

**Monthly Account
Performance Report
1 Feb 2020 — 29 Feb 2020**

COR Medspa

472-719-9888

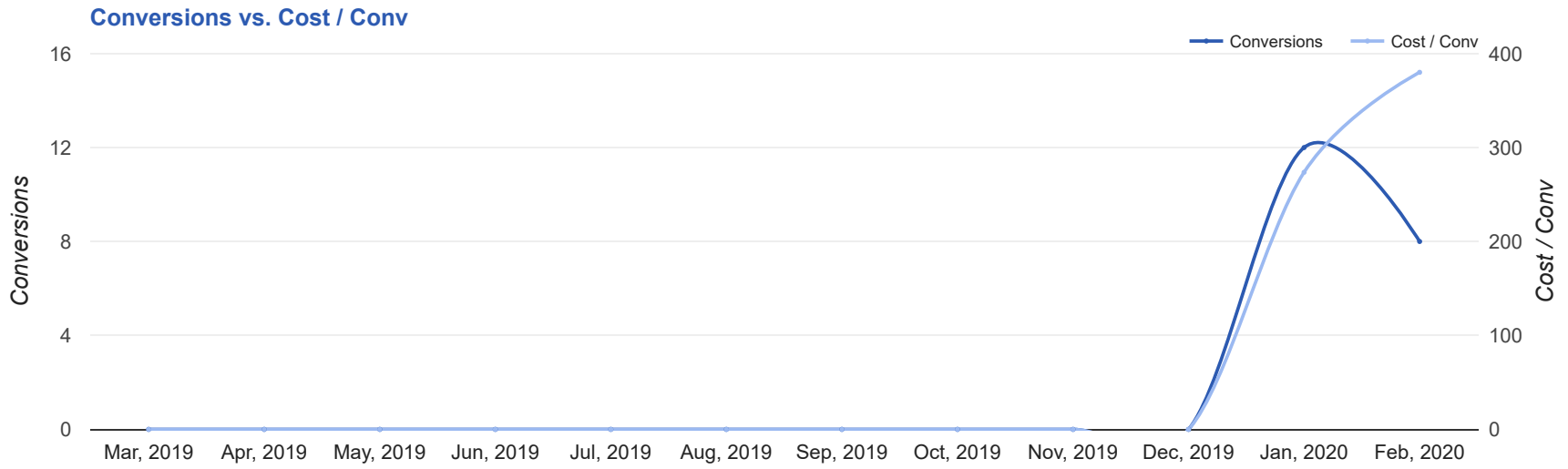
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,041	8	3.33%	\$380.07
↓ 7%	↓ 33%	↓ 44%	↑ 39%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2020 — 31 Jan 2020	3,193	201	\$3,284.15	\$16.34	6.3%	-	12	5.97%	\$273.68	81.52%
1 Feb 2020 — 29 Feb 2020	5,002	240	\$3,040.53	\$12.67	4.8%	-	8	3.33%	\$380.07	73.29%
Change	1,809 ↑ 57%	39 ↑ 19%	\$243.62 ↓ 7%	\$3.67 ↓ 22%	1.50% ↓ 24%	--	4 ↓ 33%	2.64% ↓ 44%	\$106.39 ↑ 39%	8.23% ↓ 10%

Performance by Month - 1 Mar 2019 — 29 Feb 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Jan '20	3,193	201	\$3,284.15	\$16.34	6.3%	-	12	5.97%	\$273.68	81.52%
Feb '20	5,002	240	\$3,040.53	\$12.67	4.8%	-	8	3.33%	\$380.07	73.29%
Total	8,195	441	\$6,324.68	\$14.34	5.38%	-	20	4.54%	\$316.23	76.29%

Campaign Summary - 1 Feb 2020 — 29 Feb 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	4,681	198	\$2,493.27	\$12.59	4.23%	-	8	4.04%	\$311.66	72.39%
search beta vaginal rejuvenation	321	42	\$547.26	\$13.03	13.08%	-	0	0%	\$0.00	89.42%

Top Performing Ads - 1 Feb 2020 — 29 Feb 2020

Top Text Ads

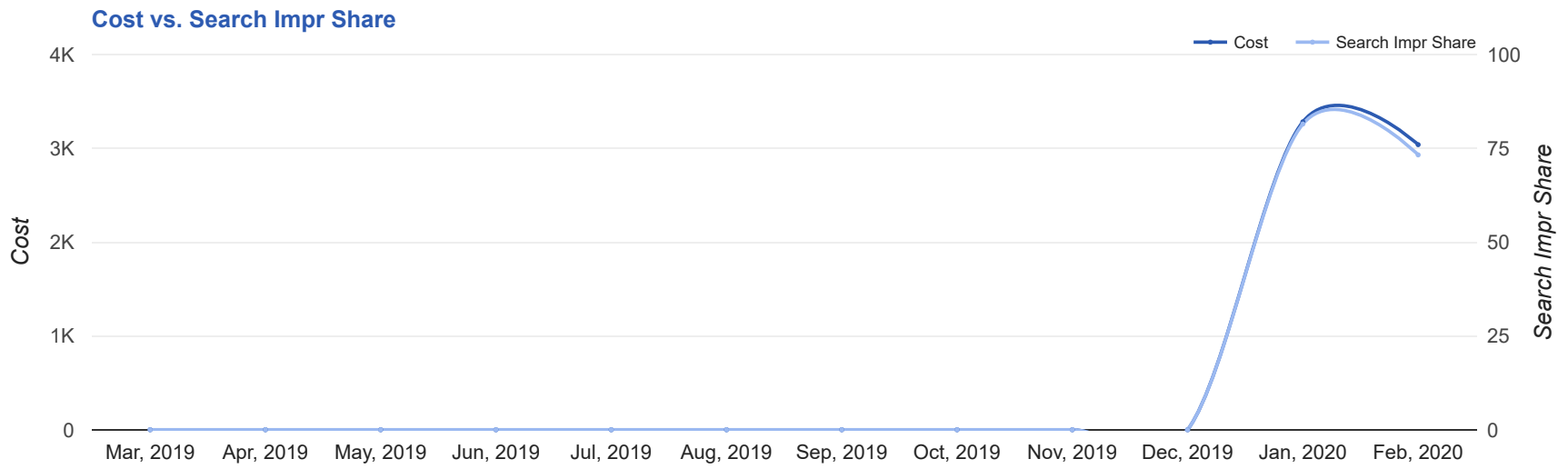
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Denville - Safe & Effective Fat Reduction - 20% Off All CoolSculpting® www.cormedspa.com/coolsculpting/denville #1 CoolSculpting Deal. Freeze Fat. Top Provider in Denville, NJ. Free Consult.	1,515	67	\$937.24	\$13.99	4.42%	-	4.3	6.37%	\$219.49
CoolSculpting in Denville - Freeze Away Stubborn Fat - COR Medspa www.cormedspa.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	820	53	\$547.09	\$10.32	6.46%	-	1.7	3.26%	\$316.24
#1 Provider in Denville - Safe & Effective Fat Reduction - 20% Off All CoolSculpting® www.cormedspa.com/coolsculpting/denville #1 CoolSculpting Deal. Freeze Fat. Top Provider in Denville, NJ. Free Consult.	53	4	\$46.91	\$11.73	7.55%	-	1	25.00%	\$46.91
25% Off All CoolSculpting - COR Medspa - Fat Reduction Treatment www.cormedspa.com/coolsculpting/ #1 CoolSculpting Deal. Freeze Fat. Top Provider in Denville, NJ. Free Consult.	723	15	\$318.16	\$21.21	2.07%	-	1	6.67%	\$318.16
25% Off All Fat Freezing - COR Medspa - Top Provider in Denville www.cormedspa.com/coolsculpting/fat-freezing Top CoolSculpting® Deal. Top Provider in Denville, NJ for Fat Freezing. Free Consult.	22	1	\$26.54	\$26.54	4.55%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2020 — 29 Feb 2020

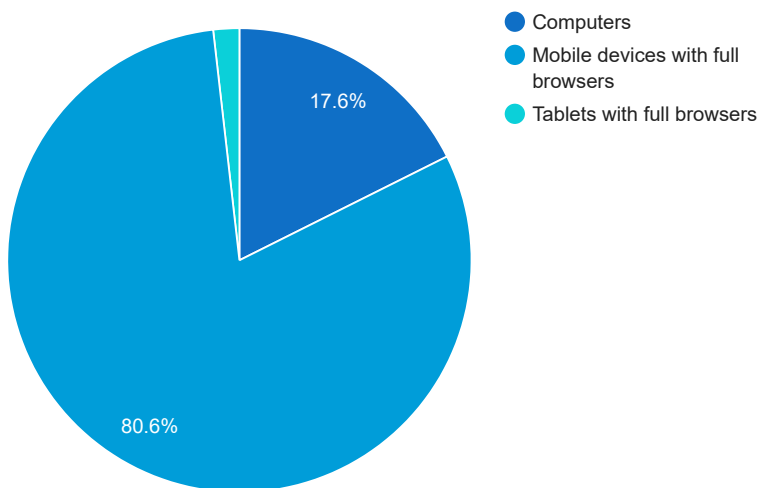
Budget Coverage



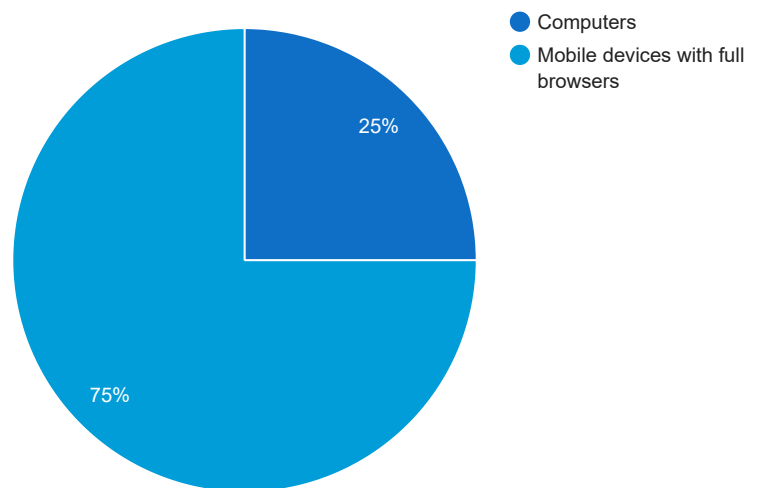
DATE	COST	SEARCH IMPR SHARE
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	3,284.15	81.52
Feb, 2020	3,040.53	73.29

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	3,604	184	\$2,449.67	\$13.31	5.11%	-	6	3.26%	\$408.28
Computers	1,227	46	\$535.85	\$11.65	3.75%	-	2	4.35%	\$267.93
Tablets with full browsers	171	10	\$55.01	\$5.50	5.85%	-	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	5,002	240	\$3,040.53	\$12.67	4.8%	-	8	3.33%	\$380.07

Conversion Types - 1 Feb 2020 — 29 Feb 2020

CONVERSION TYPE	CONV
Form Submission	5
Phone 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 page 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