

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

Cool Aesthetics

632-979-3423

Key Performance Indicators (KPIs)

Cost

\$1,492

↓ 1%

Conv

10

↑ 100%

Conv Rate

6.33%

↑ 10%

Cost / Conv

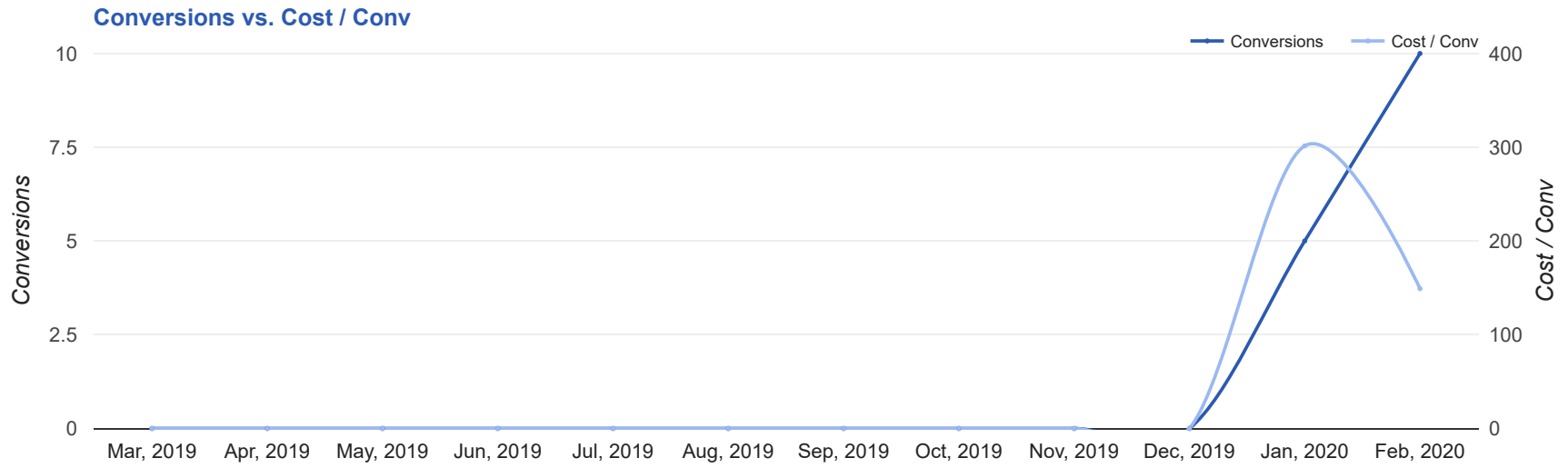
\$149.20

↓ 51%

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	1,065	87	\$1,507.11	\$17.32	8.17%	-	5	5.75%	\$301.42	72.96%
1 Feb 2020 — 29 Feb 2020	2,010	158	\$1,492.01	\$9.44	7.86%	-	10	6.33%	\$149.20	68.58%
Change	945 ↑ 89%	71 ↑ 82%	\$15.10 ↓ 1%	\$7.88 ↓ 45%	0.31% ↓ 4%	--	5 ↑ 100%	0.58% ↑ 10%	\$152.22 ↓ 51%	4.38% ↓ 6%

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
Dec '19	258	18	\$608.09	\$33.78	6.98%	-	0	0%	\$0.00	92.14%
Jan '20	1,065	87	\$1,507.11	\$17.32	8.17%	-	5	5.75%	\$301.42	72.96%
Feb '20	2,010	158	\$1,492.01	\$9.44	7.86%	-	10	6.33%	\$149.20	68.58%
Total	3,333	263	\$3,607.21	\$13.72	7.89%	-	15	5.7%	\$240.48	71.36%

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	2,010	158	\$1,492.01	\$9.44	7.86%	-	10	6.33%	\$149.20	68.58%

Top Performing Ads - 1 Feb 2020 — 29 Feb 2020

Top Text Ads

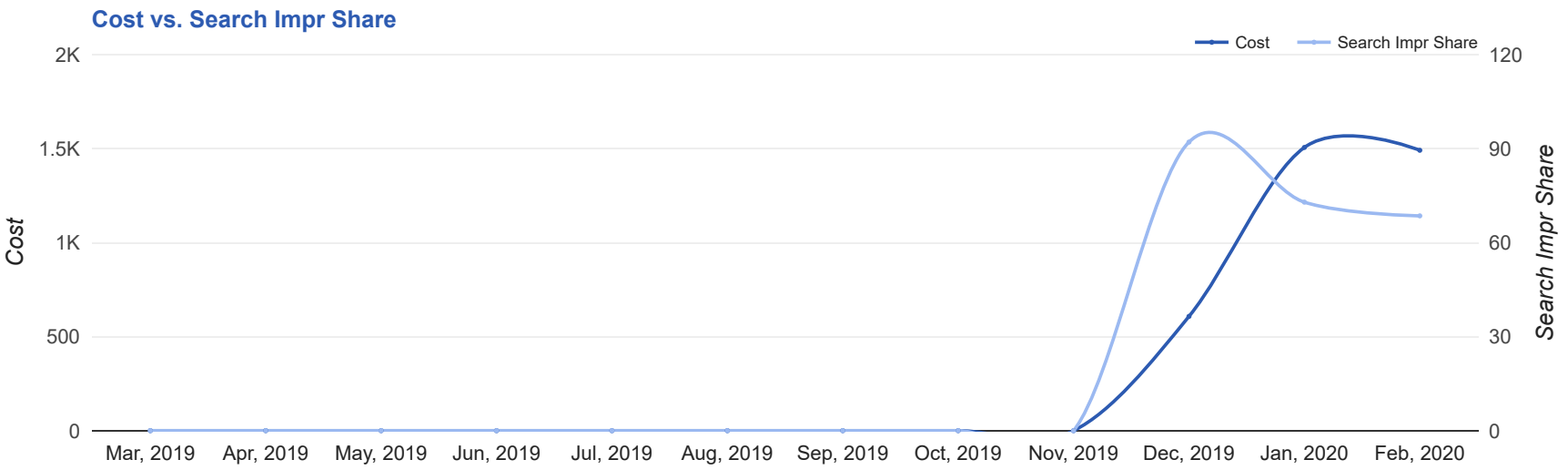
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Oklahoma City - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® coolaesthetics.com/coolsculpting/oklahoma-city #1 CoolSculpting Deal. Freeze Fat. Top Provider in Oklahoma City, OK. Free Consult.	1,243	104	\$980.78	\$9.43	8.37%	-	4	3.85%	\$245.19
CoolSculpting in Oklahoma City - Freeze Away Stubborn Fat - Cool Aesthetics coolaesthetics.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	380	34	\$343.06	\$10.09	8.95%	-	3	8.82%	\$114.35
CoolSculpting Deal: 25% Off - Freeze Away Stubborn Fat - Cool Aesthetics coolaesthetics.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	88	5	\$33.56	\$6.71	5.68%	-	1	20.00%	\$33.56
25% Off All CoolSculpting - Cool Aesthetics - Fat Reduction Treatment coolaesthetics.com/coolsculpting/ #1 CoolSculpting Deal. Freeze Fat. Top Provider in Oklahoma City, OK. Free Consult.	119	4	\$50.91	\$12.73	3.36%	-	1	25.00%	\$50.91
#1 Provider in Oklahoma City - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® coolaesthetics.com/coolsculpting/oklahoma-city #1 CoolSculpting Deal. Freeze Fat. Top Provider in Oklahoma City, OK. Free Consult.	59	4	\$52.48	\$13.12	6.78%	-	1	25.00%	\$52.48

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2020 — 29 Feb 2020

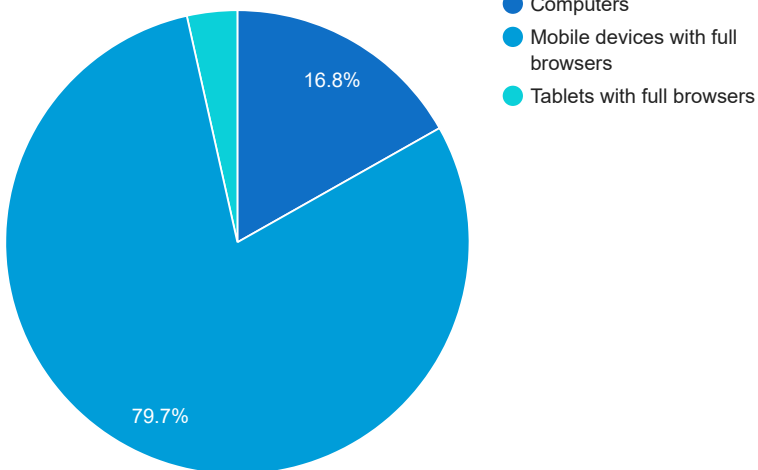
Budget Coverage



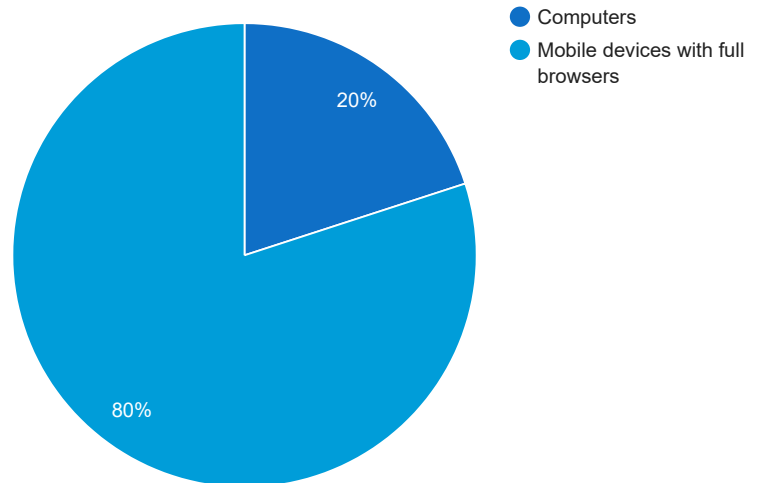
DATE	COST	SEARCH IMPR SHARE
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	608.09	92.14
Jan, 2020	1,507.11	72.96
Feb, 2020	1,492.01	68.58

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	1,605	126	\$1,188.88	\$9.44	7.85%	-	8	6.35%	\$148.61
Computers	358	25	\$250.88	\$10.04	6.98%	-	2	8%	\$125.44
Tablets with full browsers	47	7	\$52.25	\$7.46	14.89%	-	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	2,010	158	\$1,492.01	\$9.44	7.86%	-	10	6.33%	\$149.20

Conversion Types - 1 Feb 2020 — 29 Feb 2020

CONVERSION TYPE

CONV

Form Submission

10

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