

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

Cool Aesthetics

632-979-3423

Key Performance Indicators (KPIs)

Cost

\$2,817

↓ 20%

Conv

19

↓ 37%

Conv Rate

7.34%

↓ 12%

Cost / Conv

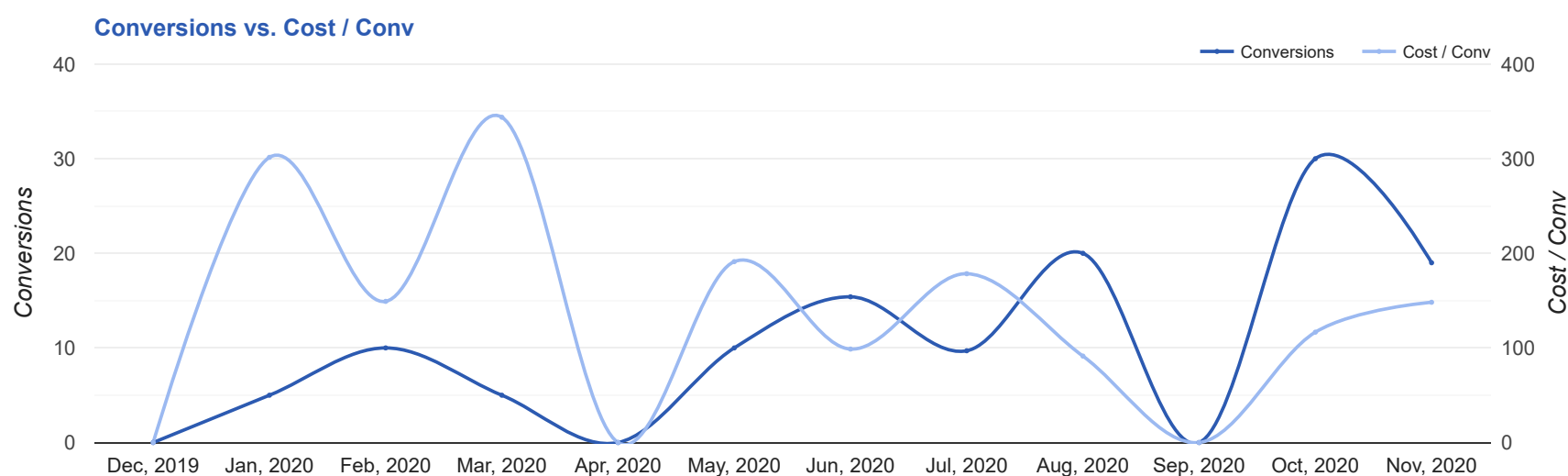
\$148.24

↑ 27%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	8,219	361	\$3,499.48	\$9.69	4.39%	-	30	8.31%	\$116.65	23.82%
1 Nov 2020 — 30 Nov 2020	5,364	259	\$2,816.60	\$10.87	4.83%	-	19	7.34%	\$148.24	34.06%
Change	2,855 ↓ 35%	102 ↓ 28%	\$682.88 ↓ 20%	\$1.18 ↑ 12%	0.44% ↑ 10%	--	11 ↓ 37%	0.97% ↓ 12%	\$31.59 ↑ 27%	10.24% ↑ 43%

Performance by Month - 1 Dec 2019 — 30 Nov 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	33.99%	
Oct '20	8,219	361	\$3,499.48	\$9.69	4.39%	-	30	8.31%	\$116.65	23.82%	
Nov '20	5,364	259	\$2,816.60	\$10.87	4.83%	-	19	7.34%	\$148.24	34.06%	
Total	34,537	1,926	\$18,900.42	\$9.81	5.58%	-	124	6.44%	\$152.42	31.92%	

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	1,634	169	\$1,722.96	\$10.20	10.34%	-	18	10.65%	\$95.72	80%
search beta coolsculpting exp reach	3,730	90	\$1,093.64	\$12.15	2.41%	-	1	1.11%	\$1,093.64	27.23%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

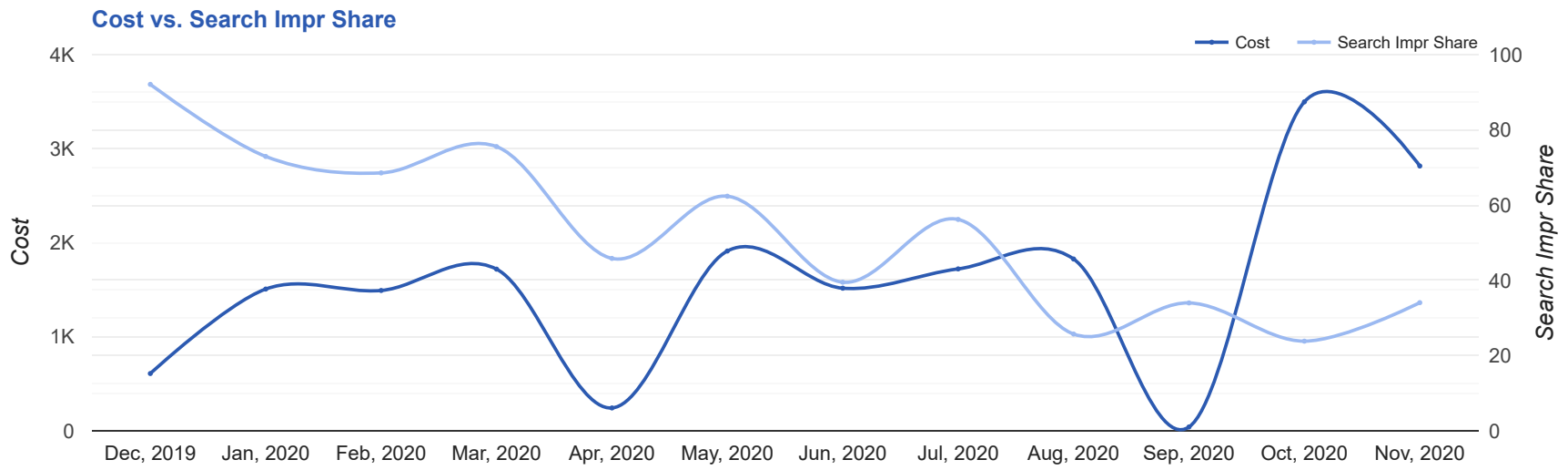
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Oklahoma City - Dec Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In {=COUNTDOWN(2020/12/31 00:00:00en-US31)} coolaesthetics.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Oklahoma City, OK	51	8	\$112.83	\$14.10	15.69%	-	3	37.50%	\$37.61
CoolSculpting in Oklahoma City - Dec Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In {=COUNTDOWN(2020/12/31 00:00:00en-US31)} coolaesthetics.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	74	6	\$44.94	\$7.49	8.11%	-	3	50.00%	\$14.98
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.	118	15	\$168.47	\$11.23	12.71%	-	2	13.33%	\$84.23
Huge CoolSculpting Promotion - CoolSculpting in Oklahoma City - Biggest Coolsculpting® Promo coolaesthetics.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Oklahoma City, OK	251	26	\$364.85	\$14.03	10.36%	-	2	7.69%	\$182.43
{Keyword:Cool Aesthetics} - CoolSculpting in Oklahoma City - Fat Reduction Treatment coolaesthetics.com/ --/ -- Leading CoolSculpting Provider in Oklahoma City, OK. Schedule a Free Consultation	87	12	\$115.42	\$9.62	13.79%	-	2	16.67%	\$57.71

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

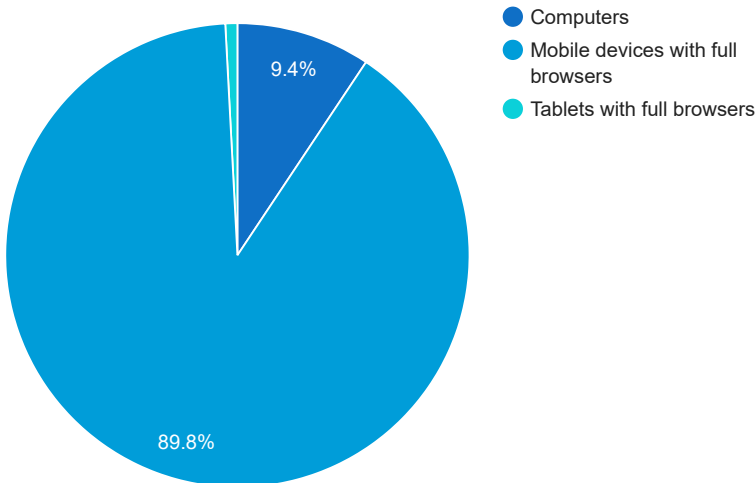
Budget Coverage



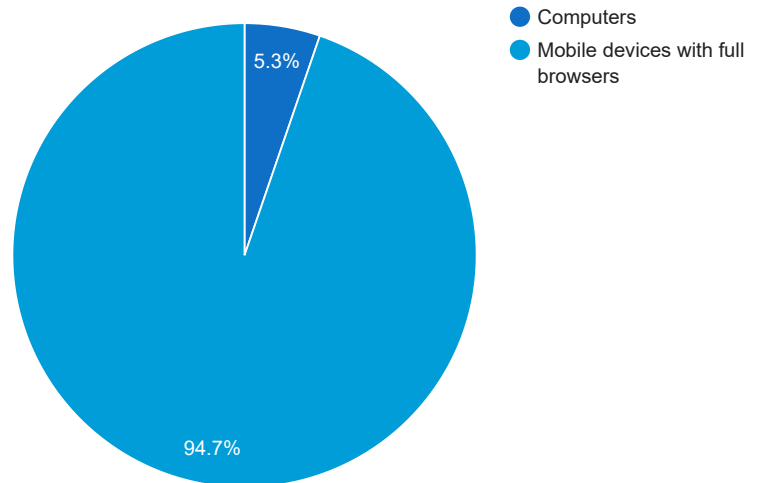
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	608.09	92.14
Jan, 2020	1,507.11	72.96
Feb, 2020	1,492.01	68.58
Mar, 2020	1,719.04	75.58
Apr, 2020	241.88	45.83
May, 2020	1,911.94	62.38
Jun, 2020	1,516.21	39.50
Jul, 2020	1,721.70	56.20
Aug, 2020	1,826.92	25.71
Sep, 2020	39.44	33.99
Oct, 2020	3,499.48	23.82
Nov, 2020	2,816.60	34.06

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	4,493	233	\$2,529.69	\$10.86	5.19%	-	18	7.73%	\$140.54
Computers	762	23	\$263.38	\$11.45	3.02%	-	1	4.35%	\$263.38
Tablets with full browsers	109	3	\$23.53	\$7.84	2.75%	-	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	5,364	259	\$2,816.60	\$10.87	4.83%	-	19	7.34%	\$148.24

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE

CONV

Form Submission

18

Calls from Ads

1

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