

**Monthly Account
Performance Report
1 Jan 2020 — 31 Jan 2020**

CI Medspa

827-327-1339

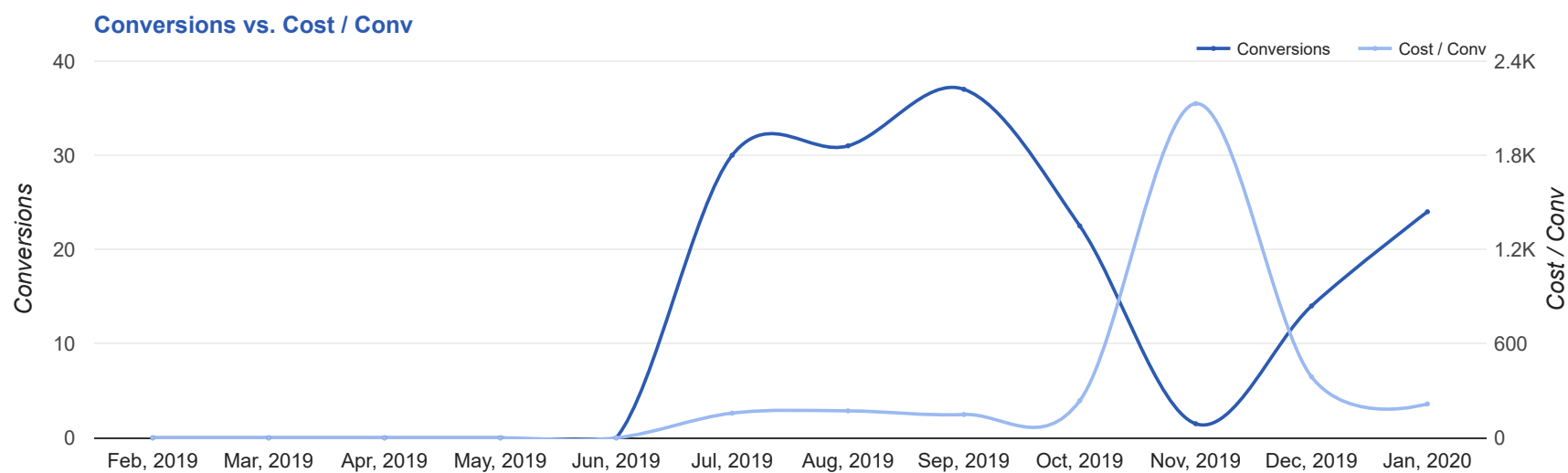
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$5,190	24	3.74%	\$216.27
↓ 5%	↑ 71%	↑ 17%	↓ 44%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2019 — 31 Dec 2019	7,661	438	\$5,444.05	\$12.43	5.72%	-	14	3.2%	\$388.86	45.14%
1 Jan 2020 — 31 Jan 2020	10,142	641	\$5,190.48	\$8.10	6.32%	-	24	3.74%	\$216.27	46.59%
Change	2,481 ↑ 32%	203 ↑ 46%	\$253.57 ↓ 5%	\$4.33 ↓ 35%	0.60% ↑ 10%	--	10 ↑ 71%	0.54% ↑ 17%	\$172.59 ↓ 44%	1.45% ↑ 3%

Performance by Month - 1 Feb 2019 — 31 Jan 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Jun '19	8,260	383	\$2,446.40	\$6.39	4.64%	-	0	0%	\$0.00	79.97%
Jul '19	16,206	657	\$4,721.36	\$7.19	4.05%	-	30	4.57%	\$157.38	56.05%
Aug '19	19,845	813	\$5,323.94	\$6.55	4.1%	-	31	3.81%	\$171.74	47.1%
Sep '19	15,931	764	\$5,505.71	\$7.21	4.8%	-	37	4.84%	\$148.80	47.16%
Oct '19	11,172	585	\$5,326.95	\$9.11	5.24%	-	22.5	3.85%	\$236.75	45.98%
Nov '19	1,860	111	\$3,193.78	\$28.77	5.97%	-	1.5	1.35%	\$2,129.19	43.3%
Dec '19	7,661	438	\$5,444.05	\$12.43	5.72%	-	14	3.2%	\$388.86	45.14%
Jan '20	10,142	641	\$5,190.48	\$8.10	6.32%	-	24	3.74%	\$216.27	46.6%
Total	91,077	4,392	\$37,152.67	\$8.46	4.82%	-	160	3.64%	\$232.20	49.91%

Campaign Summary - 1 Jan 2020 — 31 Jan 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search alpha coolsculpting	3,397	192	\$2,224.39	\$11.59	5.65%	-	11	5.73%	\$202.22	67.87%
search beta ultherapy	2,134	134	\$497.07	\$3.71	6.28%	-	7	5.22%	\$71.01	75.94%
search beta coolsculpting	1,452	185	\$2,029.48	\$10.97	12.74%	-	4	2.16%	\$507.37	92.63%
search beta laser skin resurfacing	2,307	89	\$246.46	\$2.77	3.86%	-	2	2.25%	\$123.23	20.46%
search awareness hydrfacial	852	41	\$193.08	\$4.71	4.81%	-	0	0%	\$0.00	81.4%

Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

Top Text Ads

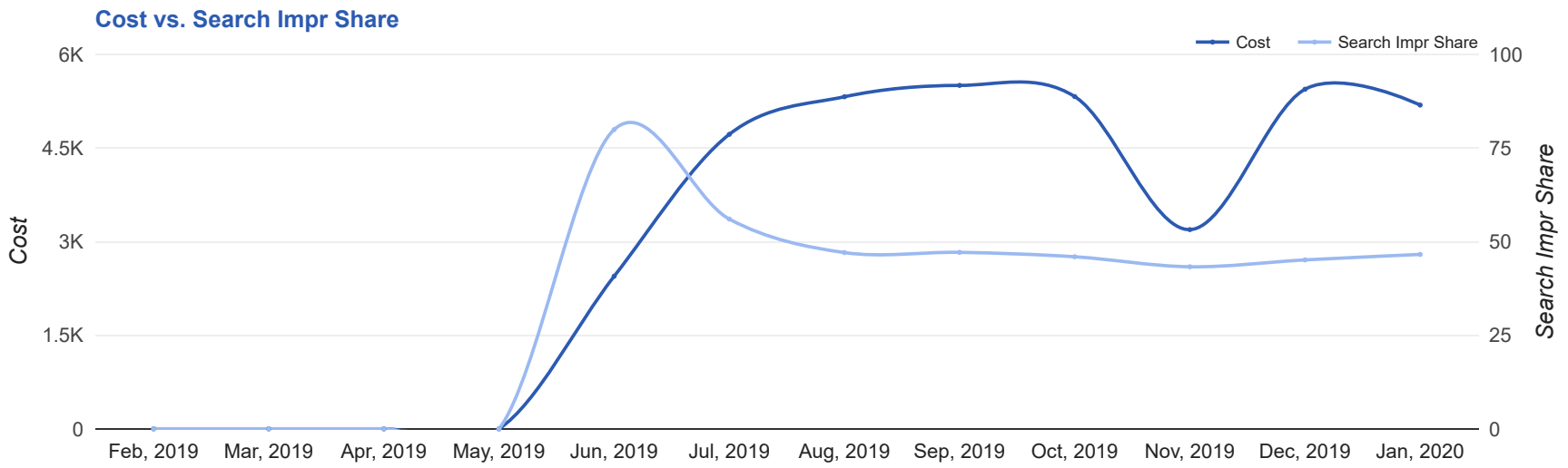
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Best Ultherapy in Chicago - No Surgery or Downtime - Ultherapy Skin Tightening cimedspa.com// Non-Invasive Skin Tightening. Save on Ultherapy Cost + Ultherapy Before and After Pics.	759	60	\$221.63	\$3.69	7.91%	-	4	6.63%	\$55.69
#1 CoolSculpting 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.	721	33	\$485.60	\$14.72	4.58%	-	3	9.09%	\$161.87
25% Off CoolSculpting in IL - Target Belly Fat, Love Handles - Freeze Away Stubborn Fat cimedspa.com/coolsculpting/ #1 CoolSculpting Deal. 25% off. Freeze fat. Top provider in Chicago, IL.	790	30	\$460.57	\$15.35	3.80%	-	3	10.00%	\$153.52
Laser Skin Treatment - Pixel Perfect Laser Facial - Rejuvenate Your Skin Naturally cimedspa.com/ --/ -- Look Younger & More Energized with Beautiful Skin Tone & Texture & A Radiant Complexion	831	38	\$108.17	\$2.85	4.57%	-	2	5.26%	\$54.09
#1 Provider in Chicago - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® cimedspa.com/coolsculpting/chicago #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult.	42	10	\$89.23	\$8.92	23.81%	-	2	20.00%	\$44.62

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2020 — 31 Jan 2020

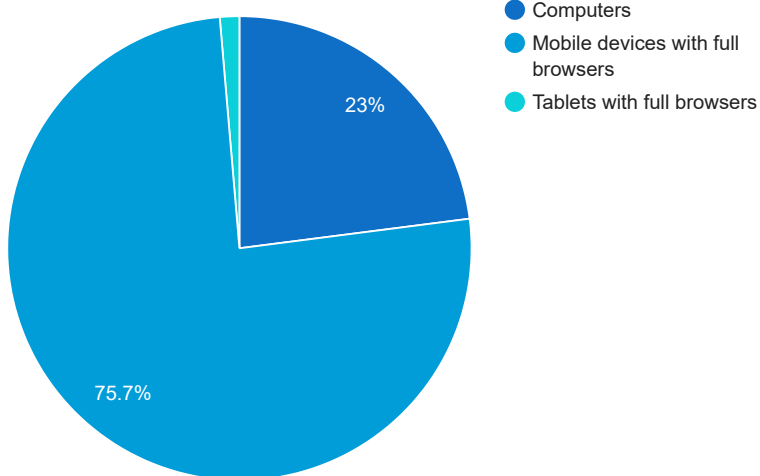
Budget Coverage



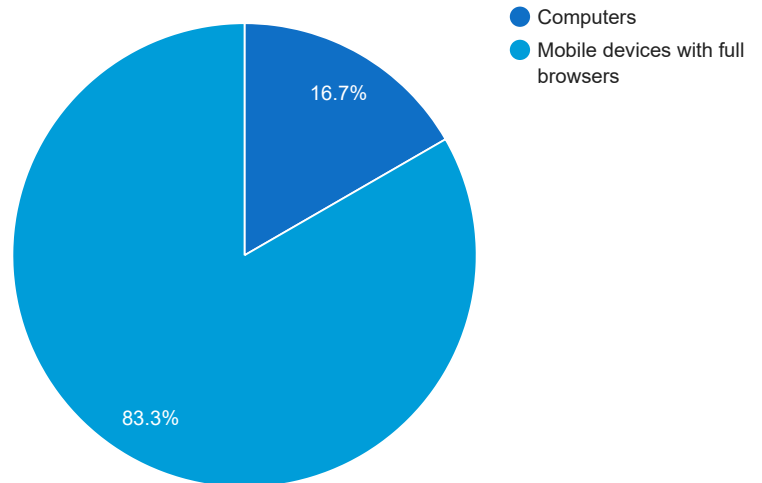
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	2,446.40	79.97
Jul, 2019	4,721.36	56.05
Aug, 2019	5,323.94	47.10
Sep, 2019	5,505.71	47.16
Oct, 2019	5,326.95	45.98
Nov, 2019	3,193.78	43.30
Dec, 2019	5,444.05	45.14
Jan, 2020	5,190.48	46.60

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	7,531	520	\$3,928.12	\$7.55	6.9%	-	20	3.85%	\$196.41
Computers	2,411	108	\$1,191.98	\$11.04	4.48%	-	4	3.7%	\$298.00
Tablets with full browsers	200	13	\$70.38	\$5.41	6.5%	-	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	10,142	641	\$5,190.48	\$8.10	6.32%	-	24	3.74%	\$216.27

Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE	CONV
Form Submission	15
Phone Calls from Website	8
Calls from ads	1

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