

**Monthly Account  
Performance Report  
1 Apr 2021 — 30 Apr 2021**

Cool Aesthetics

632-979-3423

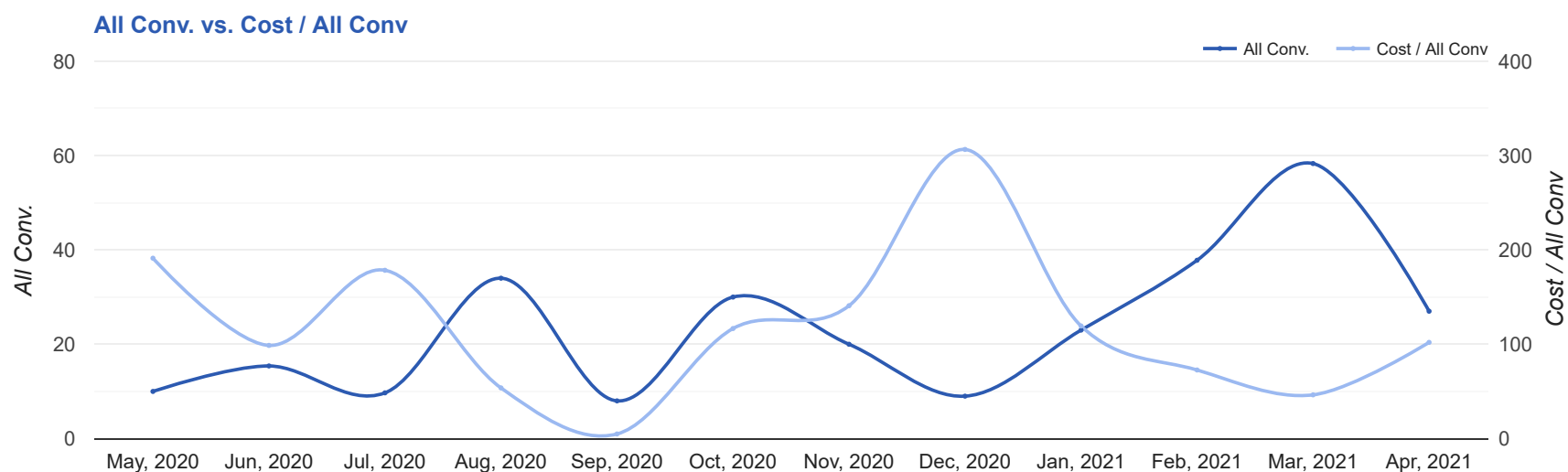
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$2,749	27	3.22%	\$101.99
↑ 2%	↓ 54%	↓ 56%	↑ 120%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	14,112	788	\$2,703.87	\$3.43	5.58%	-	7.4%	\$46.38	58.3
1 Apr 2021 — 30 Apr 2021	13,494	836	\$2,748.76	\$3.29	6.2%	-	3.22%	\$101.99	27
Change	618 ↓ 4%	48 ↑ 6%	\$44.89 ↑ 2%	\$0.14 ↓ 4%	0.62% ↑ 11%	0 ↔ -	4.18% ↓ 56%	\$55.61 ↑ 120%	31.35 ↓ 54%

# Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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	7.4%	\$46.38
Apr '21	13,494	836	\$2,748.76	\$3.29	6.2%	-	27	3.22%	\$101.99
<b>Total</b>	<b>99,672</b>	<b>5,008</b>	<b>\$27,034.59</b>	<b>\$5.40</b>	<b>5.02%</b>	<b>-</b>	<b>282</b>	<b>5.63%</b>	<b>\$95.87</b>

# Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   coolsculpting	13,494	836	\$2,748.76	\$3.29	6.2%	-	27	3.22%	\$101.99

# Top Keywords - 1 Apr 2021 — 30 Apr 2021

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting near me	11	7	\$54.32	\$7.76	63.64%	-	2	28.57%	\$27.16
does cryolipolysis work	1	1	\$2.28	\$2.28	100.00%	-	1	100.00%	\$2.28
liposuction estimate	1	1	\$2.71	\$2.71	100.00%	-	1	100.00%	\$2.71
body sculpting near me	1	2	\$13.50	\$6.75	200.00%	-	1	50.00%	\$13.50
what is cool sculpting	3	3	\$5.86	\$1.95	100.00%	-	1	33.33%	\$5.86
laser fat removal okc	1	1	\$0.79	\$0.79	100.00%	-	1	100.00%	\$0.79
cool sculpting	75	27	\$93.97	\$3.48	36.00%	-	1	3.70%	\$93.97
coolsculpting okc	38	27	\$138.44	\$5.13	71.05%	-	1	3.70%	\$138.44
freezing fat cells	1	2	\$6.84	\$3.42	200.00%	-	1	50.00%	\$6.84
how much is body sculpting for stomach	1	1	\$1.97	\$1.97	100.00%	-	1	100.00%	\$1.97

# Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
<a href="#">Huge CoolSculpting Promotion - CoolSculpting in Oklahoma City - Biggest CoolSculpting® Promo</a> <a href="#">coolaesthetics.com/ --/ --</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Oklahoma City, OK	1,651	150	\$596.48	\$3.98	9.09%	-	7	4.67%	\$85.21
<a href="#">CoolSculpting in Oklahoma City - Freeze Away Body Fat - Flexible Payment Options</a> <a href="#">coolaesthetics.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	65	10	\$48.73	\$4.87	15.38%	-	2	20.00%	\$24.36
<a href="#">CoolSculpting in Oklahoma City - Save \$1,000 Off 8+ Treatments - Hurry Offer Ends In</a> {=COUNTDOWN("2021/04/30 00:00:00","en-US",31)} <a href="#">coolaesthetics.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	90	3	\$5.11	\$1.70	3.33%	-	2	66.67%	\$2.56
<a href="#">Fat Reduction in Oklahoma City - Our Biggest Discount Ever - Freeze Away Body Fat</a> <a href="#">coolaesthetics.com//</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	646	24	\$82.42	\$3.43	3.72%	-	2	8.33%	\$41.21
<a href="#">Fat Reduction in Oklahoma City - Freezing Fat Really Works - Get \$1,000 Off 8+ Treatments</a> <a href="#">coolaesthetics.com//</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	193	7	\$13.04	\$1.86	3.63%	-	2	28.57%	\$6.52

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Apr 2021 — 30 Apr 2021

## Budget Coverage

Display Impr Share

0%

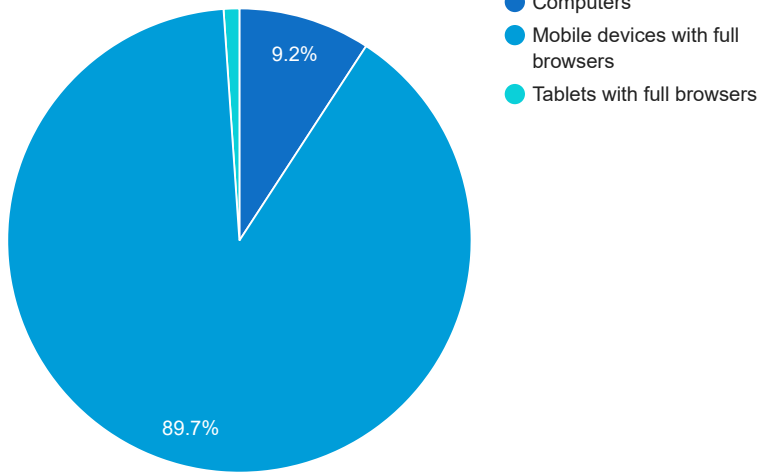
Search Impr Share

20.84%

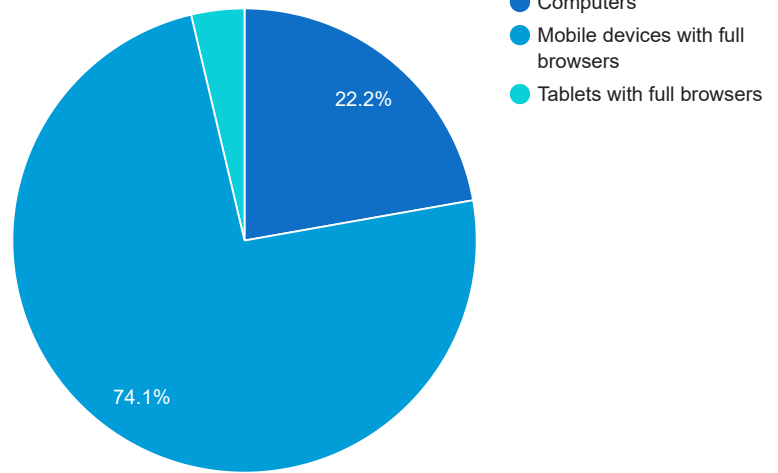
↑ 13%

## 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	11,577	744	\$2,466.00	\$3.31	6.43%	-	20	2.68%	\$123.61
Computers	1,744	81	\$252.70	\$3.12	4.64%	-	6	7.41%	\$42.12
Tablets with full browsers	173	11	\$30.06	\$2.73	6.36%	-	1	9.09%	\$30.06

## 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	13,494	836	\$2,748.76	\$3.29	6.2%	-	27	3.22%	\$101.99

# Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Form Submission	13
Calls from Website	3
Click to Call	2
Local actions - Directions	7
Clicks to call	2

## 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