

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

The Cocar A&R

827-043-2293

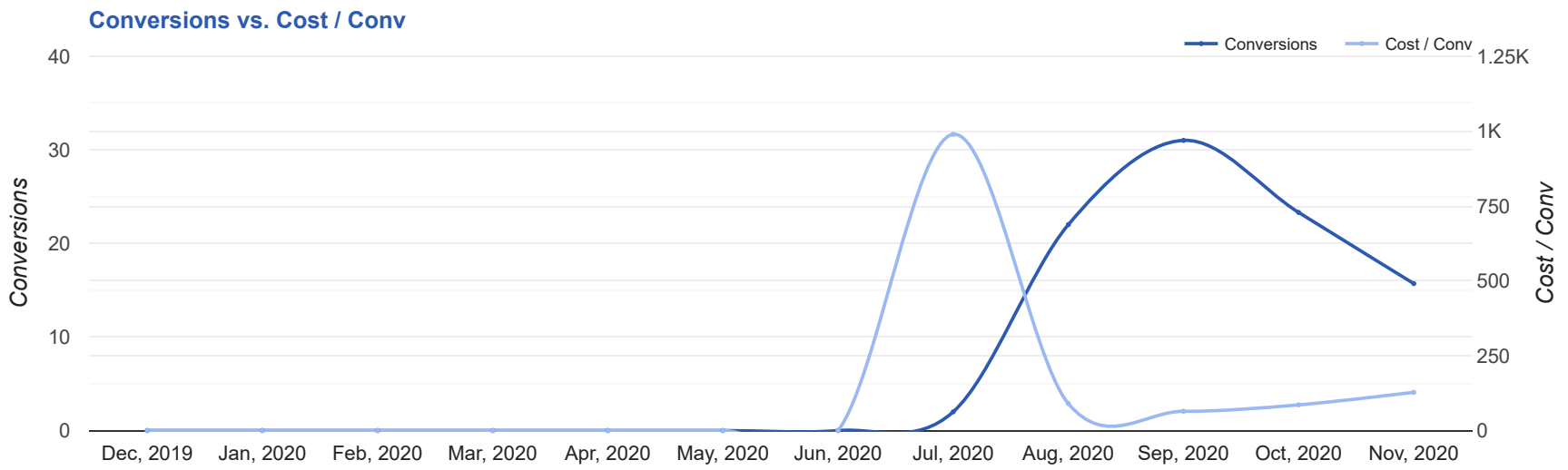
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,000	15.7	4.32%	\$127.62
↔ 0%	↓ 33%	↓ 56%	↑ 49%

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	5,269	238	\$1,999.67	\$8.40	4.52%	-	23.3	9.8%	\$85.71	32.76%
1 Nov 2020 — 30 Nov 2020	10,250	363	\$1,999.80	\$5.51	3.54%	-	15.7	4.32%	\$127.62	22.33%
Change	4,981 ↑ 95%	125 ↑ 53%	\$0.13 ↑ 0%	\$2.89 ↓ 34%	0.98% ↓ 22%	--	7.66 ↓ 33%	5.48% ↓ 56%	\$41.91 ↑ 49%	10.43% ↓ 32%

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
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%	-	23.3	9.8%	\$85.71	32.76%
Nov '20	10,250	363	\$1,999.80	\$5.51	3.54%	-	15.7	4.32%	\$127.62	22.33%
Total	41,228	1,477	\$9,947.43	\$6.73	3.58%	-	94	6.36%	\$105.82	22.84%

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	10,250	363	\$1,999.80	\$5.51	3.54%	-	15.7	4.32%	\$127.62	22.33%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

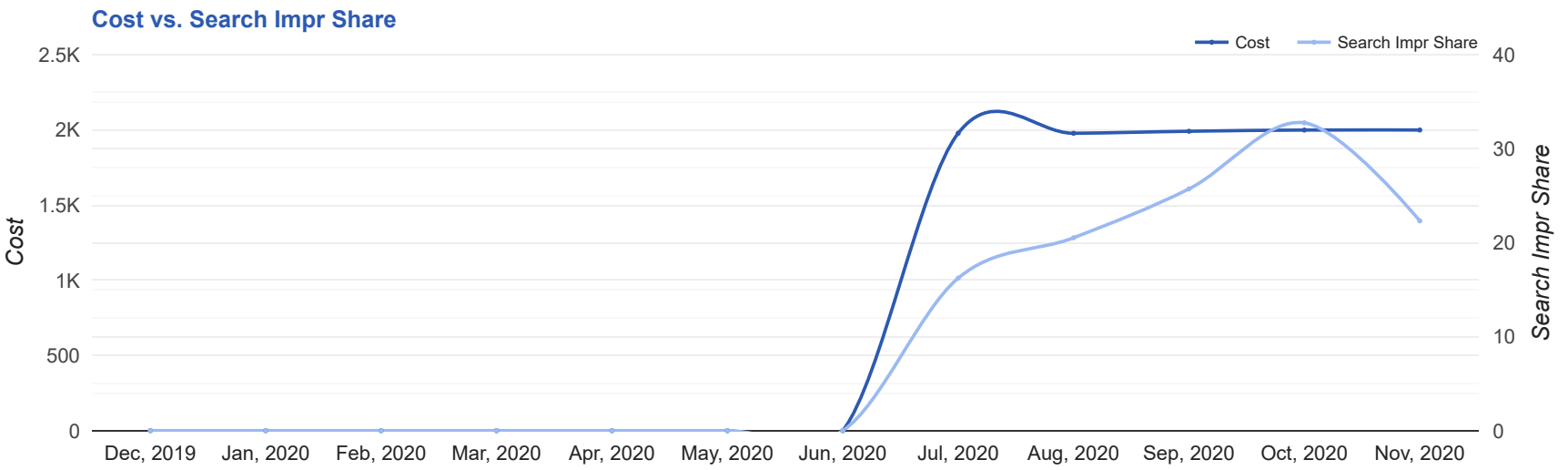
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Westminster - Fat Reduction Treatment - Flexible Payment Options www.thecocar.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,964	33	\$185.54	\$5.62	1.68%	-	4	12.12%	\$46.38
{Keyword:Colorado Center for Aesthetics} - CoolSculpting in Westminster - Fat Reduction Treatment www.thecocar.com/ -- Leading CoolSculpting Provider in Westminster, CO. Schedule a Free Consultation	906	49	\$404.93	\$8.26	5.41%	-	3	6.12%	\$134.98
{Keyword:Colorado Center for Aesthetics} - New Client Special - Freeze Away Stubborn Fat www.thecocar.com/ Best CoolSculpting Deal. Top Provider in Westminster, CO for Fat Freezing. Free Consult.	101	8	\$65.64	\$8.21	7.92%	-	2	25.00%	\$32.82
CoolSculpting® Fat Reduction - CoolSculpting in Westminster - Biggest CoolSculpting® Promo www.thecocar.com/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminster, CO	65	4	\$49.83	\$12.46	6.15%	-	1	25.00%	\$49.83
CoolSculpting® in Westminster - Limited Time Offer Dec 2020 - Hurry Offer Ends In {=COUNTDOWN(2020/12/31 00:00:00en-US31)} www.thecocar.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminster, CO	4	1	\$16.85	\$16.85	25.00%	-	1	100.00%	\$16.85

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

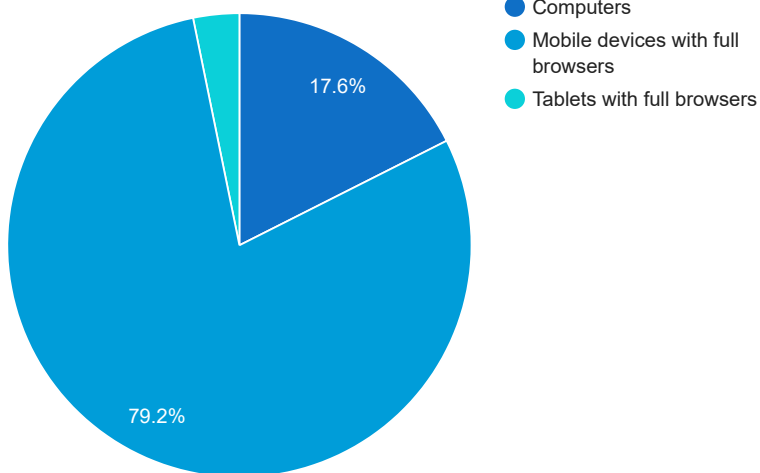
Budget Coverage



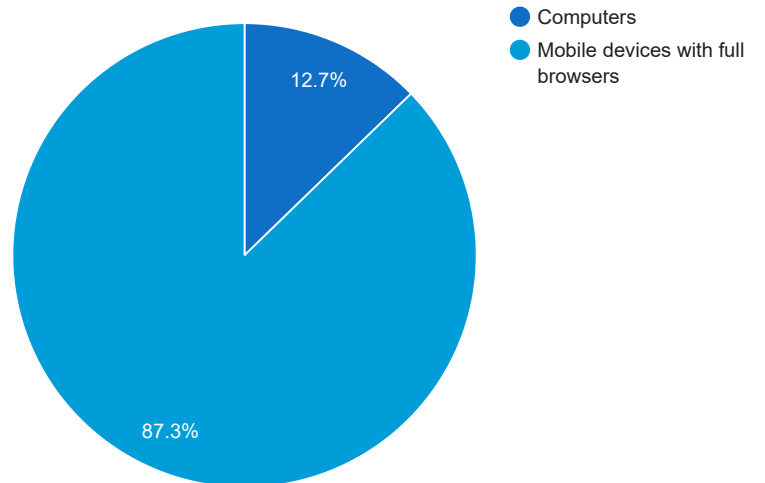
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	1,978.10	16.23
Aug, 2020	1,978.24	20.53
Sep, 2020	1,991.62	25.73
Oct, 2020	1,999.67	32.76
Nov, 2020	1,999.80	22.33

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	8,236	301	\$1,584.42	\$5.26	3.65%	-	13.7	4.54%	\$115.90
Computers	1,755	47	\$351.28	\$7.47	2.68%	-	2	4.26%	\$175.64
Tablets with full browsers	259	15	\$64.10	\$4.27	5.79%	-	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	10,250	363	\$1,999.80	\$5.51	3.54%	-	15.7	4.32%	\$127.62

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE

CONV

Submit lead form

14.7

Click to Call

1

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