

**Monthly Account
Performance Report
1 Jul 2020 — 31 Jul 2020**

Cool Bodi Spa - 738-272-6893

738-272-6893

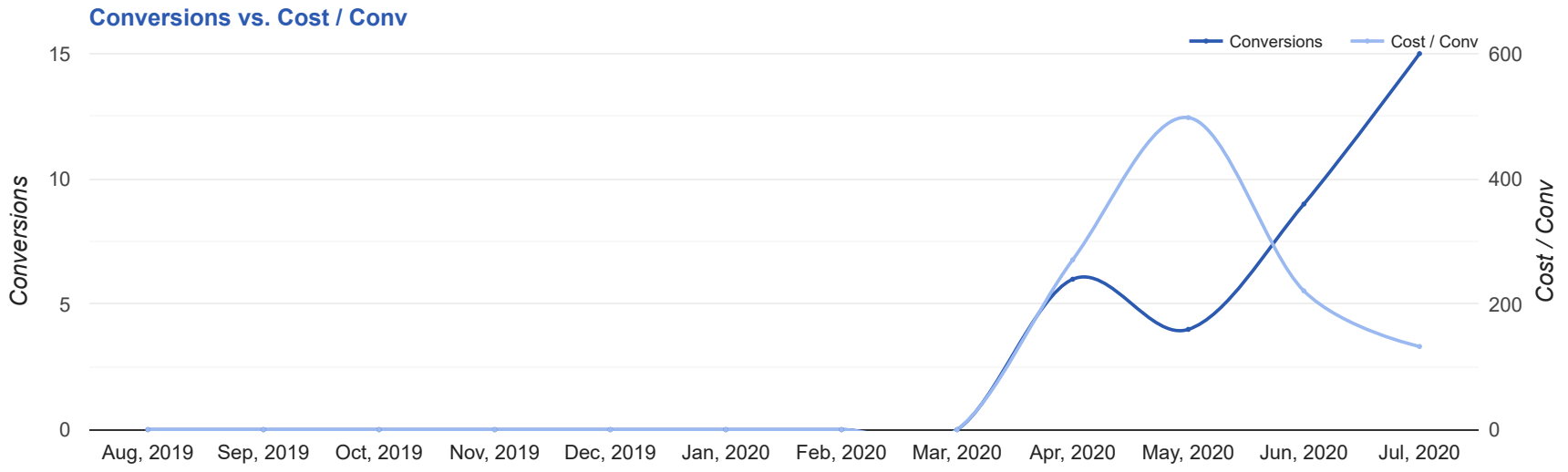
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,990	15	10.95%	\$132.69
↔ 0%	↑ 67%	↑ 39%	↓ 40%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jun 2020 — 30 Jun 2020	1,160	114	\$1,992.05	\$17.47	9.83%	-	9	7.89%	\$221.34	60.47%
1 Jul 2020 — 31 Jul 2020	1,225	137	\$1,990.28	\$14.53	11.18%	-	15	10.95%	\$132.69	53.61%
Change	65 ↑ 6%	23 ↑ 20%	\$1.77 ↓ 0%	\$2.94 ↓ 17%	1.35% ↑ 14%	--	6 ↑ 67%	3.06% ↑ 39%	\$88.65 ↓ 40%	6.86% ↓ 11%

Performance by Month - 1 Aug 2019 — 31 Jul 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Mar '20	84	8	\$130.49	\$16.31	9.52%	-	0	0%	\$0.00	88.42%
Apr '20	609	68	\$1,626.25	\$23.92	11.17%	-	6	8.82%	\$271.04	77.13%
May '20	728	81	\$1,991.75	\$24.59	11.13%	-	4	4.94%	\$497.94	55.66%
Jun '20	1,160	114	\$1,992.05	\$17.47	9.83%	-	9	7.89%	\$221.34	60.47%
Jul '20	1,225	137	\$1,990.28	\$14.53	11.18%	-	15	10.95%	\$132.69	53.61%
Total	3,806	408	\$7,730.82	\$18.95	10.72%	-	34	8.33%	\$227.38	59.51%

Campaign Summary - 1 Jul 2020 — 31 Jul 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	1,225	137	\$1,990.28	\$14.53	11.18%	-	15	10.95%	\$132.69	53.61%

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

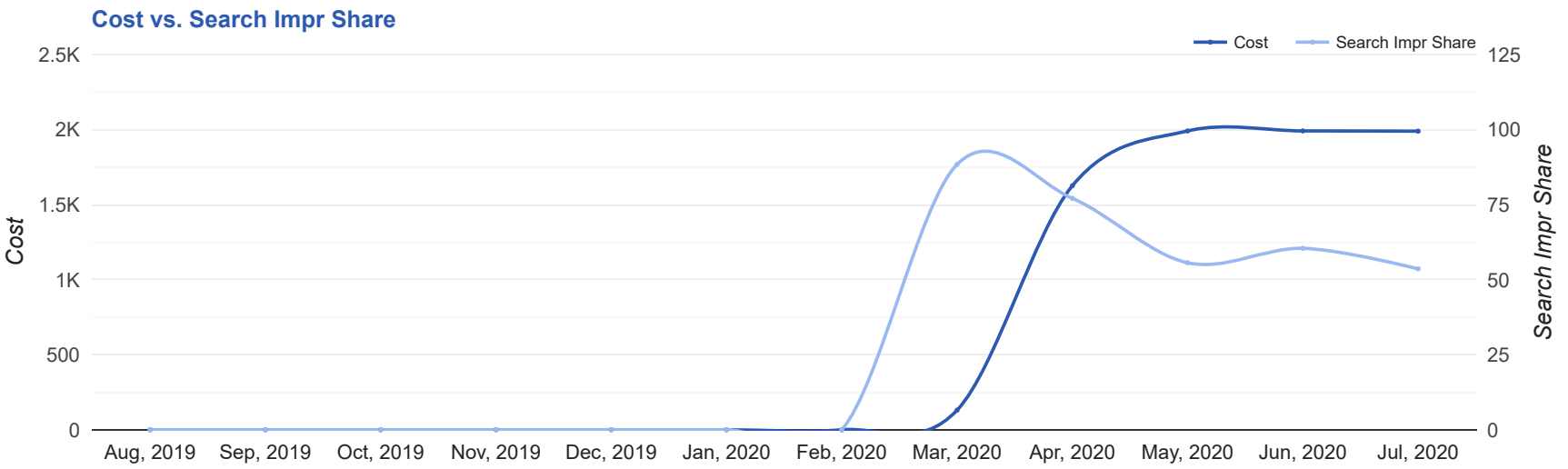
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:CoolBodi Spa} - CoolSculpting in Norman - Fat Reduction Treatment www.coolbodispa.com/ -- -- Leading CoolSculpting Provider in Norman, OK. Schedule a Free Consultation	609	64	\$981.62	\$15.34	10.51%	-	6	9.38%	\$163.60
CoolSculpting in Norman - Fat Reduction Treatment - Flexible Payment Options www.coolbodispa.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	238	33	\$433.68	\$13.14	13.87%	-	4.5	13.64%	\$96.37
Body Sculpting - CoolSculpting in Norman - Non-Surgical Fat Reduction www.coolbodispa.com/ Sculpt Your Body. Freeze Fat Away Fat with CoolSculpting. Eliminate Fat And Feel Great.	30	4	\$42.95	\$10.74	13.33%	-	2	50.00%	\$21.48
{Keyword:CoolBodi Spa} - CoolSculpting in Norman - Fat Reduction Treatment www.coolbodispa.com/ -- -- Leading CoolSculpting Provider in Norman, OK. Schedule a Free Consultation	57	7	\$90.43	\$12.92	12.28%	-	1.5	21.43%	\$60.29
CoolSculpting in Norman - Target Belly Fat, Love Handles - Freeze Away Stubborn Fat www.coolbodispa.com/ Top Fat Reduction Treatment. Target Love Handles, Abdomen, Bra Bulge, Double Chin, & More	3	1	\$10.36	\$10.36	33.33%	-	1	100.00%	\$10.36

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

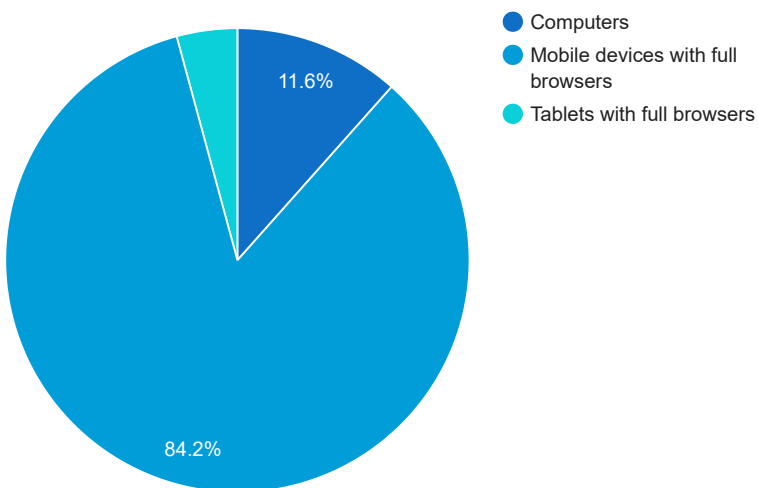
Budget Coverage



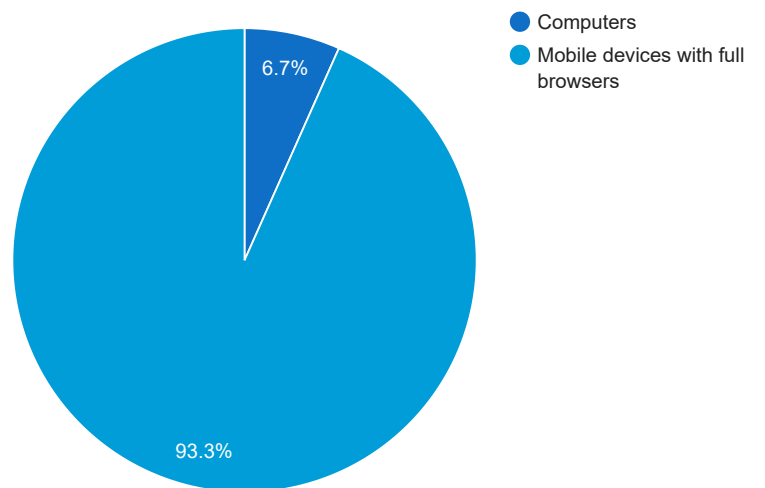
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	130.49	88.42
Apr, 2020	1,626.25	77.13
May, 2020	1,991.75	55.66
Jun, 2020	1,992.05	60.47
Jul, 2020	1,990.28	53.61

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	987	112	\$1,675.99	\$14.96	11.35%	-	14	12.5%	\$119.71
Computers	210	21	\$230.25	\$10.96	10%	-	1	4.76%	\$230.25
Tablets with full browsers	28	4	\$84.04	\$21.01	14.29%	-	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	1,225	137	\$1,990.28	\$14.53	11.18%	-	15	10.95%	\$132.69

Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE

CONV

Form Submission

13

Calls from Ads

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