

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

CI Medspa

827-327-1339

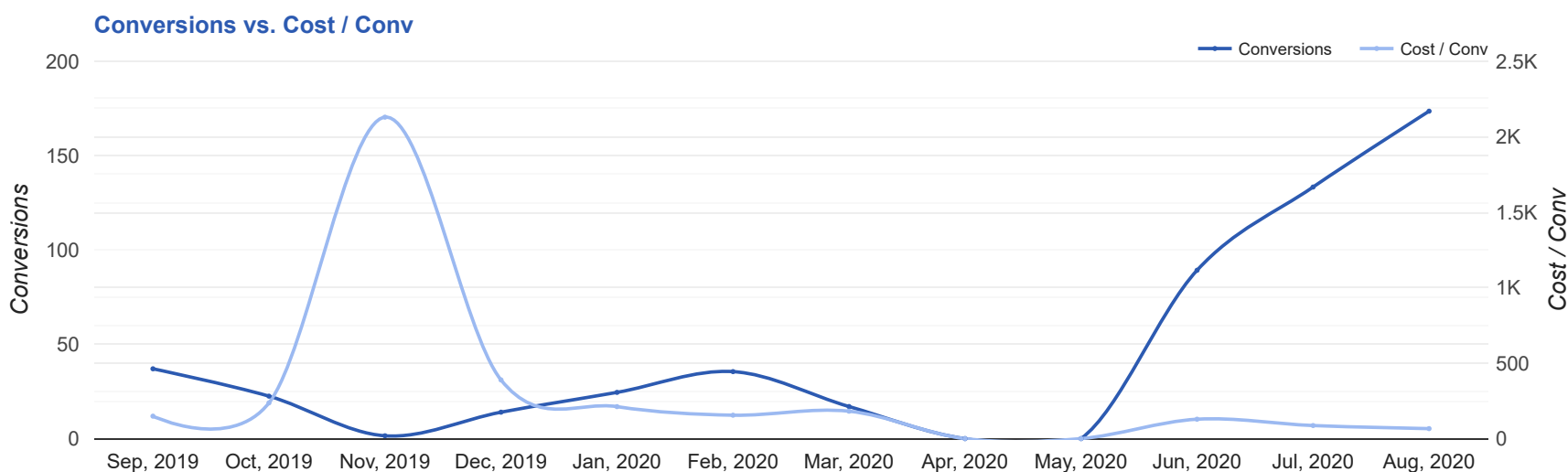
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$11,484	173.5	6.14%	\$66.19
↓ 1%	↑ 30%	↓ 4%	↓ 24%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jul 2020 — 31 Jul 2020	27,451	2,091	\$11,543.76	\$5.52	7.62%	-	133.3	6.38%	\$86.58	53.03%
1 Aug 2020 — 31 Aug 2020	60,281	2,827	\$11,483.61	\$4.06	4.69%	-	173.5	6.14%	\$66.19	21.98%
Change	32,830 ↑ 120%	736 ↑ 35%	\$60.15 ↓ 1%	\$1.46 ↓ 26%	2.93% ↓ 38%	--	40.17 ↑ 30%	0.24% ↓ 4%	\$20.39 ↓ 24%	31.05% ↓ 59%

# Performance by Month - 1 Sep 2019 — 31 Aug 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	133.3	6.38%	\$86.58	53.03%
Aug '20	60,281	2,827	\$11,483.61	\$4.06	4.69%	-	173.5	6.14%	\$66.19	21.98%
<b>Total</b>	<b>174,831</b>	<b>10,036</b>	<b>\$67,738.83</b>	<b>\$6.75</b>	<b>5.74%</b>	<b>-</b>	<b>548</b>	<b>5.46%</b>	<b>\$123.61</b>	<b>33.92%</b>

# Campaign Summary - 1 Aug 2020 — 31 Aug 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
CI   search   beta   coolsculpting	30,895	1,444	\$4,462.12	\$3.09	4.67%	-	104	7.2%	\$42.91	19.33%
CON   search   beta   coolsculpting   barrington	5,029	231	\$1,511.63	\$6.54	4.59%	-	16	6.93%	\$94.48	25.29%
CON   search   beta   coolsculpting   naperville	5,980	300	\$1,497.40	\$4.99	5.02%	-	14.5	4.83%	\$103.27	24.2%
CON   search   beta   coolsculpting   geneva	4,252	226	\$1,498.28	\$6.63	5.32%	-	12	5.31%	\$124.86	24%
CON   search   beta   coolsculpting   long grove	6,428	194	\$1,507.75	\$7.77	3.02%	-	9	4.64%	\$167.53	29.23%
CI   search   beta   ultherapy	3,582	237	\$499.64	\$2.11	6.62%	-	9	3.8%	\$55.52	36.24%
CI   search   beta   laser skin resurfacing	2,576	137	\$256.08	\$1.87	5.32%	-	6	4.38%	\$42.68	16.44%
CI   search   beta   hydrfacial	1,539	58	\$250.71	\$4.32	3.77%	-	3	5.17%	\$83.57	34.65%

# Top Performing Ads - 1 Aug 2020 — 31 Aug 2020

## Top Text Ads

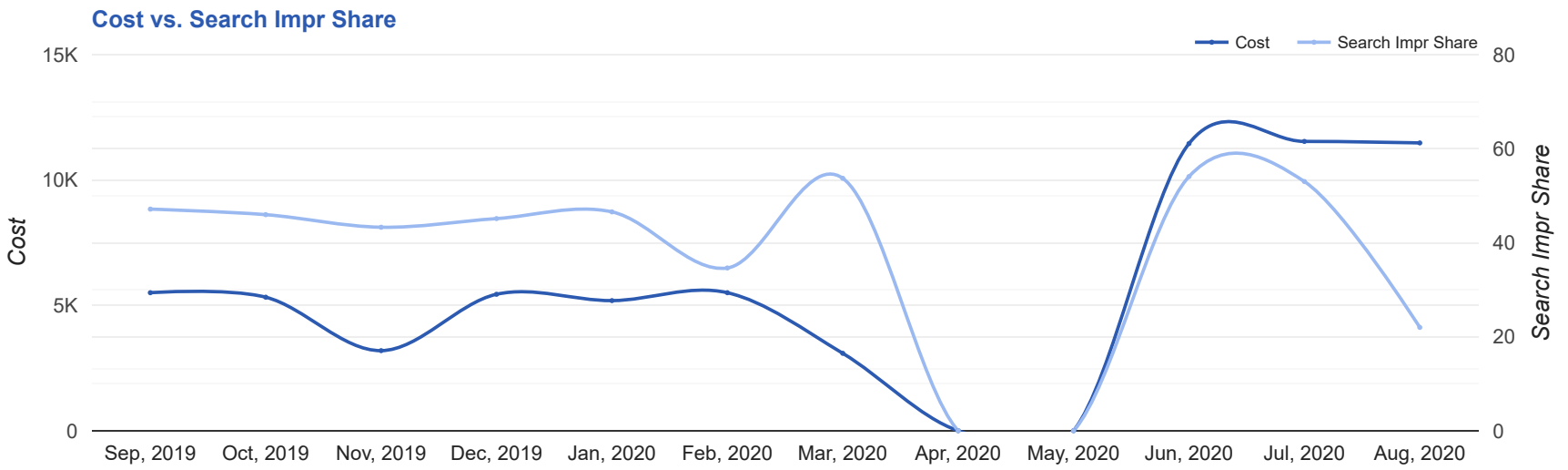
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Cl Medspa} - CoolSculpting in Chicago - Fat Reduction Treatment <a href="http://cimedspa.com/">cimedspa.com/</a> --/ -- Leading CoolSculpting Provider in Chicago, IL. Schedule a Free Consultation	10,216	571	\$1,705.76	\$2.99	5.59%	-	44.8	7.84%	\$38.08
{Keyword:Cl Medspa} - CoolSculpting in Chicago - Fat Reduction Treatment <a href="http://cimedspa.com/">cimedspa.com/</a> --/ -- Leading CoolSculpting Provider in Chicago, IL. Schedule a Free Consultation	2,216	107	\$436.78	\$4.08	4.83%	-	17	15.89%	\$25.69
Cl Medspa - CoolSculpting in Chicago - Fat Reduction Treatment <a href="http://cimedspa.com/">cimedspa.com/</a> --/ -- Leading CoolSculpting Provider in Chicago, IL. Schedule a Free Consultation	6,413	252	\$754.09	\$2.99	3.93%	-	10	3.97%	\$75.41
CoolSculpting in Chicago - Fat Reduction Treatment - Flexible Payment Options <a href="http://cimedspa.com/">cimedspa.com/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	3,633	116	\$391.47	\$3.37	3.19%	-	9.6	8.23%	\$40.99
{Keyword:Best Price in Chicago} - Tighten Up Your Neck & Face - Ultherapy Treatment Chicago <a href="http://cimedspa.com/">cimedspa.com/</a> --/ -- Tighten Skin Without Surgery & Reduce Wrinkles on the Neck and Chest with Ultherapy.	1,661	114	\$277.65	\$2.44	6.86%	-	5	4.39%	\$55.53

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Aug 2020 — 31 Aug 2020

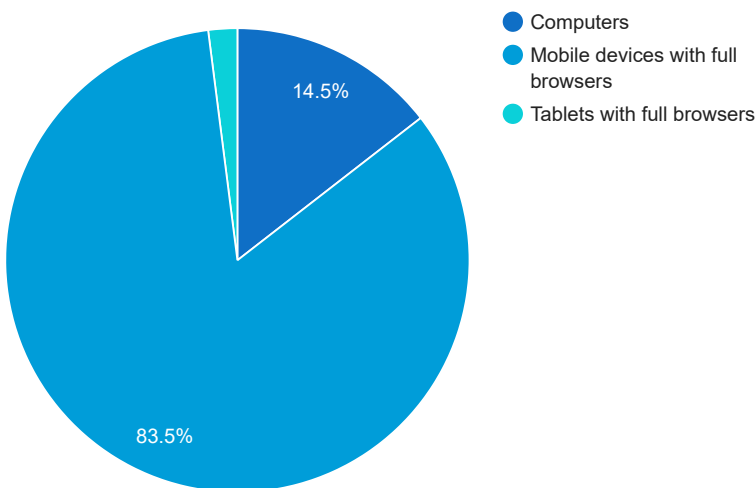
## Budget Coverage



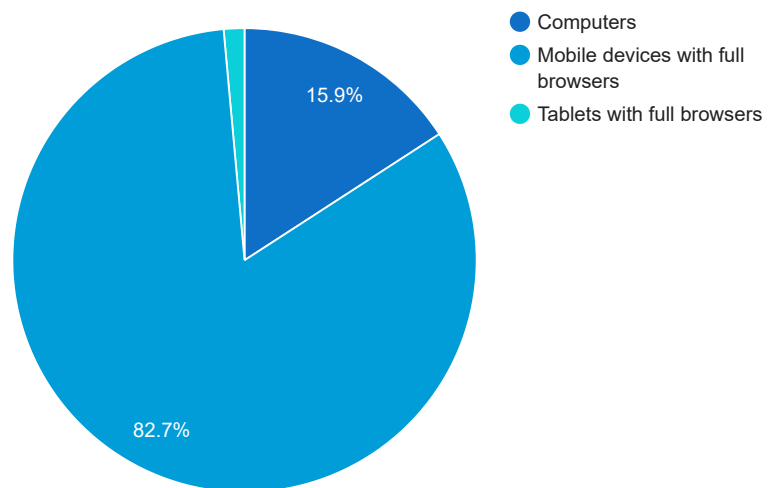
DATE	COST	SEARCH IMPR SHARE
Sep, 2019	5,505.71	47.16
Oct, 2019	5,326.95	45.98
Nov, 2019	3,193.78	43.30
Dec, 2019	5,444.05	45.14
Jan, 2020	5,190.48	46.57
Feb, 2020	5,505.97	34.63
Mar, 2020	3,087.19	53.72
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	11,457.33	54.08
Jul, 2020	11,543.76	53.03
Aug, 2020	11,483.61	21.98

## 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	49,324	2,441	\$9,587.42	\$3.93	4.95%	-	143.5	5.88%	\$66.81
Computers	9,706	340	\$1,664.46	\$4.90	3.5%	-	27.5	8.09%	\$60.53
Tablets with full browsers	1,251	46	\$231.73	\$5.04	3.68%	-	2.5	5.43%	\$92.69

### 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	60,281	2,827	\$11,483.61	\$4.06	4.69%	-	173.5	6.14%	\$66.19

## Conversion Types - 1 Aug 2020 — 31 Aug 2020

CONVERSION TYPE	CONV
Form Submission	152.5
Calls from ads	13
Phone Calls from Website	8

## 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