

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

The Cocar A&R

827-043-2293

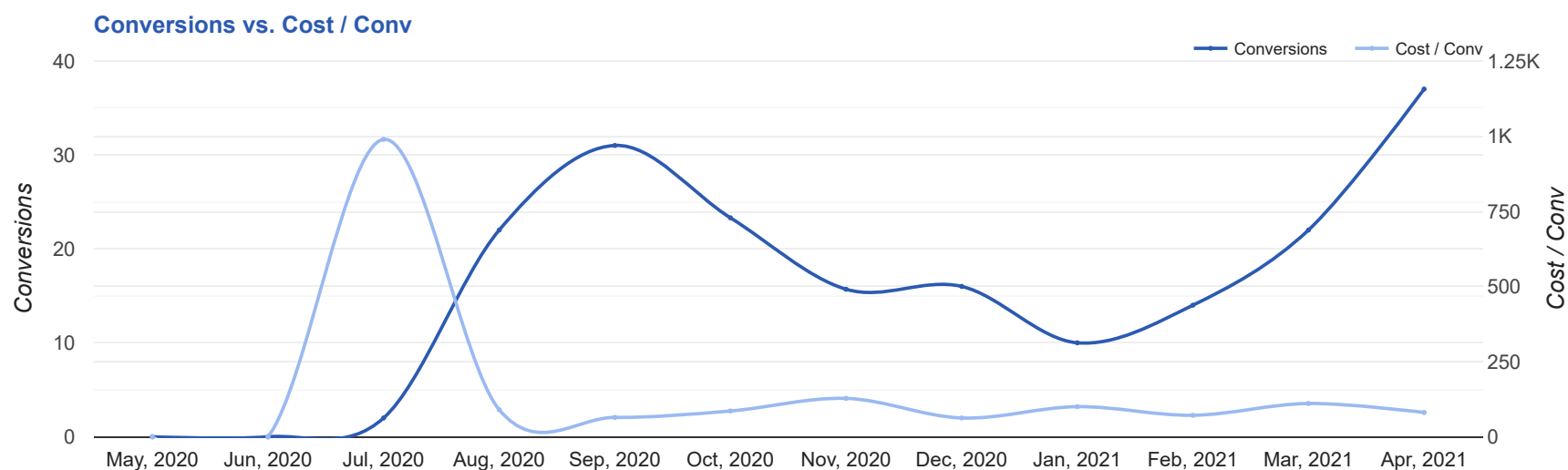
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,988	37	7.21%	\$80.75
↑ 23%	↑ 68%	↑ 11%	↓ 27%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Mar 2021 — 31 Mar 2021	8,344	340	\$2,436.36	\$7.17	4.07%	-	22	6.47%	\$110.74	22.09%
1 Apr 2021 — 30 Apr 2021	10,798	513	\$2,987.66	\$5.82	4.75%	-	37	7.21%	\$80.75	28.02%
<b>Change</b>	2,454 ↑ 29%	173 ↑ 51%	\$551.30 ↑ 23%	\$1.35 ↓ 19%	0.68% ↑ 17%	0 ↔ -	15 ↑ 68%	0.74% ↑ 11%	\$29.99 ↓ 27%	5.93% ↑ 27%

# Performance by Month - 1 May 2020 — 30 Apr 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	22.09%
Apr '21	10,798	513	\$2,987.66	\$5.82	4.75%	-	37	7.21%	\$80.75	28.02%
<b>Total</b>	<b>76,209</b>	<b>2,930</b>	<b>\$18,372.44</b>	<b>\$6.27</b>	<b>3.84%</b>	<b>-</b>	<b>193</b>	<b>6.59%</b>	<b>\$95.19</b>	<b>22.08%</b>

# Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	10,798	513	\$2,987.66	\$5.82	4.75%	-	37	7.21%	\$80.75	28.02%

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

## Top Text Ads

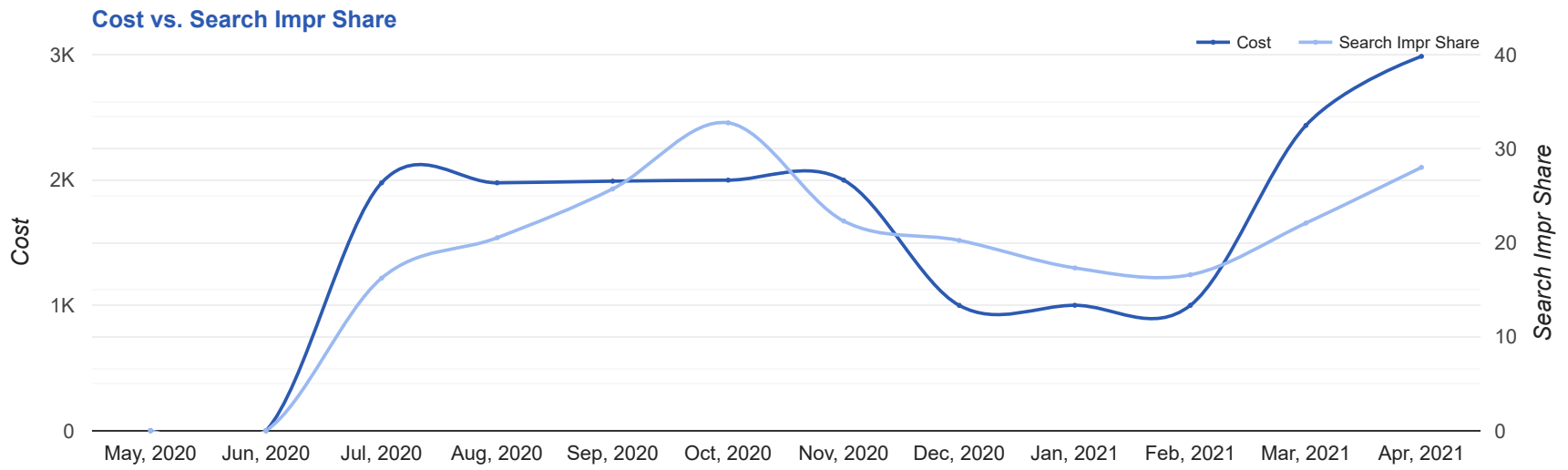
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">CoolSculpting® Fat Reduction - CoolSculpting in Westminster - Biggest CoolSculpting® Promo</a> <a href="http://www.thecocar.com/--/">www.thecocar.com/--/ --</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminster, CO	1,470	98	\$801.40	\$8.18	6.67%	-	14.7	15.00%	\$54.52
<a href="#">Colorado Center for Aesthetics - Fat Reduction in Westminster - Non-Surgical Fat Reduction</a> <a href="http://www.thecocar.com/--/">www.thecocar.com/--/ --</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,963	98	\$513.00	\$5.23	4.99%	-	6.4	6.52%	\$80.28
<a href="#">Colorado Center for Aesthetics - Fat Reduction in Westminster - Non-Surgical Fat Reduction</a> <a href="http://www.thecocar.com/--/">www.thecocar.com/--/ --</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	2,058	77	\$321.26	\$4.17	3.74%	-	3	3.90%	\$107.09
<a href="#">CoolSculpting® Fat Reduction - Apr Only 50% Off 8+ Treatments - Our Biggest Discount Ever</a> <a href="http://www.thecocar.com//">www.thecocar.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	24	2	\$15.49	\$7.75	8.33%	-	2	100.00%	\$7.75
<a href="#">CoolSculpting® in Westminster - Apr Only 50% Off 8+ Treatments - Hurry Offer Ends In</a> {=COUNTDOWN("2021/04/30 00:00:00","en-US",31)} <a href="http://www.thecocar.com//">www.thecocar.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	82	7	\$52.74	\$7.53	8.54%	-	2	28.57%	\$26.37

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Apr 2021 — 30 Apr 2021

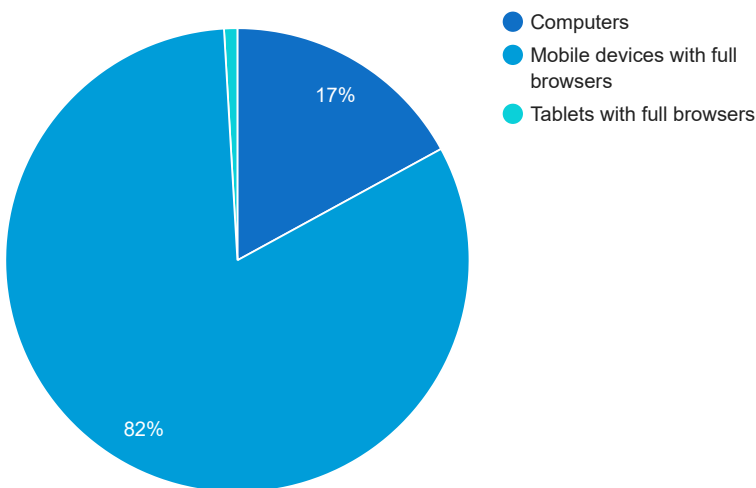
## Budget Coverage



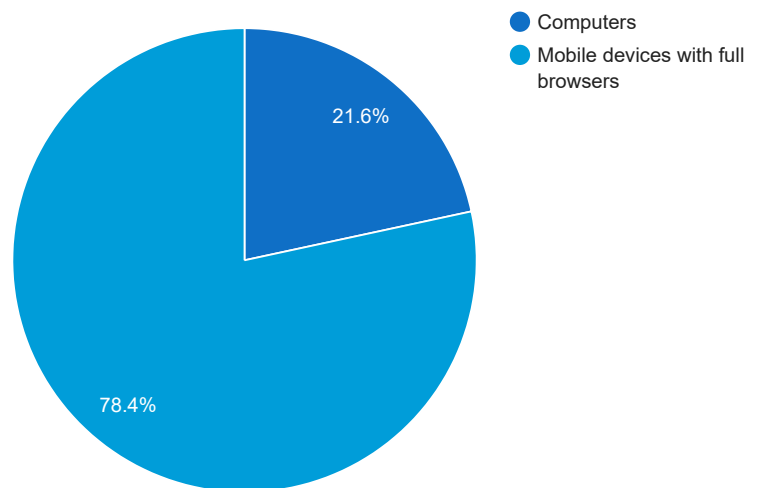
DATE	COST	SEARCH IMPR SHARE
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	1,978.10	16.23
Aug, 2020	1,978.24	20.53
Sep, 2020	1,991.62	25.73
Oct, 2020	1,999.67	32.76
Nov, 2020	1,999.80	22.31
Dec, 2020	999.86	20.25
Jan, 2021	1,000.89	17.32
Feb, 2021	1,000.24	16.59
Mar, 2021	2,436.36	22.09
Apr, 2021	2,987.66	28.02

## 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	8,725	429	\$2,451.00	\$5.71	4.92%	-	29	6.76%	\$84.52
Computers	1,885	77	\$509.02	\$6.61	4.08%	-	8	10.39%	\$63.63
Tablets with full browsers	188	7	\$27.64	\$3.95	3.72%	-	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	10,798	513	\$2,987.66	\$5.82	4.75%	-	37	7.21%	\$80.75

# Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE

CONV

Submit lead form

30

Click to Call

7

## 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