

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

CRMC - crmcaesthetics.com

892-014-1815

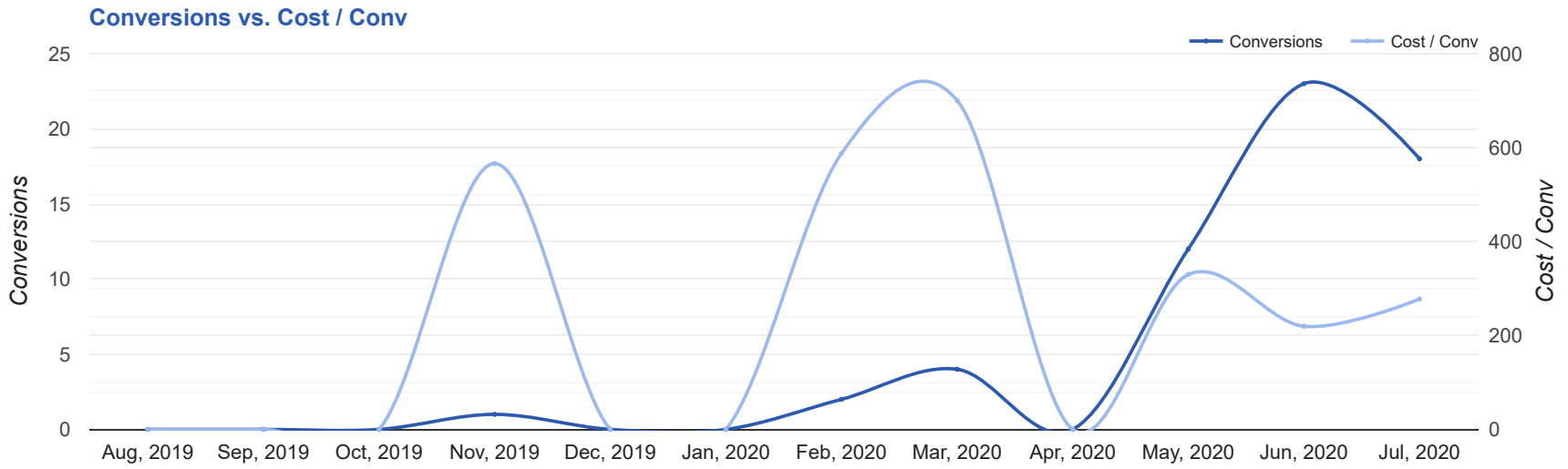
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$4,995	18	1.46%	\$277.50
↓ 1%	↓ 22%	↓ 24%	↑ 26%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jun 2020 — 30 Jun 2020	21,965	1,189	\$5,049.51	\$4.25	5.41%	-	23	1.93%	\$219.54	54.36%
1 Jul 2020 — 31 Jul 2020	22,688	1,229	\$4,994.96	\$4.06	5.42%	-	18	1.46%	\$277.50	53.6%
Change	723 ↑ 3%	40 ↑ 3%	\$54.55 ↓ 1%	\$0.19 ↓ 4%	0.01% ↑ 0%	--	5 ↓ 22%	0.47% ↓ 24%	\$57.96 ↑ 26%	0.76% ↓ 1%

Performance by Month - 1 Aug 2019 — 31 Jul 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
Nov '19	13,508	390	\$565.94	\$1.45	2.89%	-	1	0.26%	\$565.94	17.32%	
Dec '19	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%	
Jan '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%	
Feb '20	3,259	125	\$1,175.03	\$9.40	3.84%	-	2	1.6%	\$587.52	45.54%	
Mar '20	9,059	415	\$2,801.21	\$6.75	4.58%	-	4	0.96%	\$700.30	36.84%	
Apr '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%	
May '20	8,467	521	\$3,956.86	\$7.59	6.15%	-	12	2.3%	\$329.74	45%	
Jun '20	21,965	1,189	\$5,049.51	\$4.25	5.41%	-	23	1.93%	\$219.54	54.36%	
Jul '20	22,688	1,229	\$4,994.96	\$4.06	5.42%	-	18	1.46%	\$277.50	53.6%	
Total	78,946	3,869	\$18,543.51	\$4.79	4.9%	-	60	1.55%	\$309.06	37.36%	

Campaign Summary - 1 Jul 2020 — 31 Jul 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	19,003	920	\$3,494.96	\$3.80	4.84%	-	15	1.63%	\$233.00	51.69%
search beta ozanic body detox	3,685	309	\$1,500.00	\$4.85	8.39%	-	3	0.97%	\$500.00	65.79%

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

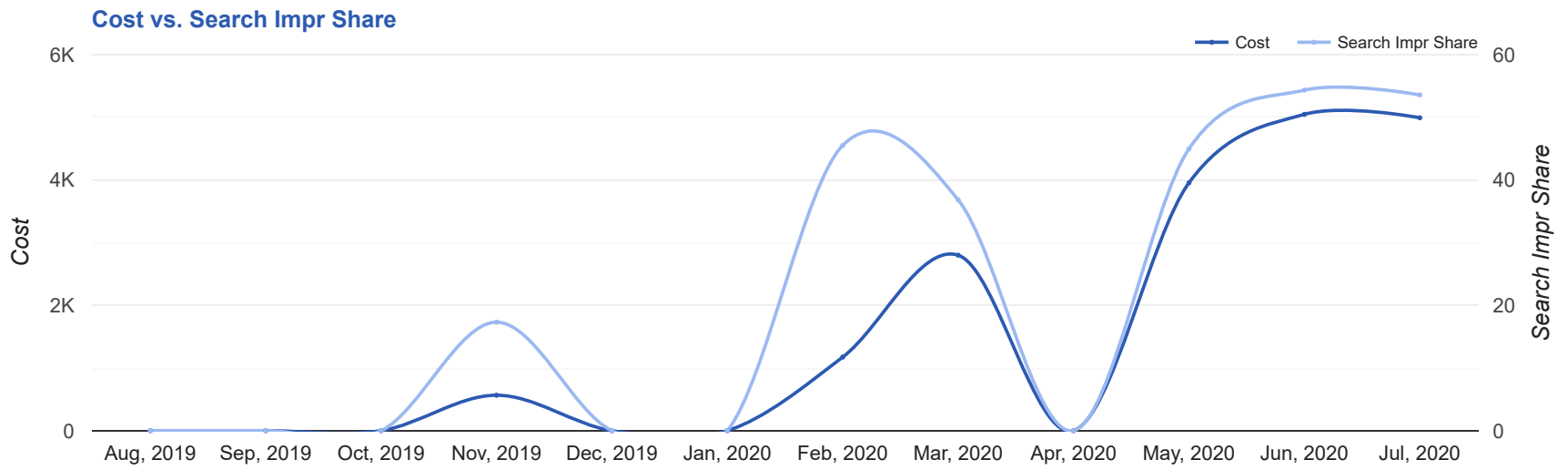
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Cosmetic Rejuvenation Center} - Best Price in West Hollywood - 25% Off Coolsculpting Cost crmc.mysculpt.net/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	2,265	148	\$510.36	\$3.45	6.53%	-	3	2.03%	\$170.12
#1 Coolsculpting Deal 25% Off - Freeze Away Stubborn Fat - Cosmetic Rejuvenation Center crmc.mysculpt.net/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	2,107	86	\$480.72	\$5.59	4.08%	-	3	3.49%	\$160.24
Coolsculpting West Hollywood - #1 Fat Reduction Treatment - Best Prices. FDA-Cleared. crmc.mysculpt.net/coolsculpting/fat-freezing No Surgery. Minimal Downtime. Clinically Proven Safe & Effective. New Clients Get 25% Off	348	17	\$83.09	\$4.89	4.89%	-	2	11.76%	\$41.55
{Keyword:Cosmetic Rejuvenation Center} - Safe & Effective Fat Reduction - 25% Off All Coolsculpting crmc.mysculpt.net/coolsculpting/middleboro #1 Coolsculpting Deal. Freeze Fat. Top Provider in West Hollywood, CA. Free Consultation	5,348	226	\$729.38	\$3.23	4.23%	-	2	0.88%	\$364.69
Detoxify Ozone Therapy - Treatments in West Hollywood - Cosmetic Rejuvenation Center crmc.mysculpt.net/ Ozone Therapy Detoxifies the Body Using Oxygen. Improves Circulation, Aids In Weight Loss.	292	24	\$144.74	\$6.03	8.22%	-	2	8.33%	\$72.37

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

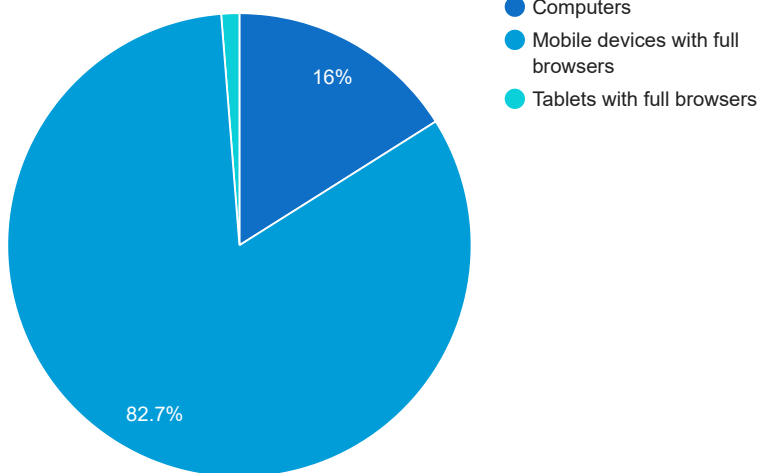
Budget Coverage



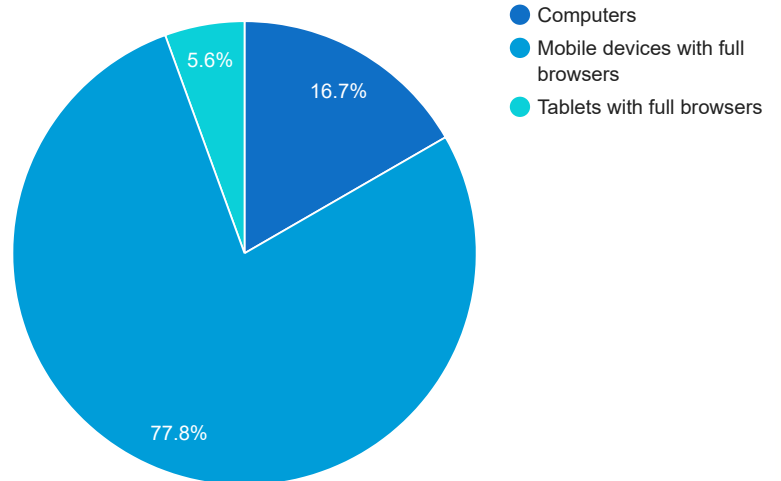
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	565.94	17.32
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	1,175.03	45.54
Mar, 2020	2,801.21	36.84
Apr, 2020	0	0
May, 2020	3,956.86	45
Jun, 2020	5,049.51	54.36
Jul, 2020	4,994.96	53.60

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	18,123	1,035	\$4,130.66	\$3.99	5.71%	-	14	1.35%	\$295.05
Computers	4,294	175	\$801.48	\$4.58	4.08%	-	3	1.71%	\$267.16
Tablets with full browsers	271	19	\$62.82	\$3.31	7.01%	-	1	5.26%	\$62.82

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	22,688	1,229	\$4,994.96	\$4.06	5.42%	-	18	1.46%	\$277.50

Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE	CONV
Form Submission	18
Local actions - Other engagements	0
Clicks to call	0
Local actions - Website visits	0

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