

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

Cool Aesthetics

632-979-3423

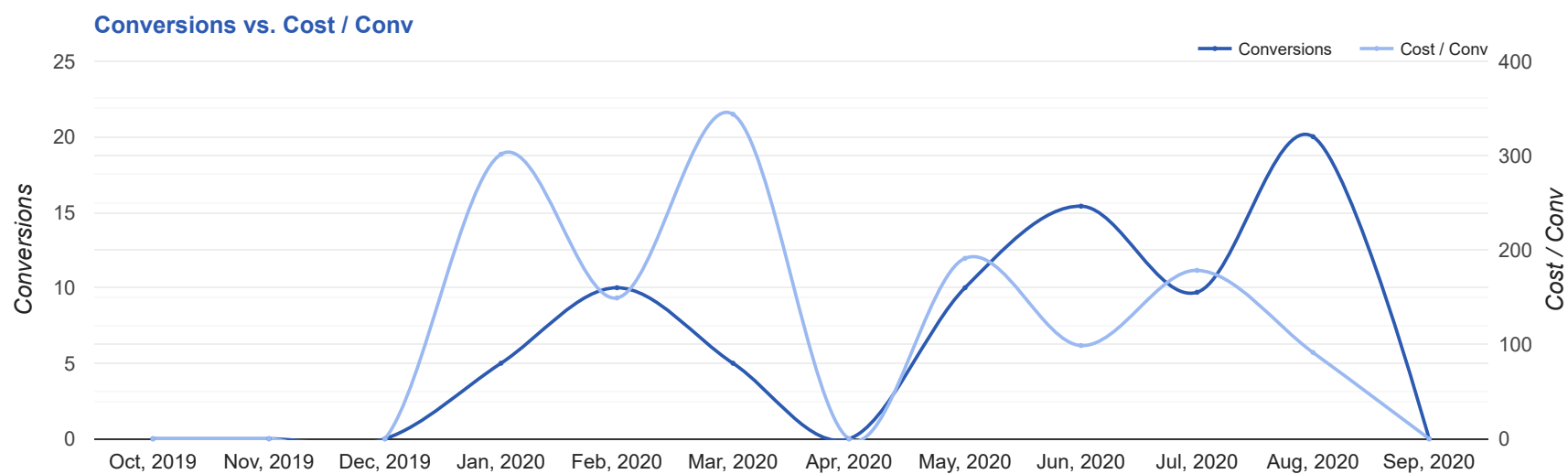
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$39	0	0%	\$0.00
↓ 98%	↓ 100%	↓ 100%	↓ 100%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	10,162	416	\$1,826.92	\$4.39	4.09%	-	20	4.81%	\$91.35	25.71%
1 Sep 2020 — 30 Sep 2020	160	8	\$39.44	\$4.93	5%	-	0	0%	\$0.00	15.53%
Change	10,002 ↓ 98%	408 ↓ 98%	\$1,787.48 ↓ 98%	\$0.54 ↑ 12%	0.91% ↑ 22%	--	20 ↓ 100%	4.81% ↓ 100%	\$91.35 ↓ 100%	10.18% ↓ 40%

Performance by Month - 1 Oct 2019 — 30 Sep 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%	
Sep '20	160	8	\$39.44	\$4.93	5%	-	0	0%	\$0.00	15.53%	
Total	20,954	1,306	\$12,584.34	\$9.64	6.23%	-	75	5.74%	\$167.79	35.82%	

Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta cooltone	5	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	33.33%
search beta coolsculpting	155	8	\$39.44	\$4.93	5.16%	-	0	0%	\$0.00	15.07%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

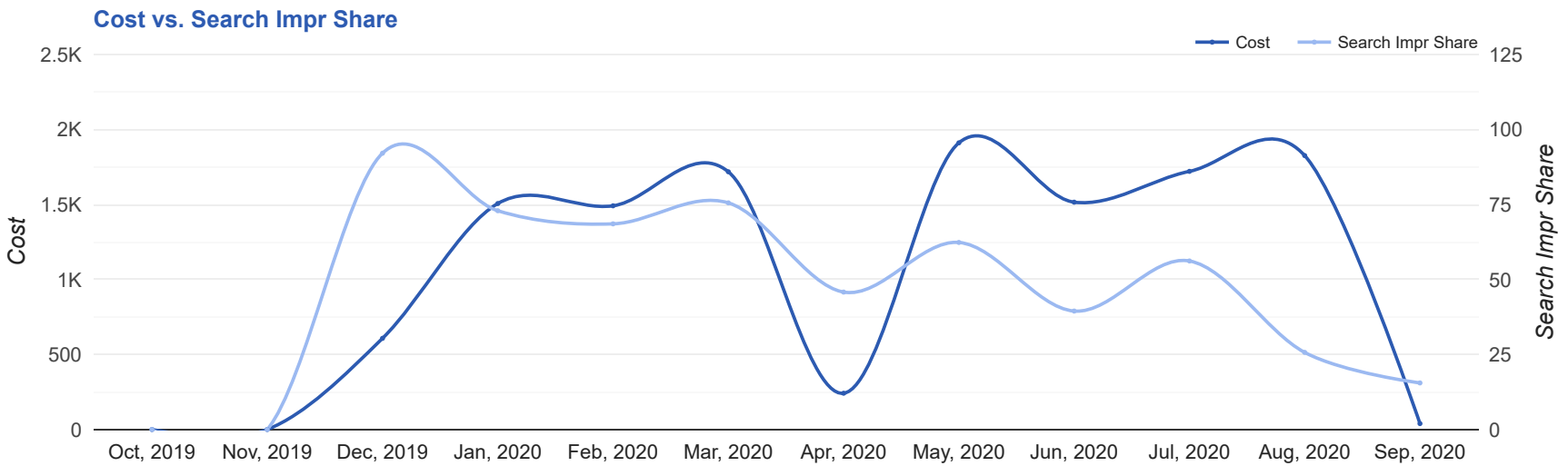
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Cool Aesthetics} - CoolSculpting in Oklahoma City - Fat Reduction Treatment coolaesthetics.com/ --/ -- Leading CoolSculpting Provider in Oklahoma City, OK. Schedule a Free Consultation	27	2	\$10.84	\$5.42	7.41%	-	0	0.00%	-
CoolSculpting in Oklahoma City - Fat Reduction Treatment - Flexible Payment Options coolaesthetics.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	16	3	\$12.98	\$4.33	18.75%	-	0	0.00%	-
CoolSculpting in Oklahoma City - Fat Reduction Treatment - Flexible Payment Options coolaesthetics.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	34	3	\$15.62	\$5.21	8.82%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

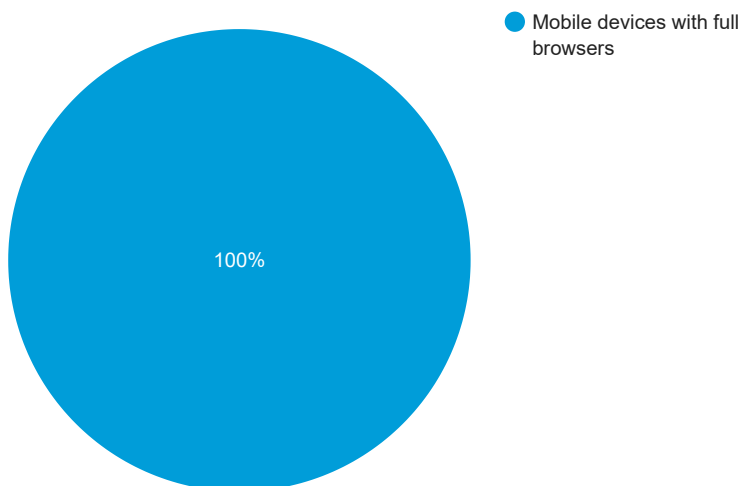
Budget Coverage



DATE	COST	SEARCH IMPR SHARE
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
Sep, 2020	39.44	15.53

Cost and Conversions by Device

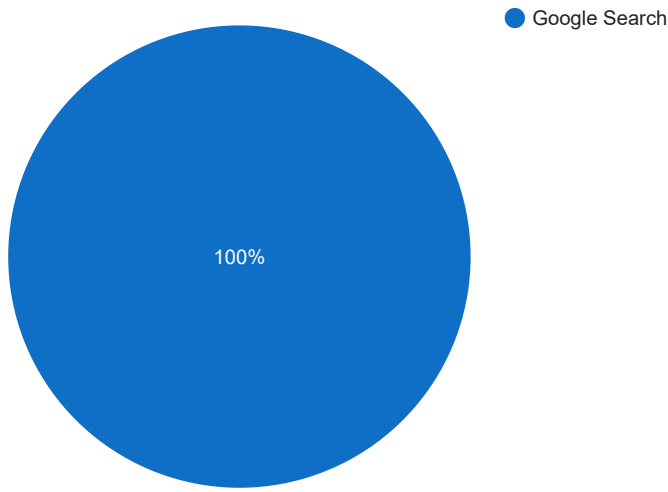
Cost



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	151	8	\$39.44	\$4.93	5.3%	-	0	0%	\$0.00
Computers	7	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00
Tablets with full browsers	2	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00

Cost and Conversions by Network (Search vs. Display)

Cost



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Google search	160	8	\$39.44	\$4.93	5%	-	0	0%	\$0.00

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE

CONV

Calls from Ads

0

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