

**Monthly Account
Performance Report
1 Feb 2020 — 29 Feb 2020**

CI Medspa

827-327-1339

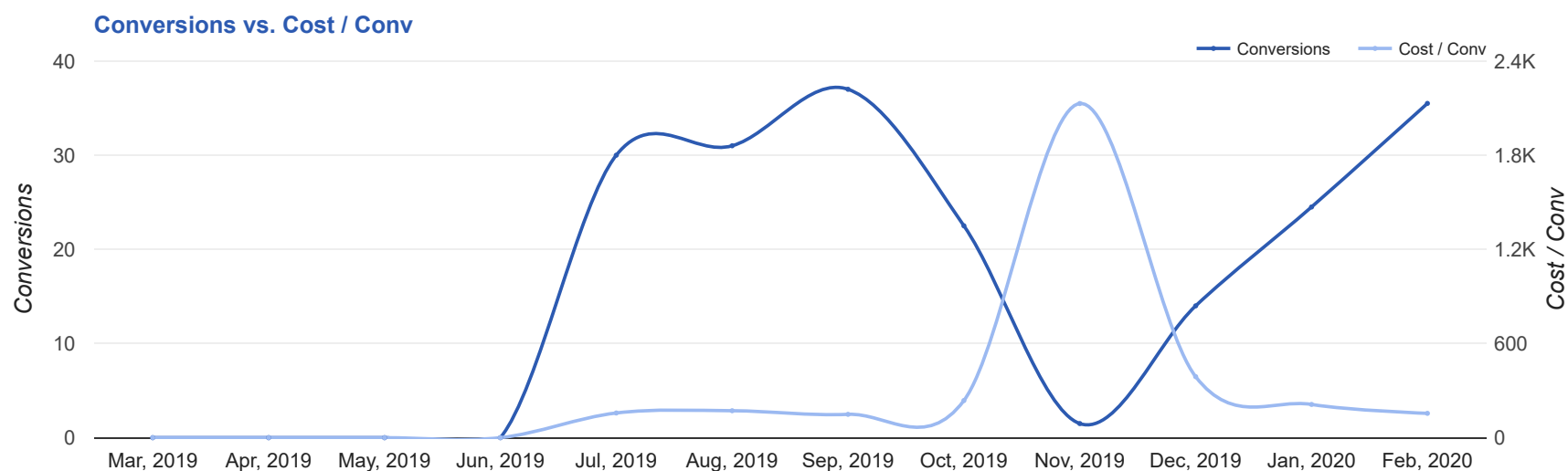
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$5,506	35.5	4.4%	\$155.10
↑ 6%	↑ 45%	↑ 15%	↓ 27%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2020 — 31 Jan 2020	10,142	641	\$5,190.48	\$8.10	6.32%	-	24.5	3.82%	\$211.86	46.57%
1 Feb 2020 — 29 Feb 2020	13,171	807	\$5,505.97	\$6.82	6.13%	-	35.5	4.4%	\$155.10	34.63%
Change	3,029 ↑ 30%	166 ↑ 26%	\$315.49 ↑ 6%	\$1.28 ↓ 16%	0.19% ↓ 3%	--	11 ↑ 45%	0.58% ↑ 15%	\$56.76 ↓ 27%	11.94% ↓ 26%

Performance by Month - 1 Mar 2019 — 29 Feb 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%	-	24.5	3.82%	\$211.86	46.57%
Feb '20	13,171	807	\$5,505.97	\$6.82	6.13%	-	35.5	4.4%	\$155.10	34.63%
Total	104,248	5,199	\$42,658.64	\$8.21	4.99%	-	196	3.77%	\$217.65	47.27%

Campaign Summary - 1 Feb 2020 — 29 Feb 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	7,679	503	\$4,499.65	\$8.95	6.55%	-	25.5	5.07%	\$176.46	32.55%
search beta laser skin resurfacing	2,199	107	\$251.45	\$2.35	4.87%	-	5	4.67%	\$50.29	21.58%
search beta ultherapy	2,397	157	\$481.63	\$3.07	6.55%	-	3	1.91%	\$160.54	74.23%
search awareness hydrfacial	629	23	\$143.13	\$6.22	3.66%	-	1	4.35%	\$143.13	94.16%
search alpha coolsculpting	267	17	\$130.11	\$7.65	6.37%	-	1	5.88%	\$130.11	65.82%

Top Performing Ads - 1 Feb 2020 — 29 Feb 2020

Top Text Ads

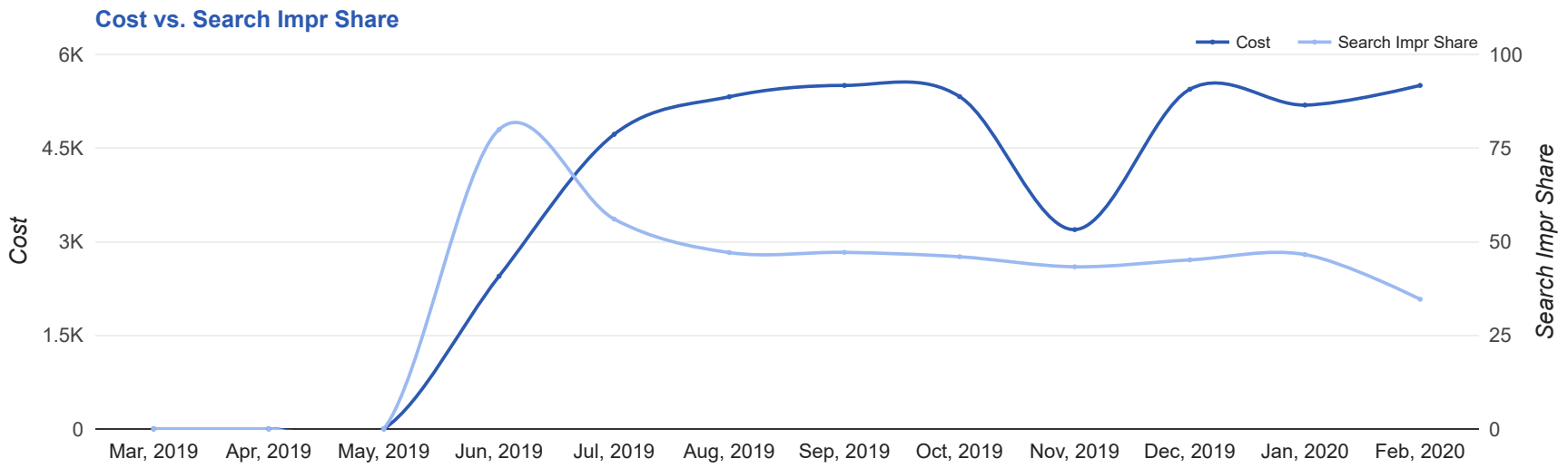
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
25% Off All CoolSculpting® - CI Medspa - #1 Provider in Chicago cimedspa.com/coolsculpting/ #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult.	1,271	48	\$650.73	\$13.56	3.78%	-	6.8	14.23%	\$95.28
#1 Provider 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.	1,392	88	\$913.34	\$10.38	6.32%	-	4.7	5.31%	\$195.58
CoolSculpting in Chicago - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime cimedspa.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,662	93	\$839.72	\$9.03	5.60%	-	4.5	4.84%	\$186.60
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	784	43	\$100.21	\$2.33	5.48%	-	3	6.98%	\$33.40
Laser Skin Resurfacing - Laser Facial in Chicago - Non-surgical Skin Rejuvenation cimedspa.com// Leading Skin and Laser Spa in Chicago, IL. Schedule a Free Consultation Today.	1,363	61	\$143.35	\$2.35	4.48%	-	2	3.28%	\$71.67

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2020 — 29 Feb 2020

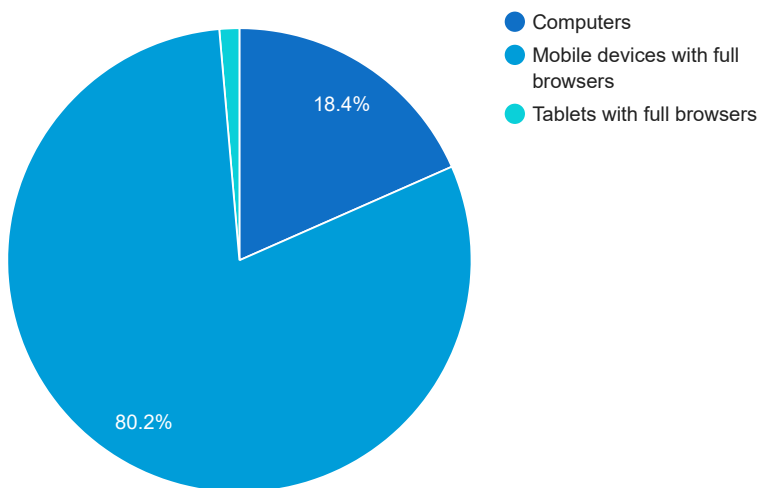
Budget Coverage



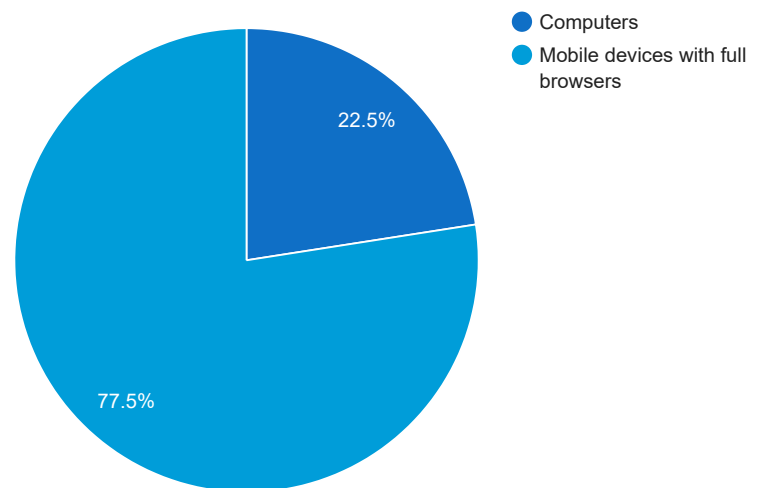
DATE	COST	SEARCH IMPR SHARE
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	2,446.40	79.97
Jul, 2019	4,721.36	56.05
Aug, 2019	5,323.94	47.10
Sep, 2019	5,505.71	47.16
Oct, 2019	5,326.95	45.98
Nov, 2019	3,193.78	43.30
Dec, 2019	5,444.05	45.14
Jan, 2020	5,190.48	46.57
Feb, 2020	5,505.97	34.63

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	10,151	674	\$4,416.68	\$6.55	6.64%	-	27.5	4.08%	\$160.61
Computers	2,814	120	\$1,012.88	\$8.44	4.26%	-	8	6.67%	\$126.61
Tablets with full browsers	206	13	\$76.41	\$5.88	6.31%	-	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	13,171	807	\$5,505.97	\$6.82	6.13%	-	35.5	4.4%	\$155.10

Conversion Types - 1 Feb 2020 — 29 Feb 2020

CONVERSION TYPE	CONV
Form Submission	31.5
Calls from ads	2
Phone Calls from Website	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 page 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