

**Monthly Account
Performance Report
1 Sep 2020 — 30 Sep 2020**

CI Medspa

827-327-1339

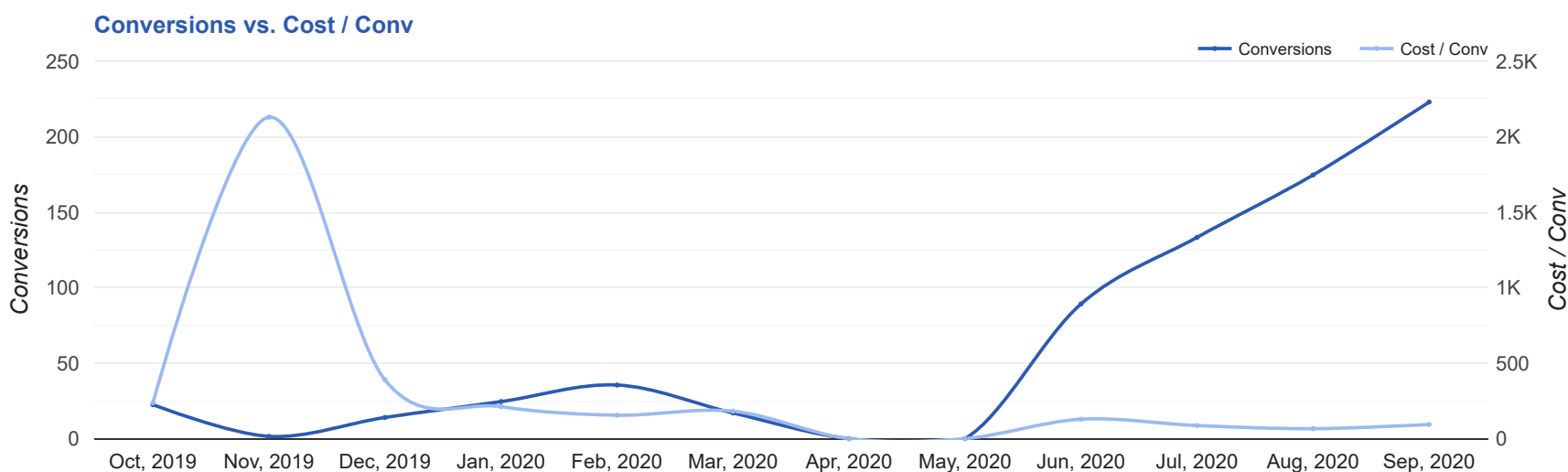
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$20,866	222.9	5.79%	\$93.60
↑ 82%	↑ 28%	↓ 6%	↑ 42%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	60,281	2,827	\$11,483.61	\$4.06	4.69%	-	174.6	6.18%	\$65.78	21.95%
1 Sep 2020 — 30 Sep 2020	102,721	3,850	\$20,865.87	\$5.42	3.75%	-	222.9	5.79%	\$93.60	29.42%
Change	42,440 ↑ 70%	1,023 ↑ 36%	\$9,382.26 ↑ 82%	\$1.36 ↑ 33%	0.94% ↓ 20%	--	48.36 ↑ 28%	0.39% ↓ 6%	\$27.82 ↑ 42%	7.47% ↑ 34%

Performance by Month - 1 Oct 2019 — 30 Sep 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	174.6	6.18%	\$65.78	21.95%
Sep '20	102,721	3,850	\$20,865.87	\$5.42	3.75%	-	222.9	5.79%	\$93.60	29.42%
Total	261,621	13,122	\$83,098.99	\$6.33	5.02%	-	735	5.6%	\$113.06	31.47%

Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
CI search beta coolsculpting	51,947	1,971	\$9,777.26	\$4.96	3.79%	-	164.4	8.34%	\$59.47	30.4%
CI search beta laser skin resurfacing	2,612	125	\$250.91	\$2.01	4.79%	-	17	13.6%	\$14.76	11.59%
CON search beta coolsculpting barrington	13,952	427	\$2,999.58	\$7.02	3.06%	-	11	2.58%	\$272.69	31.31%
CON search beta coolsculpting geneva	11,905	388	\$2,982.20	\$7.69	3.26%	-	9.5	2.45%	\$313.92	34.04%
CI search beta ultherapy	3,625	241	\$499.74	\$2.07	6.65%	-	8.5	3.54%	\$58.65	35.69%
CON search beta coolsculpting naperville	12,047	471	\$2,999.50	\$6.37	3.91%	-	7.5	1.59%	\$399.93	28.9%
CON search beta breast augmentation gold coast	938	38	\$267.32	\$7.03	4.05%	-	2	5.26%	\$133.66	39.54%
CI search beta hydrafacial	1,657	51	\$250.39	\$4.91	3.08%	-	2	3.92%	\$125.20	28.57%
CON search beta coolsculpting long grove	3,567	110	\$715.27	\$6.50	3.08%	-	1	0.91%	\$715.27	25.24%
CON search beta liposuction gold coast	471	28	\$123.70	\$4.42	5.94%	-	0	0%	\$0.00	28.55%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

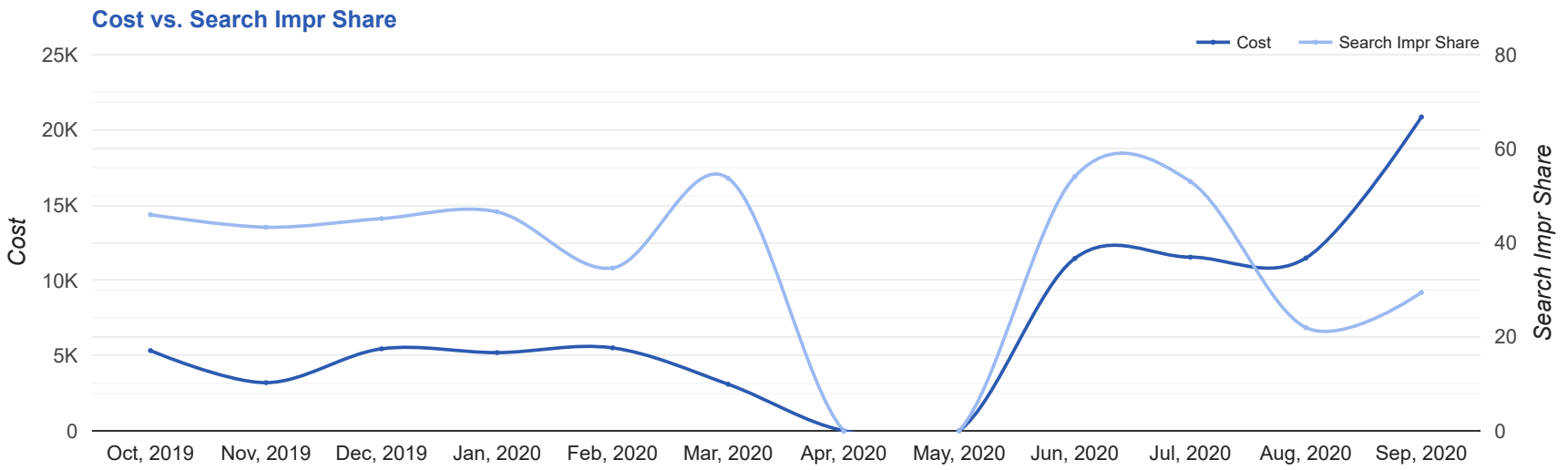
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Cl Medspa} - CoolSculpting in Chicago - Fat Reduction Treatment cimedspa.com/ --/ -- Leading CoolSculpting Provider in Chicago, IL. Schedule a Free Consultation	13,308	687	\$3,360.83	\$4.89	5.16%	-	59.5	8.66%	\$56.48
Cl Medspa - CoolSculpting in Chicago - Fat Reduction Treatment cimedspa.com/ --/ -- Leading CoolSculpting Provider in Chicago, IL. Schedule a Free Consultation	20,300	611	\$2,810.72	\$4.60	3.01%	-	40	6.54%	\$70.30
{Keyword:Cl Medspa} - CoolSculpting in Chicago - Fat Reduction Treatment cimedspa.com/ --/ -- Leading CoolSculpting Provider in Chicago, IL. Schedule a Free Consultation	2,944	148	\$842.42	\$5.69	5.03%	-	16	10.82%	\$52.62
CoolSculpting in Chicago - Fat Reduction Treatment - Flexible Payment Options cimedspa.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	5,767	122	\$674.95	\$5.53	2.12%	-	13	10.66%	\$51.92
{Keyword:Cl Medspa} - CoolSculpting in Chicago - Fat Reduction Treatment cimedspa.com/ --/ -- Leading CoolSculpting Provider in Chicago, IL. Schedule a Free Consultation	1,170	77	\$331.97	\$4.31	6.58%	-	12.5	16.22%	\$26.58

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

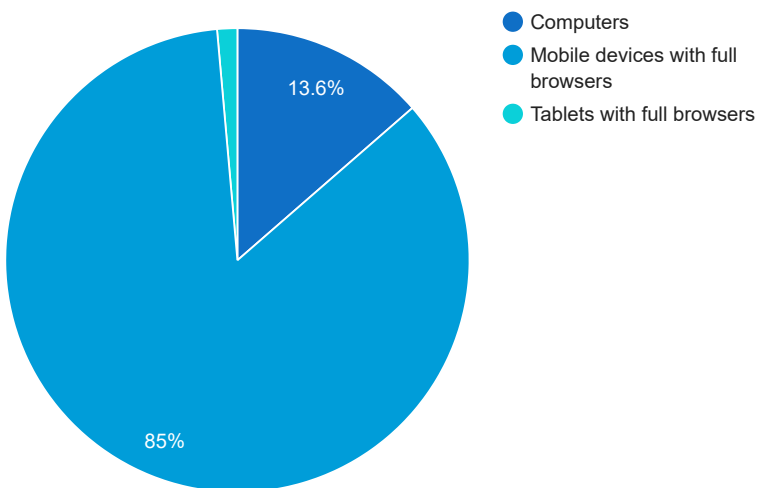
Budget Coverage



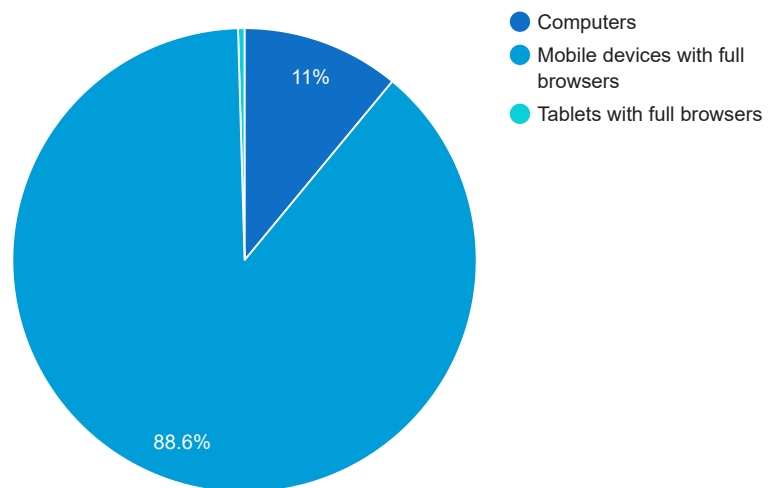
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	5,326.95	45.98
Nov, 2019	3,193.78	43.30
Dec, 2019	5,444.05	45.14
Jan, 2020	5,190.48	46.57
Feb, 2020	5,505.97	34.63
Mar, 2020	3,087.19	53.72
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	11,457.33	54.08
Jul, 2020	11,543.76	53.03
Aug, 2020	11,483.61	21.95
Sep, 2020	20,865.87	29.42

Cost and Conversions by Device

Cost



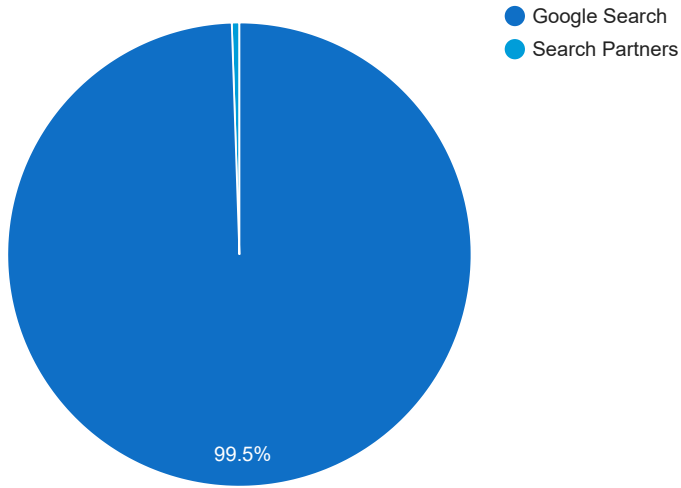
Conversions



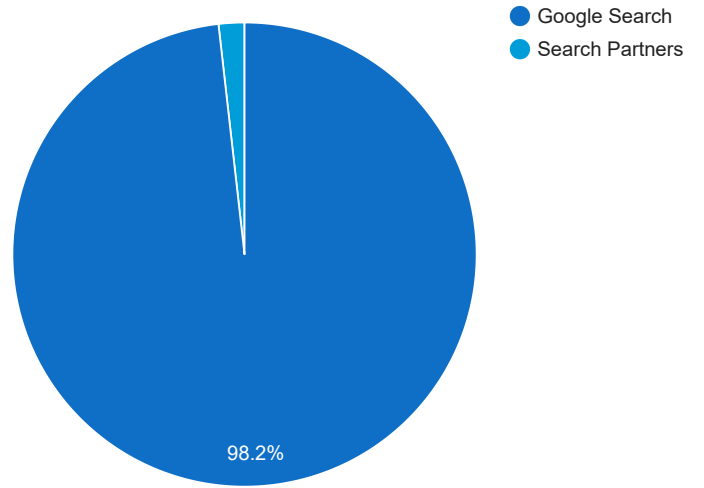
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	85,027	3,305	\$17,734.88	\$5.37	3.89%	-	197.4	5.97%	\$89.83
Computers	15,752	488	\$2,837.95	\$5.82	3.1%	-	24.5	5.02%	\$115.83
Tablets with full browsers	1,942	57	\$293.04	\$5.14	2.94%	-	1	1.75%	\$293.04

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	93,172	3,806	\$20,755.82	\$5.45	4.08%	-	218.9	5.75%	\$94.81
Search partners	9,549	44	\$110.05	\$2.50	0.46%	-	4	9.09%	\$27.51

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
Form Submission	178
Click to Call	18
Phone Calls from Website	16
Calls from ads	10.9

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