

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

Cool Aesthetics

632-979-3423

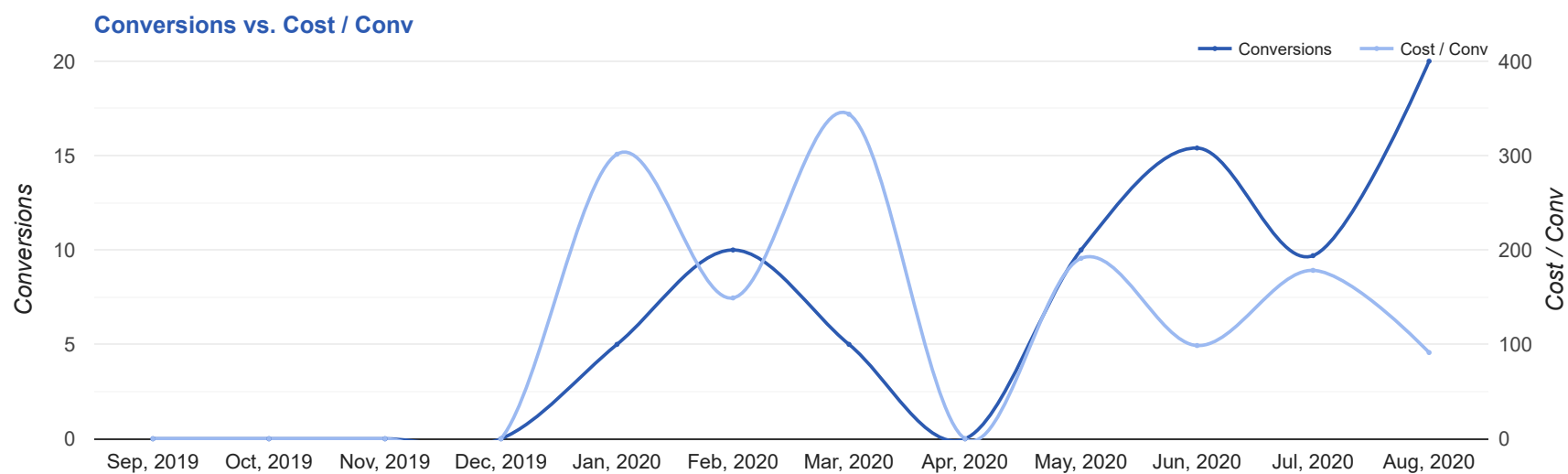
# Key Performance Indicators (KPIs)

|         |        |           |             |
|---------|--------|-----------|-------------|
| Cost    | Conv   | Conv Rate | Cost / Conv |
| \$1,827 | 20     | 4.81%     | \$91.35     |
| ↑ 6%    | ↑ 107% | ↓ 4%      | ↓ 49%       |

## Performance Comparison - Month-over-Month

|                             | IMPR            | CLICKS        | COST             | AVG CPC         | CTR            | AVG POS | CONV            | CONV RATE     | COST / CONV      | SEARCH<br>IMPR SHARE |
|-----------------------------|-----------------|---------------|------------------|-----------------|----------------|---------|-----------------|---------------|------------------|----------------------|
| 1 Jul 2020 —<br>31 Jul 2020 | 2,317           | 192           | \$1,721.70       | \$8.97          | 8.29%          | -       | 9.7             | 5.03%         | \$178.41         | 56.2%                |
| 1 Aug 2020 —<br>31 Aug 2020 | 10,162          | 416           | \$1,826.92       | \$4.39          | 4.09%          | -       | 20              | 4.81%         | \$91.35          | 25.71%               |
| <b>Change</b>               | 7,845<br>↑ 339% | 224<br>↑ 117% | \$105.22<br>↑ 6% | \$4.58<br>↓ 51% | 4.20%<br>↓ 51% | --      | 10.35<br>↑ 107% | 0.22%<br>↓ 4% | \$87.06<br>↓ 49% | 30.49%<br>↓ 54%      |

# 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 |  |
| 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%      |  |
| Aug '20      | 10,162 | 416    | \$1,826.92  | \$4.39  | 4.09% | -       | 20   | 4.81%     | \$91.35     | 25.71%     |  |
| <b>Total</b> | 20,794 | 1,298  | \$12,544.90 | \$9.66  | 6.24% | -       | 75   | 5.78%     | \$167.27    | 36.19%     |  |

# Campaign Summary - 1 Aug 2020 — 31 Aug 2020

| CAMPAIGN                         | IMPR  | CLICKS | COST       | AVG CPC | CTR   | AVG POS | CONV | CONV RATE | COST /<br>CONV | SEARCH<br>IMPR SHARE |
|----------------------------------|-------|--------|------------|---------|-------|---------|------|-----------|----------------|----------------------|
| search   beta  <br>coolsculpting | 8,622 | 355    | \$1,319.19 | \$3.72  | 4.12% | -       | 20   | 5.63%     | \$65.96        | 25%                  |
| search   beta  <br>cooltone      | 1,540 | 61     | \$507.73   | \$8.32  | 3.96% | -       | 0    | 0%        | \$0.00         | 30.38%               |

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

## Top Text Ads

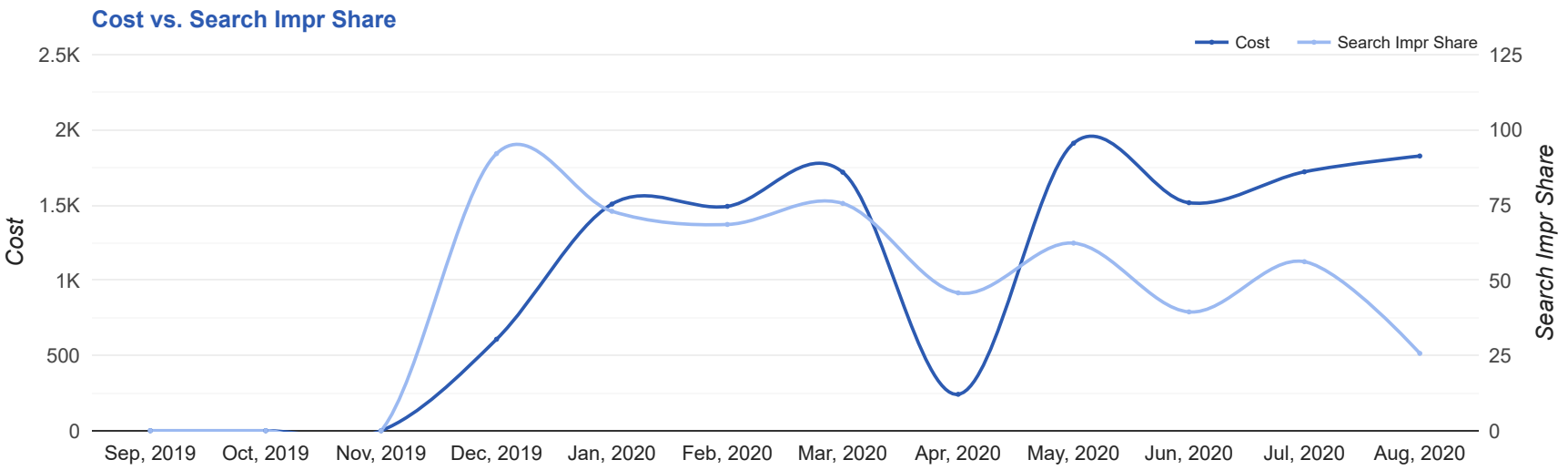
| AD  | IMPR  | CLICKS | COST     | AVG CPC | CTR    | AVG POS | CONV | CONV RATE | COST / CONV |
|---|-------|--------|----------|---------|--------|---------|------|-----------|-------------|
| {Keyword:Cool Aesthetics} - CoolSculpting in Oklahoma City - Fat Reduction Treatment<br><a href="http://coolaesthetics.com/--/">coolaesthetics.com/--/</a> --<br>Leading CoolSculpting Provider in Oklahoma City, OK. Schedule a Free Consultation                        | 1,085 | 53     | \$177.66 | \$3.35  | 4.88%  | -       | 6    | 11.32%    | \$29.61     |
| CoolSculpting in Oklahoma City - Fat Reduction Treatment - Flexible Payment Options<br><a href="http://coolaesthetics.com/coolsculpting/">coolaesthetics.com/coolsculpting/</a><br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 2,921 | 78     | \$329.97 | \$4.23  | 2.67%  | -       | 5    | 6.41%     | \$65.99     |
| CoolSculpting in Oklahoma City - Fat Reduction Treatment - Flexible Payment Options<br><a href="http://coolaesthetics.com/coolsculpting/">coolaesthetics.com/coolsculpting/</a><br>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 534   | 29     | \$112.55 | \$3.88  | 5.43%  | -       | 2    | 6.90%     | \$56.27     |
| {Keyword:Cool Aesthetics} - CoolSculpting in Oklahoma City - Fat Reduction Treatment<br><a href="http://coolaesthetics.com/--/">coolaesthetics.com/--/</a> --<br>Leading CoolSculpting Provider in Oklahoma City, OK. Schedule a Free Consultation                        | 215   | 14     | \$63.87  | \$4.56  | 6.51%  | -       | 2    | 14.29%    | \$31.93     |
| {Keyword:Cool Aesthetics} - New Client Special - 25 Off Coolsculpting Cost<br><a href="http://coolaesthetics.com/">coolaesthetics.com/</a><br>Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.                                   | 21    | 4      | \$5.90   | \$1.48  | 19.05% | -       | 1    | 25.00%    | \$5.90      |

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Aug 2020 — 31 Aug 2020

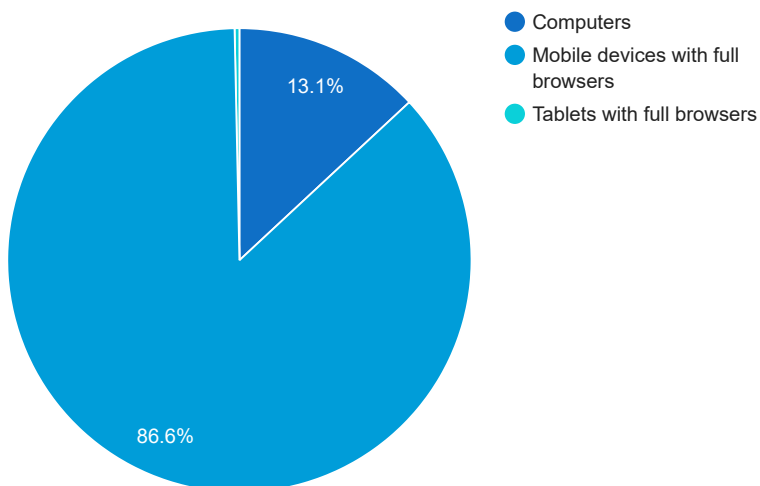
## Budget Coverage



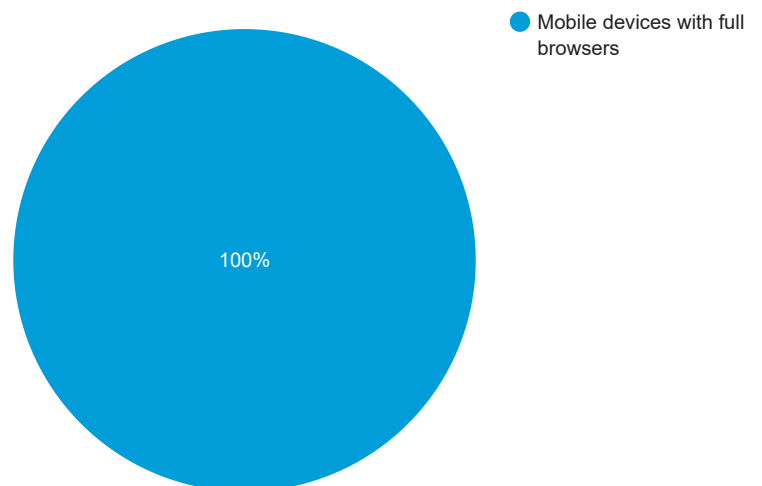
| DATE      | COST     | SEARCH IMPR SHARE |
|-----------|----------|-------------------|
| Sep, 2019 | 0        | 0                 |
| Oct, 2019 | 0        | 0                 |
| Nov, 2019 | 0        | 0                 |
| Dec, 2019 | 608.09   | 92.14             |
| Jan, 2020 | 1,507.11 | 72.96             |
| 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             |
| Aug, 2020 | 1,826.92 | 25.71             |

## 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 | 8,643 | 369    | \$1,581.99 | \$4.29  | 4.27% | -       | 20   | 5.42%     | \$79.10     |
| Computers                         | 1,341 | 44     | \$238.84   | \$5.43  | 3.28% | -       | 0    | 0%        | \$0.00      |
| Tablets with full browsers        | 178   | 3      | \$6.09     | \$2.03  | 1.69% | -       | 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 | 10,162 | 416    | \$1,826.92 | \$4.39  | 4.09% | -       | 20   | 4.81%     | \$91.35     |

# Conversion Types - 1 Aug 2020 — 31 Aug 2020

CONVERSION TYPE

CONV

Form Submission

18

Calls from Ads

2

## 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