

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

COR Medspa

472-719-9888

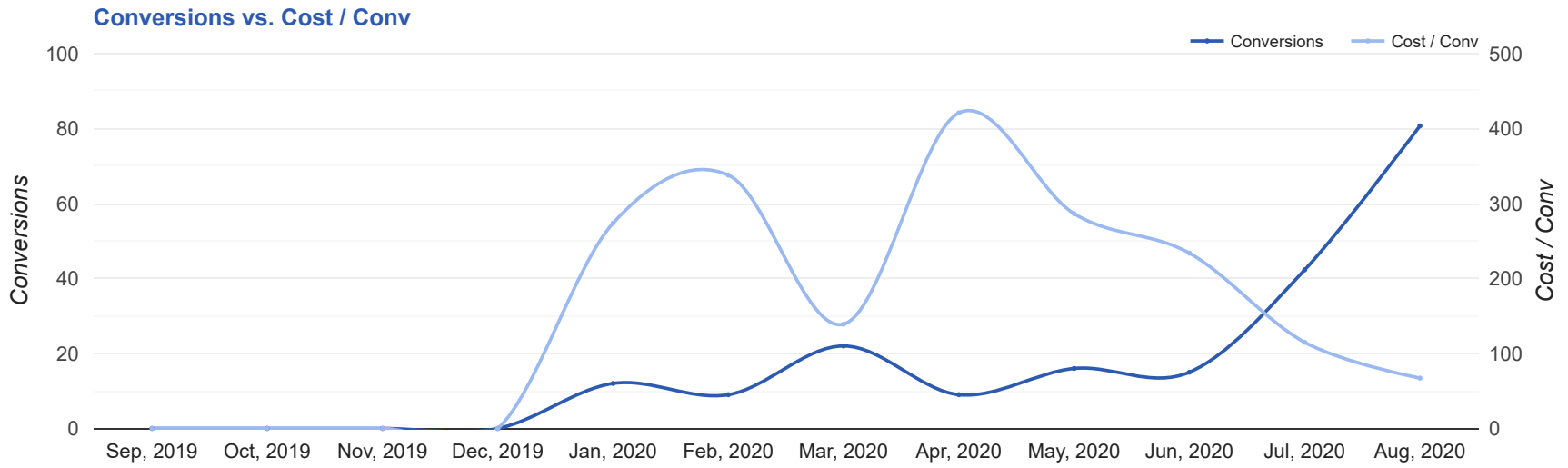
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$5,416	80.7	5.8%	\$67.11
↑ 11%	↑ 91%	↓ 42%	↓ 42%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jul 2020 — 31 Jul 2020	6,712	423	\$4,859.43	\$11.49	6.3%	-	42.3	10%	\$114.91	77.6%
1 Aug 2020 — 31 Aug 2020	30,036	1,391	\$5,416.28	\$3.89	4.63%	-	80.7	5.8%	\$67.11	28.24%
Change	23,324 ↑ 347%	968 ↑ 229%	\$556.85 ↑ 11%	\$7.60 ↓ 66%	1.67% ↓ 27%	--	38.42 ↑ 91%	4.20% ↓ 42%	\$47.80 ↓ 42%	49.36% ↓ 64%

Performance by Month - 1 Sep 2019 — 31 Aug 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%	-	9	3.75%	\$337.84	73.29%	
Mar '20	3,719	225	\$3,059.46	\$13.60	6.05%	-	22	9.78%	\$139.07	84.31%	
Apr '20	2,899	199	\$3,787.23	\$19.03	6.86%	-	9	4.52%	\$420.80	90.48%	
May '20	2,487	190	\$4,581.50	\$24.11	7.64%	-	16	8.42%	\$286.34	73.9%	
Jun '20	4,368	282	\$3,506.94	\$12.44	6.46%	-	15	5.32%	\$233.80	81.64%	
Jul '20	6,712	423	\$4,859.43	\$11.49	6.3%	-	42.3	10%	\$114.91	77.6%	
Aug '20	30,036	1,391	\$5,416.28	\$3.89	4.63%	-	80.7	5.8%	\$67.11	28.24%	
Total	58,416	3,151	\$31,535.52	\$10.01	5.39%	-	206	6.54%	\$153.09	41.11%	

Campaign Summary - 1 Aug 2020 — 31 Aug 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	21,824	911	\$3,433.11	\$3.77	4.17%	-	51.7	5.68%	\$66.39	26.44%
search beta dermal fillers	3,840	181	\$751.63	\$4.15	4.71%	-	20	11.05%	\$37.58	37.66%
search beta microneedling	2,395	190	\$494.07	\$2.60	7.93%	-	7	3.68%	\$70.58	51.01%
search beta hair restoration	1,976	109	\$737.47	\$6.77	5.52%	-	2	1.83%	\$368.74	21.95%
search beta brand	1	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	100%

Top Performing Ads - 1 Aug 2020 — 31 Aug 2020

Top Text Ads

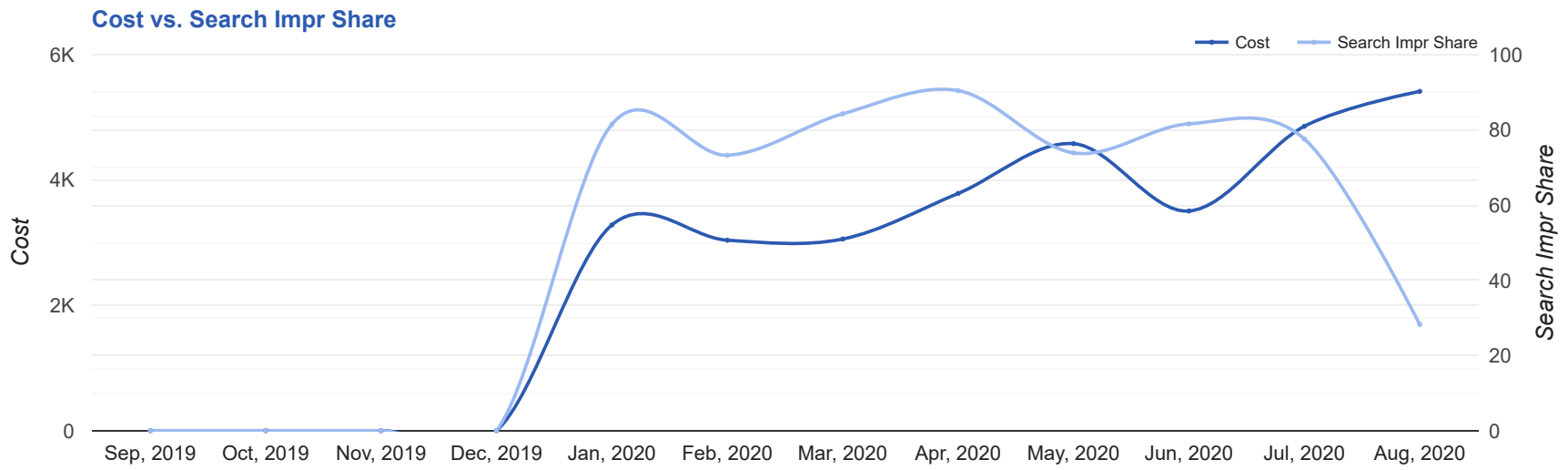
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Denville - Safe & Effective Fat Reduction - 20% Off All CoolSculpting® www.cormedspa.com/coolsculpting/denville #1 CoolSculpting Deal. Freeze Fat. Top Provider in Denville, NJ. Free Consult.	1,601	77	\$527.07	\$6.85	4.81%	-	17.7	23.00%	\$29.76
#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.	9,933	517	\$1,513.93	\$2.93	5.20%	-	11	2.13%	\$137.63
Dermal Fillers in Denville, NJ - Longest Lasting Facial Filler - Look Younger & More Energized www.cormedspa.com/ Long-Lasting Dermal Filler That Treats Wrinkles and Skin Folds	857	39	\$156.57	\$4.01	4.55%	-	8.3	21.18%	\$18.96
CoolSculpting in Denville - Fat Reduction Treatment - Book A Virtual Consultation www.cormedspa.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	4,097	90	\$392.76	\$4.36	2.20%	-	8	8.89%	\$49.09
CoolSculpting in Denville - Fat Reduction Treatment - Book A Virtual Consultation www.cormedspa.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	958	45	\$145.43	\$3.23	4.70%	-	7	15.56%	\$20.78

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Aug 2020 — 31 Aug 2020

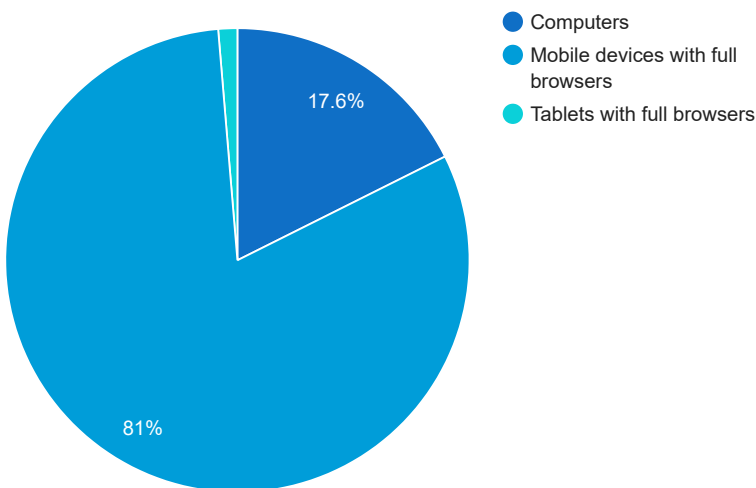
Budget Coverage



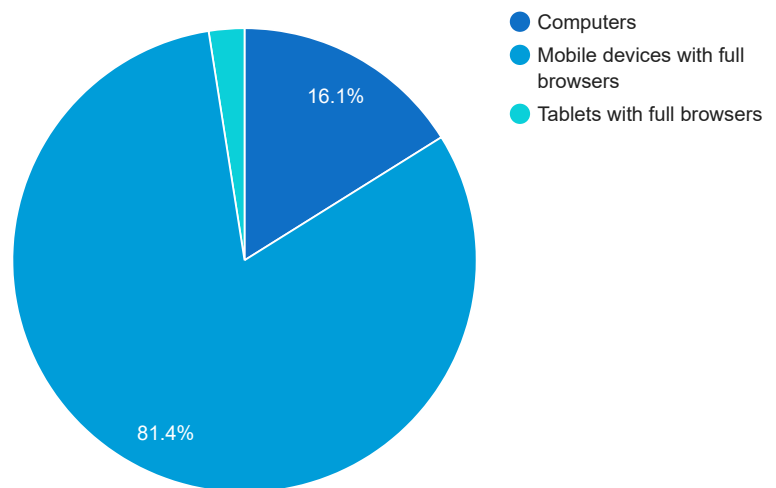
DATE	COST	SEARCH IMPR SHARE
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	3,284.15	81.52
Feb, 2020	3,040.53	73.29
Mar, 2020	3,059.46	84.31
Apr, 2020	3,787.23	90.48
May, 2020	4,581.50	73.90
Jun, 2020	3,506.94	81.64
Jul, 2020	4,859.43	77.60
Aug, 2020	5,416.28	28.24

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	23,581	1,176	\$4,389.81	\$3.73	4.99%	-	65.7	5.59%	\$66.81
Computers	5,582	189	\$954.64	\$5.05	3.39%	-	13	6.88%	\$73.43
Tablets with full browsers	873	26	\$71.83	\$2.76	2.98%	-	2	7.69%	\$35.92

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	30,036	1,391	\$5,416.28	\$3.89	4.63%	-	80.7	5.8%	\$67.11

Conversion Types - 1 Aug 2020 — 31 Aug 2020

CONVERSION TYPE

CONV

Form Submission

55.7

Phone Call

25

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