

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

CI Medspa

827-327-1339

Key Performance Indicators (KPIs)

Cost

\$34,324

↑ 37%

Conv

241.8

↓ 13%

Conv Rate

4.34%

↓ 30%

Cost / Conv

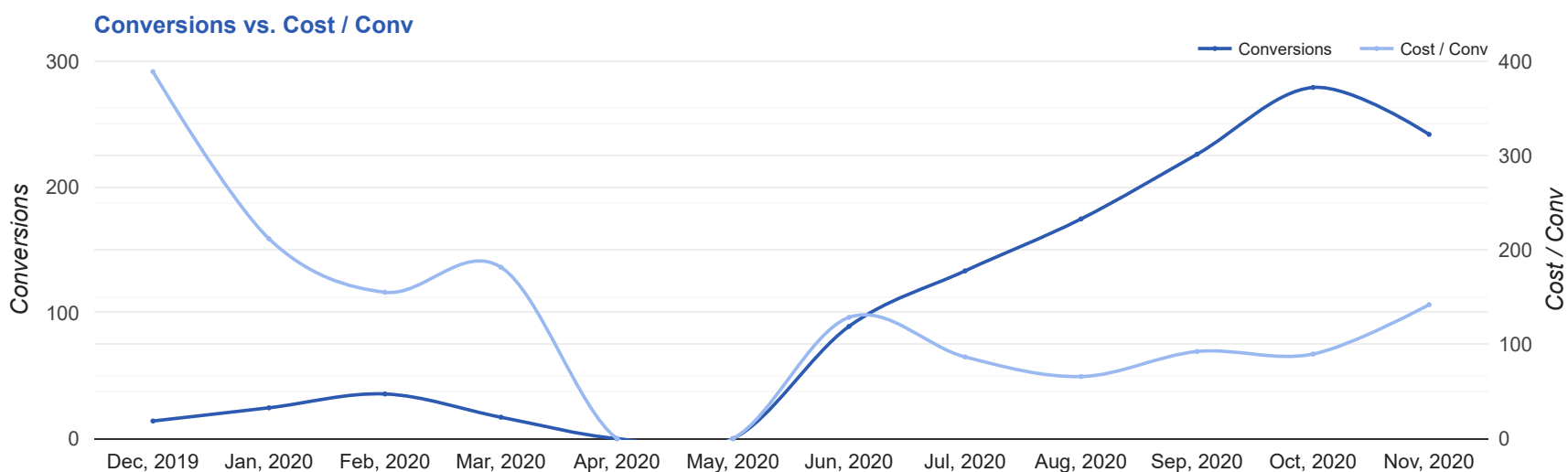
\$141.93

↑ 58%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	62,009	4,524	\$25,015.20	\$5.53	7.3%	-	279.1	6.17%	\$89.62	28.85%
1 Nov 2020 — 30 Nov 2020	88,366	5,572	\$34,323.60	\$6.16	6.31%	-	241.8	4.34%	\$141.93	27.39%
Change	26,357 ↑ 43%	1,048 ↑ 23%	\$9,308.40 ↑ 37%	\$0.63 ↑ 11%	0.99% ↓ 14%	--	37.29 ↓ 13%	1.83% ↓ 30%	\$52.31 ↑ 58%	1.46% ↓ 5%

Performance by Month - 1 Dec 2019 — 30 Nov 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	226	5.87%	\$92.34	28.53%	
Oct '20	62,009	4,524	\$25,015.20	\$5.53	7.3%	-	279.1	6.17%	\$89.62	28.85%	
Nov '20	88,366	5,572	\$34,323.60	\$6.16	6.31%	-	241.8	4.34%	\$141.93	27.39%	
Total	398,964	22,522	\$133,917.06	\$5.95	5.65%	-	1,235	5.48%	\$108.43	29.53%	

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
CI search beta coolsculpting	10,552	863	\$7,489.71	\$8.68	8.18%	-	71.8	8.32%	\$104.27	75.58%
CON search beta liposuction gold coast	12,764	1,126	\$3,981.50	\$3.54	8.82%	-	45.3	4.03%	\$87.83	25.85%
CI search beta coolsculpting exp reach	28,059	1,286	\$7,470.80	\$5.81	4.58%	-	37.3	2.9%	\$200.13	24.54%
CON search beta breast augmentation gold coast	8,191	633	\$2,969.44	\$4.69	7.73%	-	24	3.79%	\$123.73	24.58%
CON search beta coolsculpting naperville	1,635	226	\$1,999.95	\$8.85	13.82%	-	14.3	6.31%	\$140.35	74.91%
CI search beta laser skin resurfacing	2,500	125	\$253.08	\$2.02	5%	-	9.3	7.46%	\$27.13	10.28%
CI search beta ultherapy	3,574	265	\$505.37	\$1.91	7.41%	-	9	3.4%	\$56.15	30.25%
CON search beta coolsculpting geneva	1,106	196	\$2,023.15	\$10.32	17.72%	-	8.8	4.46%	\$231.22	82.6%
CON search beta coolsculpting naperville exp reach	6,940	318	\$2,001.79	\$6.29	4.58%	-	7.5	2.36%	\$266.91	21.92%
CON search beta coolsculpting geneva exp reach	6,921	282	\$1,998.73	\$7.09	4.07%	-	6.5	2.3%	\$307.50	25.45%
CON search beta coolsculpting barrington	495	66	\$1,377.08	\$20.86	13.33%	-	6	9.09%	\$229.51	95.74%
CON search beta coolsculpting barrington exp reach	4,645	128	\$1,999.94	\$15.62	2.76%	-	2	1.56%	\$999.97	50.93%
CI search beta hydrfacial	984	58	\$253.06	\$4.36	5.89%	-	0	0%	\$0.00	27.33%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

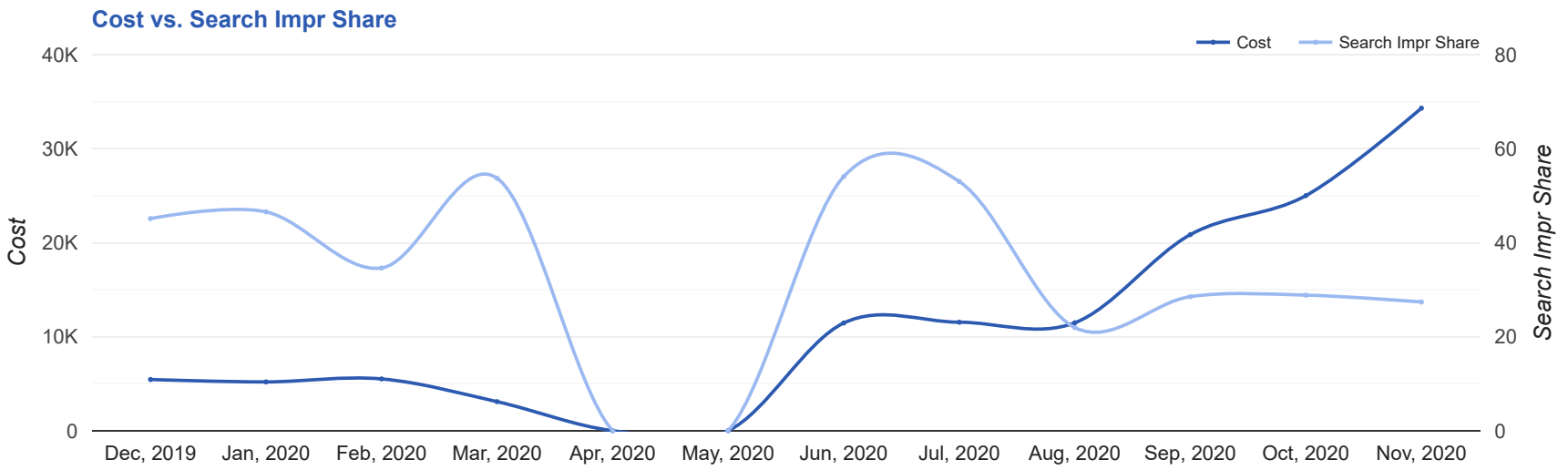
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Chicago - Biggest CoolSculpting® Promo cimedspa.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Chicago, IL	3,321	262	\$2,530.50	\$9.66	7.89%	-	23.1	8.81%	\$109.64
Concierge MedSpa - Surgical Fat Reduction - Natural-Looking Fat Reduction www.concierge-medspa.com/ --/ -- Leading Liposuction Surgeon in Chicago, IL. Schedule a Free Consultation Today	7,297	643	\$2,413.54	\$3.75	8.81%	-	19.5	3.03%	\$123.77
CI Medspa - Fat Reduction in Chicago - Non-Surgical Fat Reduction cimedspa.com/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	4,828	328	\$2,195.35	\$6.69	6.79%	-	14.3	4.37%	\$153.20
CI Medspa - Fat Reduction in Chicago - Non-Surgical Fat Reduction cimedspa.com/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	7,662	360	\$1,667.26	\$4.63	4.70%	-	9	2.50%	\$185.25
Liposuction Chicago, IL - Remove Stubborn Fat - Concierge MedSpa www.concierge-medspa.com// Remove Stubborn Fat that Resists Diet & Exercise. Less Invasive Techniques + Technologies	1,712	157	\$454.02	\$2.89	9.17%	-	8.5	5.41%	\$53.41

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

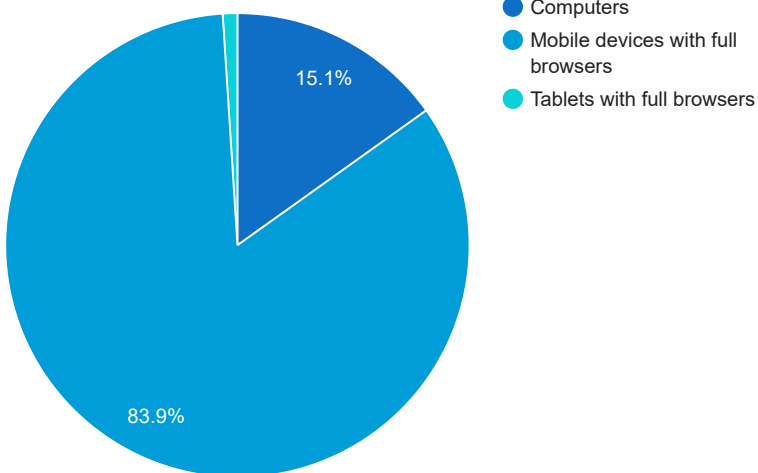
Budget Coverage



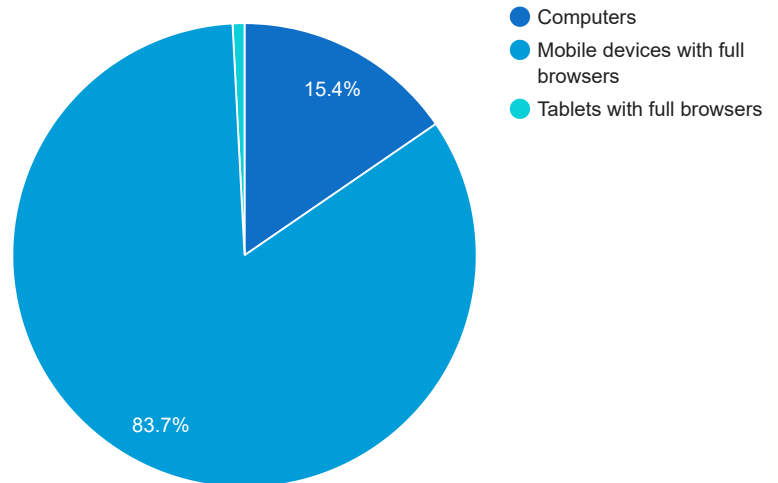
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	5,444.05	45.14
Jan, 2020	5,190.48	46.57
Feb, 2020	5,505.97	34.63
Mar, 2020	3,087.19	53.72
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	11,457.33	54.08
Jul, 2020	11,543.76	53.03
Aug, 2020	11,483.61	21.95
Sep, 2020	20,865.87	28.53
Oct, 2020	25,015.20	28.85
Nov, 2020	34,323.60	27.39

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	72,012	4,856	\$28,781.09	\$5.93	6.74%	-	202.5	4.17%	\$142.13
Computers	14,526	640	\$5,193.39	\$8.11	4.41%	-	37.3	5.83%	\$139.12
Tablets with full browsers	1,828	76	\$349.12	\$4.59	4.16%	-	2	2.63%	\$174.56

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	88,366	5,572	\$34,323.60	\$6.16	6.31%	-	241.8	4.34%	\$141.93

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Form Submission	221.8
Click to Call	13
Phone Calls from Website	4
Calls from ads	3

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