

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

Cool Aesthetics

632-979-3423

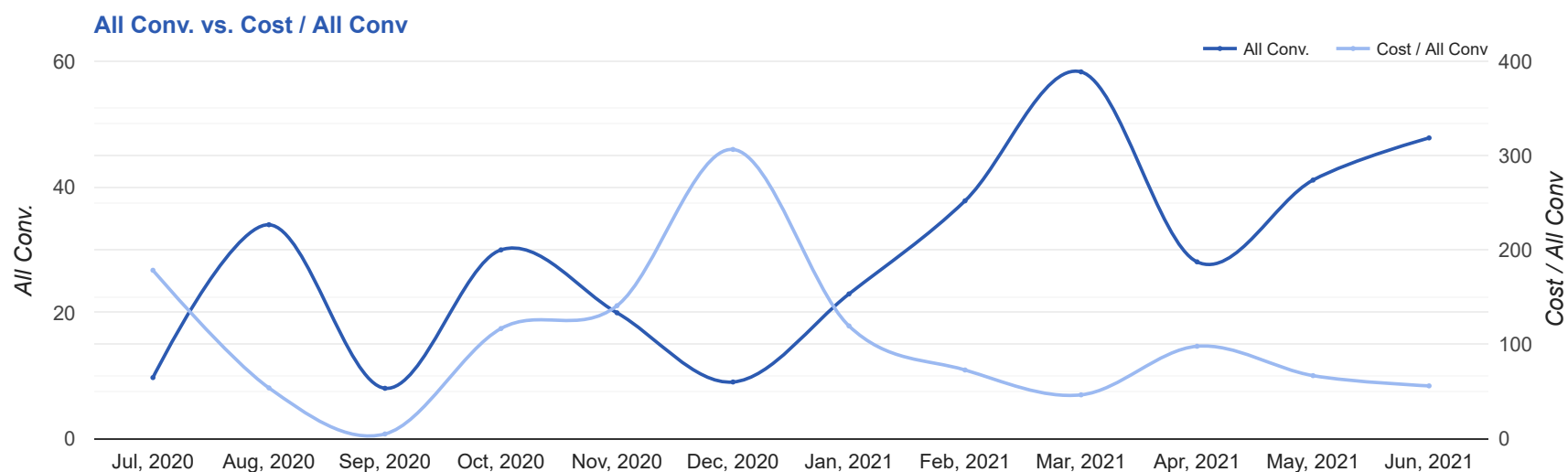
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$2,671	47.8	6.29%	\$55.89
↓ 3%	↑ 16%	↑ 24%	↓ 16%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	14,691	807	\$2,740.80	\$3.40	5.49%	-	5.09%	\$66.73	41.1
1 Jun 2021 — 30 Jun 2021	14,976	760	\$2,671.10	\$3.51	5.07%	-	6.29%	\$55.89	47.8
Change	285 ↑ 2%	47 ↓ 6%	\$69.70 ↓ 3%	\$0.11 ↑ 3%	0.42% ↓ 8%	0 ↔ -	1.20% ↑ 24%	\$10.84 ↓ 16%	6.72 ↑ 16%

Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	41.1	5.09%	\$66.73
Jun '21	14,976	760	\$2,671.10	\$3.51	5.07%	-	47.8	6.29%	\$55.89
Total	126,152	6,294	\$29,018.34	\$4.61	4.99%	-	346.7	5.51%	\$83.71

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	14,976	760	\$2,671.10	\$3.51	5.07%	-	47.8	6.29%	\$55.89

Top Keywords - 1 Jun 2021 — 30 Jun 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting	57	7	\$33.50	\$4.79	12.28%	-	2	28.57%	\$16.75
cool sculpting	56	11	\$47.58	\$4.33	19.64%	-	2	18.18%	\$23.79
posh body sculpting	1	1	\$7.49	\$7.49	100.00%	-	1	100.00%	\$7.49
coolsculpting double chin near me	1	1	\$7.52	\$7.52	100.00%	-	1	100.00%	\$7.52
belly fat removal	2	2	\$8.91	\$4.46	100.00%	-	1	50.00%	\$8.91
sona bella	4	1	\$1.78	\$1.78	25.00%	-	1	100.00%	\$1.78
how much is coolsculpting chin	1	1	\$2.83	\$2.83	100.00%	-	1	100.00%	\$2.83
cool sculpting cost abdomen	1	1	\$6.71	\$6.71	100.00%	-	1	100.00%	\$6.71
weight loss okc	1	1	\$7.47	\$7.47	100.00%	-	1	100.00%	\$7.47
who does the best bbl	1	1	\$3.15	\$3.15	100.00%	-	1	100.00%	\$3.15

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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.	3,242	215	\$694.09	\$3.23	6.63%	-	11.5	5.35%	\$60.36
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	1,425	89	\$410.14	\$4.61	6.25%	-	10	11.24%	\$41.01
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.	3,055	150	\$539.75	\$3.60	4.91%	-	5.5	3.67%	\$98.14
Fat Reduction in Oklahoma City - Our Biggest Discount Ever - Get Rid of Unwanted Fat coolaesthetics.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	263	18	\$63.62	\$3.53	6.84%	-	2	11.11%	\$31.81
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.	549	15	\$52.12	\$3.47	2.73%	-	2	13.33%	\$26.06

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

Budget Coverage

Display Impr Share

0%

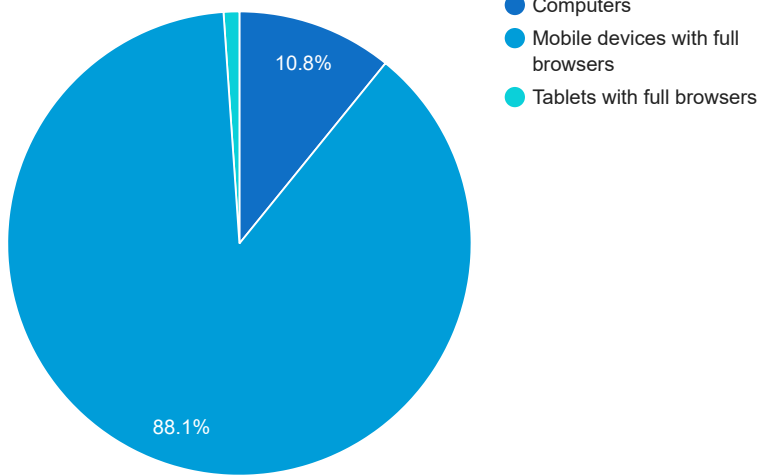
Search Impr Share

19.14%

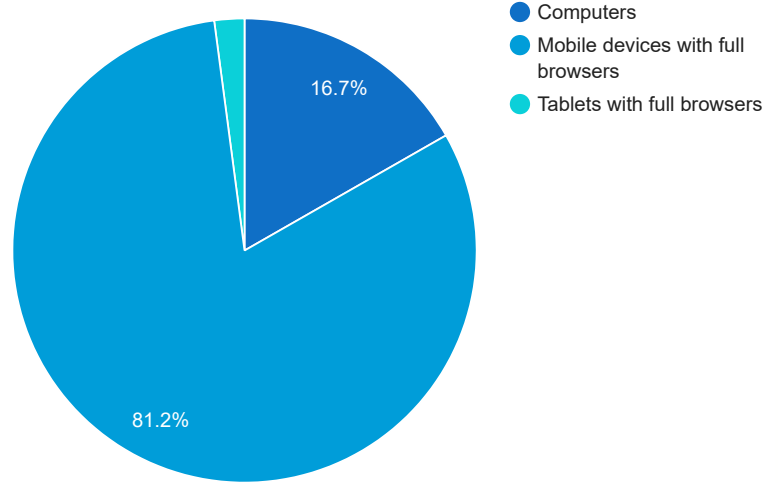
↑ 4%

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	13,049	670	\$2,352.33	\$3.51	5.13%	-	38.8	5.79%	\$60.64
Computers	1,762	83	\$289.49	\$3.49	4.71%	-	8	9.64%	\$36.19
Tablets with full browsers	165	7	\$29.28	\$4.18	4.24%	-	1	14.29%	\$29.28

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	14,976	760	\$2,671.10	\$3.51	5.07%	-	47.8	6.29%	\$55.89

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Form Submission	35.8
Calls from Website	4
Click to Call	2
Calls from Ads	2
Clicks to call	1
Local actions - Directions	3

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 page 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