

**Monthly Account
Performance Report
1 Jan 2021 — 31 Jan 2021**

Cool Aesthetics

632-979-3423

Key Performance Indicators (KPIs)

Cost

\$2,746

↔ 0%

Conv

14

↑ 56%

Conv Rate

2.01%

↔ 0%

Cost / Conv

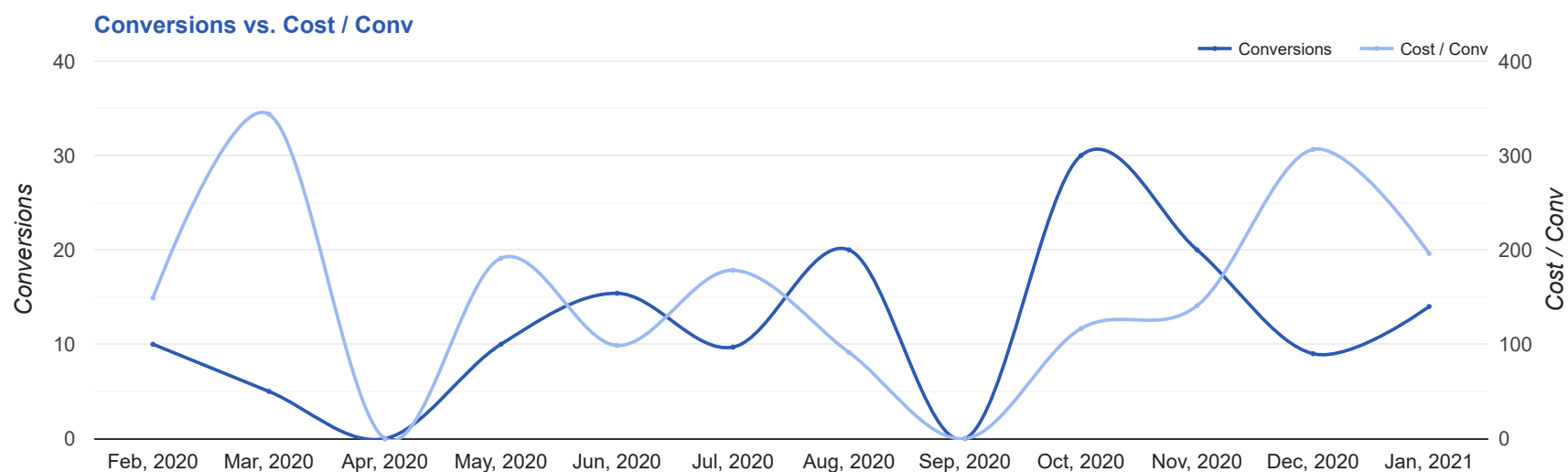
\$196.15

↓ 36%

Performance Comparison - Month-over-Month

| | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|-----------------------------|----------------|--------------|-----------------|-----------------|---------------|---------|------------|---------------|-------------------|----------------------|
| 1 Dec 2020 — 31 Dec 2020 | 10,729 | 450 | \$2,758.04 | \$6.13 | 4.19% | - | 9 | 2% | \$306.45 | 21.53% |
| 1 Jan 2021 — 31 Jan 2021 | 17,131 | 698 | \$2,746.05 | \$3.93 | 4.07% | - | 14 | 2.01% | \$196.15 | 16.96% |
| Change | 6,402 ↑ 60% | 248 ↑ 55% | \$11.99 ↓ 0% | \$2.20 ↓ 36% | 0.12% ↓ 3% | -- | 5 ↑ 56% | 0.01% ↑ 0% | \$110.30 ↓ 36% | 4.57% ↓ 21% |

Performance by Month - 1 Feb 2020 — 31 Jan 2021



| MONTH | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH |
|--------------|---------------|--------------|--------------------|---------------|--------------|----------|------------|--------------|-----------------|---------------|
| | | | | | | | | | | IMPR SHARE |
| 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% | - | 20 | 7.72% | \$140.83 | 34.19% |
| Dec '20 | 10,729 | 450 | \$2,758.04 | \$6.13 | 4.19% | - | 9 | 2% | \$306.45 | 21.53% |
| Jan '21 | 17,131 | 698 | \$2,746.05 | \$3.93 | 4.07% | - | 14 | 2.01% | \$196.15 | 16.96% |
| Total | 61,074 | 2,969 | \$22,289.31 | \$7.51 | 4.86% | - | 143 | 4.82% | \$155.87 | 23.74% |

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

| CAMPAIGN | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|----------------------------------|--------|--------|------------|---------|-------|---------|------|-----------|----------------|----------------------|
| search beta coolsculpting | 17,131 | 698 | \$2,746.05 | \$3.93 | 4.07% | - | 14 | 2.01% | \$196.15 | 16.96% |

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

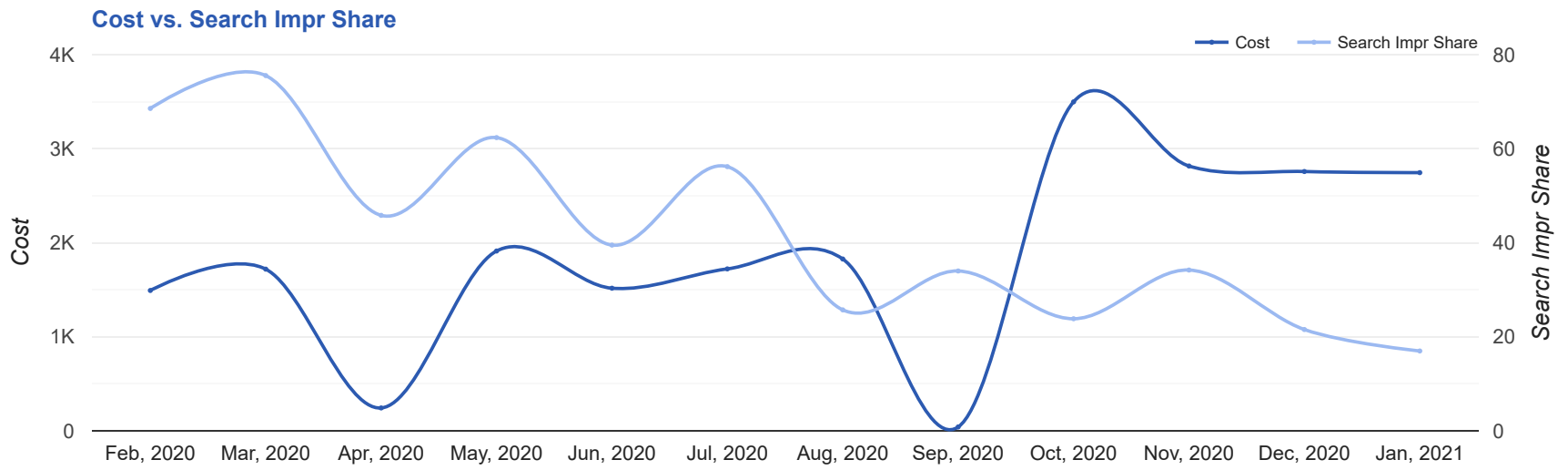
| AD | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV |
|---|-------|--------|----------|---------|--------|---------|------|-----------|-------------|
| Fat Reduction in Oklahoma City - Our Biggest Discount Ever - Freeze Away Body Fat coolaesthetics.com/ Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. | 347 | 20 | \$92.58 | \$4.63 | 5.76% | - | 3 | 15.00% | \$30.86 |
| 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 | 919 | 67 | \$301.93 | \$4.51 | 7.29% | - | 1 | 1.49% | \$301.93 |
| CoolSculpting in Oklahoma City - Jan Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever coolaesthetics.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. | 48 | 7 | \$18.21 | \$2.60 | 14.58% | - | 1 | 14.29% | \$18.21 |
| CoolSculpting in Oklahoma City - Jan Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever coolaesthetics.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. | 238 | 11 | \$46.65 | \$4.24 | 4.62% | - | 1 | 9.09% | \$46.65 |
| Cool Aesthetics - Fat Reduction in Oklahoma City - Non-Surgical Fat Reduction coolaesthetics.com/ -- -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. | 1,448 | 49 | \$173.73 | \$3.55 | 3.38% | - | 1 | 2.04% | \$173.73 |

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

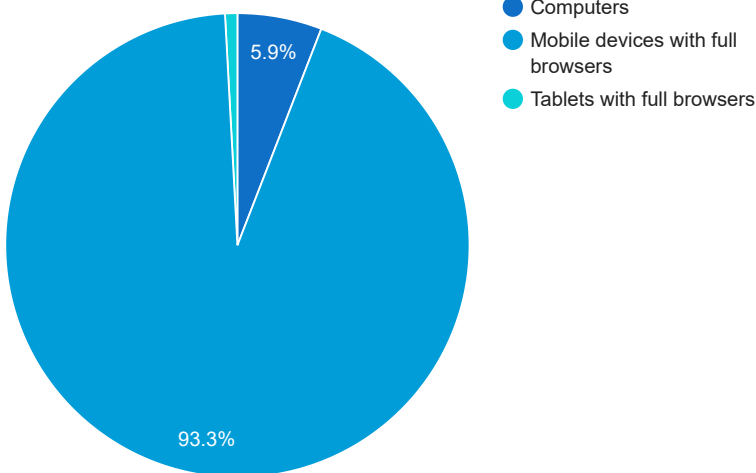
Budget Coverage



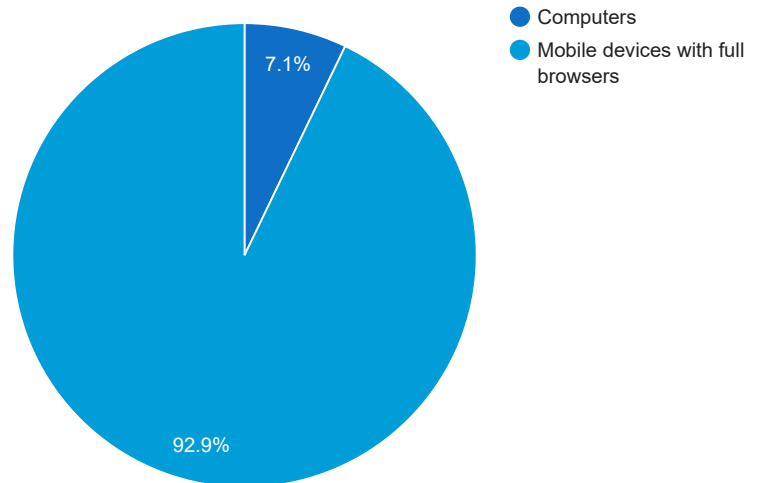
| DATE | COST | SEARCH IMPR SHARE |
|-----------|----------|-------------------|
| Feb, 2020 | 1,492.01 | 68.58 |
| Mar, 2020 | 1,719.04 | 75.58 |
| Apr, 2020 | 241.88 | 45.83 |
| May, 2020 | 1,911.94 | 62.38 |
| Jun, 2020 | 1,516.21 | 39.50 |
| Jul, 2020 | 1,721.70 | 56.20 |
| Aug, 2020 | 1,826.92 | 25.71 |
| Sep, 2020 | 39.44 | 33.99 |
| Oct, 2020 | 3,499.48 | 23.82 |
| Nov, 2020 | 2,816.60 | 34.19 |
| Dec, 2020 | 2,758.04 | 21.53 |
| Jan, 2021 | 2,746.05 | 16.96 |

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 | 15,327 | 643 | \$2,560.90 | \$3.98 | 4.2% | - | 13 | 2.02% | \$196.99 |
| Computers | 1,568 | 46 | \$161.62 | \$3.51 | 2.93% | - | 1 | 2.17% | \$161.62 |
| Tablets with full browsers | 236 | 9 | \$23.53 | \$2.61 | 3.81% | - | 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 | 17,131 | 698 | \$2,746.05 | \$3.93 | 4.07% | - | 14 | 2.01% | \$196.15 |

Conversion Types - 1 Jan 2021 — 31 Jan 2021

| CONVERSION TYPE | CONV |
|--------------------------------|------|
| Form Submission | 12 |
| Calls from Ads | 2 |
| Local actions - Website visits | 0 |
| Local actions - Directions | 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