

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

CRMC - crmcaesthetics.com

892-014-1815

Key Performance Indicators (KPIs)

Cost

\$3,963

↓ 15%

Conv

17.8

↓ 48%

Conv Rate

3.47%

↑ 23%

Cost / Conv

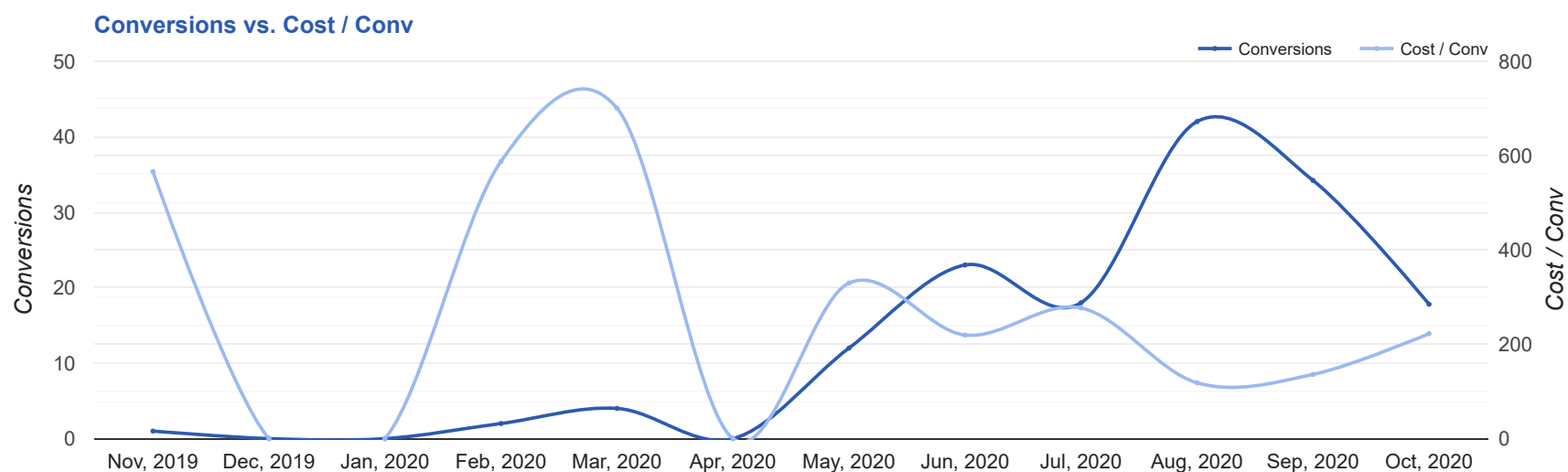
\$222.52

↑ 64%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	24,254	1,206	\$4,651.14	\$3.86	4.97%	-	34.2	2.83%	\$136.04	16.42%
1 Oct 2020 — 31 Oct 2020	8,445	513	\$3,963.14	\$7.73	6.07%	-	17.8	3.47%	\$222.52	28.16%
Change	15,809 ↓ 65%	693 ↓ 57%	\$688.00 ↓ 15%	\$3.87 ↑ 100%	1.10% ↑ 22%	--	16.38 ↓ 48%	0.64% ↑ 23%	\$86.48 ↑ 64%	11.74% ↑ 71%

Performance by Month - 1 Nov 2019 — 31 Oct 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	1.47%	\$276.88	53.54%
Aug '20	33,922	1,484	\$4,965.24	\$3.35	4.37%	-	42	2.83%	\$118.33	13.86%
Sep '20	24,254	1,206	\$4,651.14	\$3.86	4.97%	-	34.2	2.83%	\$136.04	16.42%
Oct '20	8,445	513	\$3,963.14	\$7.73	6.07%	-	17.8	3.47%	\$222.52	28.16%
Total	145,567	7,072	\$32,123.03	\$4.54	4.86%	-	154	2.18%	\$208.59	22.97%

Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	5,003	351	\$2,776.00	\$7.91	7.02%	-	14.8	4.22%	\$187.44	37.47%
search beta coolsculpting exp reach	2,757	117	\$625.28	\$5.34	4.24%	-	2	1.71%	\$312.64	17.08%
search beta ozanic body detox	685	45	\$561.86	\$12.49	6.57%	-	1	2.22%	\$561.86	96.55%

Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

Top Text Ads

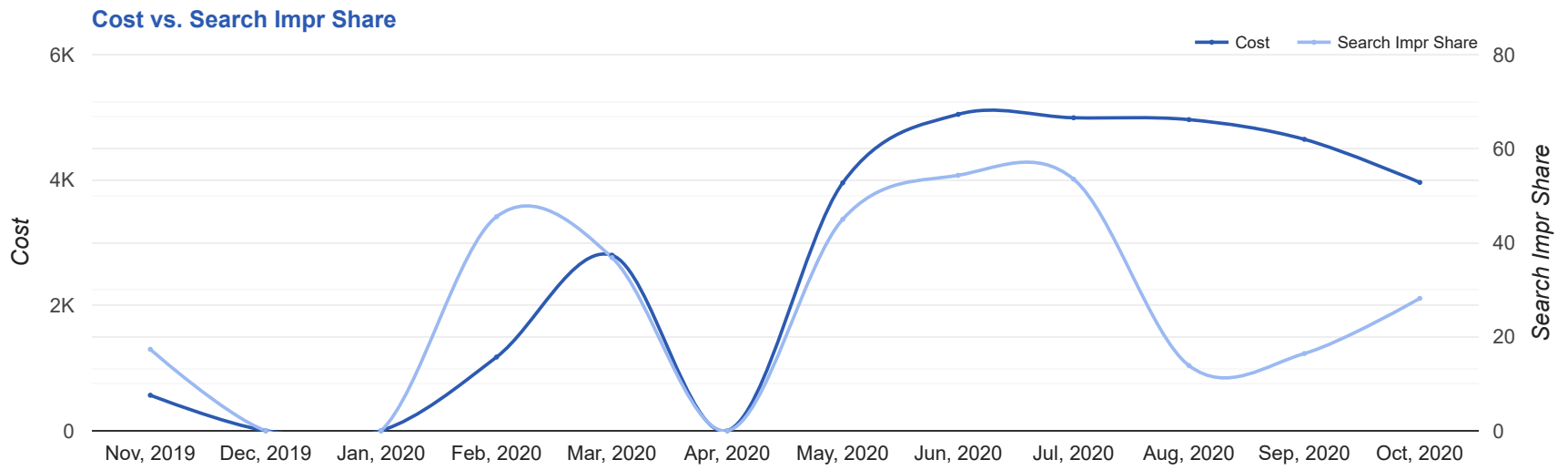
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® West Hollywood - \$1,000 Off October Special - Our Biggest Discount Ever crmc.mysculpt.net// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,612	118	\$1,098.75	\$9.31	7.32%	-	4.8	4.05%	\$229.86
CoolSculpting® West Hollywood - \$1,000 Off October Special - Our Biggest Discount Ever crmc.mysculpt.net// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	362	52	\$397.36	\$7.64	14.36%	-	3.2	6.19%	\$123.40
CoolSculpting® Deal \$1000 Off - Fat Reduction Treatment - Flexible Payment Options crmc.mysculpt.net// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	24	6	\$58.95	\$9.83	25.00%	-	2	33.33%	\$29.48
Fat Reduction West Hollywood - Our Biggest Discount Ever - Safe + Effective Fat Reduction crmc.mysculpt.net// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	57	1	\$10.13	\$10.13	1.75%	-	1	100.00%	\$10.13
{Keyword:Cosmetic Rejuvenation Center} - Safe & Effective Fat Reduction - 25% Off All Coolsculpting crmc.mysculpt.net/coolsculpting/west-hollywood #1 Coolsculpting Deal. Freeze Fat. Top Provider in West Hollywood, CA. Free Consultation	473	25	\$261.90	\$10.48	5.29%	-	1	4.00%	\$261.90

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2020 — 31 Oct 2020

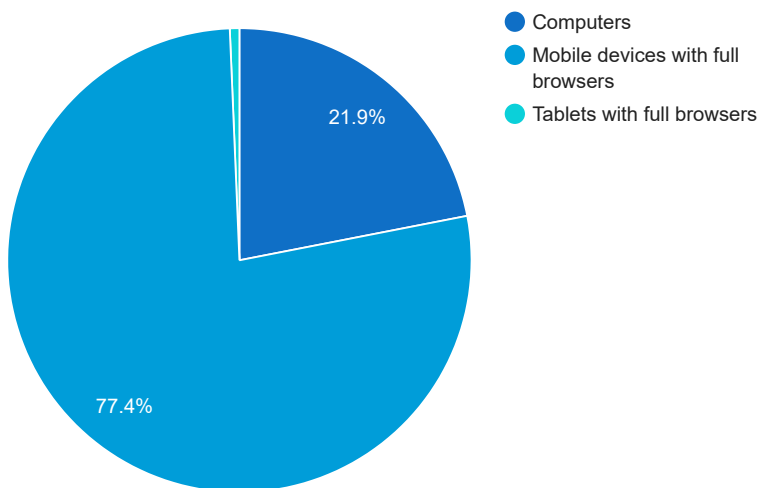
Budget Coverage



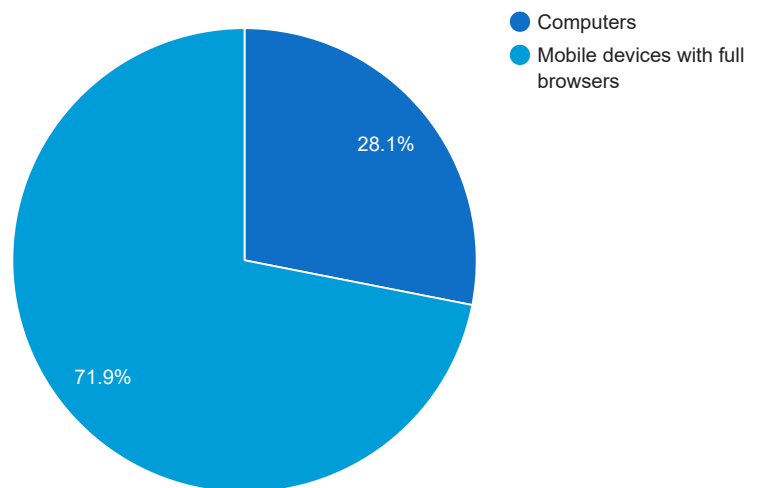
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	565.94	17.32
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	1,175.03	45.54
Mar, 2020	2,801.21	36.84
Apr, 2020	0	0
May, 2020	3,956.86	45
Jun, 2020	5,049.51	54.36
Jul, 2020	4,994.96	53.54
Aug, 2020	4,965.24	13.86
Sep, 2020	4,651.14	16.42
Oct, 2020	3,963.14	28.16

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	6,059	417	\$3,067.61	\$7.36	6.88%	-	12.8	3.07%	\$239.47
Computers	2,259	92	\$869.21	\$9.45	4.07%	-	5	5.43%	\$173.84
Tablets with full browsers	127	4	\$26.32	\$6.58	3.15%	-	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	8,445	513	\$3,963.14	\$7.73	6.07%	-	17.8	3.47%	\$222.52

Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
Form Submission	14.8
Click to Call	2
Calls from ads	1
Local actions - Other engagements	0
Local actions - Directions	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