

**Monthly Account  
Performance Report  
1 Jan 2021 — 31 Jan 2021**

CRMC - [crmcaesthetics.com](http://crmcaesthetics.com)

892-014-1815

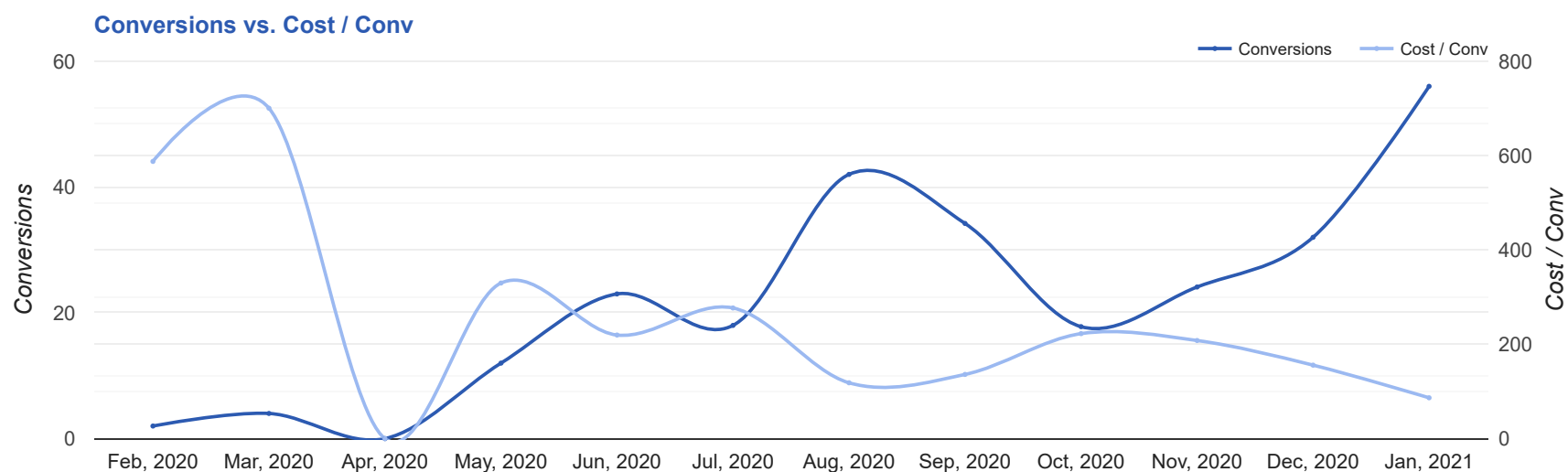
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$4,844	56	5.01%	\$86.52
↓ 3%	↑ 75%	↑ 60%	↓ 44%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	20,876	1,019	\$4,980.46	\$4.89	4.88%	-	32	3.14%	\$155.74	20.38%
1 Jan 2021 — 31 Jan 2021	22,793	1,118	\$4,843.60	\$4.33	4.91%	-	56	5.01%	\$86.52	19.64%
<b>Change</b>	1,917 ↑ 9%	99 ↑ 10%	\$136.86 ↓ 3%	\$0.56 ↓ 11%	0.03% ↑ 1%	--	24.00 ↑ 75%	1.87% ↑ 60%	\$69.22 ↓ 44%	0.74% ↓ 4%

# Performance by Month - 1 Feb 2020 — 31 Jan 2021



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%	-	24.1	3.39%	\$207.93	20.92%
Dec '20	20,876	1,019	\$4,980.46	\$4.89	4.88%	-	32	3.14%	\$155.74	20.38%
Jan '21	22,793	1,118	\$4,843.60	\$4.33	4.91%	-	56	5.01%	\$86.52	19.64%
<b>Total</b>	188,919	9,528	\$46,381.86	\$4.87	5.04%	-	265	2.78%	\$175.02	22.56%

# Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	11,718	561	\$2,449.88	\$4.37	4.79%	-	42	7.49%	\$58.33	51.94%
search   beta   coolsculpting   exp reach	7,216	359	\$1,035.11	\$2.88	4.98%	-	9	2.5%	\$115.27	5%
search   beta   ozanic body detox	3,859	198	\$1,358.61	\$6.86	5.13%	-	5	2.53%	\$271.72	83.48%

# Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

## Top Text Ads

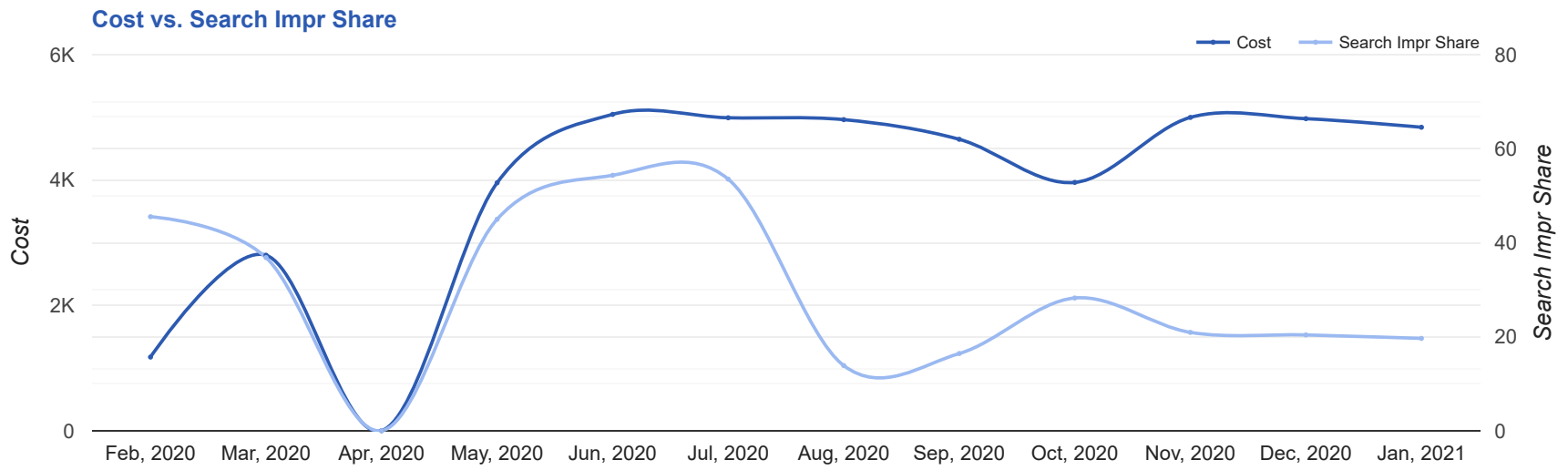
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting West Hollywood - Biggest CoolSculpting® Promo <a href="http://crmc.mysculpt.net/">crmc.mysculpt.net/</a> -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hollywood, CA.	1,759	90	\$398.39	\$4.43	5.12%	-	5.3	5.87%	\$75.45
CoolSculpting® West Hollywood - Jan Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever <a href="http://crmc.mysculpt.net/">crmc.mysculpt.net/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	1,572	55	\$273.68	\$4.98	3.50%	-	3.9	7.05%	\$70.54
CoolSculpting® West Hollywood - Jan Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In <code>{=COUNTDOWN("2021/01/31 00:00:00","en-US",31)}</code> <a href="http://crmc.mysculpt.net/">crmc.mysculpt.net/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	1,354	40	\$173.11	\$4.33	2.95%	-	3.3	8.15%	\$53.10
CoolSculpting® Fat Reduction - CoolSculpting West Hollywood - Biggest CoolSculpting® Promo <a href="http://crmc.mysculpt.net/">crmc.mysculpt.net/</a> -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hollywood, CA.	200	11	\$52.38	\$4.76	5.50%	-	3	27.27%	\$17.46
{Keyword:Cosmetic Rejuvenation Center} - Ozanic Body Detoxification - Weight Loss Treatment <a href="http://crmc.mysculpt.net/">crmc.mysculpt.net/</a> -- -- Ozanic Body Detoxification Treatments Detoxify the Body and Improve Vitality and Wellness.	1,349	78	\$440.71	\$5.65	5.78%	-	3	3.85%	\$146.90

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jan 2021 — 31 Jan 2021

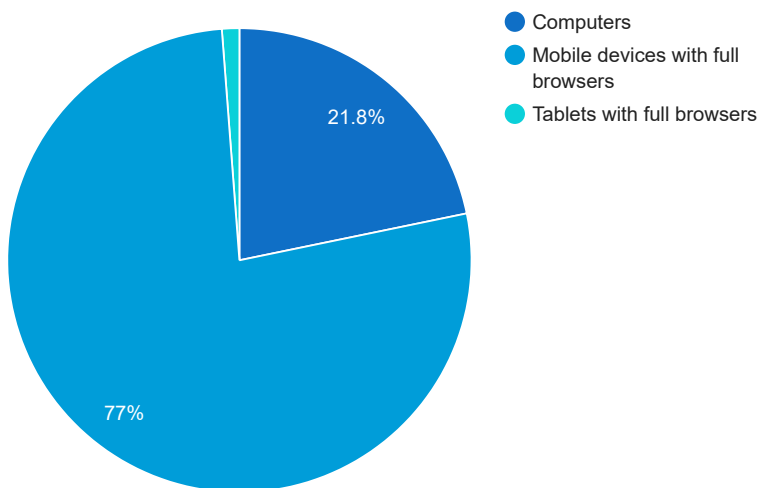
## Budget Coverage



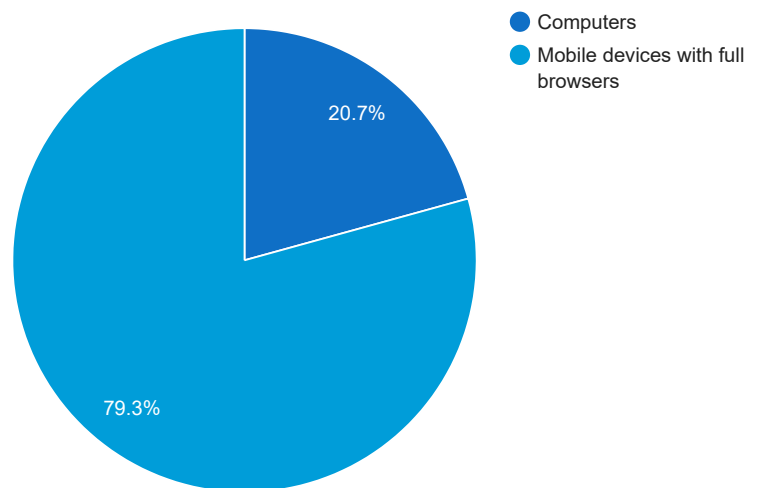
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	1,175.03	45.54
Mar, 2020	2,801.21	36.84
Apr, 2020	0	0
May, 2020	3,956.86	45
Jun, 2020	5,049.51	54.36
Jul, 2020	4,994.96	53.54
Aug, 2020	4,965.24	13.86
Sep, 2020	4,651.14	16.42
Oct, 2020	3,963.14	28.24
Nov, 2020	5,000.71	20.92
Dec, 2020	4,980.46	20.38
Jan, 2021	4,843.60	19.64

## 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	17,232	908	\$3,730.79	\$4.11	5.27%	-	44.4	4.89%	\$84.03
Computers	5,289	191	\$1,054.11	\$5.52	3.61%	-	11.6	6.06%	\$91.03
Tablets with full browsers	272	19	\$58.70	\$3.09	6.99%	-	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	22,793	1,118	\$4,843.60	\$4.33	4.91%	-	56	5.01%	\$86.52

# Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Form Submission	54
Click to Call	1
Calls from Ads	1
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