

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

Cool Aesthetics

632-979-3423

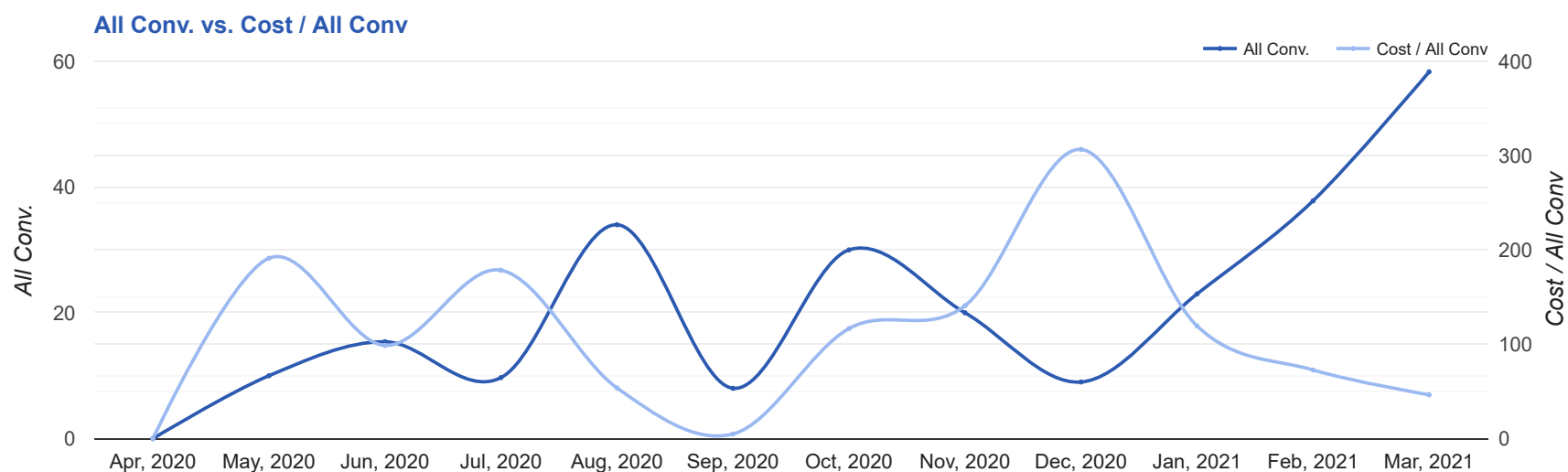
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$2,704	58.3	7.39%	\$46.42
↓ 2%	↑ 54%	↑ 41%	↓ 36%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Feb 2021 — 28 Feb 2021	14,797	719	\$2,745.58	\$3.82	4.86%	-	5.25%	\$72.73	37.8
1 Mar 2021 — 31 Mar 2021	14,112	788	\$2,703.87	\$3.43	5.58%	-	7.39%	\$46.42	58.3
Change	685 ↓ 5%	69 ↑ 10%	\$41.71 ↓ 2%	\$0.39 ↓ 10%	0.72% ↑ 15%	0 ↔ -	2.14% ↑ 41%	\$26.31 ↓ 36%	20.50 ↑ 54%

Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Apr '20	158	13	\$241.88	\$18.61	8.23%	-	0	0%	\$0.00
May '20	1,545	127	\$1,911.94	\$15.05	8.22%	-	10	7.87%	\$191.19
Jun '20	1,642	154	\$1,516.21	\$9.85	9.38%	-	15.4	9.97%	\$98.78
Jul '20	2,317	192	\$1,721.70	\$8.97	8.29%	-	9.7	5.03%	\$178.41
Aug '20	10,162	416	\$1,826.92	\$4.39	4.09%	-	34	8.17%	\$53.73
Sep '20	160	8	\$39.44	\$4.93	5%	-	8	100%	\$4.93
Oct '20	8,219	361	\$3,499.48	\$9.69	4.39%	-	30	8.31%	\$116.65
Nov '20	5,364	259	\$2,816.60	\$10.87	4.83%	-	20	7.72%	\$140.83
Dec '20	10,729	450	\$2,758.04	\$6.13	4.19%	-	9	2%	\$306.45
Jan '21	17,131	698	\$2,746.05	\$3.93	4.07%	-	23	3.3%	\$119.39
Feb '21	14,797	719	\$2,745.58	\$3.82	4.86%	-	37.8	5.25%	\$72.73
Mar '21	14,112	788	\$2,703.87	\$3.43	5.58%	-	58.3	7.39%	\$46.42
Total	86,336	4,185	\$24,527.71	\$5.86	4.85%	-	255	6.09%	\$96.19

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	14,112	788	\$2,703.87	\$3.43	5.58%	-	58.3	7.39%	\$46.42

Top Keywords & Placements - 1 Mar 2021 — 31 Mar 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting oklahoma city	7	4	\$19.67	\$4.92	57.14%	-	5	125.00%	\$3.93
coolsculpting cost	18	19	\$34.86	\$1.83	105.56%	-	5	26.32%	\$6.97
buffalo hump removal cost	1	2	\$3.98	\$1.99	200.00%	-	4	200.00%	\$0.99
cool sculpting	37	26	\$85.65	\$3.29	70.27%	-	2.5	9.65%	\$34.12
weight management doctor	1	1	\$1.96	\$1.96	100.00%	-	2	200.00%	\$0.98
coolsculpting okc	13	10	\$51.29	\$5.13	76.92%	-	2	20.00%	\$25.64
coolsculpting near me	10	11	\$78.01	\$7.09	110.00%	-	2	18.18%	\$39.01
brazilian butt lift oklahoma city	1	1	\$2.71	\$2.71	100.00%	-	1	100.00%	\$2.71
cool sculpting cost okc	1	1	\$2.76	\$2.76	100.00%	-	1	100.00%	\$2.76
liposuction cost okc	7	8	\$20.63	\$2.58	114.29%	-	1	12.50%	\$20.63

Top Display Placements

No Data Found for this account

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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	766	72	\$298.08	\$4.14	9.40%	-	9	12.50%	\$33.12
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.	1,901	106	\$324.32	\$3.06	5.58%	-	6	5.66%	\$54.05
CoolSculpting in Oklahoma City - Limited Time Offer Mar 2021 - Our Biggest Discount Ever coolaesthetics.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	107	10	\$30.79	\$3.08	9.35%	-	5	50.00%	\$6.16
CoolSculpting in Oklahoma City - Mar 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.	58	7	\$23.82	\$3.40	12.07%	-	3	42.86%	\$7.94
Fat Reduction in Oklahoma City - Our Biggest Discount Ever - Get \$1,000 Off 8+ Treatments coolaesthetics.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	368	22	\$70.47	\$3.20	5.98%	-	3	13.64%	\$23.49

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

Budget Coverage

Display Impr Share

0%

-

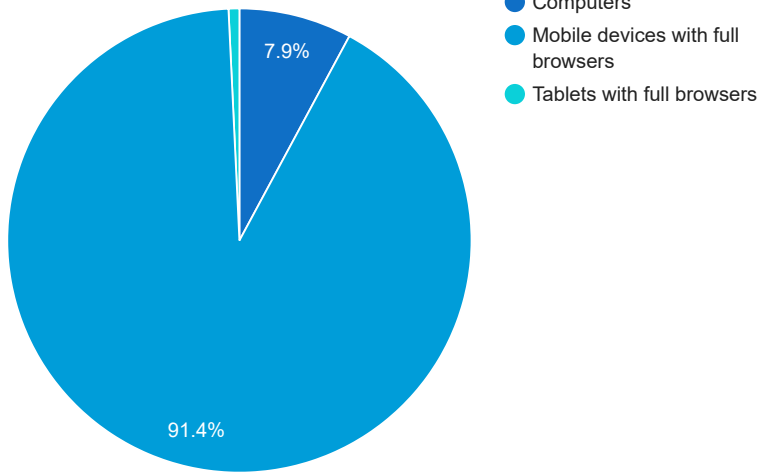
Search Impr Share

18.42%

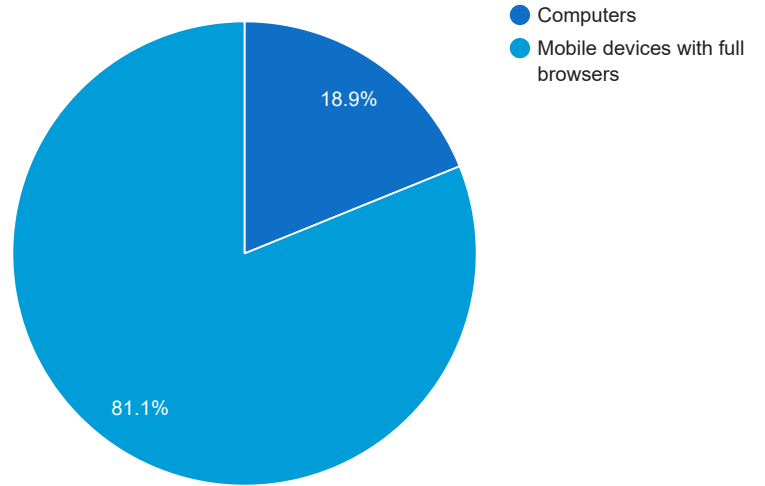
↔ 0%

Cost and Conversions by Device

Cost



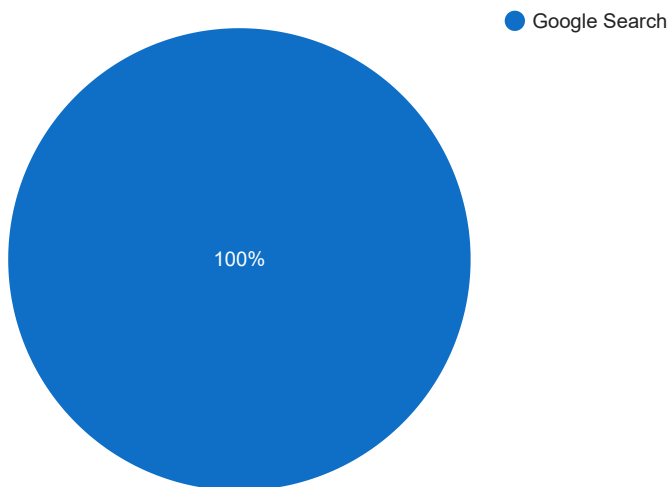
All Conv.



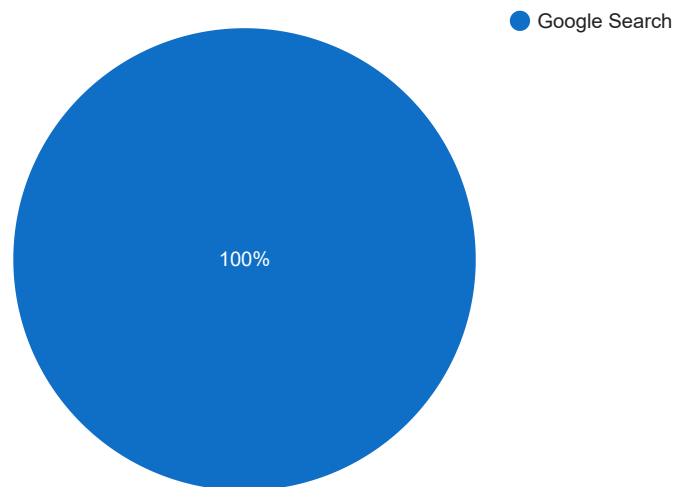
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	12,400	712	\$2,471.05	\$3.47	5.74%	-	47.3	6.64%	\$52.30
Computers	1,564	66	\$212.46	\$3.22	4.22%	-	11	16.67%	\$19.31
Tablets with full browsers	148	10	\$20.36	\$2.04	6.76%	-	0	0%	\$0.00

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	14,112	788	\$2,703.87	\$3.43	5.58%	-	58.3	7.39%	\$46.42

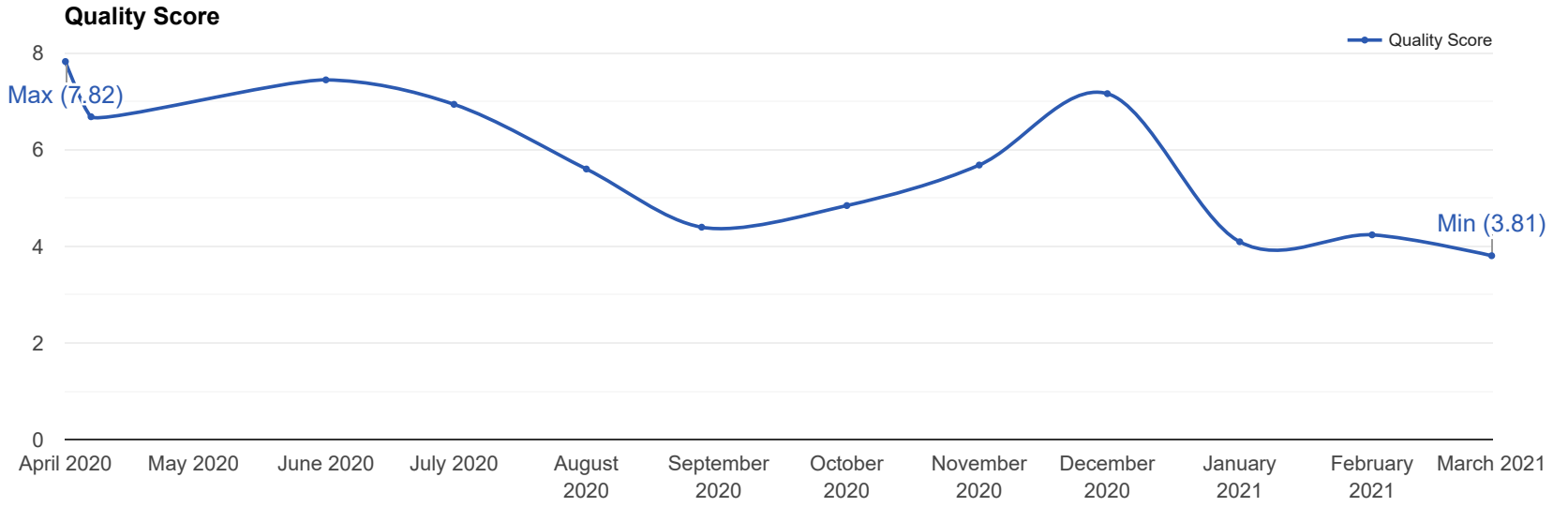
Account Health - Quality Score

Current Quality Score

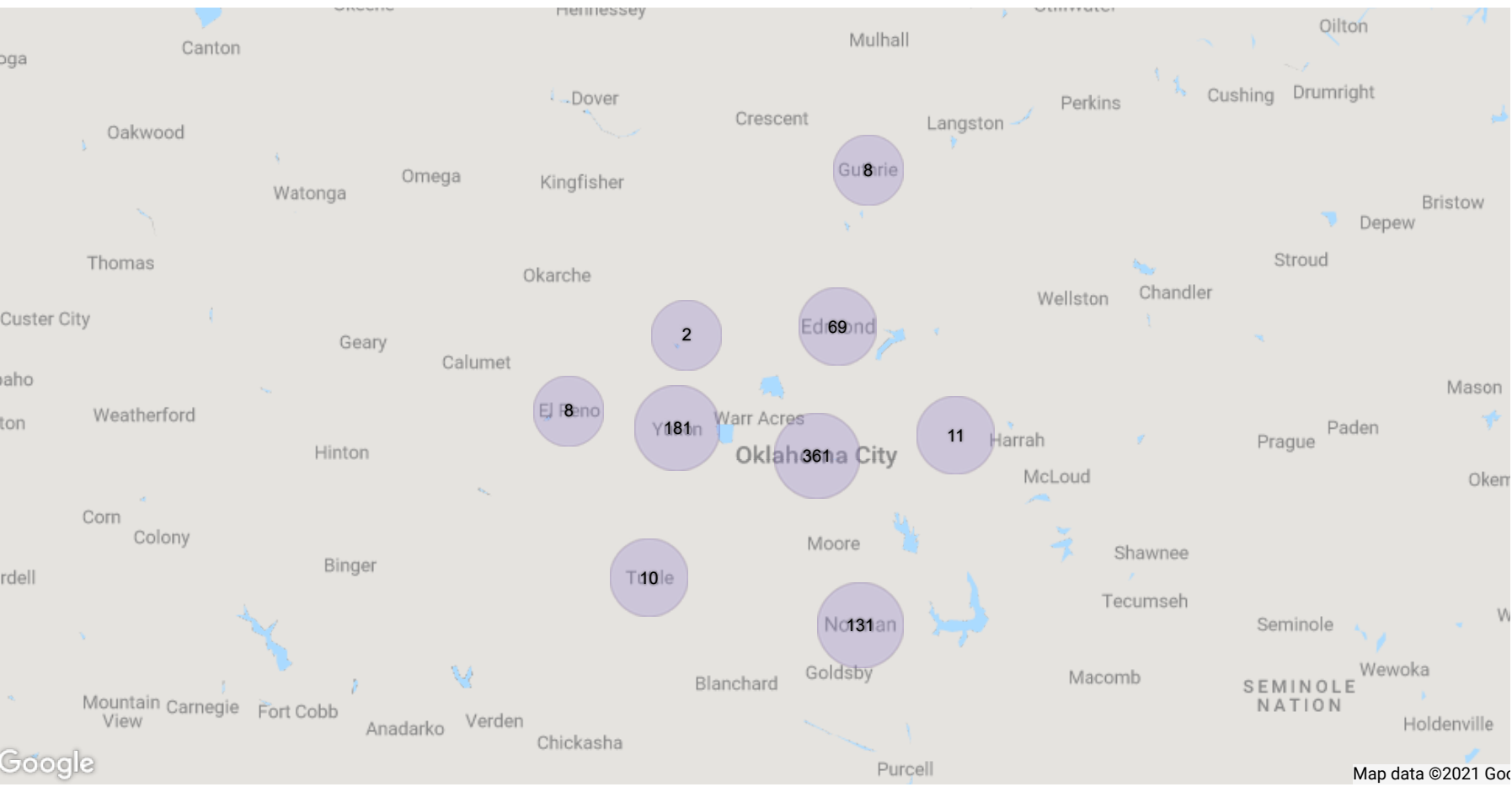
4.9

Quality Score

Quality Score Trend - 1 Apr 2020 — 31 Mar 2021



Clicks by User Location - 1 Mar 2021 — 31 Mar 2021



Google

Map data ©2021 Google

Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	ALL CONV.
Form Submission	23
Calls from Ads	3
Calls from Website	0.3
Local actions - Directions	8
Local actions - Other engagements	8
Clicks to call	3
Local actions - Website visits	13

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