

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

The Cocar A&R

827-043-2293

Key Performance Indicators (KPIs)

Cost

\$2,436

↑ 144%

Conv

22

↑ 57%

Conv Rate

6.47%

↓ 16%

Cost / Conv

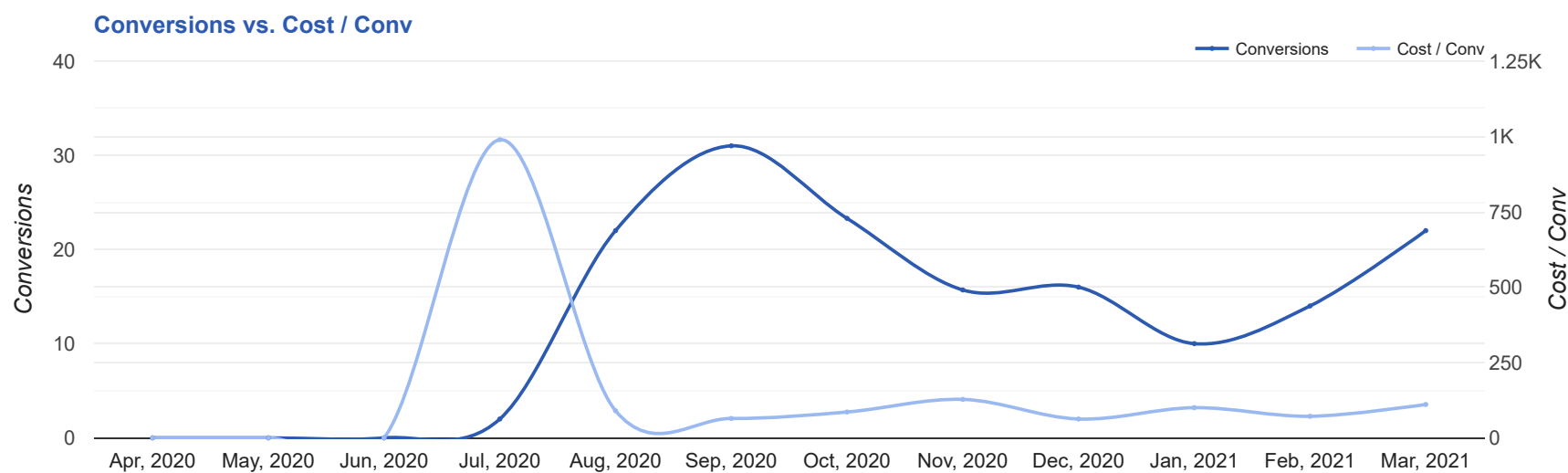
\$110.74

↑ 55%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Feb 2021 — 28 Feb 2021	4,858	182	\$1,000.24	\$5.50	3.75%	-	14	7.69%	\$71.45	16.59%
1 Mar 2021 — 31 Mar 2021	8,344	340	\$2,436.36	\$7.17	4.07%	-	22	6.47%	\$110.74	21.61%
Change	3,486 ↑ 72%	158 ↑ 87%	\$1,436.12 ↑ 144%	\$1.67 ↑ 30%	0.32% ↑ 9%	0 ↔ -	8 ↑ 57%	1.22% ↓ 16%	\$39.29 ↑ 55%	5.02% ↑ 30%

Performance by Month - 1 Apr 2020 — 31 Mar 2021



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	20.25%
Jan '21	5,678	219	\$1,000.89	\$4.57	3.86%	-	10	4.57%	\$100.09	17.32%
Feb '21	4,858	182	\$1,000.24	\$5.50	3.75%	-	14	7.69%	\$71.45	16.59%
Mar '21	8,344	340	\$2,436.36	\$7.17	4.07%	-	22	6.47%	\$110.74	21.61%
Total	65,411	2,417	\$15,384.78	\$6.37	3.7%	-	156	6.45%	\$98.62	21.28%

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	8,344	340	\$2,436.36	\$7.17	4.07%	-	22	6.47%	\$110.74	21.61%

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

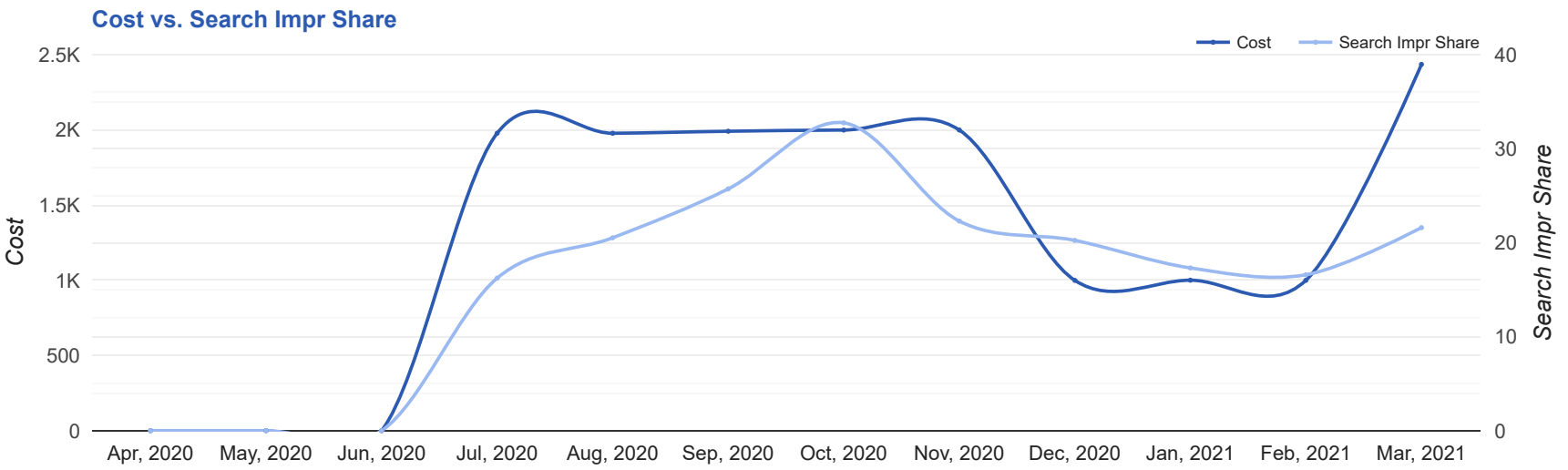
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Westminster - Biggest CoolSculpting® Promo www.thecocar.com/--/-- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminster, CO	408	27	\$279.13	\$10.34	6.62%	-	3.3	12.33%	\$83.82
CoolSculpting® in Westminster - Mar Only 50% Off 8+ Treatments - Our Biggest Discount Ever www.thecocar.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	142	14	\$192.28	\$13.73	9.86%	-	2.4	16.79%	\$81.82
CoolSculpting® in Westminster - Mar Only 50% Off 8+ Treatments - Hurry Offer Ends In {=COUNTDOWN("2021/03/31 00:00:00","en-US",31)} www.thecocar.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	135	8	\$48.39	\$6.05	5.93%	-	2	25.00%	\$24.20
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	1,132	48	\$346.25	\$7.21	4.24%	-	2	4.17%	\$173.13
Colorado Center for Aesthetics - Freeze Away Body Fat - Freeze Away Body Fat www.thecocar.com// CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	89	3	\$21.18	\$7.06	3.37%	-	2	66.67%	\$10.59

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

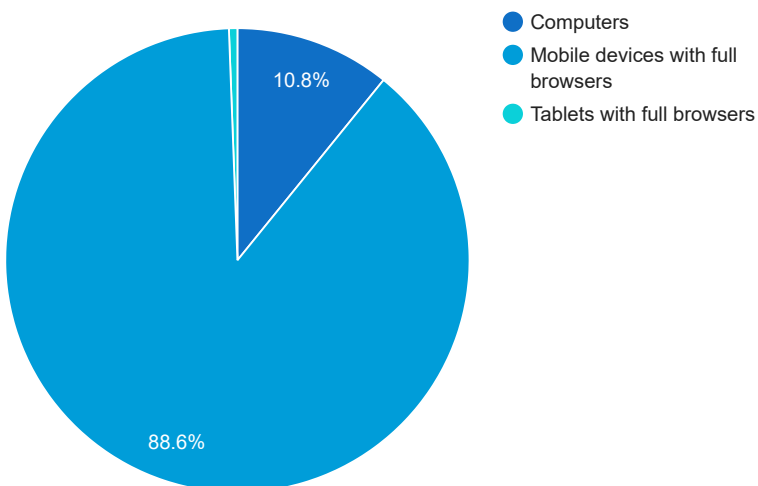
Budget Coverage



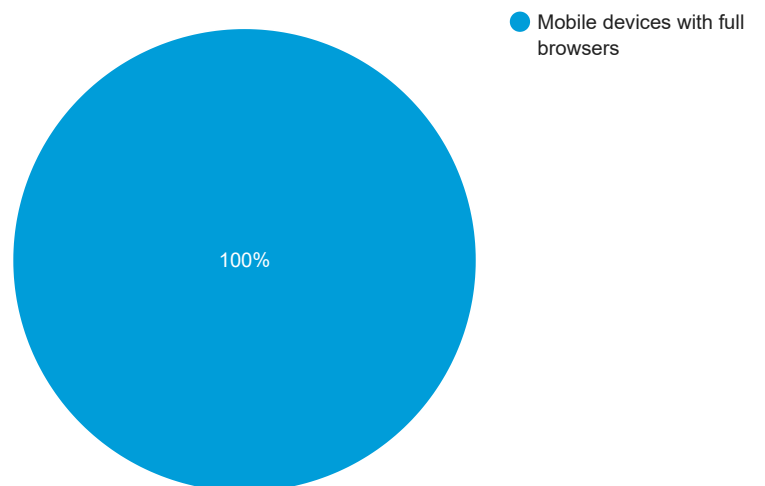
DATE	COST	SEARCH IMPR SHARE
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	1,978.10	16.23
Aug, 2020	1,978.24	20.53
Sep, 2020	1,991.62	25.73
Oct, 2020	1,999.67	32.76
Nov, 2020	1,999.80	22.31
Dec, 2020	999.86	20.25
Jan, 2021	1,000.89	17.32
Feb, 2021	1,000.24	16.59
Mar, 2021	2,436.36	21.61

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	6,572	299	\$2,157.91	\$7.22	4.55%	-	22	7.36%	\$98.09
Computers	1,597	39	\$264.15	\$6.77	2.44%	-	0	0%	\$0.00
Tablets with full browsers	175	2	\$14.30	\$7.15	1.14%	-	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	8,344	340	\$2,436.36	\$7.17	4.07%	-	22	6.47%	\$110.74

Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE

CONV

Submit lead form

19

Click to Call

3

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