

**Monthly Account
Performance Report
1 Sep 2019 — 30 Sep 2019**

CI Medspa

827-327-1339

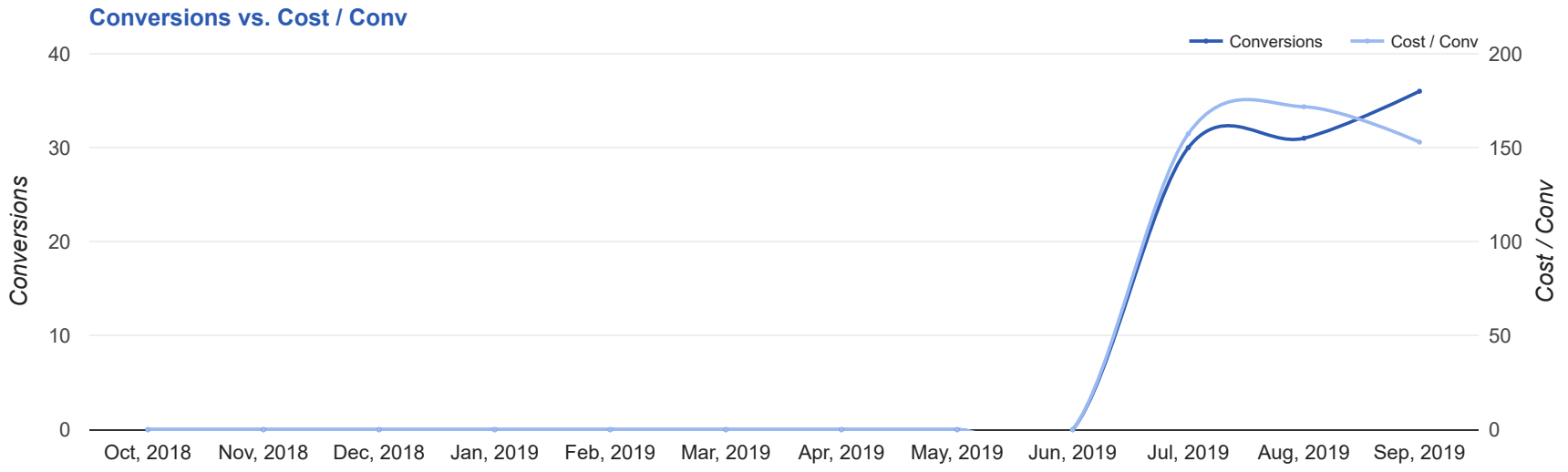
Key Performance Indicators (KPIs)

| | | | |
|---------|-------|-----------|-------------|
| Cost | Conv | Conv Rate | Cost / Conv |
| \$5,506 | 36 | 4.71% | \$152.94 |
| ↑ 3% | ↑ 16% | ↑ 24% | ↓ 11% |

Performance Comparison - Month-over-Month

| | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV |
|-----------------------------|----------------|------------|------------------|-----------------|----------------|---------------|------------|----------------|------------------|
| 1 Aug 2019 — 31 Aug 2019 | 19,845 | 813 | \$5,323.94 | \$6.55 | 4.1% | 2.40 | 31 | 3.81% | \$171.74 |
| 1 Sep 2019 — 30 Sep 2019 | 15,931 | 764 | \$5,505.71 | \$7.21 | 4.8% | 2 | 36 | 4.71% | \$152.94 |
| Change | 3,914 ↓ 20% | 49 ↓ 6% | \$181.77 ↑ 3% | \$0.66 ↑ 10% | 0.70% ↑ 17% | 0.40 ↑ 17% | 5 ↑ 16% | 0.90% ↑ 24% | \$18.80 ↓ 11% |

Performance by Month - 1 Oct 2018 — 30 Sep 2019



| MONTH | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV |
|--------------|--------|--------|-------------|---------|-------|---------|------|-----------|-------------|
| Jun '19 | 8,260 | 383 | \$2,446.40 | \$6.39 | 4.64% | 2.10 | 0 | 0% | \$0.00 |
| Jul '19 | 16,206 | 657 | \$4,721.36 | \$7.19 | 4.05% | 2.60 | 30 | 4.57% | \$157.38 |
| Aug '19 | 19,845 | 813 | \$5,323.94 | \$6.55 | 4.1% | 2.40 | 31 | 3.81% | \$171.74 |
| Sep '19 | 15,931 | 764 | \$5,505.71 | \$7.21 | 4.8% | 2 | 36 | 4.71% | \$152.94 |
| Total | 60,242 | 2,617 | \$17,997.41 | \$6.88 | 4.34% | 2.30 | 97 | 3.71% | \$185.54 |

Campaign Summary - 1 Sep 2019 — 30 Sep 2019

| CAMPAIGN | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV |
|--|-------|--------|------------|---------|-------|---------|------|-----------|-------------|
| search beta coolsculpting | 9,093 | 400 | \$4,467.66 | \$11.17 | 4.4% | 2.10 | 29 | 7.25% | \$154.06 |
| search beta ultherapy | 1,785 | 135 | \$485.10 | \$3.59 | 7.56% | 1.20 | 3 | 2.22% | \$161.70 |
| search beta laser skin resurfacing | 2,457 | 103 | \$236.33 | \$2.29 | 4.19% | 2.70 | 3 | 2.91% | \$78.78 |
| search alpha coolsculpting | 276 | 12 | \$69.40 | \$5.78 | 4.35% | 3.80 | 1 | 8.33% | \$69.40 |
| search beta hydrfacial | 2,320 | 114 | \$247.22 | \$2.17 | 4.91% | 1.10 | 0 | 0% | \$0.00 |

Top Keywords & Placements - 1 Sep 2019 — 30 Sep 2019

Top Search Keywords

| SEARCH TERM | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV |
|-----------------------------------|------|--------|----------|---------|---------|---------|------|-----------|-------------|
| coolsculpting chicago | 148 | 37 | \$798.03 | \$21.57 | 25.00% | 1.30 | 9 | 24.32% | \$88.67 |
| ultherapy chicago | 80 | 24 | \$68.13 | \$2.84 | 30.00% | 1 | 2 | 8.33% | \$34.06 |
| coolsculpting near me | 45 | 12 | \$189.78 | \$15.81 | 26.67% | 1.90 | 2 | 16.67% | \$94.89 |
| how much does coolsculpting cost | 13 | 4 | \$18.70 | \$4.67 | 30.77% | 1.50 | 2 | 50.00% | \$9.35 |
| coolsculpt chicago | 2 | 2 | \$33.87 | \$16.93 | 100.00% | 2.50 | 1 | 50.00% | \$33.87 |
| coolsculpting en chicago il 60647 | 1 | 1 | \$16.01 | \$16.01 | 100.00% | 1 | 1 | 100.00% | \$16.01 |
| laser isolaz in chicago | 1 | 1 | \$2.09 | \$2.09 | 100.00% | 2 | 1 | 100.00% | \$2.09 |
| dermabrasion near me | 1 | 1 | \$3.18 | \$3.18 | 100.00% | 1 | 1 | 100.00% | \$3.18 |
| coolsculpting chicago places | 1 | 1 | \$32.23 | \$32.23 | 100.00% | 1 | 1 | 100.00% | \$32.23 |
| coolsculpting sessions | 1 | 1 | \$20.40 | \$20.40 | 100.00% | 1 | 1 | 100.00% | \$20.40 |

Top Display Placements

No Data Found for this account

Top Performing Ads - 1 Sep 2019 — 30 Sep 2019

Top Text Ads

| AD | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV |
|---|-------|--------|------------|---------|-------|---------|------|-----------|-------------|
| #1 CoolSculpting Deal 25% off - 25% Off CoolSculpting in IL - CoolSculpting Chicago cimedspa.com/coolsculpting/Chicago #1 CoolSculpting Deal. 25% off. Freeze Fat. Top provider in Chicago, IL. | 3,099 | 134 | \$1,917.01 | \$14.31 | 4.32% | 2.20 | 13.3 | 9.95% | \$143.81 |
| #1 CoolSculpting Deal 25% off - 25% Off CoolSculpting in IL - CoolSculpting Chicago cimedspa.com/coolsculpting/Chicago #1 CoolSculpting Deal. 25% off. Freeze Fat. Top provider in Chicago, IL. | 594 | 18 | \$121.55 | \$6.75 | 3.03% | 1.80 | 3.3 | 18.50% | \$36.50 |
| Ultherapy Skin Tightening - Non-Surgical Facelift - Tighten Skin + Reduce Wrinkles cimedspa.com/--/-- Ultherapy® Lifts & Tightens the Neck, Chin and Brow, for Tighter, Firmer Skin. | 1,416 | 118 | \$441.61 | \$3.74 | 8.33% | 1.20 | 3 | 2.54% | \$147.20 |
| CoolSculpting Chicago - Freeze Away Stubborn Fat - Target Belly Fat Love Handles cimedspa.com/coolsculpting/ Save on Coolsculpting® - Freeze away fat without surgery. New clients save 25% | 452 | 28 | \$191.99 | \$6.86 | 6.19% | 2.20 | 3 | 10.71% | \$64.00 |
| #1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - CI Medspa cimedspa.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. | 193 | 11 | \$224.77 | \$20.43 | 5.70% | 1.80 | 3 | 27.27% | \$74.92 |

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2019 — 30 Sep 2019

Budget Coverage

Display Impr Share

0%

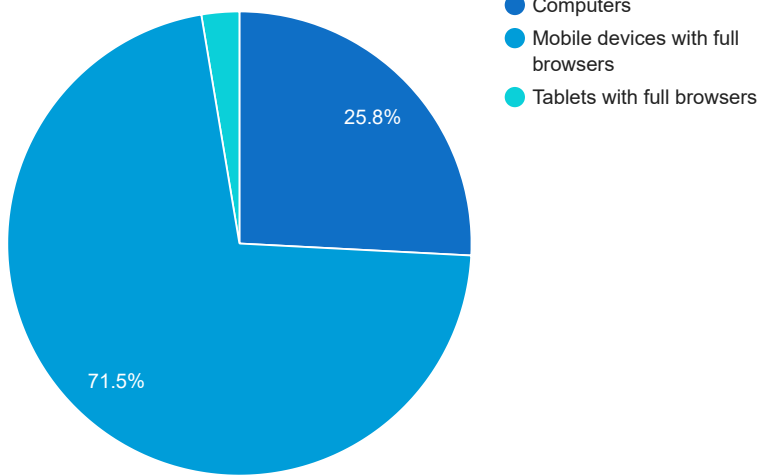
Search Impr Share

47.16%

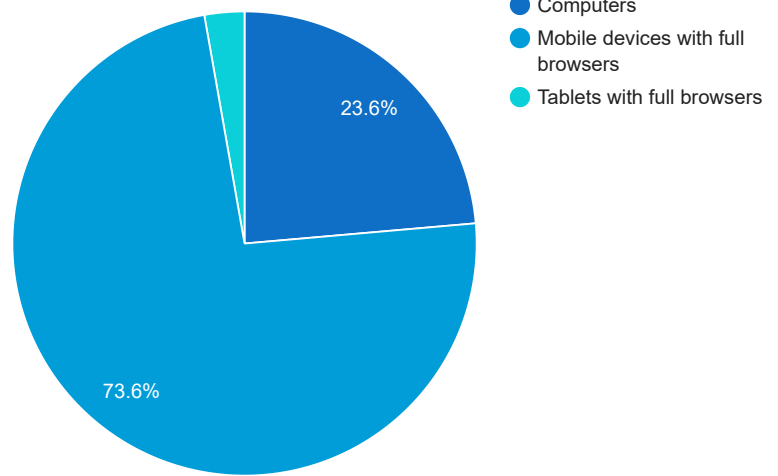
↔ 0%

Cost and Conversions by Device

Cost



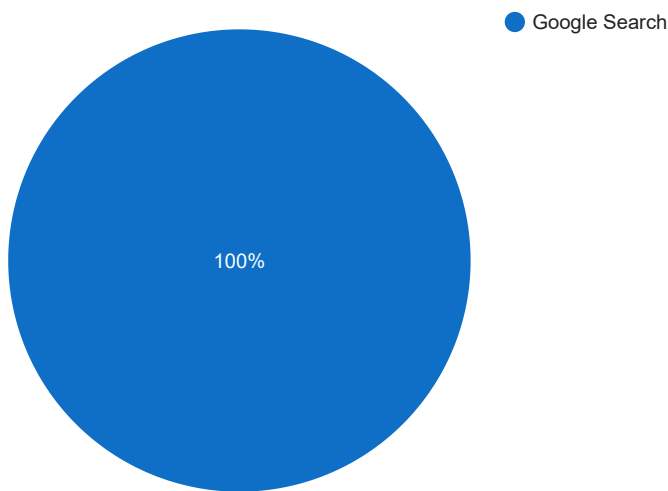
Conversions



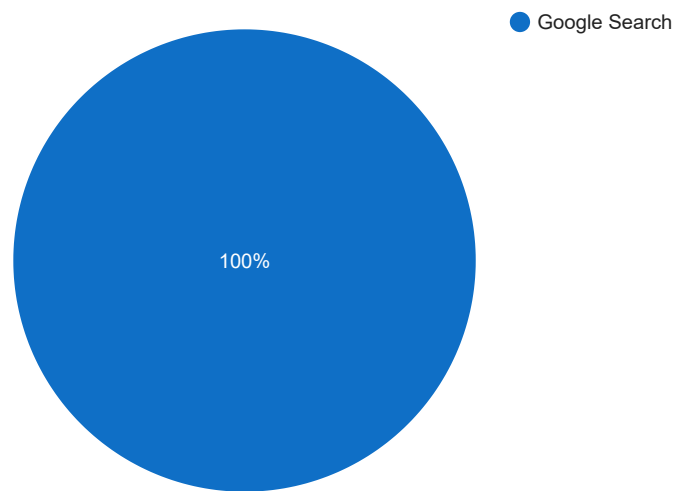
| DEVICE | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV |
|-----------------------------------|--------|--------|------------|---------|-------|---------|------|-----------|-------------|
| Mobile devices with full browsers | 11,687 | 605 | \$3,939.26 | \$6.51 | 5.18% | 2.10 | 26.5 | 4.38% | \$148.65 |
| Computers | 3,644 | 137 | \$1,421.68 | \$10.38 | 3.76% | 1.60 | 8.5 | 6.2% | \$167.26 |
| Tablets with full browsers | 600 | 22 | \$144.77 | \$6.58 | 3.67% | 2.10 | 1 | 4.55% | \$144.77 |

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 | 15,931 | 764 | \$5,505.71 | \$7.21 | 4.8% | 2 | 36 | 4.71% | \$152.94 |

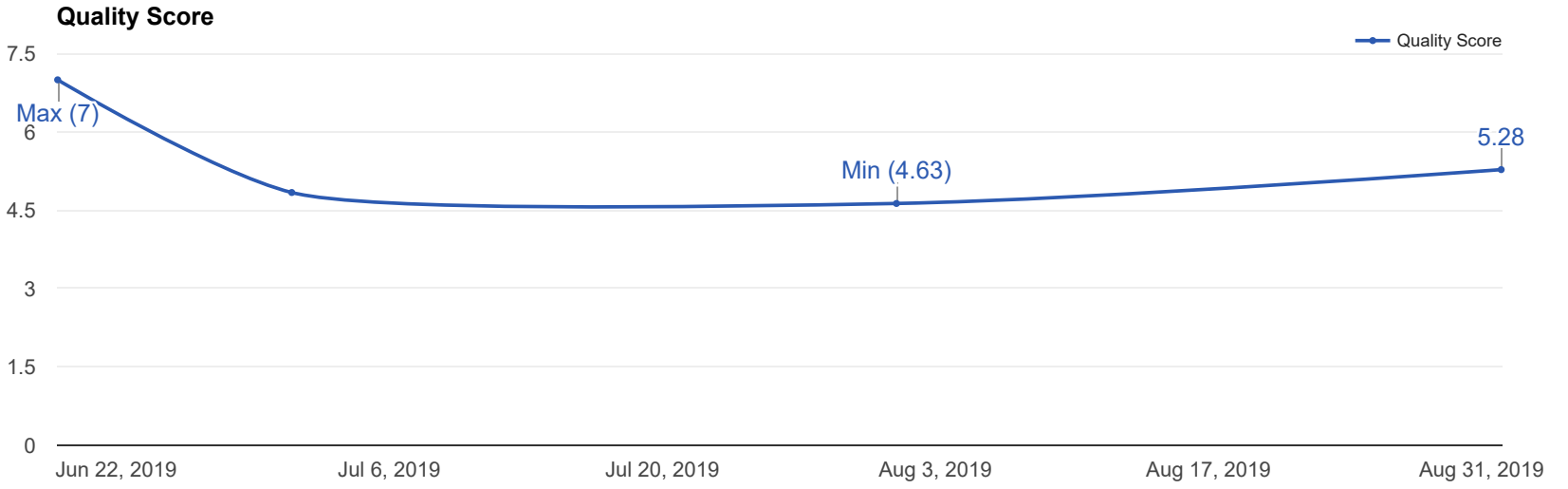
Account Health - Quality Score

Current Quality Score

4.9

Quality Score

Quality Score Trend - 1 Oct 2018 — 30 Sep 2019



Conversion Types - 1 Sep 2019 — 30 Sep 2019

CONVERSION TYPE

CONV

Form Submission

34

Calls from ads

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