

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

The Cocar A&R

827-043-2293

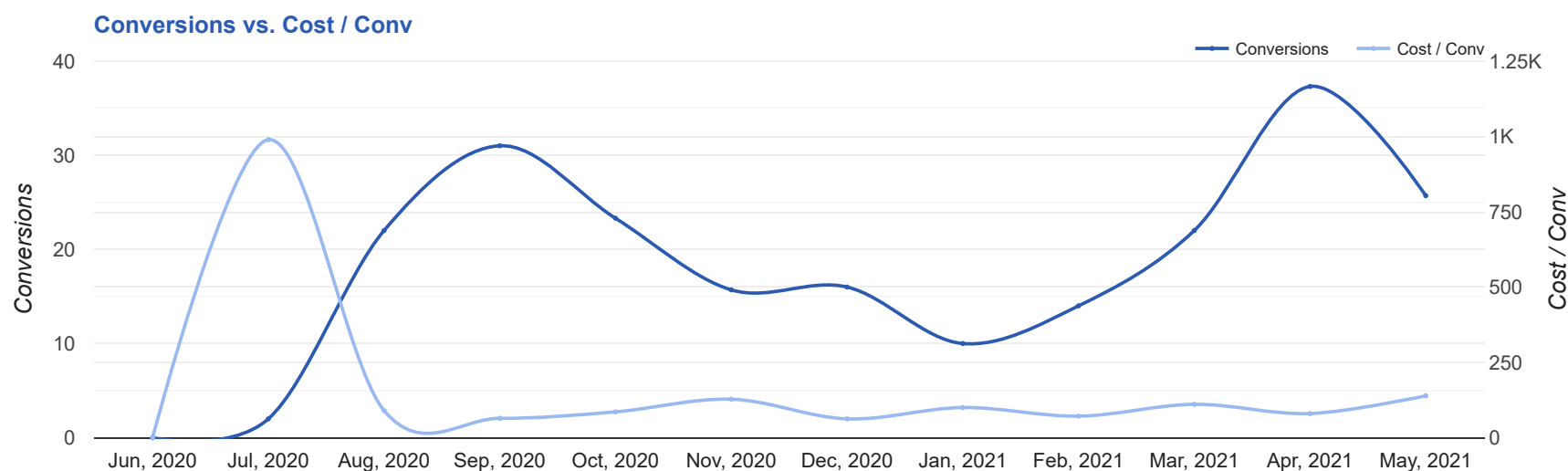
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,572	25.7	4.4%	\$139.09
↑ 20%	↓ 31%	↓ 39%	↑ 74%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2021 — 30 Apr 2021	10,798	513	\$2,987.66	\$5.82	4.75%	-	37.3	7.27%	\$80.06	28.07%
1 May 2021 — 31 May 2021	13,245	584	\$3,571.90	\$6.12	4.41%	-	25.7	4.4%	\$139.09	30.5%
Change	2,447 ↑ 23%	71 ↑ 14%	\$584.24 ↑ 20%	\$0.30 ↑ 5%	0.34% ↓ 7%	0 ↔ -	11.64 ↓ 31%	2.87% ↓ 39%	\$59.03 ↑ 74%	2.43% ↑ 9%

Performance by Month - 1 Jun 2020 — 31 May 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%	-	37.3	7.27%	\$80.06	28.07%
May '21	13,245	584	\$3,571.90	\$6.12	4.41%	-	25.7	4.4%	\$139.09	30.5%
Total	89,454	3,514	\$21,944.34	\$6.24	3.93%	-	219	6.23%	\$100.20	23.03%

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	12,941	565	\$3,502.41	\$6.20	4.37%	-	25.7	4.55%	\$136.39	30.31%
search beta dermal fillers	304	19	\$69.49	\$3.66	6.25%	-	0	0%	\$0.00	45.69%

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

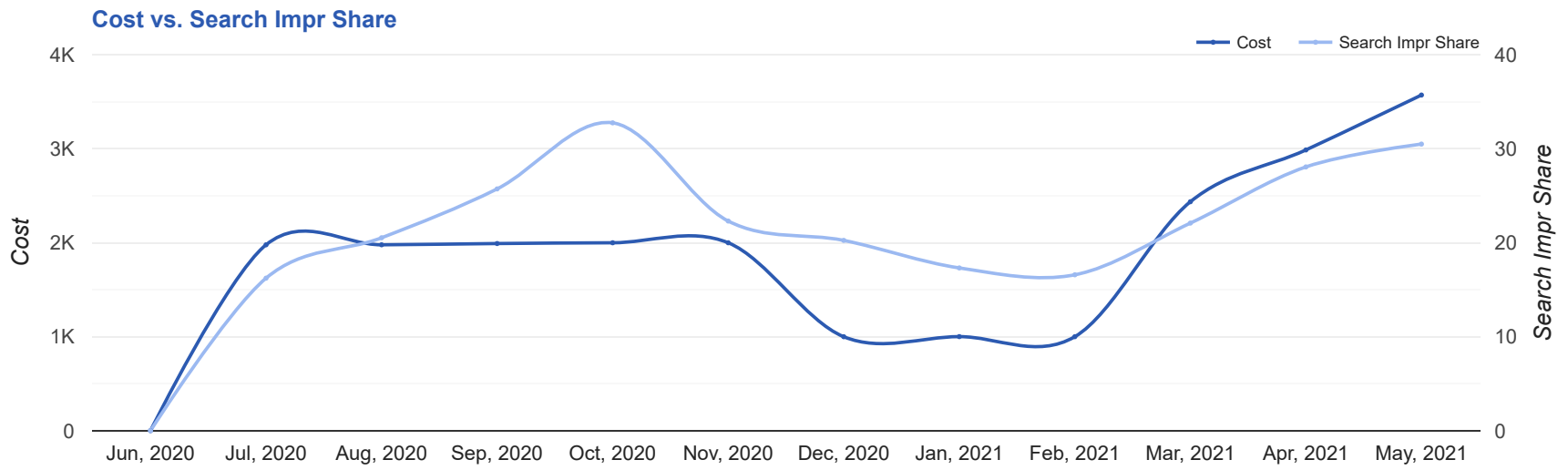
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Colorado Center for Aesthetics - Fat Reduction in Westminster - Non-Surgical Fat Reduction www.thecocar.com/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	2,676	130	\$694.97	\$5.35	4.86%	-	6	4.62%	\$115.83
{Keyword:Colorado Center for Aesthetics} - CoolSculpting in Westminster - Biggest CoolSculpting® Promo www.thecocar.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminster, CO	1,309	91	\$854.81	\$9.39	6.95%	-	5	5.49%	\$170.96
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	2,852	124	\$595.42	\$4.80	4.35%	-	3	2.42%	\$198.47
CoolSculpting® in Westminster - May Only 50% Off 8+ Treatments - Hurry Offer Ends In {=COUNTDOWN("2021/05/31 00:00:00","en-US",31)} www.thecocar.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	82	7	\$49.81	\$7.12	8.54%	-	2	28.57%	\$24.91
{Keyword:Colorado Center for Aesthetics} - CoolSculpting in Westminster - Biggest CoolSculpting® Promo www.thecocar.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminster, CO	207	23	\$208.76	\$9.08	11.11%	-	2	8.70%	\$104.38

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

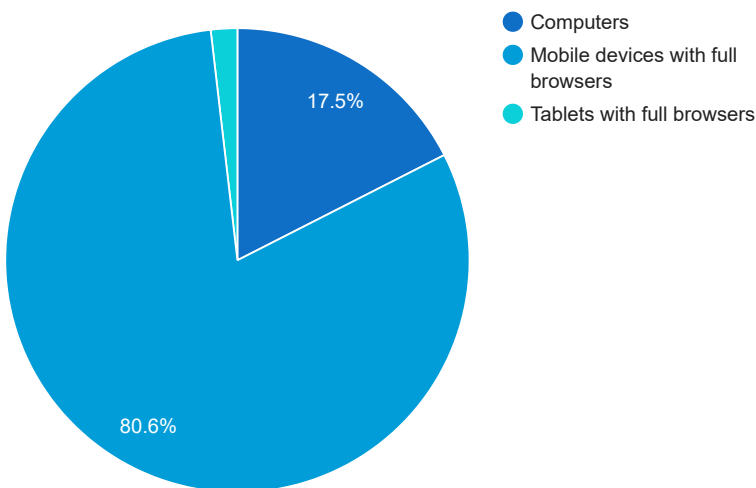
Budget Coverage



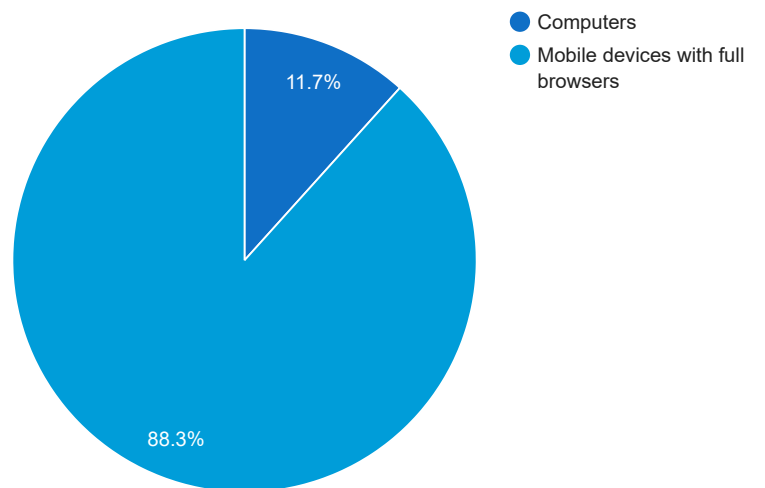
DATE	COST	SEARCH IMPR SHARE
Jun, 2020	0	0
Jul, 2020	1,978.10	16.23
Aug, 2020	1,978.24	20.53
Sep, 2020	1,991.62	25.73
Oct, 2020	1,999.67	32.76
Nov, 2020	1,999.80	22.31
Dec, 2020	999.86	20.25
Jan, 2021	1,000.89	17.32
Feb, 2021	1,000.24	16.59
Mar, 2021	2,436.36	22.09
Apr, 2021	2,987.66	28.07
May, 2021	3,571.90	30.50

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	10,826	490	\$2,880.63	\$5.88	4.53%	-	22.7	4.63%	\$127.01
Computers	2,219	83	\$625.42	\$7.54	3.74%	-	3	3.61%	\$208.47
Tablets with full browsers	200	11	\$65.85	\$5.99	5.5%	-	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	13,245	584	\$3,571.90	\$6.12	4.41%	-	25.7	4.4%	\$139.09

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE

CONV

Submit lead form

19.7

Click to Call

6

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