

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

Cool Bodi Spa - 738-272-6893

738-272-6893

Key Performance Indicators (KPIs)

Cost

\$1,714

↓ 31%

Conv

17

↓ 29%

Conv Rate

5.68%

↑ 6%

Cost / Conv

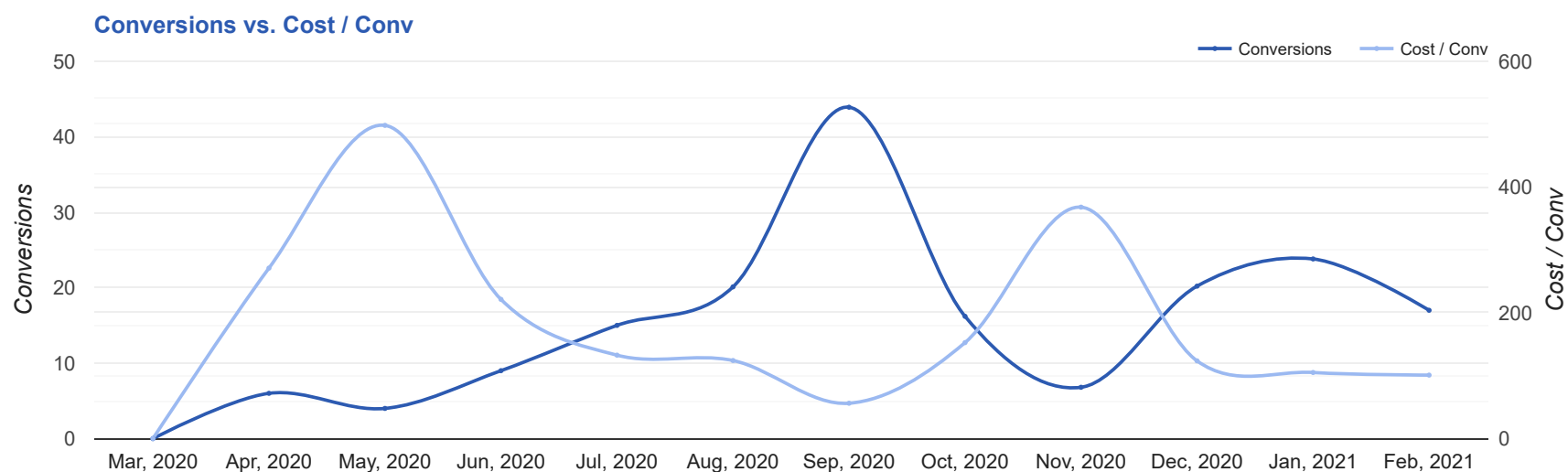
\$100.95

↓ 4%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	11,872	443	\$2,499.32	\$5.64	3.73%	-	23.8	5.37%	\$105.10	25.69%
1 Feb 2021 — 28 Feb 2021	6,491	299	\$1,714.08	\$5.73	4.61%	-	17	5.68%	\$100.95	25.19%
Change	5,381 ↓ 45%	144 ↓ 33%	\$785.24 ↓ 31%	\$0.09 ↑ 2%	0.88% ↑ 24%	--	6.80 ↓ 29%	0.31% ↑ 6%	\$4.15 ↓ 4%	0.50% ↓ 2%

Performance by Month - 1 Mar 2020 — 28 Feb 2021



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%	-	20.2	5.1%	\$123.58	29.06%
Jan '21	11,872	443	\$2,499.32	\$5.64	3.73%	-	23.8	5.37%	\$105.10	25.69%
Feb '21	6,491	299	\$1,714.08	\$5.73	4.61%	-	17	5.68%	\$100.95	25.19%
Total	69,374	3,051	\$24,379.83	\$7.99	4.4%	-	182	5.97%	\$133.96	30.2%

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	6,491	299	\$1,714.08	\$5.73	4.61%	-	17	5.68%	\$100.95	25.19%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

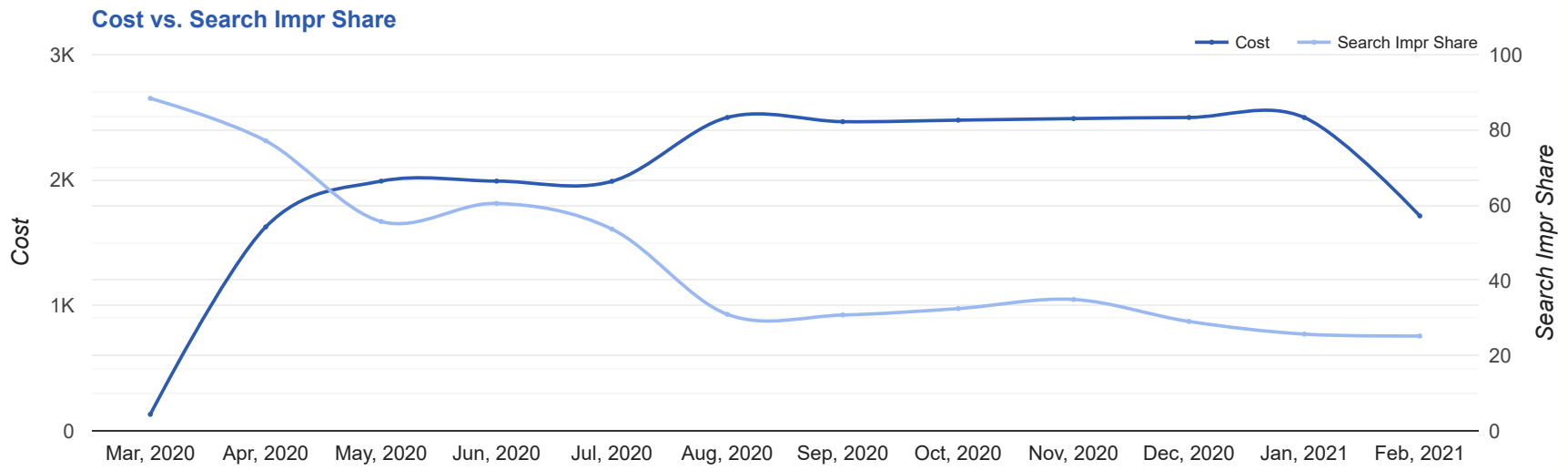
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Huge CoolSculpting Promotion - CoolSculpting in Norman, OK - Biggest CoolSculpting® Promo www.coolbodispa.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Norman, OK.	165	15	\$92.61	\$6.17	9.09%	-	2	13.33%	\$46.30
Huge CoolSculpting Promotion - CoolSculpting in Norman, OK - 2021 CoolSculpting Discount www.coolbodispa.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Norman, OK	11	3	\$19.10	\$6.37	27.27%	-	2	66.67%	\$9.55
Fat Reduction in Norman, OK - Freezing Fat Really Works - Freeze Away Body Fat www.coolbodispa.com/ Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	204	5	\$35.22	\$7.04	2.45%	-	2	40.00%	\$17.61
CoolSculpting® in Norman, OK - Limited Time Offer Feb 2021 - Our Biggest Discount Ever www.coolbodispa.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	11	3	\$23.24	\$7.75	27.27%	-	1	33.33%	\$23.24
CoolSculpting® in Norman, OK - Feb Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In <code>{=COUNTDOWN("2021/02/28 00:00:00","en-US",31)}</code> www.coolbodispa.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	14	1	\$7.57	\$7.57	7.14%	-	1	100.00%	\$7.57

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

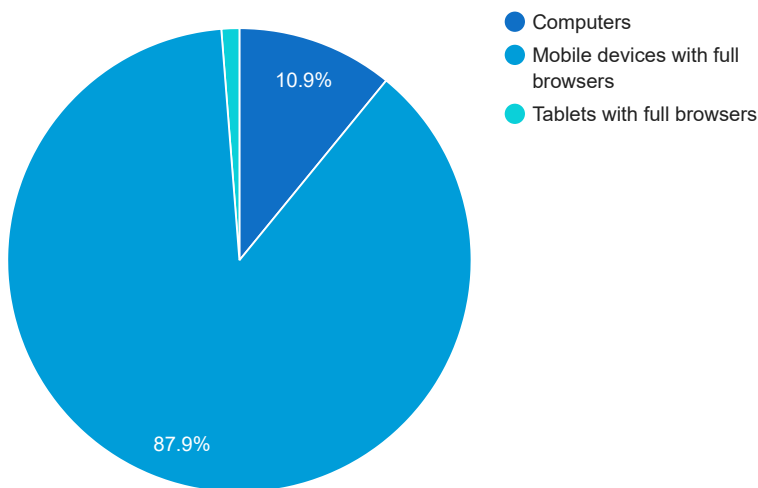
Budget Coverage



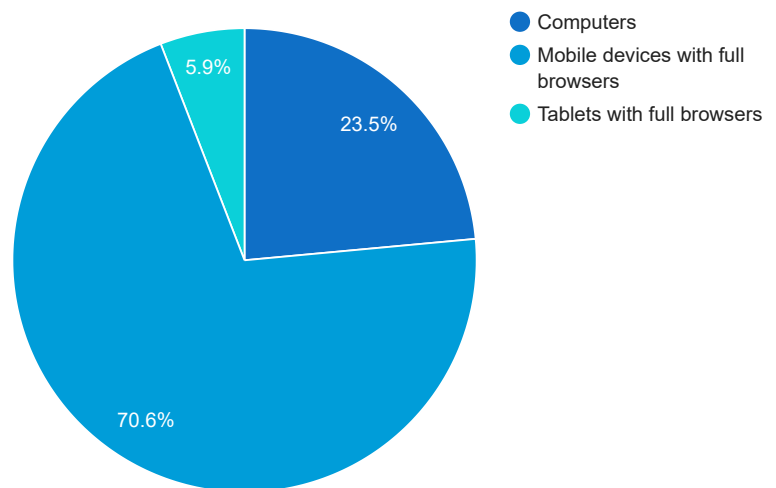
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	130.49	88.42
Apr, 2020	1,626.25	77.13
May, 2020	1,991.75	55.66
Jun, 2020	1,992.05	60.47
Jul, 2020	1,990.28	53.63
Aug, 2020	2,499.97	30.96
Sep, 2020	2,466.33	30.78
Oct, 2020	2,478.46	32.48
Nov, 2020	2,490.87	34.91
Dec, 2020	2,499.98	29.06
Jan, 2021	2,499.32	25.69
Feb, 2021	1,714.08	25.19

Cost and Conversions by Device

Cost



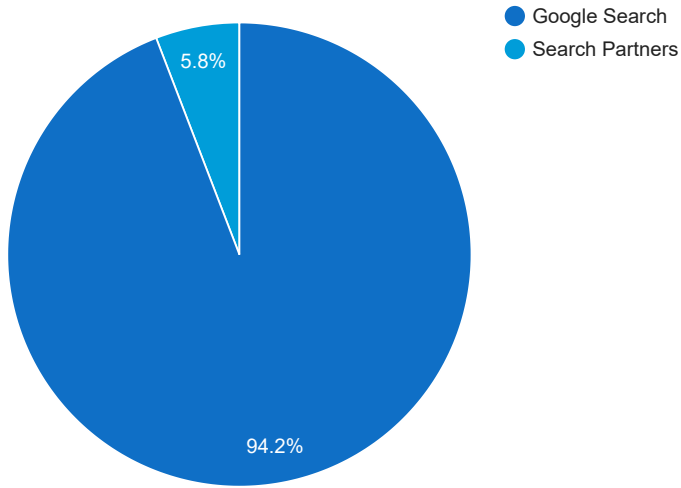
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	5,527	259	\$1,505.87	\$5.81	4.69%	-	12	4.63%	\$125.70
Computers	840	33	\$186.82	\$5.66	3.93%	-	4	12.12%	\$46.71
Tablets with full browsers	124	7	\$21.39	\$3.06	5.65%	-	1	14.29%	\$21.39

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	5,596	252	\$1,613.97	\$6.40	4.5%	-	17	6.74%	\$95.05
Search partners	895	47	\$100.11	\$2.13	5.25%	-	0	0%	\$0.00

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE

CONV

Form Submission

16

Click to Call

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