

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

The Cocar A&R

827-043-2293

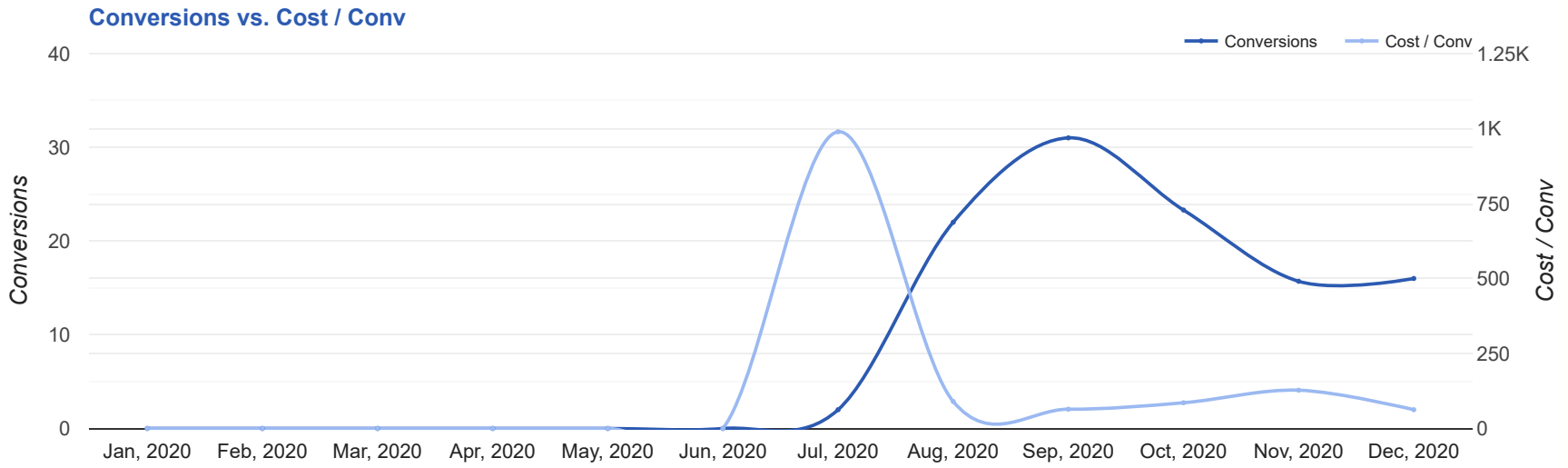
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,000	16	8.04%	\$62.49
↓ 50%	↑ 2%	↑ 86%	↓ 51%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	10,250	363	\$1,999.80	\$5.51	3.54%	-	15.7	4.32%	\$127.62	22.31%
1 Dec 2020 — 31 Dec 2020	5,303	199	\$999.86	\$5.02	3.75%	-	16	8.04%	\$62.49	20.27%
Change	4,947 ↓ 48%	164 ↓ 45%	\$999.94 ↓ 50%	\$0.49 ↓ 9%	0.21% ↑ 6%	--	0.33 ↑ 2%	3.72% ↑ 86%	\$65.13 ↓ 51%	2.04% ↓ 9%

Performance by Month - 1 Jan 2020 — 31 Dec 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	22.31%
Dec '20	5,303	199	\$999.86	\$5.02	3.75%	-	16	8.04%	\$62.49	20.27%
Total	46,531	1,676	\$10,947.29	\$6.53	3.6%	-	110	6.56%	\$99.52	22.51%

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	5,303	199	\$999.86	\$5.02	3.75%	-	16	8.04%	\$62.49	20.27%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

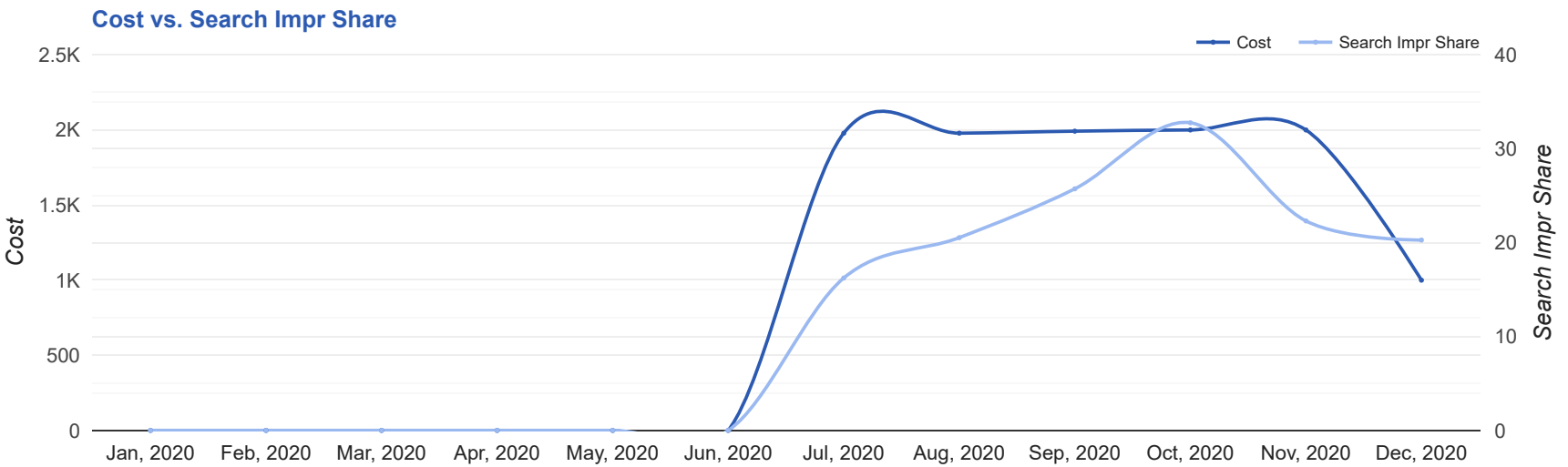
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Westminster - Biggest CoolSculpting® Promo www.thecocar.com/--/-- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminster, CO	574	23	\$121.51	\$5.28	4.01%	-	4	17.39%	\$30.38
Colorado Center for Aesthetics - Fat Reduction in Westminster - Non-Surgical Fat Reduction www.thecocar.com/--/-- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	355	16	\$73.22	\$4.58	4.51%	-	2	12.50%	\$36.61
Colorado Center for Aesthetics - Freezing Fat Really Works - Freeze Away Body Fat www.thecocar.com// CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	108	3	\$10.10	\$3.37	2.78%	-	1	33.33%	\$10.10
Best CoolSculpting Deal Ever - Dec Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In <code>{=COUNTDOWN("2020/12/31 00:00:00","en-US",31)}</code> www.thecocar.com// Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminster, CO	47	5	\$47.81	\$9.56	10.64%	-	1	20.00%	\$47.81
CoolSculpting® in Westminster - Dec Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever www.thecocar.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	23	2	\$17.17	\$8.59	8.70%	-	1	50.00%	\$17.17

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

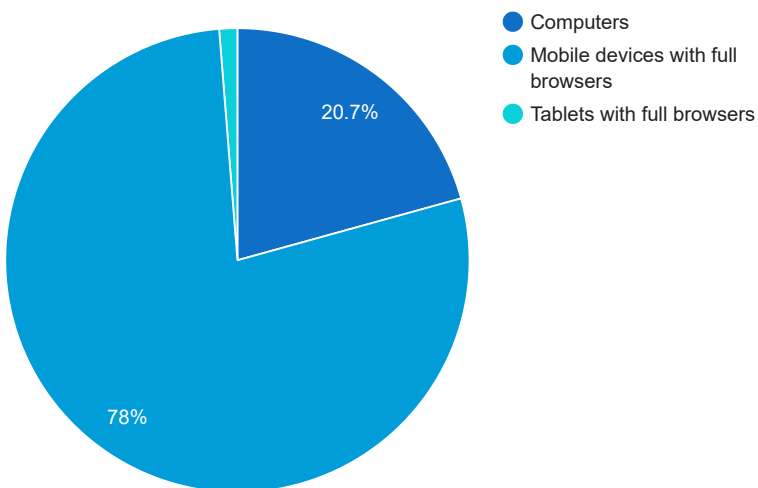
Budget Coverage



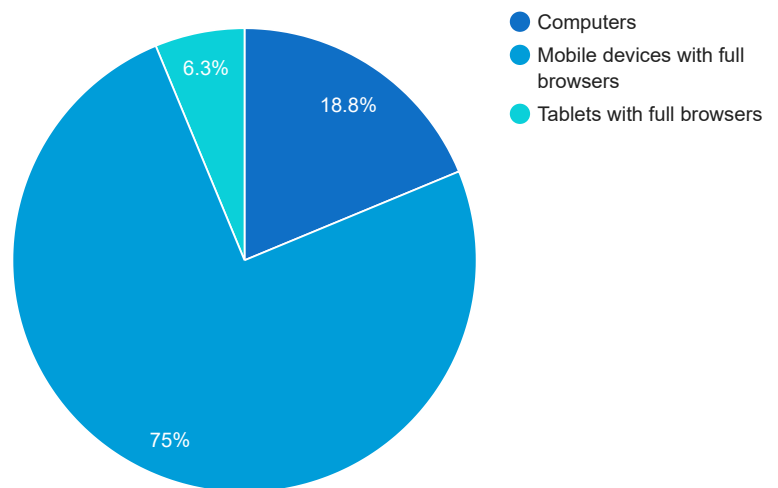
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	1,978.10	16.23
Aug, 2020	1,978.24	20.53
Sep, 2020	1,991.62	25.73
Oct, 2020	1,999.67	32.76
Nov, 2020	1,999.80	22.31
Dec, 2020	999.86	20.27

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	4,123	160	\$780.25	\$4.88	3.88%	-	12	7.5%	\$65.02
Computers	1,068	35	\$207.02	\$5.91	3.28%	-	3	8.57%	\$69.01
Tablets with full browsers	112	4	\$12.59	\$3.15	3.57%	-	1	25%	\$12.59

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	5,303	199	\$999.86	\$5.02	3.75%	-	16	8.04%	\$62.49

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE

CONV

Submit lead form

15

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 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