

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

Cool Bodi Spa - 738-272-6893

738-272-6893

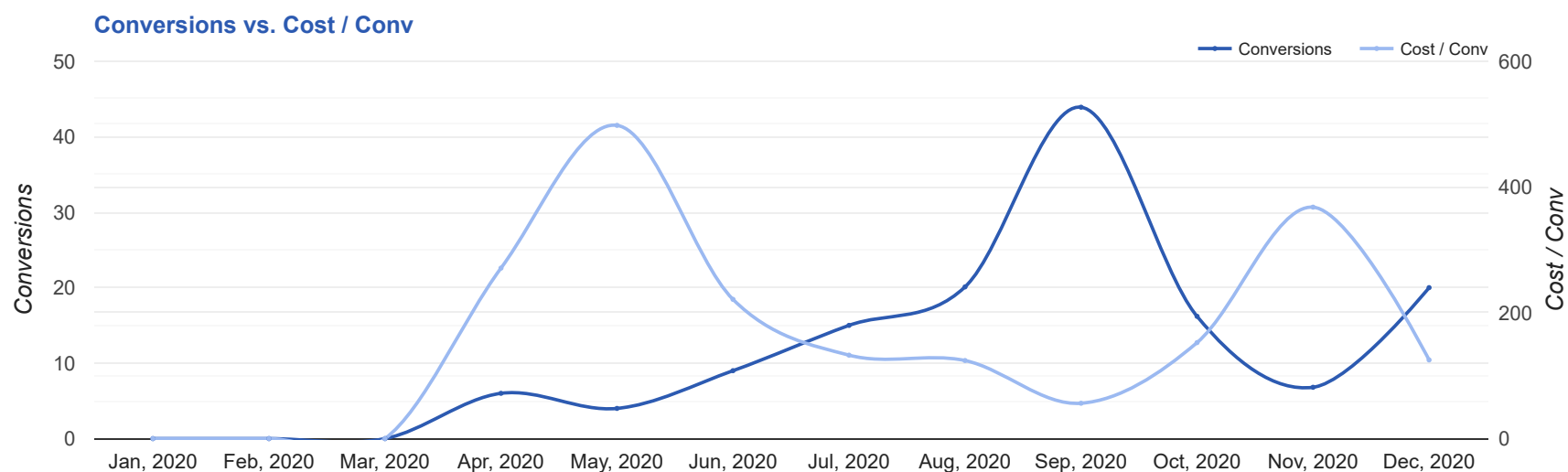
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,500	20	5.04%	\$125.06
↔ 0%	↑ 194%	↑ 87%	↓ 66%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	7,574	252	\$2,490.87	\$9.88	3.33%	-	6.8	2.69%	\$367.93	34.91%
1 Dec 2020 — 31 Dec 2020	10,282	397	\$2,499.98	\$6.30	3.86%	-	20	5.04%	\$125.06	29.16%
Change	2,708 ↑ 36%	145 ↑ 58%	\$9.11 ↑ 0%	\$3.58 ↓ 36%	0.53% ↑ 16%	--	13.22 ↑ 194%	2.35% ↑ 87%	\$242.87 ↓ 66%	5.75% ↓ 16%

Performance by Month - 1 Jan 2020 — 31 Dec 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%	-	16.2	6.39%	\$152.61	32.48%
Nov '20	7,574	252	\$2,490.87	\$9.88	3.33%	-	6.8	2.69%	\$367.93	34.91%
Dec '20	10,282	397	\$2,499.98	\$6.30	3.86%	-	20	5.04%	\$125.06	29.16%
Total	51,011	2,309	\$20,166.43	\$8.73	4.53%	-	141	6.11%	\$143.02	32.37%

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	10,282	397	\$2,499.98	\$6.30	3.86%	-	20	5.04%	\$125.06	29.16%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

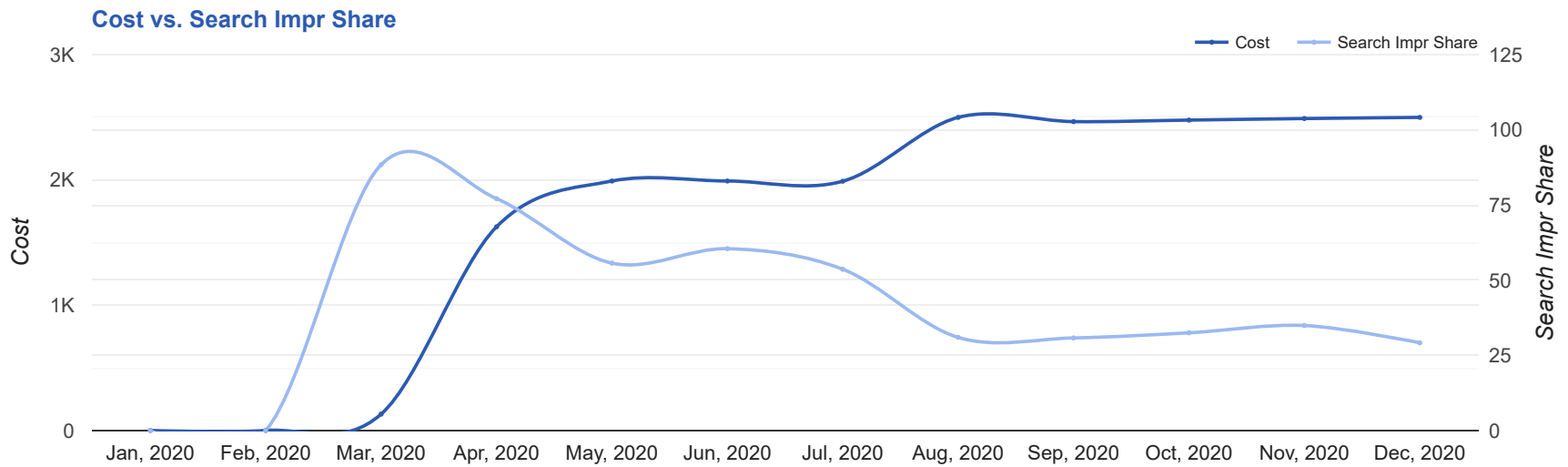
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Huge CoolSculpting Promotion - CoolSculpting in Norman, OK - Biggest CoolSculpting® Promo www.coolbodispa.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Norman, OK.	303	40	\$322.64	\$8.07	13.20%	-	5	12.50%	\$64.53
Fat Reduction in Norman, OK - Our Biggest Discount Ever - Freeze Away Body Fat www.coolbodispa.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	458	14	\$107.44	\$7.67	3.06%	-	2	14.29%	\$53.72
Non-Surgical Fat Reduction - Eliminate Fat & Feel Great - Freeze Away Body Fat www.coolbodispa.com/ Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	75	6	\$47.54	\$7.92	8.00%	-	2	33.33%	\$23.77
CoolSculpting® in Norman, OK - Limited Time Offer Dec 2020 - Flexible Payment Options www.coolbodispa.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Norman, OK	5	1	\$11.75	\$11.75	20.00%	-	2	199.00%	\$5.90
CoolSculpting® in Norman, OK - Limited Time Offer Dec 2020 - Flexible Payment Options www.coolbodispa.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	2	2	\$21.66	\$10.83	100.00%	-	1	50.00%	\$21.66

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

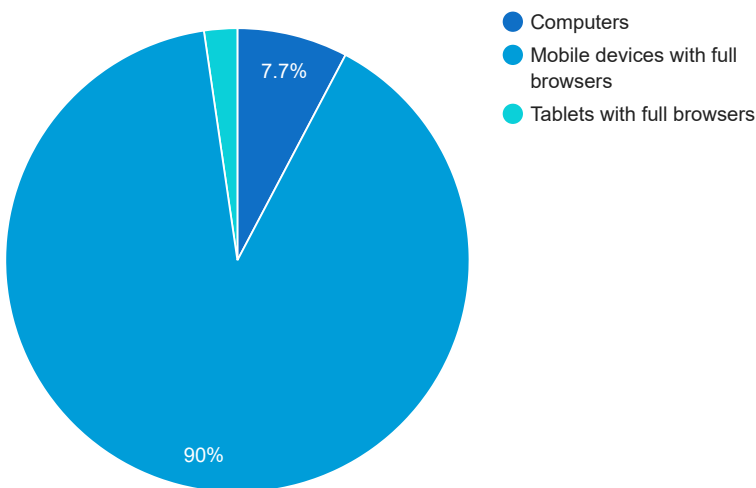
Budget Coverage



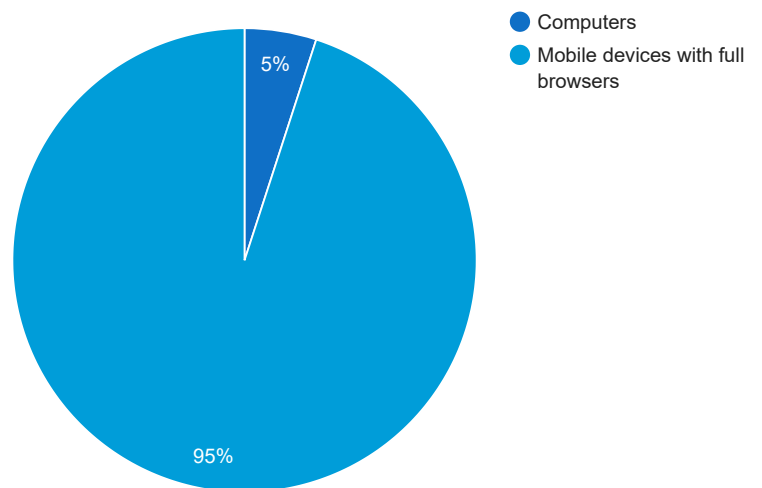
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	130.49	88.42
Apr, 2020	1,626.25	77.13
May, 2020	1,991.75	55.66
Jun, 2020	1,992.05	60.47
Jul, 2020	1,990.28	53.63
Aug, 2020	2,499.97	30.96
Sep, 2020	2,466.33	30.78
Oct, 2020	2,478.46	32.48
Nov, 2020	2,490.87	34.91
Dec, 2020	2,499.98	29.16

Cost and Conversions by Device

Cost



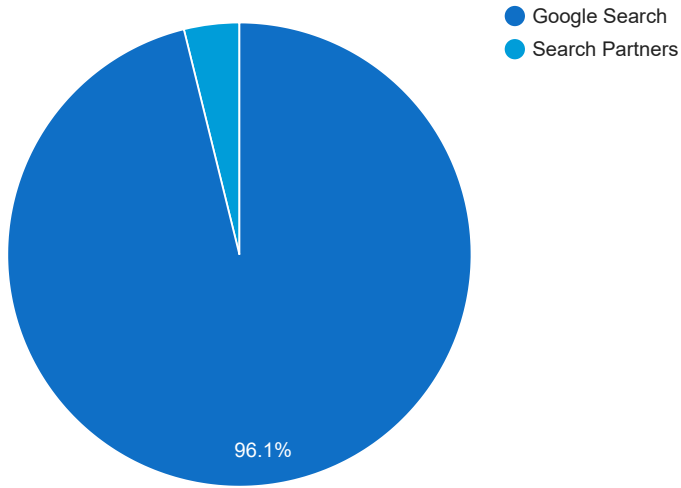
Conversions



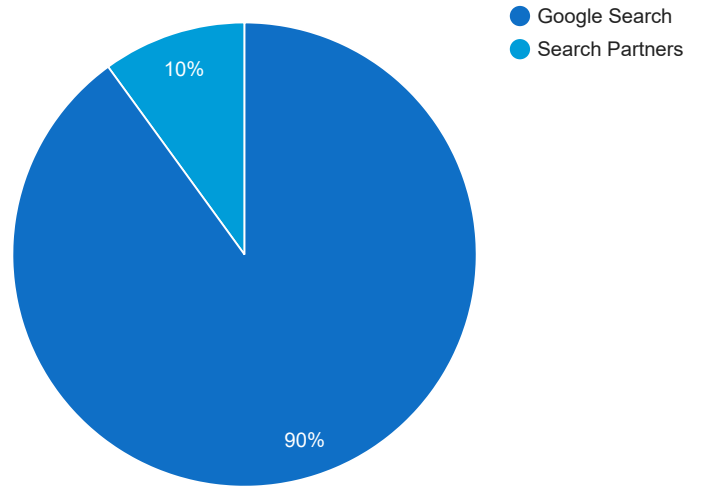
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	8,856	356	\$2,249.33	\$6.32	4.02%	-	19	5.33%	\$118.45
Computers	1,244	32	\$192.86	\$6.03	2.57%	-	1	3.13%	\$192.86
Tablets with full browsers	182	9	\$57.79	\$6.42	4.95%	-	0	0%	\$0.00

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	8,729	362	\$2,403.72	\$6.64	4.15%	-	18	4.97%	\$133.61
Search partners	1,553	35	\$96.26	\$2.75	2.25%	-	2	5.71%	\$48.13

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Form Submission	17
Click to Call	2
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