

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

CRMC - crmcaesthetics.com

892-014-1815

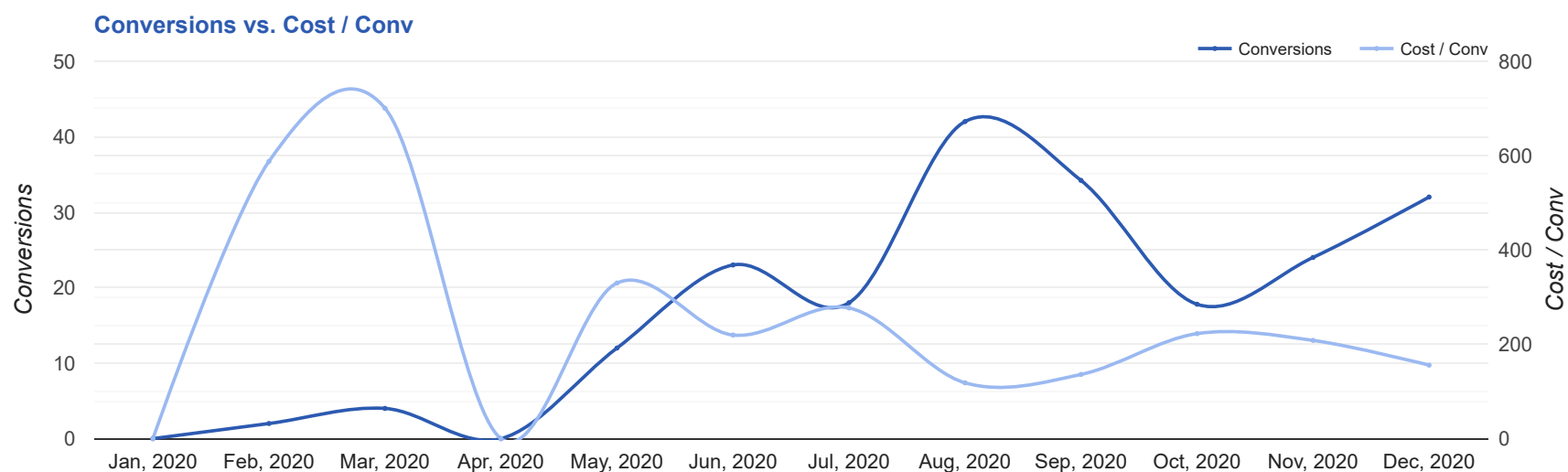
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$4,980	32	3.14%	\$155.74
↔ 0%	↑ 33%	↓ 7%	↓ 25%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	13,191	709	\$5,000.71	\$7.05	5.37%	-	24	3.39%	\$208.19	20.92%
1 Dec 2020 — 31 Dec 2020	20,876	1,019	\$4,980.46	\$4.89	4.88%	-	32	3.14%	\$155.74	20.46%
Change	7,685 ↑ 58%	310 ↑ 44%	\$20.25 ↓ 0%	\$2.16 ↓ 31%	0.49% ↓ 9%	--	7.96 ↑ 33%	0.25% ↓ 7%	\$52.45 ↓ 25%	0.46% ↓ 2%

Performance by Month - 1 Jan 2020 — 31 Dec 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%	\$208.19	20.92%
Dec '20	20,876	1,019	\$4,980.46	\$4.89	4.88%	-	32	3.14%	\$155.74	20.46%
Total	166,126	8,410	\$41,538.26	\$4.94	5.06%	-	209	2.49%	\$198.75	23.05%

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	10,632	519	\$2,442.61	\$4.71	4.88%	-	27	5.2%	\$90.53	56.38%
search beta coolsculpting exp reach	7,493	340	\$1,038.28	\$3.05	4.54%	-	4	1.18%	\$259.57	5%
search beta ozanic body detox	2,751	160	\$1,499.57	\$9.37	5.82%	-	1	0.63%	\$1,499.57	71.88%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

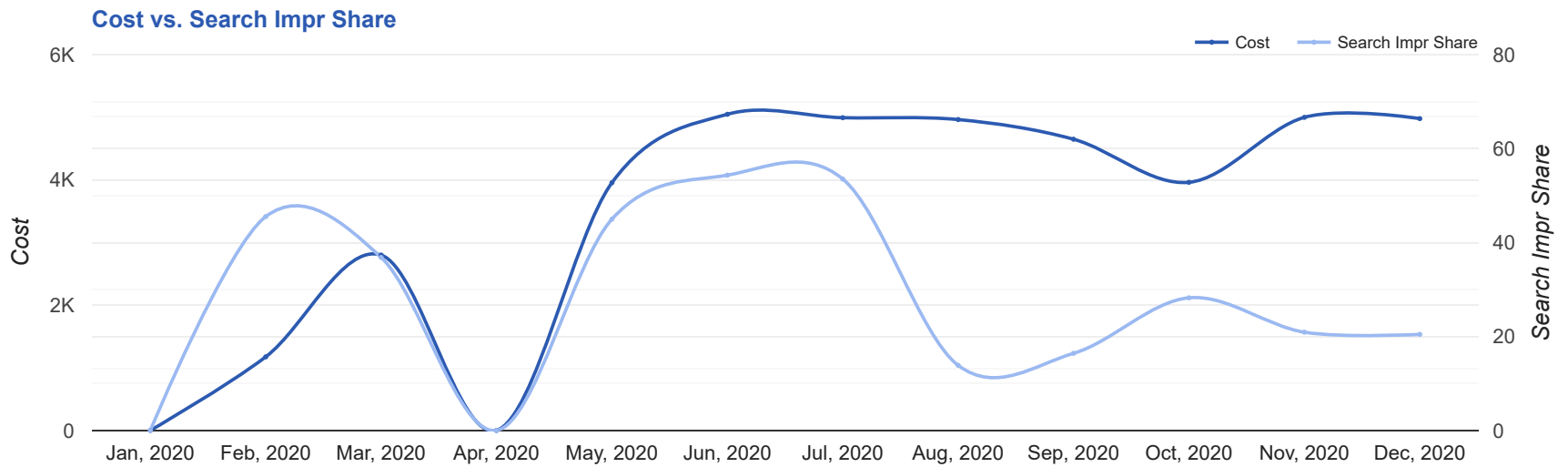
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - Limited Time Offer Dec 2020 - CoolSculpting Special 25% Off crmc.mysculpt.net/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hollywood, CA	22	5	\$15.27	\$3.05	22.73%	-	3.5	70.00%	\$4.36
CoolSculpting® Fat Reduction - CoolSculpting West Hollywood - Biggest CoolSculpting® Promo crmc.mysculpt.net/ -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hollywood, CA.	1,668	92	\$438.39	\$4.77	5.52%	-	3.5	3.77%	\$126.34
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.	718	25	\$106.10	\$4.24	3.48%	-	3	12.00%	\$35.37
CoolSculpting® Fat Reduction - Dec Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever crmc.mysculpt.net/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	52	4	\$12.08	\$3.02	7.69%	-	2	50.00%	\$6.04
CoolSculpting® Fat Reduction - Dec Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever crmc.mysculpt.net/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hollywood, CA	147	6	\$23.86	\$3.98	4.08%	-	1.5	25.00%	\$15.91

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

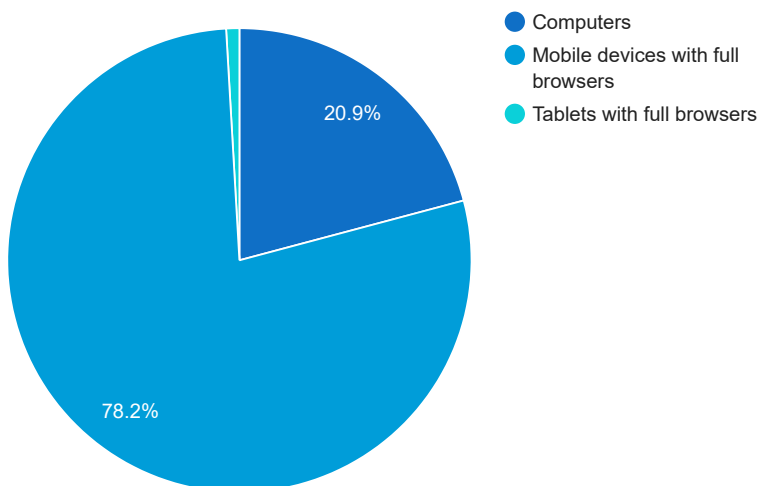
Budget Coverage



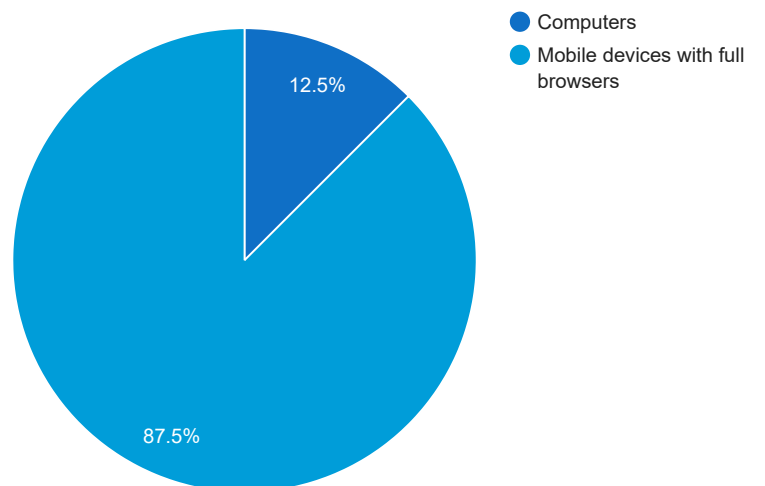
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	0	0
Feb, 2020	1,175.03	45.54
Mar, 2020	2,801.21	36.84
Apr, 2020	0	0
May, 2020	3,956.86	45
Jun, 2020	5,049.51	54.36
Jul, 2020	4,994.96	53.54
Aug, 2020	4,965.24	13.86
Sep, 2020	4,651.14	16.42
Oct, 2020	3,963.14	28.24
Nov, 2020	5,000.71	20.92
Dec, 2020	4,980.46	20.46

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	15,310	825	\$3,896.23	\$4.72	5.39%	-	28	3.39%	\$139.25
Computers	5,283	180	\$1,038.63	\$5.77	3.41%	-	4	2.22%	\$259.66
Tablets with full browsers	283	14	\$45.60	\$3.26	4.95%	-	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	20,876	1,019	\$4,980.46	\$4.89	4.88%	-	32	3.14%	\$155.74

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Form Submission	31
Calls from Ads	1
Clicks to call	0
Local actions - Website visits	0
Local actions - Directions	0
Local actions - Other engagements	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 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