

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

Cool Aesthetics

632-979-3423

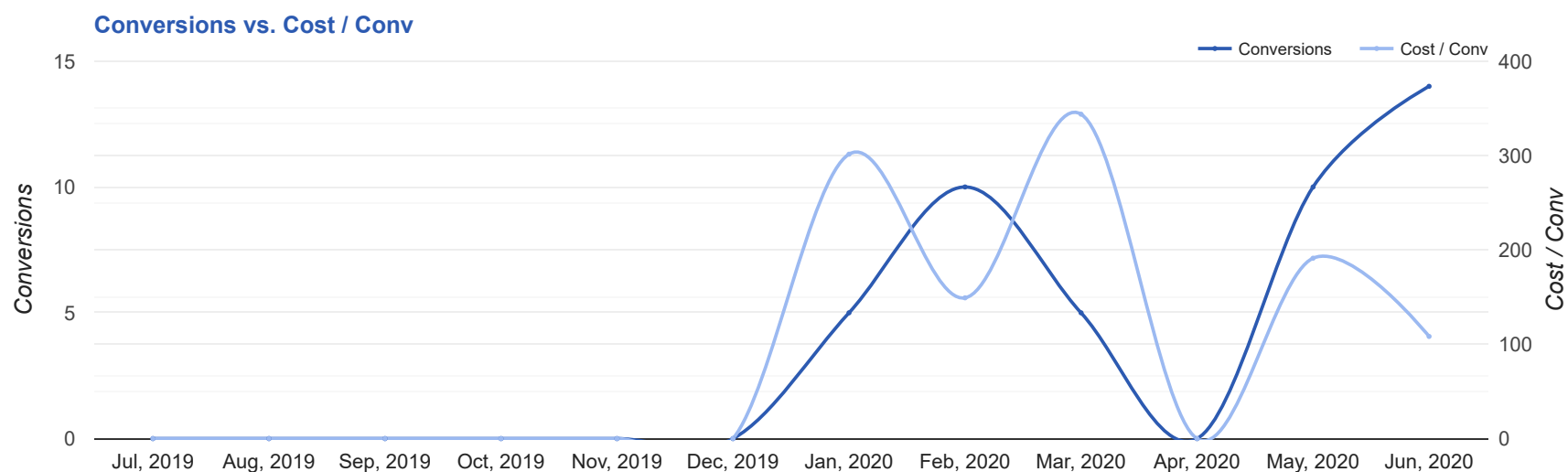
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,516	14	9.09%	\$108.30
↓ 21%	↑ 40%	↑ 16%	↓ 43%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2020 — 31 May 2020	1,545	127	\$1,911.94	\$15.05	8.22%	-	10	7.87%	\$191.19	62.38%
1 Jun 2020 — 30 Jun 2020	1,642	154	\$1,516.21	\$9.85	9.38%	-	14	9.09%	\$108.30	39.5%
Change	97 ↑ 6%	27 ↑ 21%	\$395.73 ↓ 21%	\$5.20 ↓ 35%	1.16% ↑ 14%	--	4 ↑ 40%	1.22% ↑ 16%	\$82.89 ↓ 43%	22.88% ↓ 37%

Performance by Month - 1 Jul 2019 — 30 Jun 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%	-	14	9.09%	\$108.30	39.5%
Total	8,315	690	\$8,996.28	\$13.04	8.3%	-	44	6.38%	\$204.46	60.19%

Campaign Summary - 1 Jun 2020 — 30 Jun 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	1,641	153	\$1,499.83	\$9.80	9.32%	-	14	9.15%	\$107.13	39.49%
search beta cooltone	1	1	\$16.38	\$16.38	100%	-	0	0%	\$0.00	100%

Top Performing Ads - 1 Jun 2020 — 30 Jun 2020

Top Text Ads

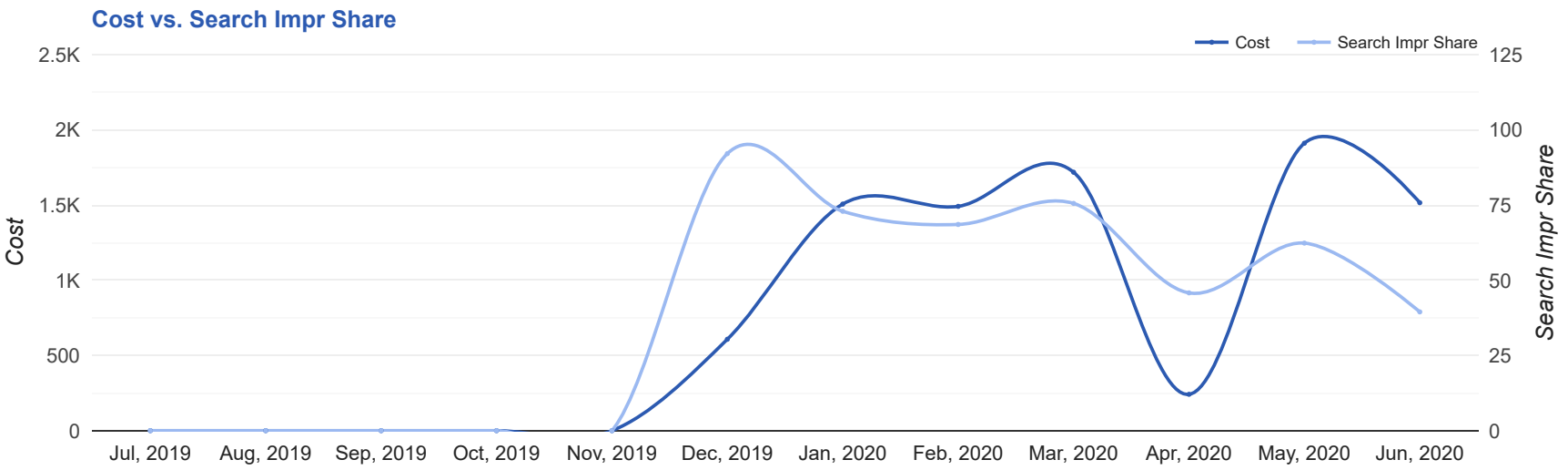
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Oklahoma City - Fat Reduction Treatment - Virtual Consultation Available coolaesthetics.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	734	76	\$763.12	\$10.04	10.35%	-	8	10.53%	\$95.39
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.	74	12	\$119.71	\$9.98	16.22%	-	3	25.00%	\$39.90
CoolSculpting in Oklahoma City - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime coolaesthetics.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	60	9	\$75.37	\$8.37	15.00%	-	2	22.22%	\$37.69
25% Off All CoolSculpting® - Best Price in Oklahoma City - Cool Aesthetics coolaesthetics.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	84	11	\$49.28	\$4.48	13.10%	-	1	9.09%	\$49.28
#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.	303	21	\$178.40	\$8.50	6.93%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2020 — 30 Jun 2020

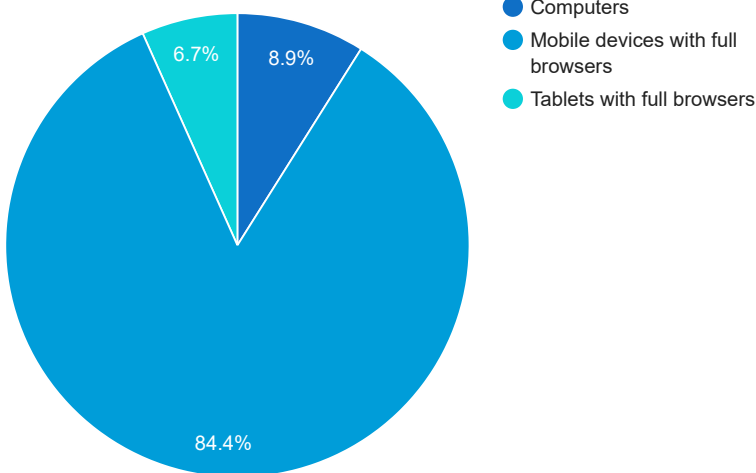
Budget Coverage



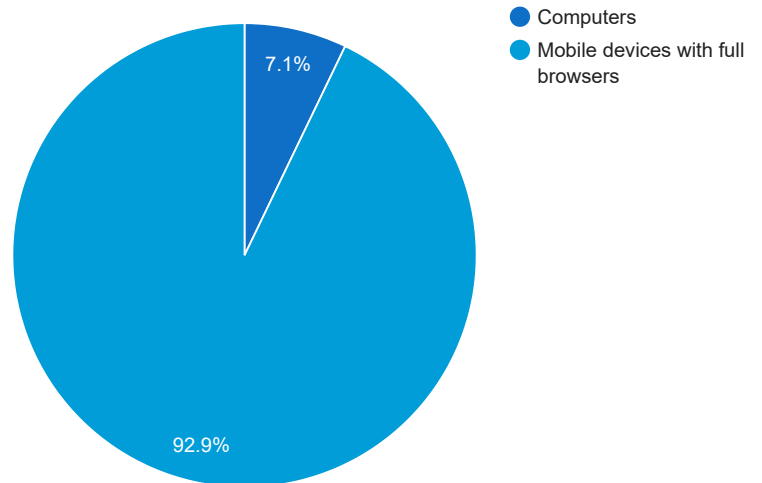
DATE	COST	SEARCH IMPR SHARE
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	608.09	92.14
Jan, 2020	1,507.11	72.96
Feb, 2020	1,492.01	68.58
Mar, 2020	1,719.04	75.58
Apr, 2020	241.88	45.83
May, 2020	1,911.94	62.38
Jun, 2020	1,516.21	39.50

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	1,354	134	\$1,279.10	\$9.55	9.9%	-	13	9.7%	\$98.39
Computers	237	13	\$135.66	\$10.44	5.49%	-	1	7.69%	\$135.66
Tablets with full browsers	51	7	\$101.45	\$14.49	13.73%	-	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	1,642	154	\$1,516.21	\$9.85	9.38%	-	14	9.09%	\$108.30

Conversion Types - 1 Jun 2020 — 30 Jun 2020

CONVERSION TYPE

CONV

Form Submission

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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