

**Monthly Account
Performance Report
1 Nov 2020 — 30 Nov 2020**

CRMC - crmcaesthetics.com

892-014-1815

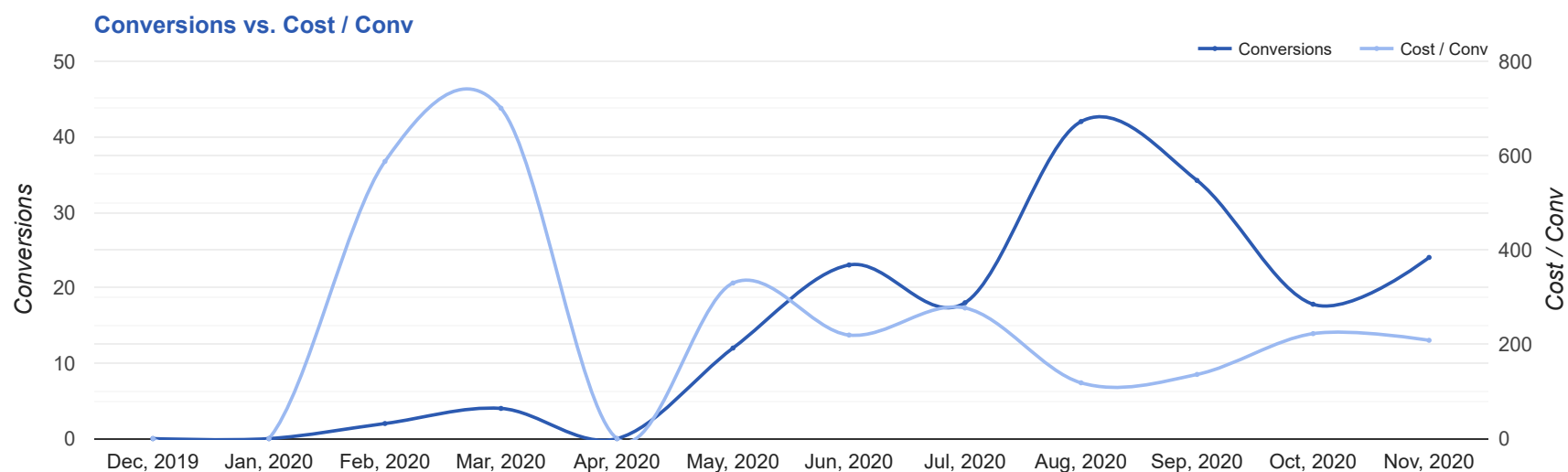
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$5,001	24	3.39%	\$208.36
↑ 26%	↑ 35%	↓ 2%	↓ 6%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	8,445	513	\$3,963.14	\$7.73	6.07%	-	17.8	3.47%	\$222.52	28.24%
1 Nov 2020 — 30 Nov 2020	13,191	709	\$5,000.71	\$7.05	5.37%	-	24	3.39%	\$208.36	21.34%
Change	4,746 ↑ 56%	196 ↑ 38%	\$1,037.57 ↑ 26%	\$0.68 ↓ 9%	0.70% ↓ 12%	--	6.19 ↑ 35%	0.08% ↓ 2%	\$14.16 ↓ 6%	6.90% ↓ 24%

Performance by Month - 1 Dec 2019 — 30 Nov 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	28.24%
Nov '20	13,191	709	\$5,000.71	\$7.05	5.37%	-	24	3.39%	\$208.36	21.34%
Total	145,250	7,391	\$36,557.80	\$4.95	5.09%	-	177	2.39%	\$206.54	23.52%

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	4,435	268	\$1,749.70	\$6.53	6.04%	-	11	4.1%	\$159.06	42.73%
search beta coolsculpting exp reach	7,282	340	\$1,751.17	\$5.15	4.67%	-	7	2.06%	\$250.17	14.81%
search beta ozanic body detox	1,474	101	\$1,499.84	\$14.85	6.85%	-	6	5.94%	\$249.97	73.31%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

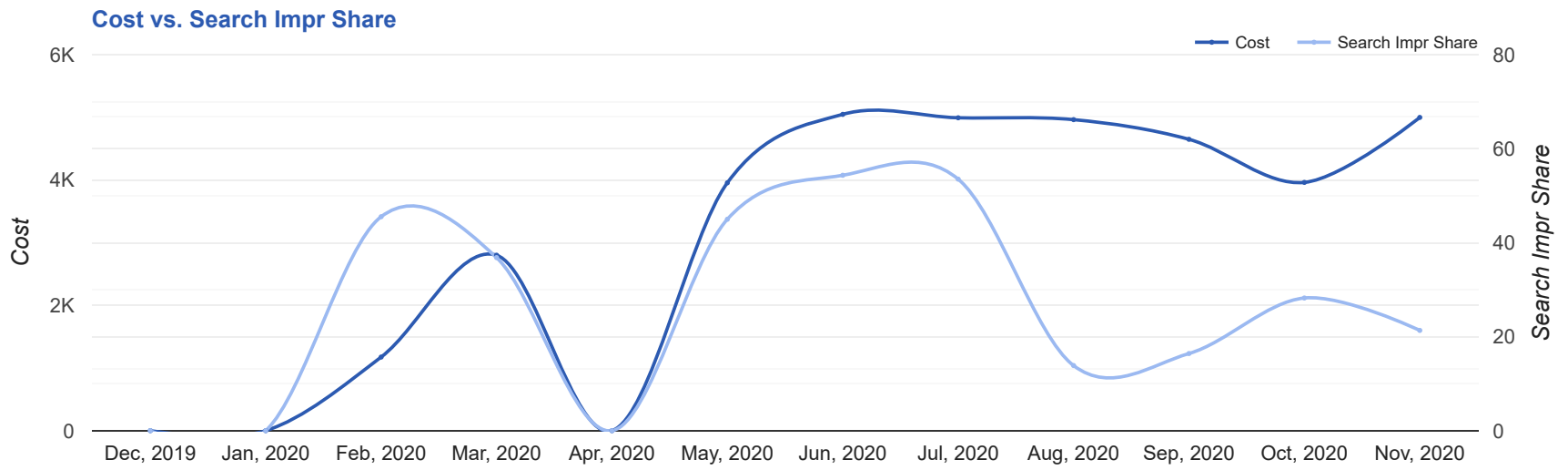
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® West Hollywood - Dec Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever crmc.mysculpt.net/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,806	75	\$508.94	\$6.79	4.15%	-	6	8.00%	\$84.82
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.	392	37	\$606.60	\$16.39	9.44%	-	4	10.81%	\$151.65
{Keyword:Cosmetic Rejuvenation Center} - Ozanic Body Detoxification - Weight Loss Treatment crmc.mysculpt.net/ -- -- Ozanic Body Detoxification Treatments Detoxify the Body and Improve Vitality and Wellness.	654	49	\$718.92	\$14.67	7.49%	-	2	4.08%	\$359.46
Non-Surgical Fat Reduction - CoolSculpting® West Hollywood - Offering \$1000 Off 8+ Cycles crmc.mysculpt.net/ Sculpt Your Body. Freeze Away Stubborn Fat with CoolSculpting. Eliminate Fat & Feel Great	949	40	\$217.66	\$5.44	4.21%	-	2	5.00%	\$108.83
{Keyword:Cosmetic Rejuvenation Center} - Safe & Effective Fat Reduction - Target Belly Fat, Love Handles crmc.mysculpt.net/coolsculpting/west-hollywood #1 Coolsculpting Deal. Freeze Fat. Top Provider in West Hollywood, CA. Free Consultation	734	39	\$225.83	\$5.79	5.31%	-	2	5.13%	\$112.92

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

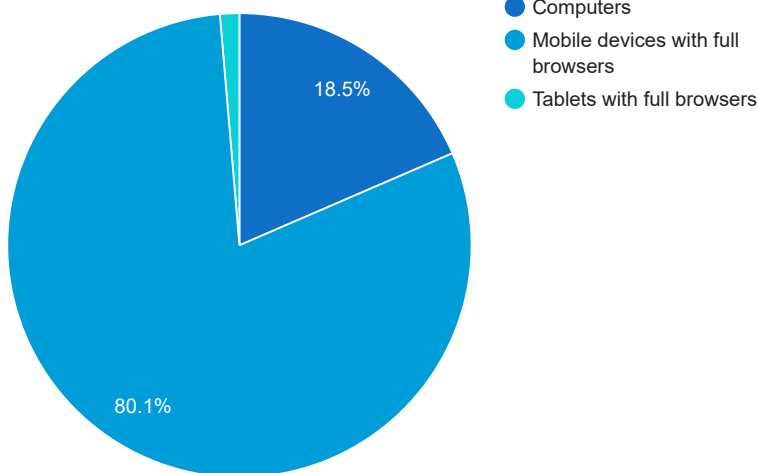
Budget Coverage



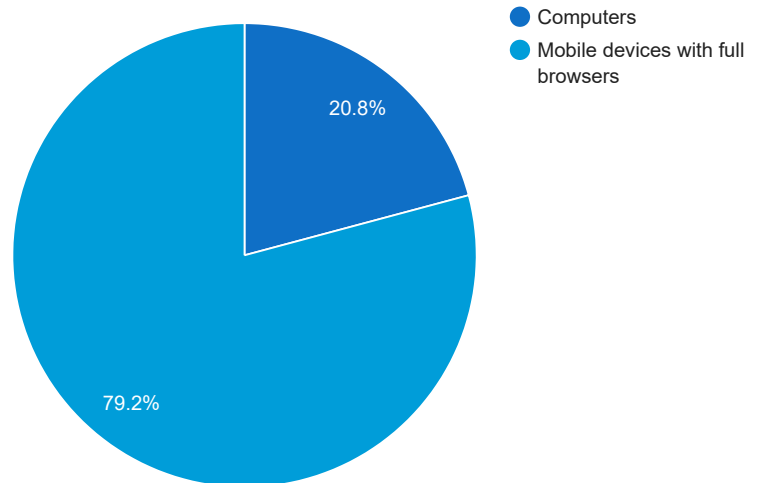
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	1,175.03	45.54
Mar, 2020	2,801.21	36.84
Apr, 2020	0	0
May, 2020	3,956.86	45
Jun, 2020	5,049.51	54.36
Jul, 2020	4,994.96	53.54
Aug, 2020	4,965.24	13.86
Sep, 2020	4,651.14	16.42
Oct, 2020	3,963.14	28.24
Nov, 2020	5,000.71	21.34

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	9,622	578	\$4,007.58	\$6.93	6.01%	-	19	3.29%	\$210.93
Computers	3,335	120	\$925.70	\$7.71	3.6%	-	5	4.17%	\$185.14
Tablets with full browsers	234	11	\$67.43	\$6.13	4.7%	-	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	13,191	709	\$5,000.71	\$7.05	5.37%	-	24	3.39%	\$208.36

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Form Submission	20
Calls from ads	3
Calls from Ads	1
Local actions - Website visits	0
Clicks to call	0
Local actions - Directions	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