

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

The Cocar A&R

827-043-2293

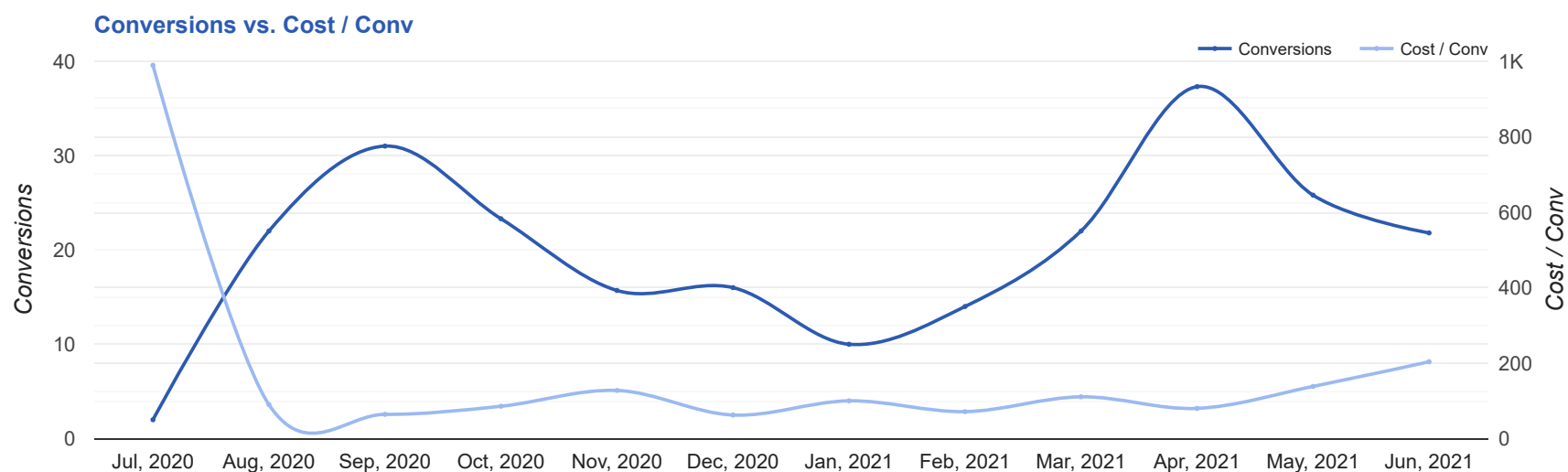
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$4,447	21.8	3.05%	\$203.61
↑ 24%	↓ 16%	↓ 31%	↑ 47%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2021 — 31 May 2021	13,245	584	\$3,571.90	\$6.12	4.41%	-	25.8	4.42%	\$138.23	30.16%
1 Jun 2021 — 30 Jun 2021	16,183	716	\$4,446.80	\$6.21	4.42%	-	21.8	3.05%	\$203.61	26.85%
Change	2,938 ↑ 22%	132 ↑ 23%	\$874.90 ↑ 24%	\$0.09 ↑ 1%	0.01% ↑ 0%	0 ↔ -	4 ↓ 16%	1.37% ↓ 31%	\$65.38 ↑ 47%	3.31% ↓ 11%

Performance by Month - 1 Jul 2020 — 30 Jun 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%	-	25.8	4.42%	\$138.23	30.16%
Jun '21	16,183	716	\$4,446.80	\$6.21	4.42%	-	21.8	3.05%	\$203.61	26.85%
Total	105,637	4,230	\$26,391.14	\$6.24	4%	-	241	5.7%	\$109.51	23.52%

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	13,292	480	\$3,469.31	\$7.23	3.61%	-	13.8	2.88%	\$250.67	24.56%
search beta dermal fillers	2,891	236	\$977.49	\$4.14	8.16%	-	8	3.39%	\$122.19	47.02%

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

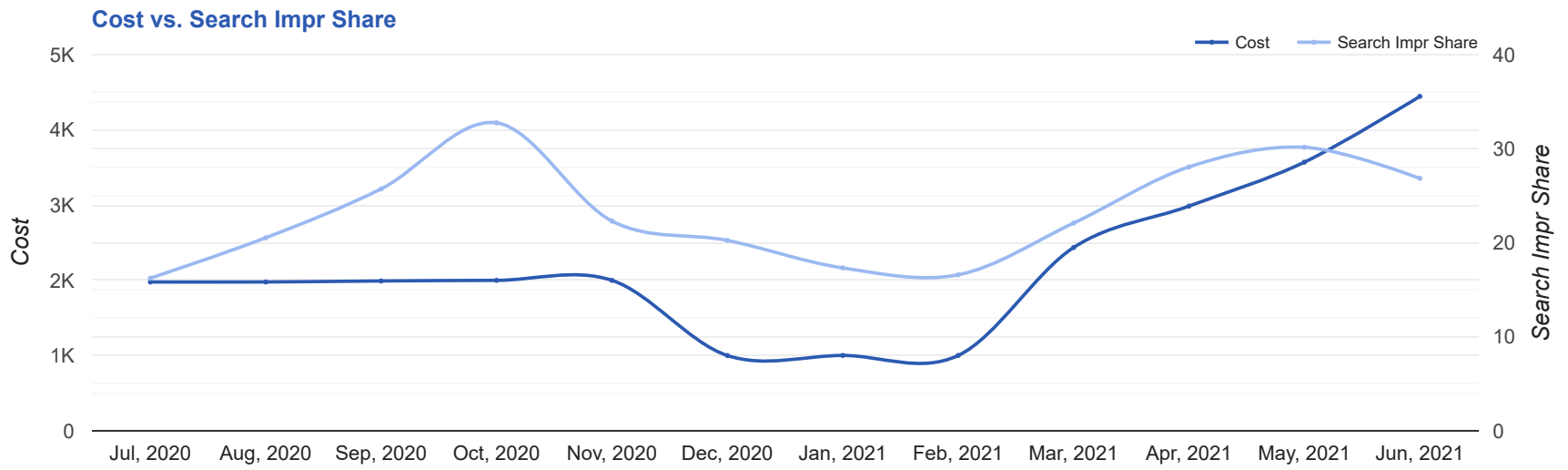
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Colorado Center for Aesthetics - Fat Reduction in Westminster - Non-Surgical Fat Reduction www.thecocar.com/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	5,413	156	\$909.90	\$5.83	2.88%	-	3	1.92%	\$303.30
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	2,112	90	\$525.98	\$5.84	4.26%	-	3	3.33%	\$175.33
Fat Reduction in Westminster - Freeze Away Body Fat - Offering 50% Off 8+ Treatments www.thecocar.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	150	9	\$41.50	\$4.61	6.00%	-	2.8	31.56%	\$14.61
{Keyword:Colorado Center for Aesthetics} - Dermal Fillers in Westminster - New Client Save \$100 www.thecocar.com/dermal_fillers/ Turn Back the Clock. Fill in Smile Lines (Nasial Labial Folds). Look Younger, for Longer.	140	19	\$60.41	\$3.18	13.57%	-	2	10.53%	\$30.20
{Keyword:Colorado Center for Aesthetics} - Dermal Fillers in Westminster - Smooth Wrinkles Restore Volume www.thecocar.com/dermal_fillers/ -- Look Younger and More Energized with Dermal Fillers. Leading Provider in Westminster, CO.	1,749	132	\$517.82	\$3.92	7.55%	-	2	1.52%	\$258.91

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

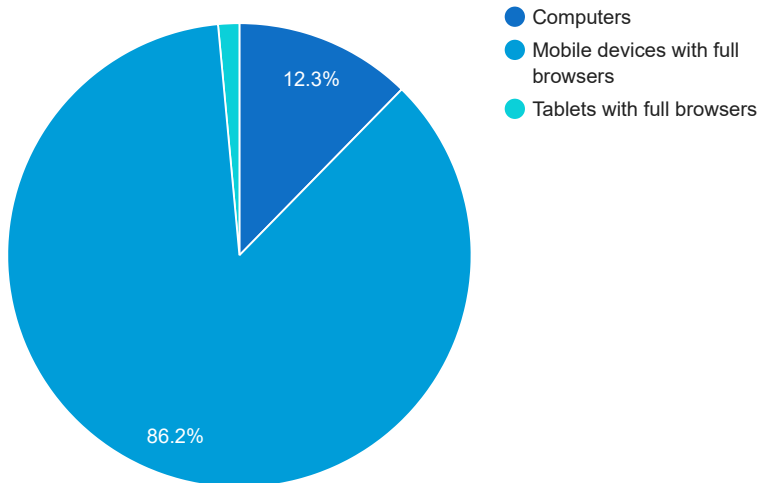
Budget Coverage



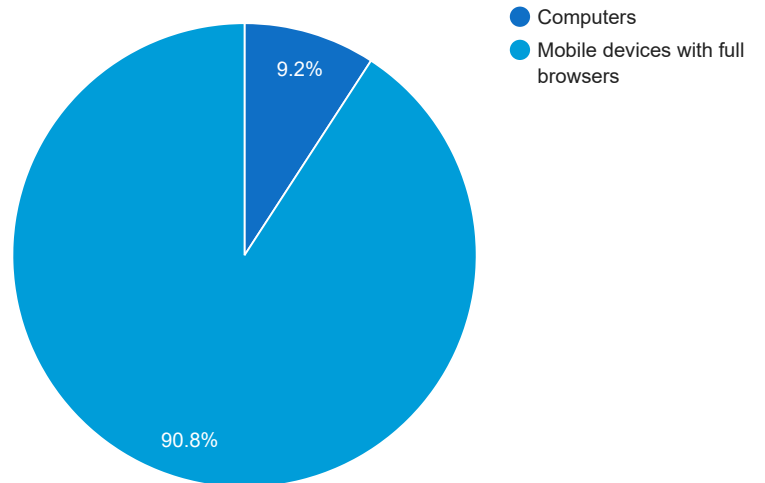
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	1,978.10	16.23
Aug, 2020	1,978.24	20.53
Sep, 2020	1,991.62	25.73
Oct, 2020	1,999.67	32.76
Nov, 2020	1,999.80	22.31
Dec, 2020	999.86	20.25
Jan, 2021	1,000.89	17.32
Feb, 2021	1,000.24	16.59
Mar, 2021	2,436.36	22.09
Apr, 2021	2,987.66	28.07
May, 2021	3,571.90	30.16
Jun, 2021	4,446.80	26.85

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	13,387	621	\$3,833.11	\$6.17	4.64%	-	19.8	3.19%	\$193.20
Computers	2,446	83	\$548.12	\$6.60	3.39%	-	2	2.41%	\$274.06
Tablets with full browsers	350	12	\$65.57	\$5.46	3.43%	-	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	16,183	716	\$4,446.80	\$6.21	4.42%	-	21.8	3.05%	\$203.61

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	CONV
Click to Call	14
Submit lead form	5.8
Call From Ads (MS)	2

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