

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

CI Medspa

827-327-1339

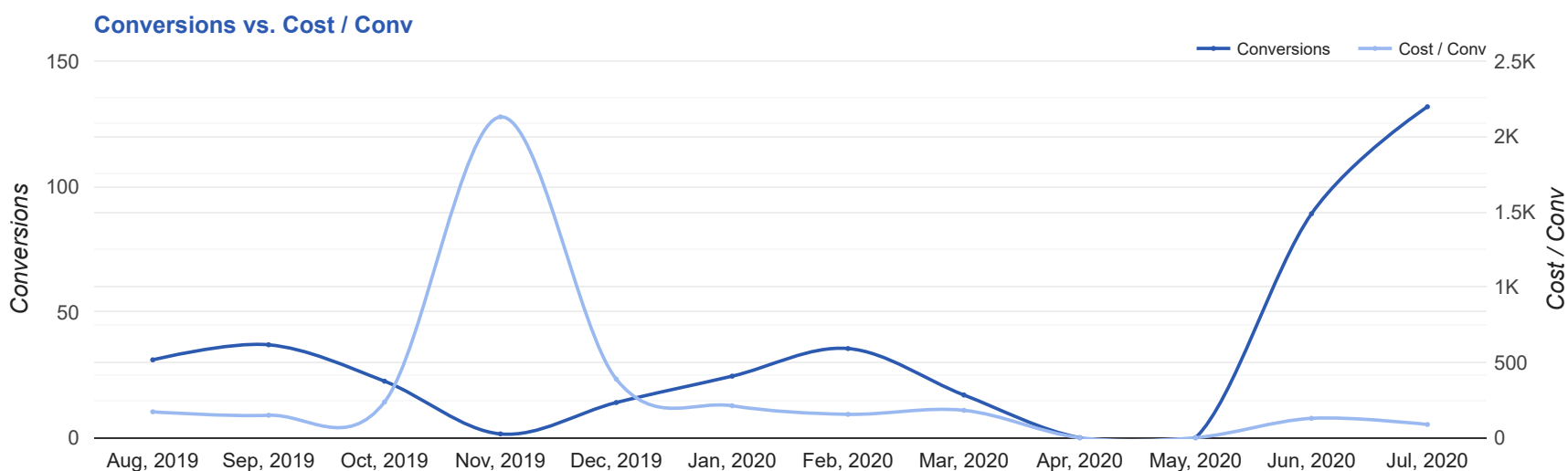
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$11,544	131.8	6.3%	\$87.57
↑ 1%	↑ 48%	↓ 2%	↓ 32%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jun 2020 — 30 Jun 2020	20,125	1,384	\$11,457.33	\$8.28	6.88%	-	89.2	6.44%	\$128.49	54.08%
1 Jul 2020 — 31 Jul 2020	27,451	2,091	\$11,543.76	\$5.52	7.62%	-	131.8	6.3%	\$87.57	53.04%
Change	7,326 ↑ 36%	707 ↑ 51%	\$86.43 ↑ 1%	\$2.76 ↓ 33%	0.74% ↑ 11%	--	42.66 ↑ 48%	0.14% ↓ 2%	\$40.92 ↓ 32%	1.04% ↓ 2%

Performance by Month - 1 Aug 2019 — 31 Jul 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%
Mar '20	7,037	388	\$3,087.19	\$7.96	5.51%	-	17	4.38%	\$181.60	53.72%
Apr '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
May '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jun '20	20,125	1,384	\$11,457.33	\$8.28	6.88%	-	89.2	6.44%	\$128.49	54.08%
Jul '20	27,451	2,091	\$11,543.76	\$5.52	7.62%	-	131.8	6.3%	\$87.57	53.04%
Total	134,395	8,022	\$61,579.16	\$7.68	5.97%	-	404	5.04%	\$152.42	47.43%

Campaign Summary - 1 Jul 2020 — 31 Jul 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
CI search beta coolsculpting	13,177	914	\$4,550.53	\$4.98	6.94%	-	64.3	7.04%	\$70.74	71.89%
CON search beta coolsculpting naperville	2,274	274	\$1,505.16	\$5.49	12.05%	-	25.5	9.31%	\$59.03	78.45%
CI search beta laser skin resurfacing	2,053	135	\$251.41	\$1.86	6.58%	-	11	8.15%	\$22.86	16.71%
CON search beta coolsculpting barrington	1,510	162	\$1,494.85	\$9.23	10.73%	-	10	6.17%	\$149.49	73.1%
CON search beta coolsculpting geneva	1,703	176	\$1,489.46	\$8.46	10.33%	-	8	4.55%	\$186.18	86.71%
CI search beta ultherapy	3,448	248	\$500.15	\$2.02	7.19%	-	7	2.82%	\$71.45	41.94%
CON search beta coolsculpting long grove	2,032	132	\$1,499.81	\$11.36	6.5%	-	6	4.55%	\$249.97	71.56%
CI search beta hydrafacial	1,254	50	\$252.39	\$5.05	3.99%	-	0	0%	\$0.00	41.11%

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

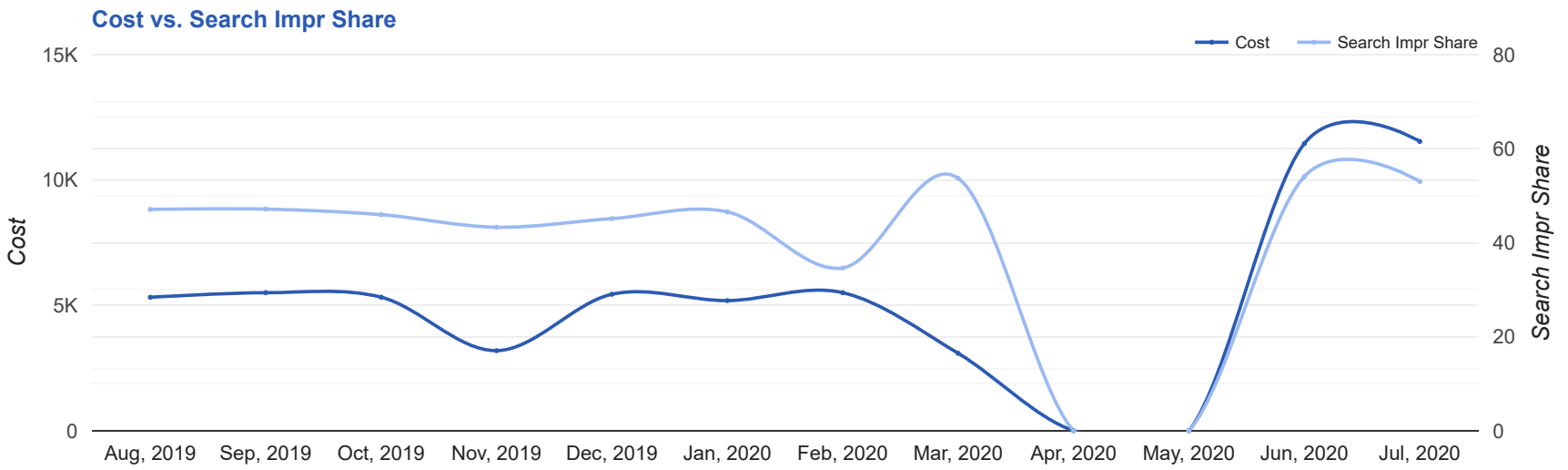
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Cl Medspa} - CoolSculpting in Chicago - Fat Reduction Treatment cimedspa.com/ --/ -- Leading CoolSculpting Provider in Chicago, IL. Schedule a Free Consultation	4,045	250	\$1,589.10	\$6.36	6.18%	-	27.3	10.93%	\$58.14
{Keyword:Concierge Med Spa} - CoolSculpting in Naperville - Fat Reduction Treatment www.concierge-medspa.com/ --/ -- Leading CoolSculpting Provider in Naperville, IL. Schedule a Free Consultation	946	117	\$691.81	\$5.91	12.37%	-	12	10.26%	\$57.65
{Keyword:Cl Medspa} - CoolSculpting in Chicago - Fat Reduction Treatment cimedspa.com/ --/ -- Leading CoolSculpting Provider in Chicago, IL. Schedule a Free Consultation	862	70	\$330.88	\$4.73	8.12%	-	6	8.57%	\$55.15
{Keyword:Best Price in Chicago} - Tighten Up Your Neck & Face - Ultherapy Treatment Chicago cimedspa.com/ --/ -- Tighten Skin Without Surgery & Reduce Wrinkles on the Neck and Chest with Ultherapy.	1,948	134	\$272.83	\$2.04	6.88%	-	6	4.48%	\$45.47
{Keyword:Concierge Med Spa} - CoolSculpting in Barrington - Fat Reduction Treatment www.concierge-medspa.com/ --/ -- Leading CoolSculpting Provider in Barrington, IL. Schedule a Free Consultation	648	71	\$726.24	\$10.23	10.96%	-	5	7.04%	\$145.25

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

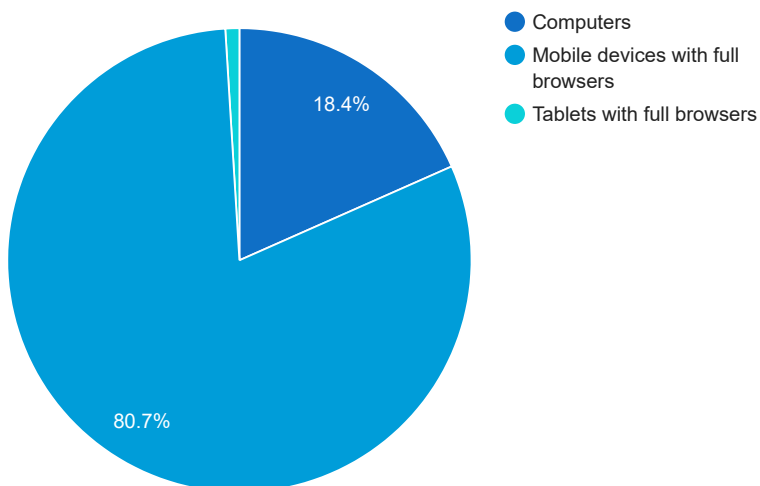
Budget Coverage



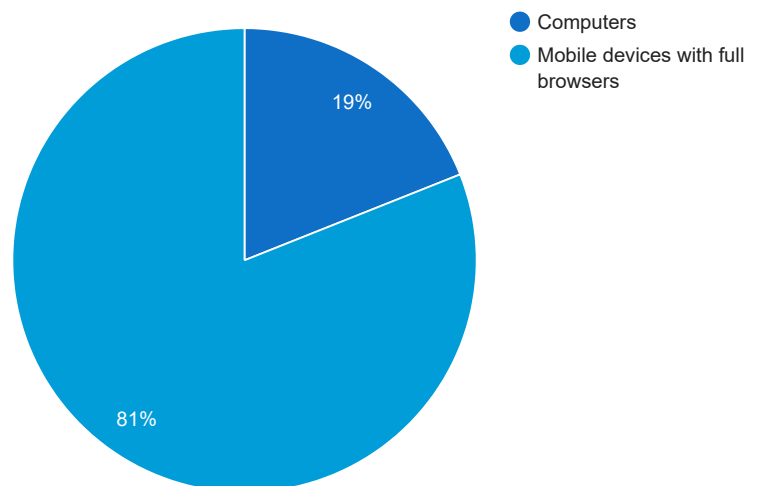
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	5,323.94	47.10
Sep, 2019	5,505.71	47.16
Oct, 2019	5,326.95	45.98
Nov, 2019	3,193.78	43.30
Dec, 2019	5,444.05	45.14
Jan, 2020	5,190.48	46.57
Feb, 2020	5,505.97	34.63
Mar, 2020	3,087.19	53.72
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	11,457.33	54.08
Jul, 2020	11,543.76	53.04

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	21,909	1,751	\$9,310.28	\$5.32	7.99%	-	106.8	6.1%	\$87.15
Computers	5,104	309	\$2,121.13	\$6.86	6.05%	-	25	8.09%	\$84.85
Tablets with full browsers	438	31	\$112.35	\$3.62	7.08%	-	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	27,451	2,091	\$11,543.76	\$5.52	7.62%	-	131.8	6.3%	\$87.57

Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE	CONV
Form Submission	115.8
Phone Calls from Website	10
Calls from ads	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 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