

**Monthly Account  
Performance Report  
1 Feb 2021 — 28 Feb 2021**

Cool Aesthetics

632-979-3423

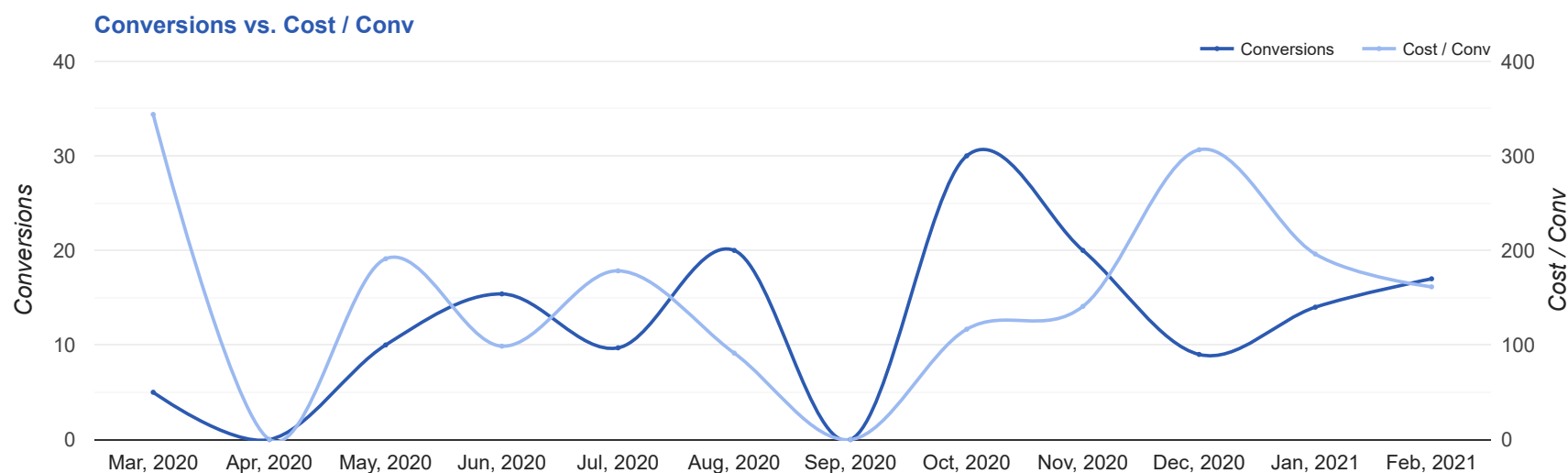
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,746	17	2.36%	\$161.50
↔ 0%	↑ 21%	↑ 17%	↓ 18%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	17,131	698	\$2,746.05	\$3.93	4.07%	-	14	2.01%	\$196.15	16.98%
1 Feb 2021 — 28 Feb 2021	14,797	719	\$2,745.58	\$3.82	4.86%	-	17	2.36%	\$161.50	18.24%
Change	2,334 ↓ 14%	21 ↑ 3%	\$0.47 ↓ 0%	\$0.11 ↓ 3%	0.79% ↑ 19%	--	3 ↑ 21%	0.35% ↑ 17%	\$34.65 ↓ 18%	1.26% ↑ 7%

# Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	16.98%
Feb '21	14,797	719	\$2,745.58	\$3.82	4.86%	-	17	2.36%	\$161.50	18.24%
<b>Total</b>	<b>73,861</b>	<b>3,530</b>	<b>\$23,542.88</b>	<b>\$6.67</b>	<b>4.78%</b>	<b>-</b>	<b>150</b>	<b>4.25%</b>	<b>\$156.95</b>	<b>22.03%</b>

# Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	14,797	719	\$2,745.58	\$3.82	4.86%	-	17	2.36%	\$161.50	18.24%

# Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

## Top Text Ads

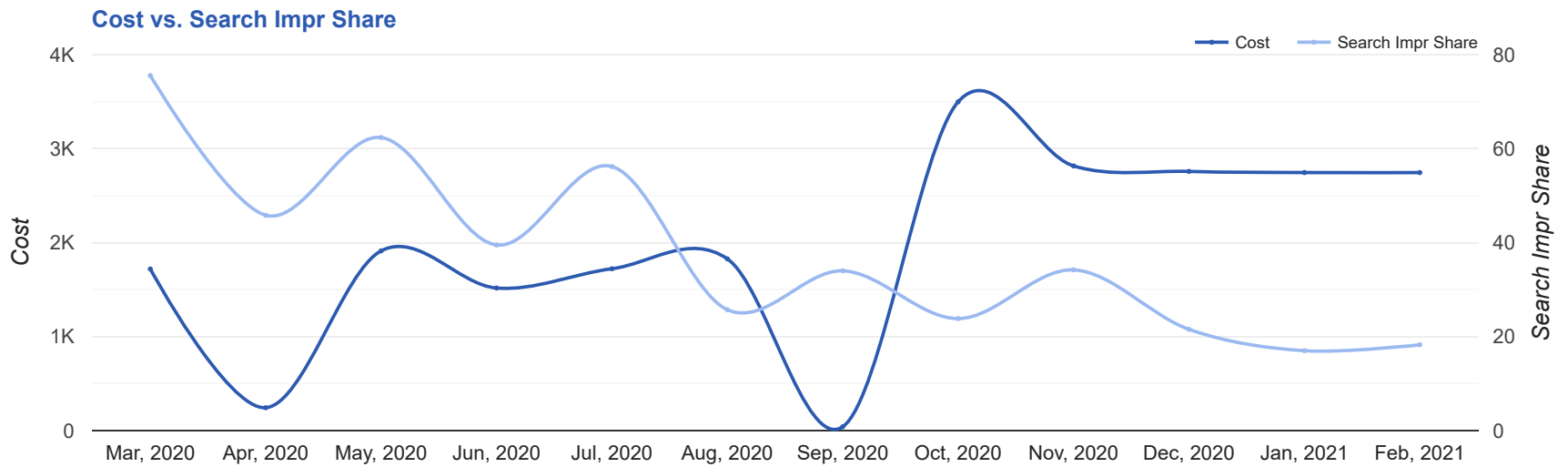
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Cool Aesthetics - Fat Reduction in Oklahoma City - Non-Surgical Fat Reduction <a href="https://coolaesthetics.com/">coolaesthetics.com/ --/ --</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,822	112	\$435.75	\$3.89	6.15%	-	3	2.68%	\$145.25
Fat Reduction in Oklahoma City - Our Biggest Discount Ever - Get Rid of Unwanted Fat <a href="https://coolaesthetics.com/">coolaesthetics.com//</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	723	22	\$96.02	\$4.36	3.04%	-	3	13.41%	\$32.55
Cool Aesthetics - Fat Reduction in Oklahoma City - Non-Surgical Fat Reduction <a href="https://coolaesthetics.com/">coolaesthetics.com/ --/ --</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	2,332	102	\$334.14	\$3.28	4.37%	-	2	1.96%	\$167.07
CoolSculpting in Oklahoma City - Feb Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever <a href="https://coolaesthetics.com/">coolaesthetics.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	246	16	\$81.36	\$5.08	6.50%	-	1.5	9.38%	\$54.24
CoolSculpting in Oklahoma City - Limited Time Offer   Feb 2021 - Our Biggest Discount Ever <a href="https://coolaesthetics.com/">coolaesthetics.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	64	7	\$20.96	\$2.99	10.94%	-	1	14.29%	\$20.96

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Feb 2021 — 28 Feb 2021

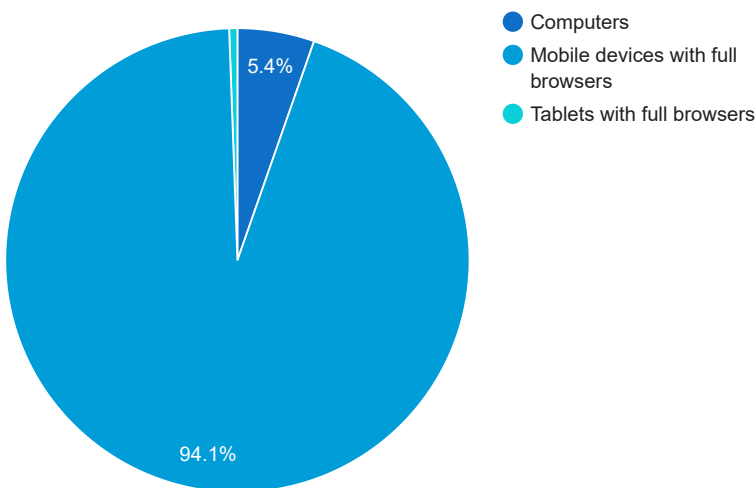
## Budget Coverage



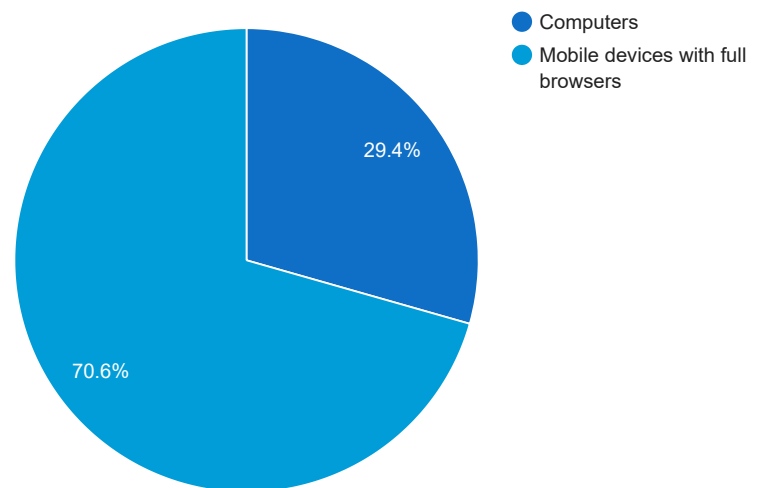
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	1,719.04	75.58
Apr, 2020	241.88	45.83
May, 2020	1,911.94	62.38
Jun, 2020	1,516.21	39.50
Jul, 2020	1,721.70	56.20
Aug, 2020	1,826.92	25.71
Sep, 2020	39.44	33.99
Oct, 2020	3,499.48	23.82
Nov, 2020	2,816.60	34.19
Dec, 2020	2,758.04	21.53
Jan, 2021	2,746.05	16.98
Feb, 2021	2,745.58	18.24

## Cost and Conversions by Device

### Cost



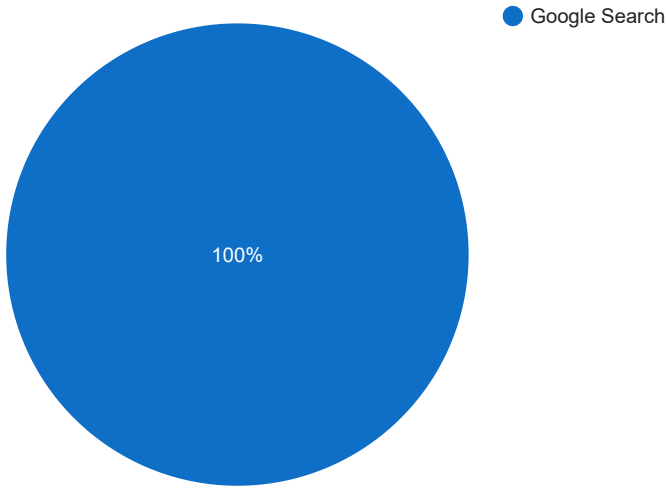
### Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	13,404	661	\$2,582.84	\$3.91	4.93%	-	12	1.82%	\$215.24
Computers	1,185	48	\$147.06	\$3.06	4.05%	-	5	10.42%	\$29.41
Tablets with full browsers	208	10	\$15.68	\$1.57	4.81%	-	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	14,797	719	\$2,745.58	\$3.82	4.86%	-	17	2.36%	\$161.50

# Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Form Submission	15
Calls from Ads	2
Local actions - Website visits	0
Local actions - Other engagements	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