

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

Cool Bodi Spa - 738-272-6893

738-272-6893

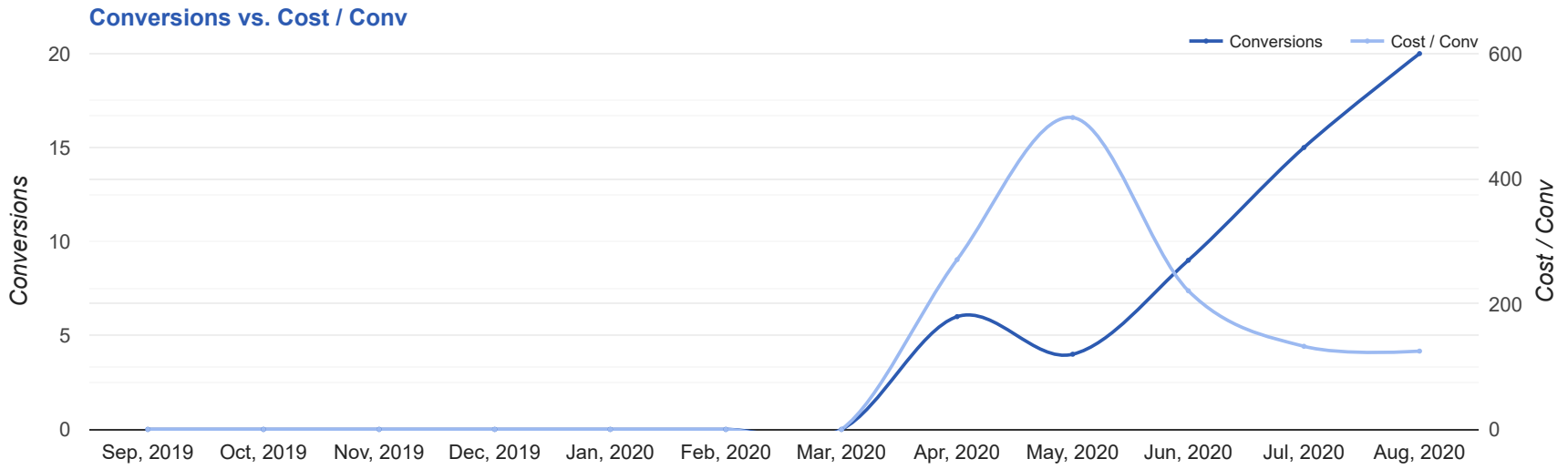
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,500	20	4.09%	\$125.00
↑ 26%	↑ 33%	↓ 63%	↓ 6%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jul 2020 — 31 Jul 2020	1,225	137	\$1,990.28	\$14.53	11.18%	-	15	10.95%	\$132.69	53.63%
1 Aug 2020 — 31 Aug 2020	13,018	489	\$2,499.97	\$5.11	3.76%	-	20	4.09%	\$125.00	30.96%
<b>Change</b>	11,793 ↑ 963%	352 ↑ 257%	\$509.69 ↑ 26%	\$9.42 ↓ 65%	7.42% ↓ 66%	--	5 ↑ 33%	6.86% ↓ 63%	\$7.69 ↓ 6%	22.67% ↓ 42%

# Performance by Month - 1 Sep 2019 — 31 Aug 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		53.63%
Aug '20	13,018	489	\$2,499.97	\$5.11	3.76%	-	20	4.09%	\$125.00		30.96%
<b>Total</b>	<b>16,824</b>	<b>897</b>	<b>\$10,230.79</b>	<b>\$11.41</b>	<b>5.33%</b>	<b>-</b>	<b>54</b>	<b>6.02%</b>	<b>\$189.46</b>		<b>34.73%</b>

# Campaign Summary - 1 Aug 2020 — 31 Aug 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	13,018	489	\$2,499.97	\$5.11	3.76%	-	20	4.09%	\$125.00	30.96%

# Top Performing Ads - 1 Aug 2020 — 31 Aug 2020

## Top Text Ads

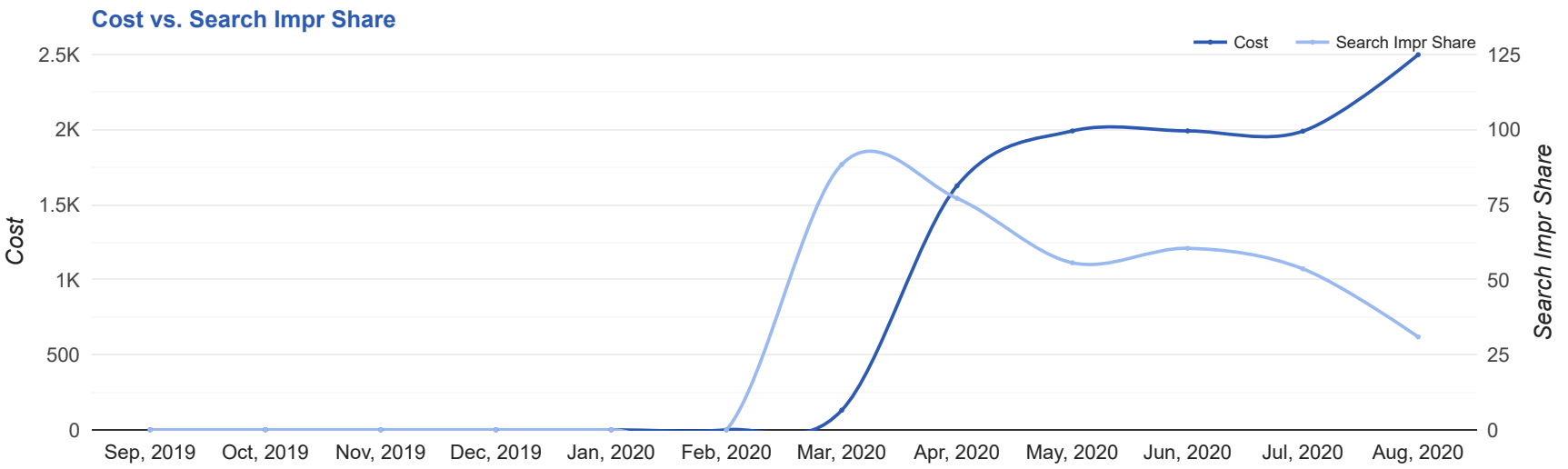
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Norman - Fat Reduction Treatment - Flexible Payment Options <a href="http://www.coolbodispa.com/">www.coolbodispa.com/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	4,354	117	\$577.88	\$4.94	2.69%	-	7	5.98%	\$82.55
CoolBodi Spa - CoolSculpting in Norman - Fat Reduction Treatment <a href="http://www.coolbodispa.com/">www.coolbodispa.com/</a> -- Leading CoolSculpting Provider in Norman, OK. Schedule a Free Consultation	4,264	142	\$682.62	\$4.81	3.33%	-	6	4.23%	\$113.77
{Keyword:CoolBodi Spa} - CoolSculpting in Norman - Fat Reduction Treatment <a href="http://www.coolbodispa.com/">www.coolbodispa.com/</a> -- Leading CoolSculpting Provider in Norman, OK. Schedule a Free Consultation	1,399	85	\$475.34	\$5.59	6.08%	-	5	5.88%	\$95.07
{Keyword:CoolBodi Spa} - CoolSculpting in Norman - Fat Reduction Treatment <a href="http://www.coolbodispa.com/">www.coolbodispa.com/</a> -- Leading CoolSculpting Provider in Norman, OK. Schedule a Free Consultation	766	66	\$393.84	\$5.97	8.62%	-	2	3.03%	\$196.92
Non-Surgical Lipo Alternative - Freeze Fat Away - CoolSculpting in Norman <a href="http://www.coolbodispa.com/">www.coolbodispa.com/</a> Freeze Fat Away Fat with CoolSculpting. The Natural Looking Alternative To Lipo.	326	9	\$56.69	\$6.30	2.76%	-	0	0.00%	-

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Aug 2020 — 31 Aug 2020

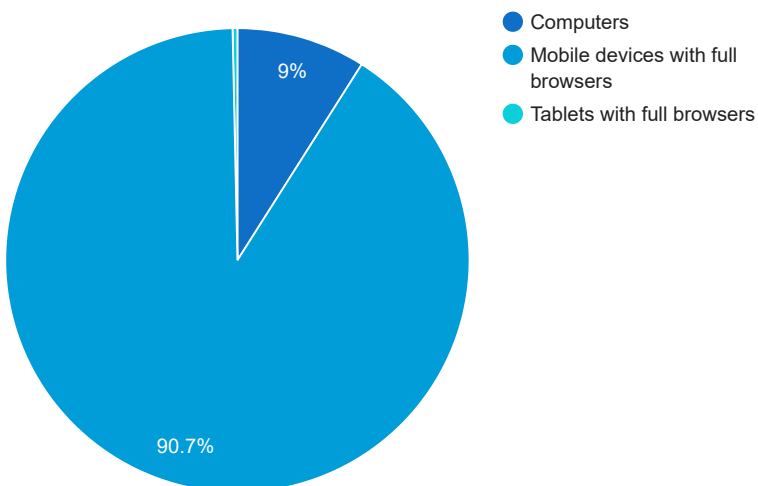
## Budget Coverage



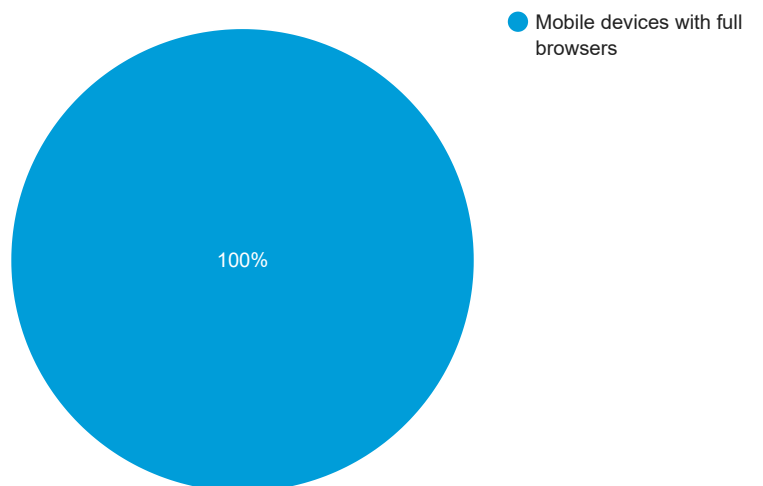
DATE	COST	SEARCH IMPR SHARE
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	130.49	88.42
Apr, 2020	1,626.25	77.13
May, 2020	1,991.75	55.66
Jun, 2020	1,992.05	60.47
Jul, 2020	1,990.28	53.63
Aug, 2020	2,499.97	30.96

## 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	11,533	440	\$2,266.59	\$5.15	3.82%	-	20	4.55%	\$113.33
Computers	1,204	46	\$224.99	\$4.89	3.82%	-	0	0%	\$0.00
Tablets with full browsers	281	3	\$8.39	\$2.80	1.07%	-	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	13,018	489	\$2,499.97	\$5.11	3.76%	-	20	4.09%	\$125.00

# Conversion Types - 1 Aug 2020 — 31 Aug 2020

CONVERSION TYPE

CONV

Form Submission

19

Calls from Ads

1

## 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