

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

Cool Aesthetics

632-979-3423

Key Performance Indicators (KPIs)

Cost

\$1,722

↑ 14%

Conv

9.7

↓ 37%

Conv Rate

5.03%

↓ 50%

Cost / Conv

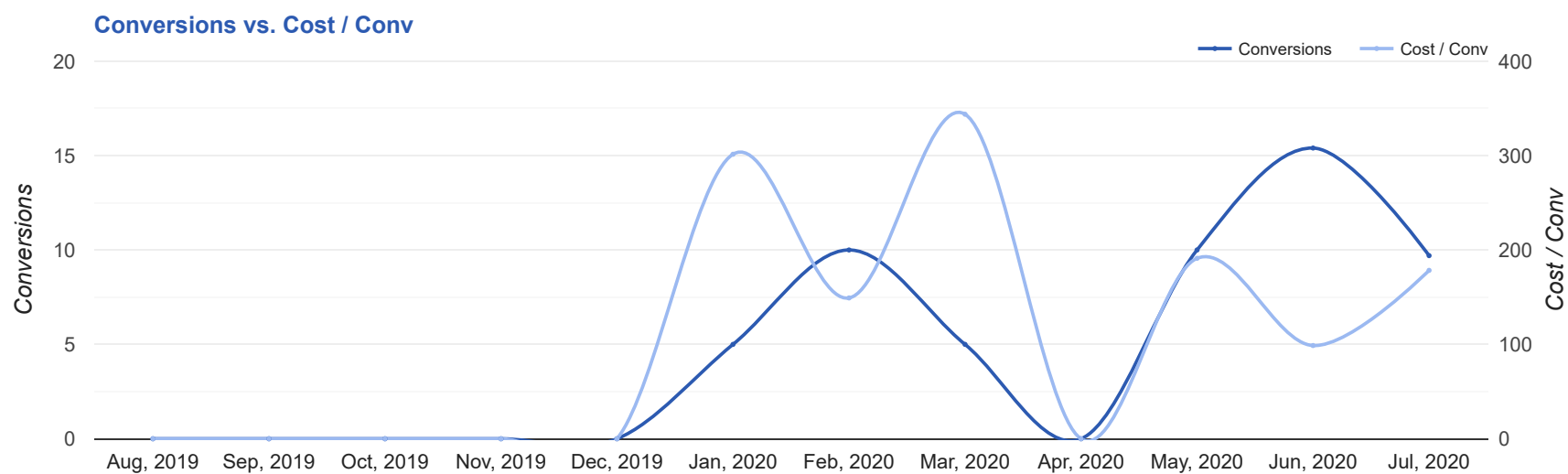
\$178.41

↑ 81%

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	1,642	154	\$1,516.21	\$9.85	9.38%	-	15.4	9.97%	\$98.78	39.5%
1 Jul 2020 — 31 Jul 2020	2,317	192	\$1,721.70	\$8.97	8.29%	-	9.7	5.03%	\$178.41	56.2%
Change	675 ↑ 41%	38 ↑ 25%	\$205.49 ↑ 14%	\$0.88 ↓ 9%	1.09% ↓ 12%	--	5.70 ↓ 37%	4.94% ↓ 50%	\$79.63 ↑ 81%	16.70% ↑ 42%

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	
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%	
Mar '20	1,637	133	\$1,719.04	\$12.93	8.12%	-	5	3.76%	\$343.81	75.58%	
Apr '20	158	13	\$241.88	\$18.61	8.23%	-	0	0%	\$0.00	45.83%	
May '20	1,545	127	\$1,911.94	\$15.05	8.22%	-	10	7.87%	\$191.19	62.38%	
Jun '20	1,642	154	\$1,516.21	\$9.85	9.38%	-	15.4	9.97%	\$98.78	39.5%	
Jul '20	2,317	192	\$1,721.70	\$8.97	8.29%	-	9.7	5.03%	\$178.41	56.2%	
Total	10,632	882	\$10,717.98	\$12.15	8.3%	-	55	6.24%	\$194.87	59.27%	

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
search beta coolsculpting	2,252	186	\$1,537.03	\$8.26	8.26%	-	9.7	5.19%	\$159.28	55.48%
search beta cooltone	65	6	\$184.67	\$30.78	9.23%	-	0	0%	\$0.00	95.59%

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

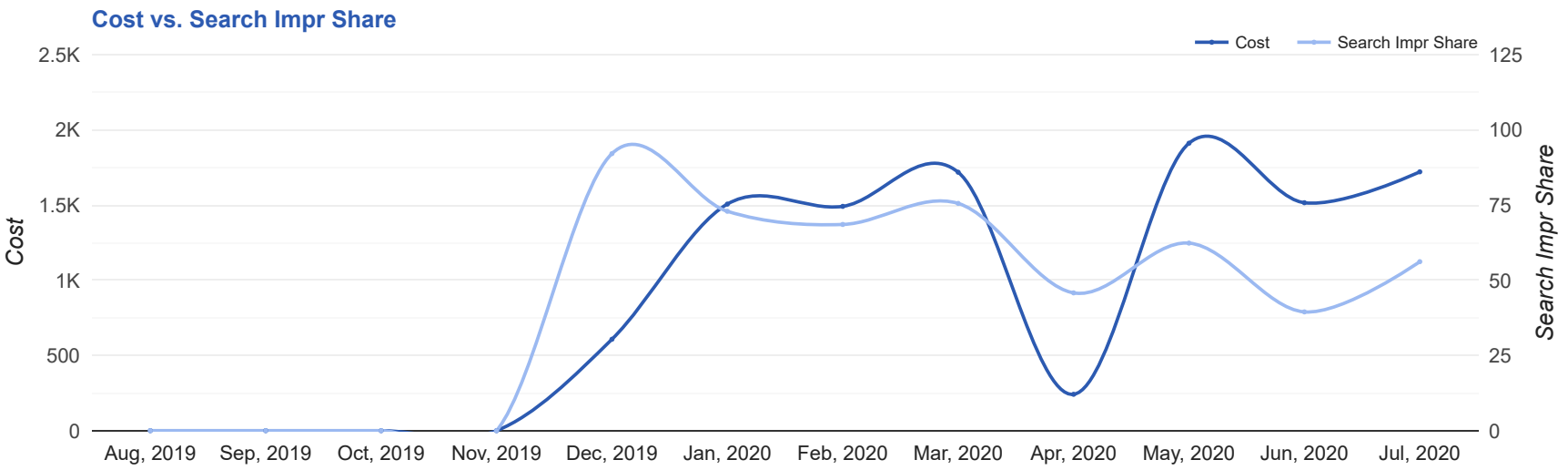
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Oklahoma City - Fat Reduction Treatment - Virtual Consultation Available coolaesthetics.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,154	91	\$722.26	\$7.94	7.89%	-	6.7	7.31%	\$108.61
25% Off All CoolSculpting® - Best Price in Oklahoma City - Cool Aesthetics coolaesthetics.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	111	15	\$59.53	\$3.97	13.51%	-	1	6.67%	\$59.53
Best Price in Oklahoma City - Virtual Consultation Available - Flexible Payment Options coolaesthetics.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	30	5	\$21.83	\$4.37	16.67%	-	1	20.00%	\$21.83
CoolSculpting in Oklahoma City - Fat Reduction Treatment - Virtual Consultation Available coolaesthetics.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	97	8	\$58.84	\$7.36	8.25%	-	1	12.50%	\$58.84
CoolTone Body Contouring - Non-Invasive Body Contouring - Build Muscle and Burn Fat coolaesthetics.com/ --/ -- CoolTone is a New Non-invasive Body Contouring Treatment from the Makers of CoolSculpting.	58	4	\$159.69	\$39.92	6.90%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

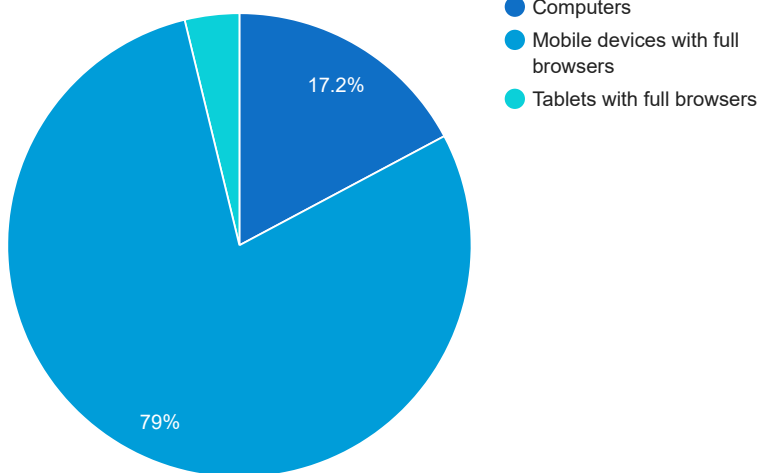
Budget Coverage



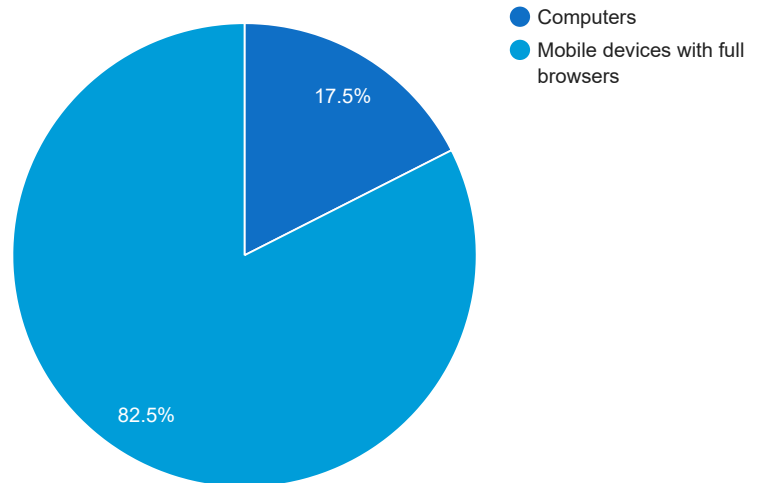
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	608.09	92.14
Jan, 2020	1,507.11	72.96
Feb, 2020	1,492.01	68.58
Mar, 2020	1,719.04	75.58
Apr, 2020	241.88	45.83
May, 2020	1,911.94	62.38
Jun, 2020	1,516.21	39.50
Jul, 2020	1,721.70	56.20

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	1,894	160	\$1,360.02	\$8.50	8.45%	-	8	5%	\$170.00
Computers	377	27	\$296.29	\$10.97	7.16%	-	1.7	6.11%	\$179.57
Tablets with full browsers	46	5	\$65.39	\$13.08	10.87%	-	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	2,317	192	\$1,721.70	\$8.97	8.29%	-	9.7	5.03%	\$178.41

Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE

CONV

Form Submission

9.7

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