

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

Cool Aesthetics

632-979-3423

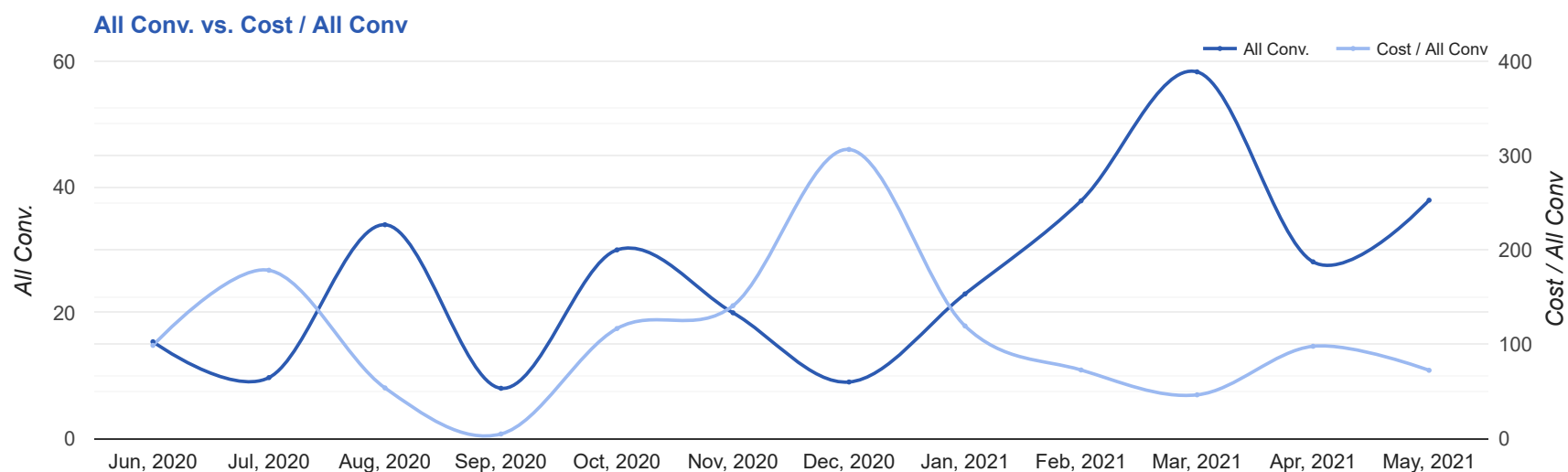
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$2,741	37.9	4.69%	\$72.39
↔ 0%	↑ 35%	↑ 40%	↓ 26%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	13,494	836	\$2,748.76	\$3.29	6.2%	-	3.36%	\$97.86	28.1
1 May 2021 — 31 May 2021	14,691	807	\$2,740.80	\$3.40	5.49%	-	4.69%	\$72.39	37.9
Change	1,197 ↑ 9%	29 ↓ 3%	\$7.96 ↓ 0%	\$0.11 ↑ 3%	0.71% ↓ 11%	0 ↔ -	1.33% ↑ 40%	\$25.47 ↓ 26%	9.77 ↑ 35%

Performance by Month - 1 Jun 2020 — 31 May 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	28.1	3.36%	\$97.86
May '21	14,691	807	\$2,740.80	\$3.40	5.49%	-	37.9	4.69%	\$72.39
Total	112,818	5,688	\$27,863.45	\$4.90	5.04%	-	311	5.47%	\$89.59

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	14,691	807	\$2,740.80	\$3.40	5.49%	-	37.9	4.69%	\$72.39

Top Keywords - 1 May 2021 — 31 May 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting okc	21	16	\$89.70	\$5.61	76.19%	-	4	25.00%	\$22.43
coolsculpting cost	12	7	\$10.54	\$1.51	58.33%	-	2	28.57%	\$5.27
liposuction	40	10	\$34.95	\$3.50	25.00%	-	1.5	15.00%	\$23.30
bbl in oklahoma city cost	5	5	\$16.97	\$3.39	100.00%	-	1	20.00%	\$16.97
how much is coolsculpting	1	1	\$2.72	\$2.72	100.00%	-	1	100.00%	\$2.72
bbl near me	1	1	\$4.91	\$4.91	100.00%	-	1	100.00%	\$4.91
fat removal	1	1	\$5.14	\$5.14	100.00%	-	1	100.00%	\$5.14
how much for a bbl	1	1	\$2.97	\$2.97	100.00%	-	1	100.00%	\$2.97
lipo frost	1	1	\$1.45	\$1.45	100.00%	-	1	100.00%	\$1.45
does swimming reduce stomach fat	1	1	\$3.77	\$3.77	100.00%	-	1	100.00%	\$3.77

Top Performing Ads - 1 May 2021 — 31 May 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	1,229	121	\$506.30	\$4.18	9.85%	-	8.5	7.02%	\$59.56
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.	2,586	183	\$542.44	\$2.96	7.08%	-	5.5	3.01%	\$98.63
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.	408	26	\$92.38	\$3.55	6.37%	-	3	11.54%	\$30.79
CoolSculpting in Oklahoma City - Limited Time Offer May 2021 - Hurry Offer Ends In <code>{=COUNTDOWN("2021/05/31 00:00:00","en-US",31)}</code> coolaesthetics.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	41	8	\$22.78	\$2.85	19.51%	-	3	37.50%	\$7.59
Huge CoolSculpting Promotion - Limited Time Offer May 2021 - Our Biggest Discount Ever coolaesthetics.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	37	3	\$14.24	\$4.75	8.11%	-	2.5	83.33%	\$5.70

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

Budget Coverage

Display Impr Share

0%

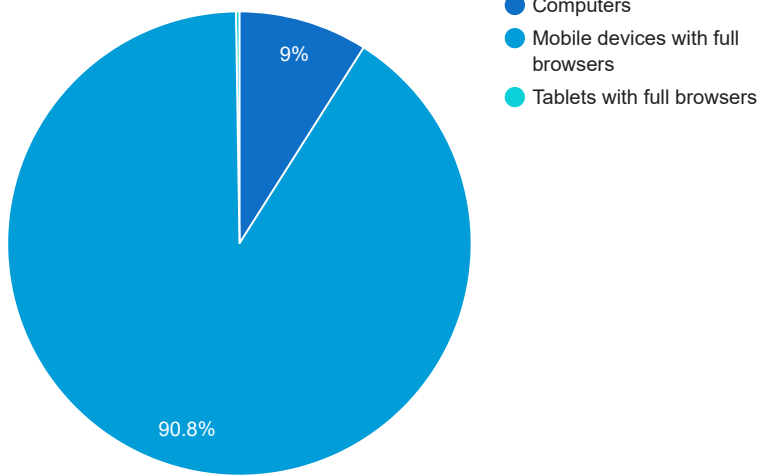
Search Impr Share

18.42%

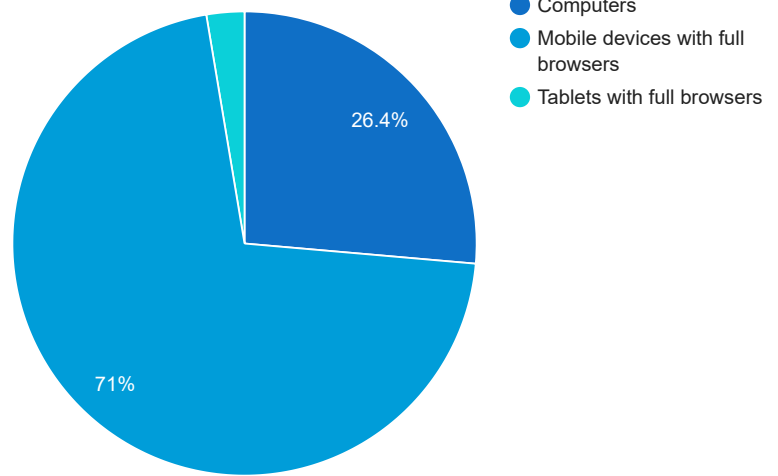
↓ 11%

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	12,919	725	\$2,487.69	\$3.43	5.61%	-	26.9	3.7%	\$92.62
Computers	1,588	77	\$246.53	\$3.20	4.85%	-	10	12.99%	\$24.65
Tablets with full browsers	184	5	\$6.58	\$1.32	2.72%	-	1	20%	\$6.58

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	14,691	807	\$2,740.80	\$3.40	5.49%	-	37.9	4.69%	\$72.39

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Form Submission	27.9
Click to Call	3
Clicks to call	1
Local actions - Directions	6

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