

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

Cool Bodi Spa - 738-272-6893

738-272-6893

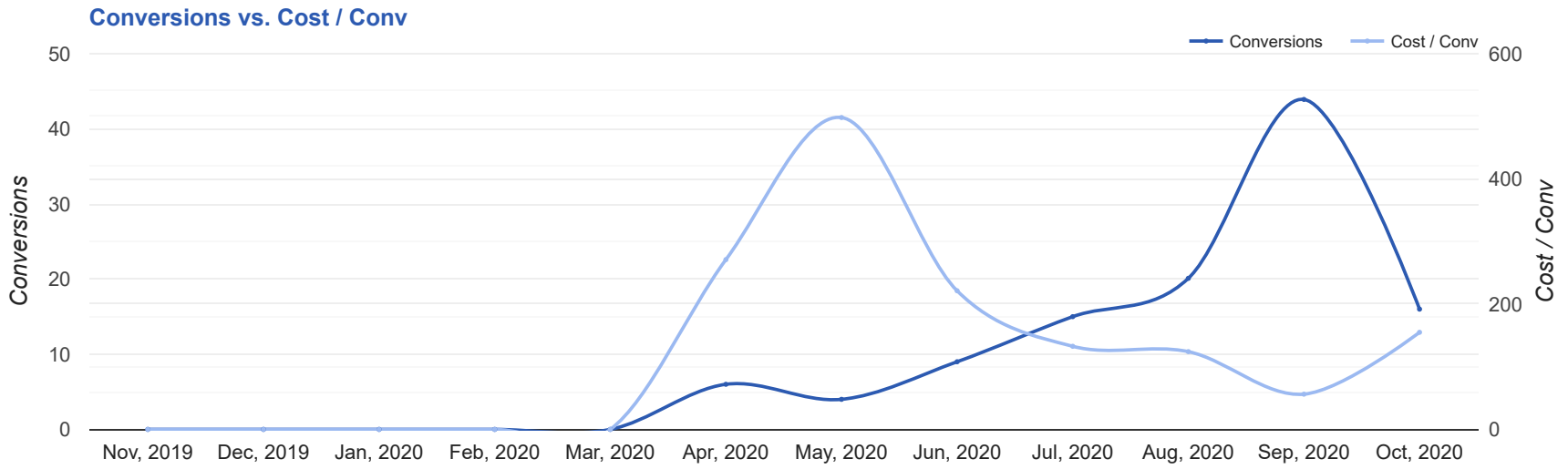
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,478	16	6.3%	\$155.00
↔ 0%	↓ 63%	↓ 27%	↑ 176%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	11,290	509	\$2,466.33	\$4.85	4.51%	-	43.9	8.62%	\$56.23	30.78%
1 Oct 2020 — 31 Oct 2020	5,041	254	\$2,478.46	\$9.76	5.04%	-	16	6.3%	\$155.00	31.95%
Change	6,249 ↓ 55%	255 ↓ 50%	\$12.13 ↑ 0%	\$4.91 ↑ 101%	0.53% ↑ 12%	--	27.87 ↓ 63%	2.32% ↓ 27%	\$98.77 ↑ 176%	1.17% ↑ 4%

Performance by Month - 1 Nov 2019 — 31 Oct 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	30.78%
Oct '20	5,041	254	\$2,478.46	\$9.76	5.04%	-	16	6.3%	\$155.00	31.95%
Total	33,155	1,660	\$15,175.58	\$9.14	5.01%	-	114	6.87%	\$133.13	32.86%

Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	3,226	208	\$2,045.31	\$9.83	6.45%	-	13	6.25%	\$157.45	39.5%
search beta coolsculpting exp reach	1,815	46	\$433.15	\$9.42	2.53%	-	3	6.52%	\$144.38	24%

Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

Top Text Ads

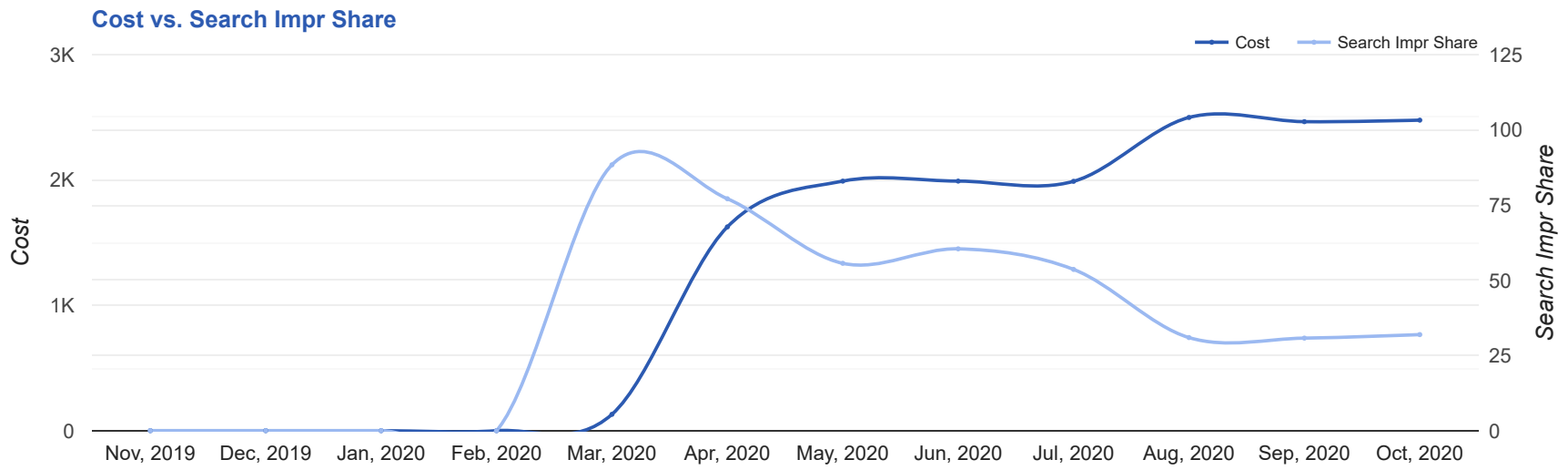
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:CoolBodi Spa} - CoolSculpting in Norman - Fat Reduction Treatment www.coolbodispa.com/ -- -- Leading CoolSculpting Provider in Norman, OK. Schedule a Free Consultation	815	78	\$926.44	\$11.88	9.57%	-	3	3.85%	\$308.81
{Keyword:CoolBodi Spa} - CoolSculpting in Norman - Fat Reduction Treatment www.coolbodispa.com/ -- -- Leading CoolSculpting Provider in Norman, OK. Schedule a Free Consultation	125	21	\$242.10	\$11.53	16.80%	-	2	9.52%	\$121.05
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.	57	5	\$37.31	\$7.46	8.77%	-	2	40.00%	\$18.66
{Keyword:CoolBodi Spa} - CoolSculpting in Norman - Fat Reduction Treatment www.coolbodispa.com/ -- -- Leading CoolSculpting Provider in Norman, OK. Schedule a Free Consultation	333	25	\$130.01	\$5.20	7.51%	-	2	8.00%	\$65.00
CoolBodi Spa - CoolSculpting in Norman - Fat Reduction Treatment www.coolbodispa.com/ -- -- Leading CoolSculpting Provider in Norman, OK. Schedule a Free Consultation	208	17	\$195.86	\$11.52	8.17%	-	2	11.76%	\$97.93

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2020 — 31 Oct 2020

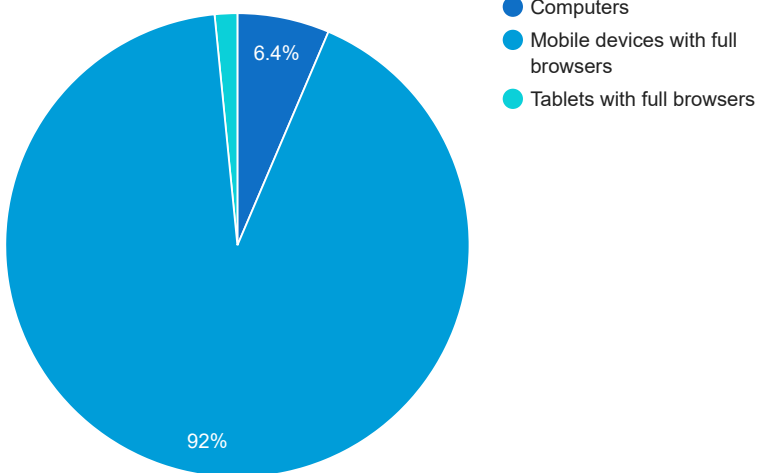
Budget Coverage



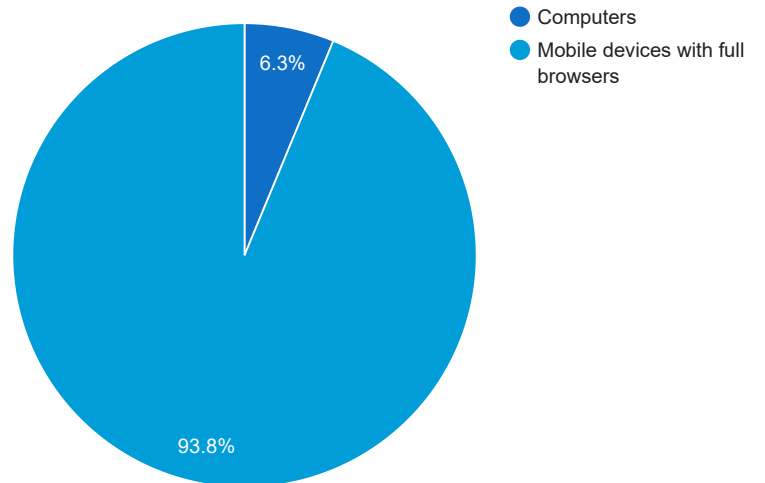
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	130.49	88.42
Apr, 2020	1,626.25	77.13
May, 2020	1,991.75	55.66
Jun, 2020	1,992.05	60.47
Jul, 2020	1,990.28	53.63
Aug, 2020	2,499.97	30.96
Sep, 2020	2,466.33	30.78
Oct, 2020	2,478.46	31.95

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	4,330	231	\$2,280.48	\$9.87	5.33%	-	15	6.49%	\$152.13
Computers	585	18	\$158.98	\$8.83	3.08%	-	1	5.56%	\$158.98
Tablets with full browsers	126	5	\$39.00	\$7.80	3.97%	-	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	5,041	254	\$2,478.46	\$9.76	5.04%	-	16	6.3%	\$155.00

Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
Form Submission	11
Click to Call	3
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