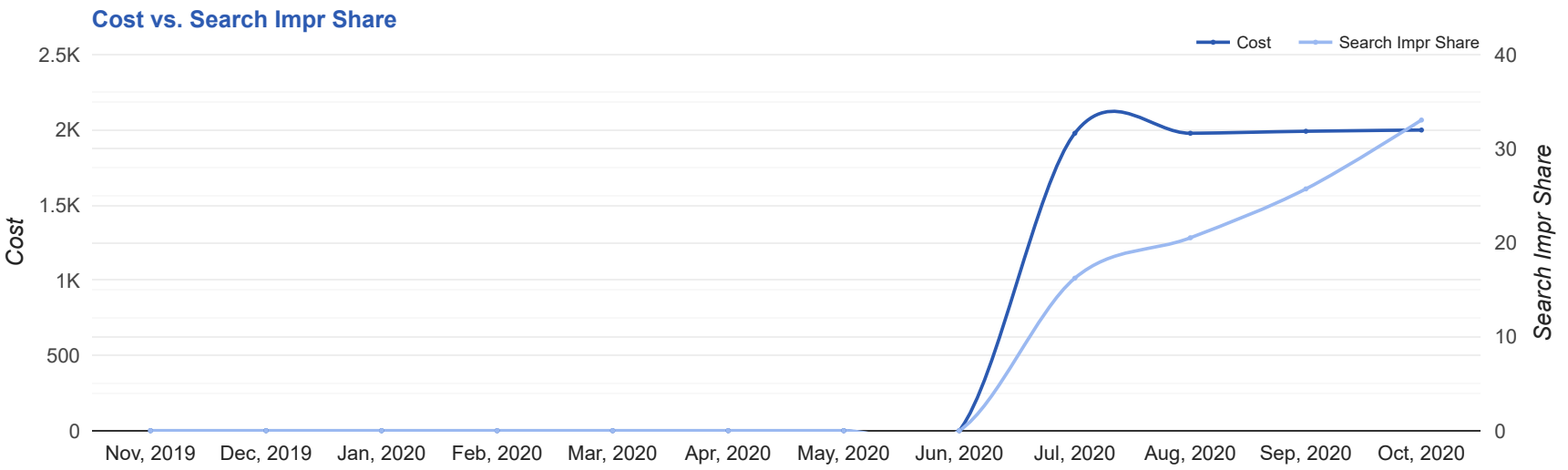
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Colorado Center for Aesthetics} - CoolSculpting in Westminster - Fat Reduction Treatment <a href="http://www.thecocar.com/">www.thecocar.com/</a> -- -- Leading CoolSculpting Provider in Westminster, CO. Schedule a Free Consultation	1,795	105	\$1,043.92	\$9.94	5.85%	-	12.7	12.11%	\$82.07
Body Sculpting - CoolSculpting in Westminster - Non-Surgical Fat Reduction <a href="http://www.thecocar.com/">www.thecocar.com/</a> Sculpt Your Body. Freeze Fat Away Fat with CoolSculpting. Eliminate Fat And Feel Great.	147	9	\$66.47	\$7.39	6.12%	-	3	33.33%	\$22.16
{Keyword:Colorado Center for Aesthetics} - CoolSculpting in Westminster - Fat Reduction Treatment <a href="http://www.thecocar.com/">www.thecocar.com/</a> -- -- Leading CoolSculpting Provider in Westminster, CO. Schedule a Free Consultation	172	7	\$80.09	\$11.44	4.07%	-	1.6	22.86%	\$50.06
CoolSculpting in Westminster - Fat Reduction Treatment - Flexible Payment Options <a href="http://www.thecocar.com/">www.thecocar.com/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	80	5	\$24.35	\$4.87	6.25%	-	1	20.00%	\$24.35
{Keyword:Colorado Center for Aesthetics} - CoolSculpting in Westminster - Fat Reduction Treatment <a href="http://www.thecocar.com/">www.thecocar.com/</a> -- -- Leading CoolSculpting Provider in Westminster, CO. Schedule a Free Consultation	365	37	\$326.57	\$8.83	10.14%	-	1	2.70%	\$326.57

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Oct 2020 — 31 Oct 2020

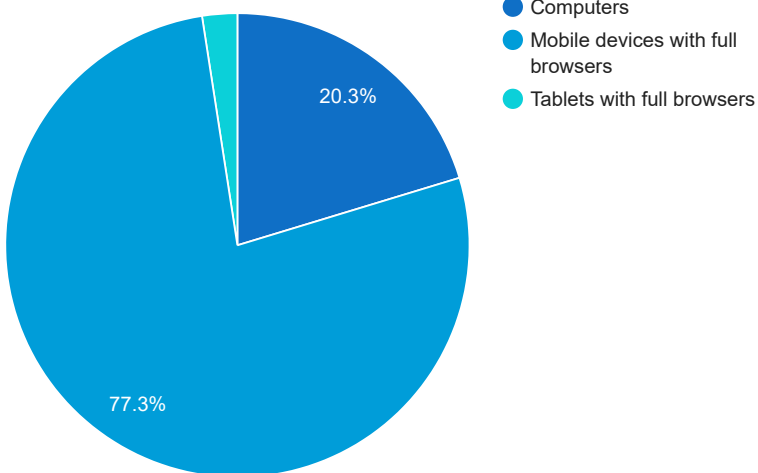
## Budget Coverage



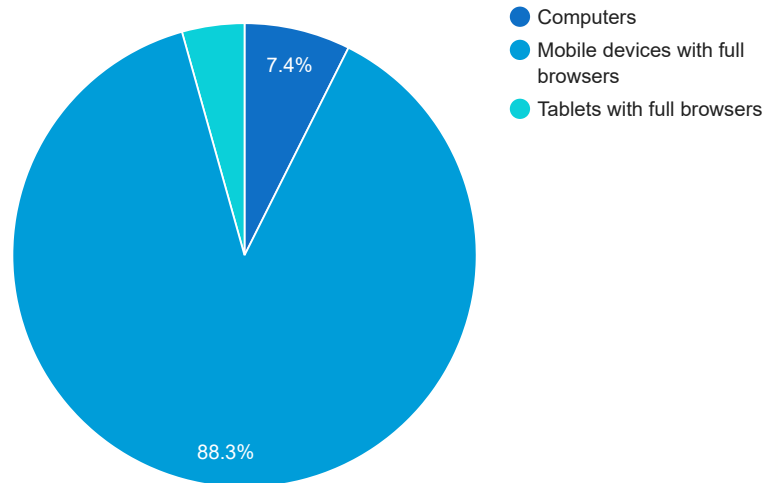
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	1,978.10	16.23
Aug, 2020	1,978.24	20.53
Sep, 2020	1,991.62	25.73
Oct, 2020	1,999.67	33.06

## 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	4,133	188	\$1,544.77	\$8.22	4.55%	-	20.3	10.79%	\$76.17
Computers	1,019	43	\$406.05	\$9.44	4.22%	-	1.7	4%	\$236.08
Tablets with full browsers	117	7	\$48.85	\$6.98	5.98%	-	1	14.29%	\$48.85

### 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	5,269	238	\$1,999.67	\$8.40	4.52%	-	23	9.66%	\$86.94

# Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE

CONV

Submit lead form

21

Click to Call

2

## 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