

**Monthly Account
Performance Report
1 Sep 2020 — 30 Sep 2020**

Cool Bodi Spa - 738-272-6893

738-272-6893

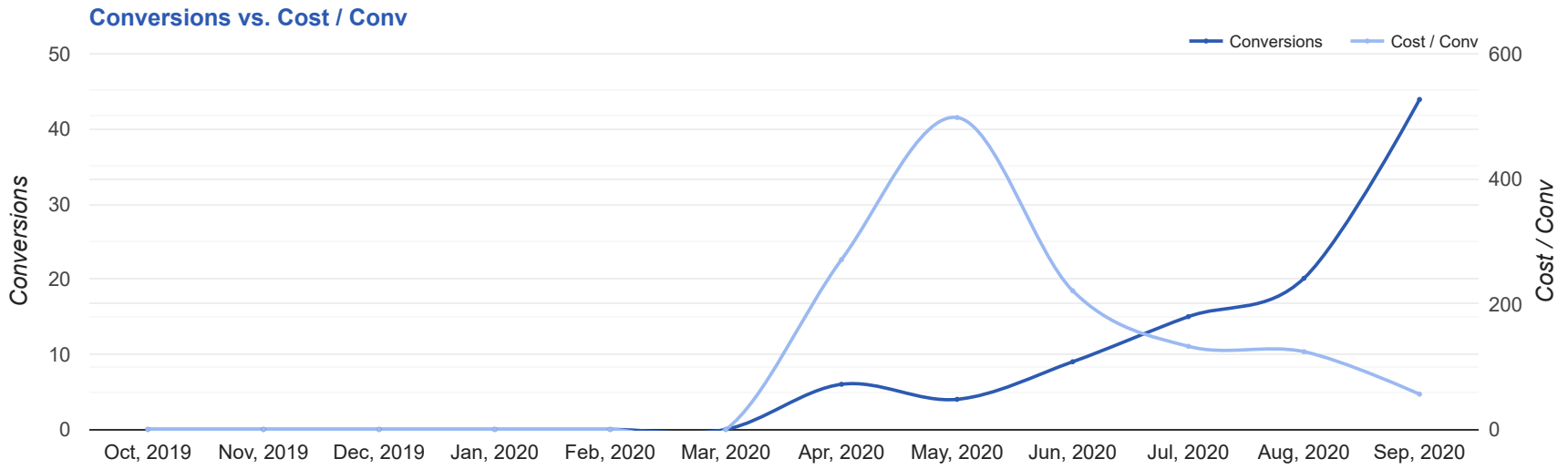
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,466	43.9	8.62%	\$56.23
↓ 1%	↑ 118%	↑ 109%	↓ 55%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	13,018	489	\$2,499.97	\$5.11	3.76%	-	20.1	4.12%	\$124.13	30.96%
1 Sep 2020 — 30 Sep 2020	11,290	509	\$2,466.33	\$4.85	4.51%	-	43.9	8.62%	\$56.23	30.75%
Change	1,728 ↓ 13%	20 ↑ 4%	\$33.64 ↓ 1%	\$0.26 ↓ 5%	0.75% ↑ 20%	--	23.72 ↑ 118%	4.50% ↑ 109%	\$67.90 ↓ 55%	0.21% ↓ 1%

Performance by Month - 1 Oct 2019 — 30 Sep 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%	-	20.1	4.12%	\$124.13	30.96%	
Sep '20	11,290	509	\$2,466.33	\$4.85	4.51%	-	43.9	8.62%	\$56.23	30.75%	
Total	28,114	1,406	\$12,697.12	\$9.03	5%	-	98	6.97%	\$129.56	33.01%	

Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	11,290	509	\$2,466.33	\$4.85	4.51%	-	43.9	8.62%	\$56.23	30.75%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

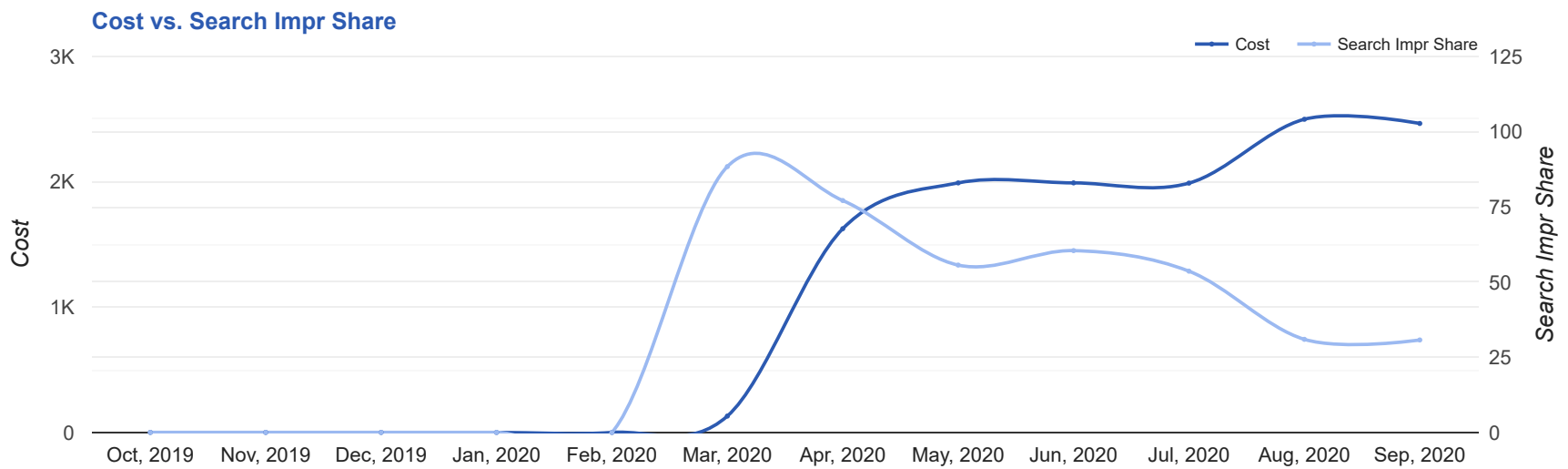
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:CoolBodi Spa} - CoolSculpting in Norman - Fat Reduction Treatment www.coolbodispa.com/ -- -- Leading CoolSculpting Provider in Norman, OK. Schedule a Free Consultation	1,884	118	\$569.40	\$4.83	6.26%	-	11.6	9.85%	\$49.00
CoolSculpting in Norman - Fat Reduction Treatment - Flexible Payment Options www.coolbodispa.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	4,139	113	\$579.69	\$5.13	2.73%	-	10.4	9.16%	\$56.01
{Keyword:CoolBodi Spa} - CoolSculpting in Norman - Fat Reduction Treatment www.coolbodispa.com/ -- -- Leading CoolSculpting Provider in Norman, OK. Schedule a Free Consultation	799	78	\$367.20	\$4.71	9.76%	-	6.3	8.06%	\$58.38
CoolBodi Spa - CoolSculpting in Norman - Fat Reduction Treatment www.coolbodispa.com/ -- -- Leading CoolSculpting Provider in Norman, OK. Schedule a Free Consultation	3,466	132	\$622.53	\$4.72	3.81%	-	5.7	4.28%	\$110.18
{Keyword:CoolBodi Spa} - CoolSculpting in Norman - Fat Reduction Treatment www.coolbodispa.com/ -- -- Leading CoolSculpting Provider in Norman, OK. Schedule a Free Consultation	135	29	\$88.81	\$3.06	21.48%	-	2	6.90%	\$44.41

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

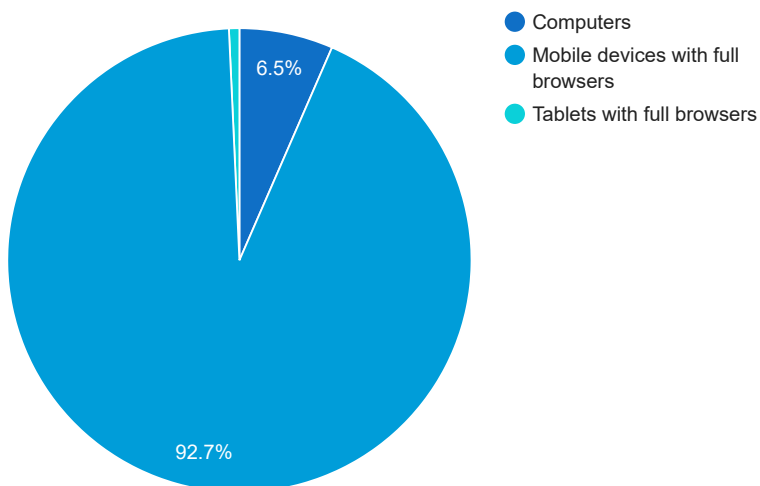
Budget Coverage



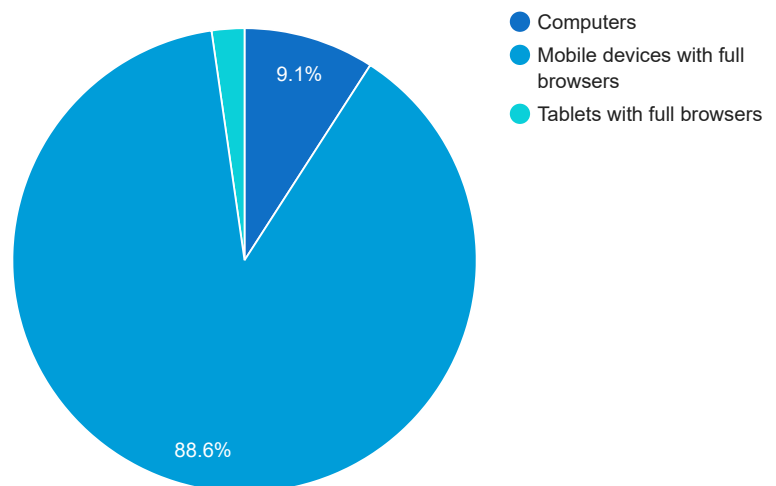
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	130.49	88.42
Apr, 2020	1,626.25	77.13
May, 2020	1,991.75	55.66
Jun, 2020	1,992.05	60.47
Jul, 2020	1,990.28	53.63
Aug, 2020	2,499.97	30.96
Sep, 2020	2,466.33	30.75

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	10,068	468	\$2,287.34	\$4.89	4.65%	-	38.9	8.3%	\$58.86
Computers	996	35	\$161.13	\$4.60	3.51%	-	4	11.43%	\$40.28
Tablets with full browsers	226	6	\$17.86	\$2.98	2.65%	-	1	16.67%	\$17.86

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	11,290	509	\$2,466.33	\$4.85	4.51%	-	43.9	8.62%	\$56.23

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE

CONV

Form Submission

40.9

Calls from Ads

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 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