

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

Cool Aesthetics

632-979-3423

Key Performance Indicators (KPIs)

Cost

\$1,912

↑ 690%

Conv

10

↑ ∞

Conv Rate

7.87%

↑ ∞

Cost / Conv

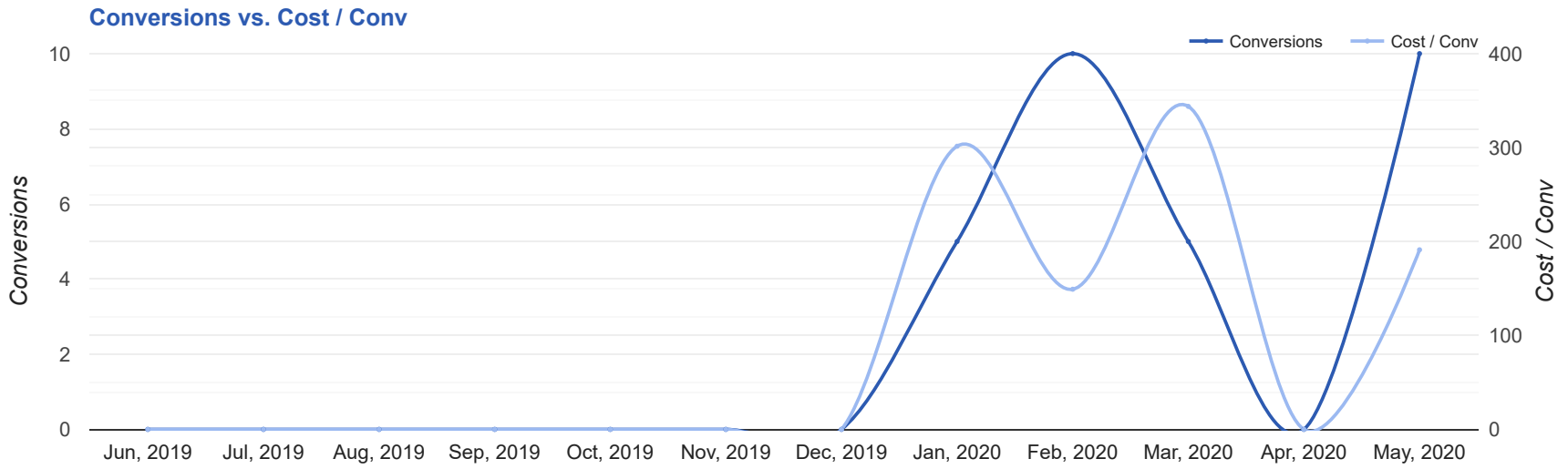
\$191.19

↑ ∞

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2020 — 30 Apr 2020	158	13	\$241.88	\$18.61	8.23%	-	0	0%	\$0.00	45.83%
1 May 2020 — 31 May 2020	1,545	127	\$1,911.94	\$15.05	8.22%	-	10	7.87%	\$191.19	62.12%
Change	1,387 ↑ 878%	114 ↑ 877%	\$1,670.06 ↑ 690%	\$3.56 ↓ 19%	0.01% ↓ 0%	--	10 ↑ ∞%	7.87% ↑ ∞%	\$191.19 ↑ ∞%	16.29% ↑ 36%

Performance by Month - 1 Jun 2019 — 31 May 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	62.12%
Total	6,673	536	\$7,480.07	\$13.96	8.03%	-	30	5.6%	\$249.34	69.02%

Campaign Summary - 1 May 2020 — 31 May 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	1,393	112	\$1,498.87	\$13.38	8.04%	-	10	8.93%	\$149.89	59.96%
search beta cooltone	152	15	\$413.07	\$27.54	9.87%	-	0	0%	\$0.00	91.67%

Top Performing Ads - 1 May 2020 — 31 May 2020

Top Text Ads

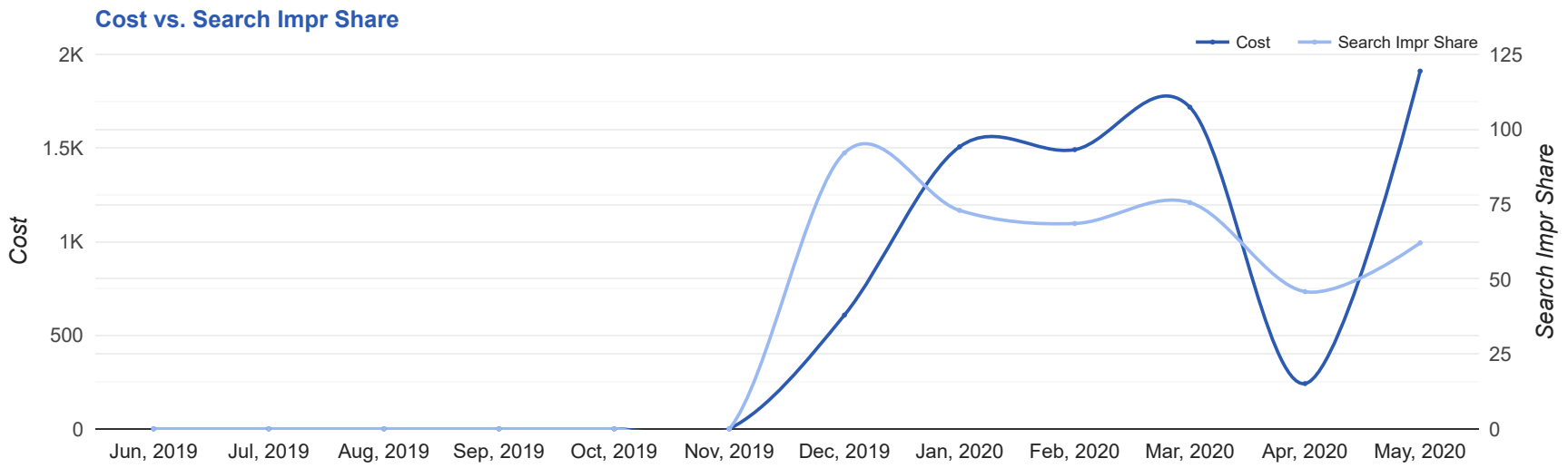
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Oklahoma City - Fat Reduction Treatment - Virtual Consultation Available coolaesthetics.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	572	60	\$796.49	\$13.27	10.49%	-	5	8.33%	\$159.30
#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.	345	24	\$405.29	\$16.89	6.96%	-	3	12.50%	\$135.10
CoolSculpting Deal: 25% Off - Freeze Away Stubborn Fat - Book A Virtual Consultation coolaesthetics.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	160	11	\$127.49	\$11.59	6.88%	-	2	18.18%	\$63.74
#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.	3	1	\$6.29	\$6.29	33.33%	-	0	0.00%	-
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.	16	1	\$10.45	\$10.45	6.25%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2020 — 31 May 2020

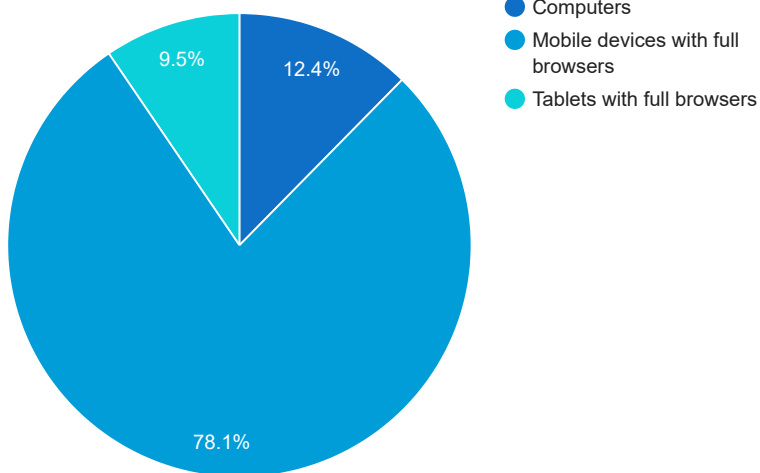
Budget Coverage



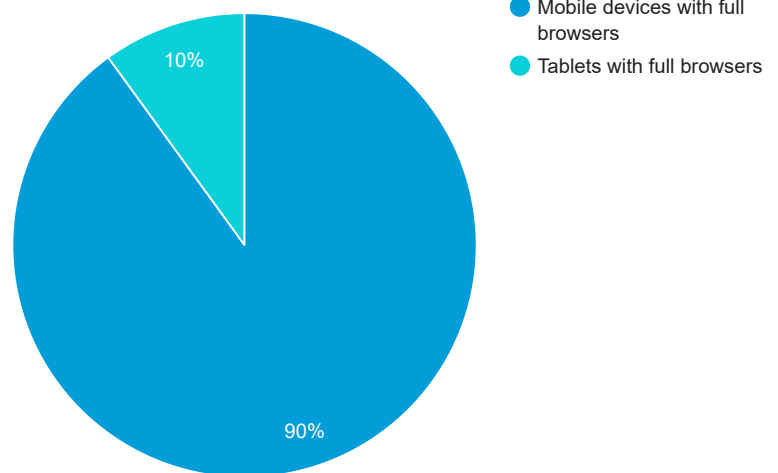
DATE	COST	SEARCH IMPR SHARE
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	608.09	92.14
Jan, 2020	1,507.11	72.96
Feb, 2020	1,492.01	68.58
Mar, 2020	1,719.04	75.58
Apr, 2020	241.88	45.83
May, 2020	1,911.94	62.12

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	1,260	108	\$1,493.62	\$13.83	8.57%	-	9	8.33%	\$165.96
Computers	257	12	\$236.38	\$19.70	4.67%	-	0	0%	\$0.00
Tablets with full browsers	28	7	\$181.94	\$25.99	25%	-	1	14.29%	\$181.94

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	1,545	127	\$1,911.94	\$15.05	8.22%	-	10	7.87%	\$191.19

Conversion Types - 1 May 2020 — 31 May 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 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