

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

CRMC - crmcaesthetics.com

892-014-1815

Key Performance Indicators (KPIs)

Cost

\$4,837

↔ 0%

Conv

42

↓ 25%

Conv Rate

4.17%

↓ 17%

Cost / Conv

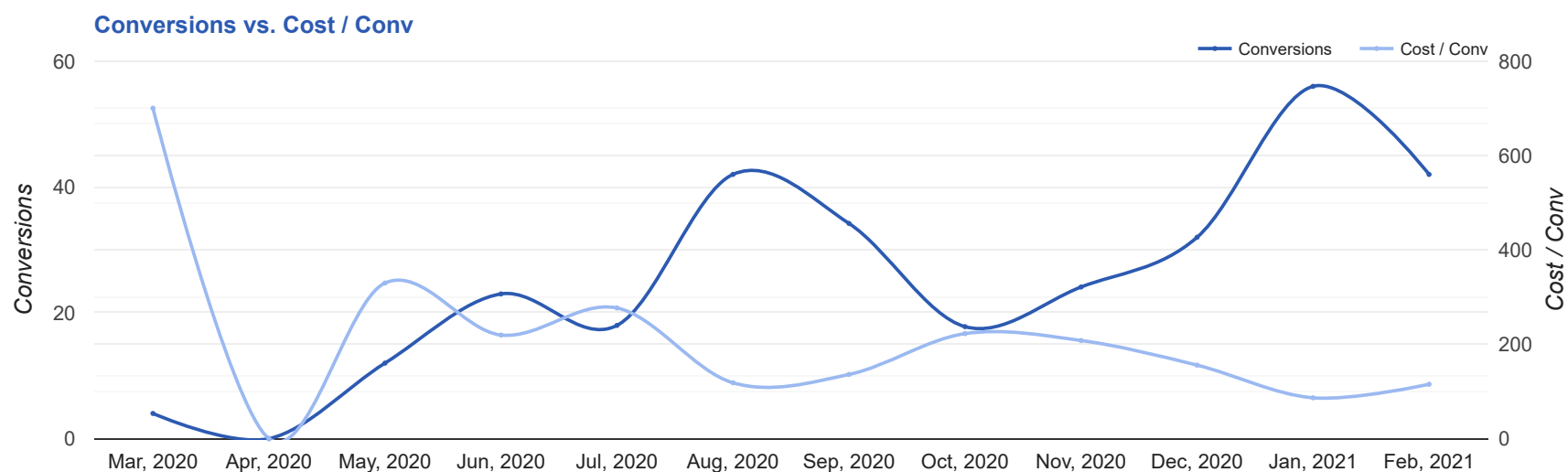
\$115.16

↑ 33%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	22,793	1,118	\$4,843.60	\$4.33	4.91%	-	56	5.01%	\$86.52	19.64%
1 Feb 2021 — 28 Feb 2021	21,108	1,007	\$4,836.54	\$4.80	4.77%	-	42	4.17%	\$115.16	19.24%
Change	1,685 ↓ 7%	111 ↓ 10%	\$7.06 ↓ 0%	\$0.47 ↑ 11%	0.14% ↓ 3%	--	13.98 ↓ 25%	0.84% ↓ 17%	\$28.64 ↑ 33%	0.40% ↓ 2%

Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%
Feb '21	21,108	1,007	\$4,836.54	\$4.80	4.77%	-	42	4.17%	\$115.16	19.24%
Total	206,768	10,410	\$50,043.37	\$4.81	5.03%	-	305	2.93%	\$164.07	22%

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	12,082	541	\$2,530.97	\$4.68	4.48%	-	26.5	4.9%	\$95.47	51.21%
search beta coolsculpting exp reach	6,868	337	\$1,005.07	\$2.98	4.91%	-	9.5	2.82%	\$105.91	5%
search beta ozanic body detox	2,158	129	\$1,300.50	\$10.08	5.98%	-	6	4.65%	\$216.75	91.8%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

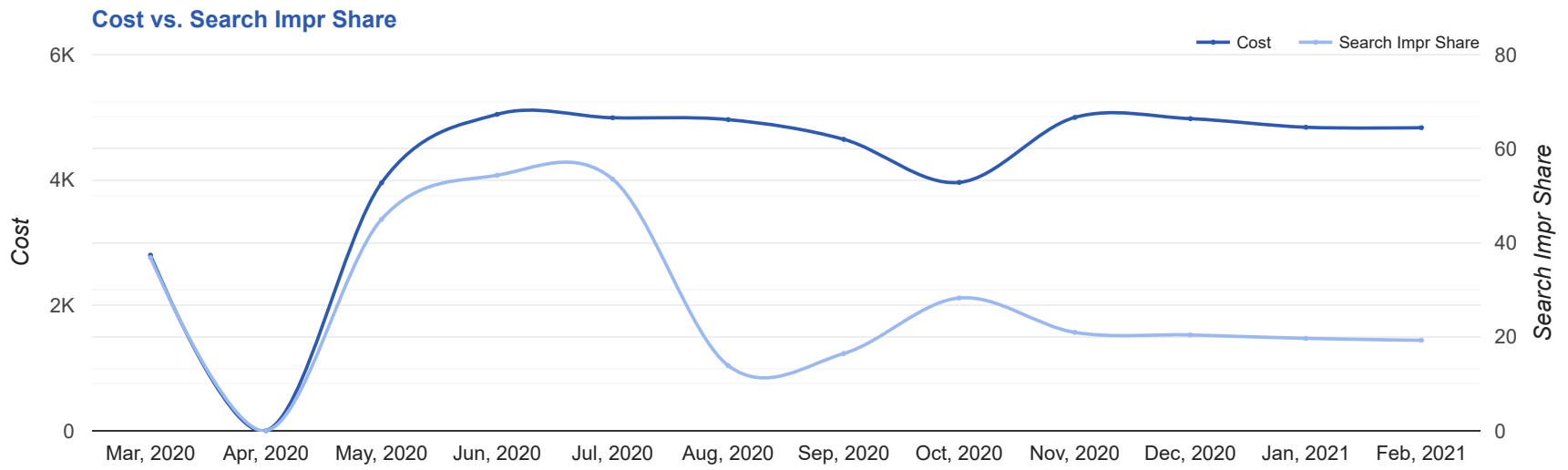
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting West Hollywood - Biggest CoolSculpting® Promo crmc.mysculpt.net/ -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hollywood, CA.	1,472	82	\$439.58	\$5.36	5.57%	-	4	4.88%	\$109.89
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.	861	46	\$508.93	\$11.06	5.34%	-	4	8.70%	\$127.23
Cosmetic Rejuvenation Center - Fat Reduction West Hollywood - Non-Surgical Fat Reduction crmc.mysculpt.net/ -- -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	1,343	93	\$265.53	\$2.86	6.92%	-	4	4.30%	\$66.38
CoolSculpting® Fat Reduction - Feb 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.	697	36	\$206.96	\$5.75	5.16%	-	3	8.33%	\$68.99
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.	687	35	\$126.66	\$3.62	5.09%	-	2.5	7.17%	\$50.46

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

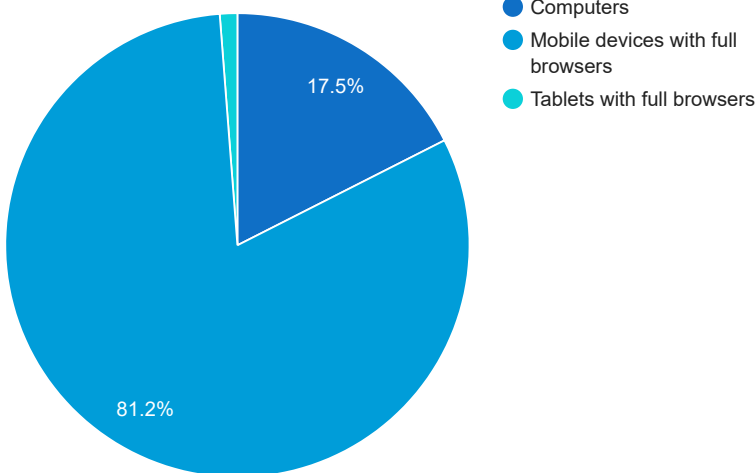
Budget Coverage



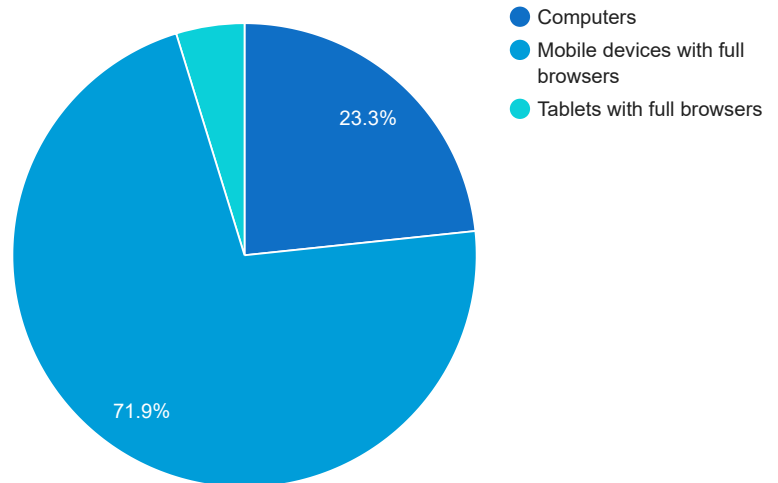
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	2,801.21	36.84
Apr, 2020	0	0
May, 2020	3,956.86	45
Jun, 2020	5,049.51	54.36
Jul, 2020	4,994.96	53.54
Aug, 2020	4,965.24	13.86
Sep, 2020	4,651.14	16.42
Oct, 2020	3,963.14	28.24
Nov, 2020	5,000.71	20.92
Dec, 2020	4,980.46	20.38
Jan, 2021	4,843.60	19.64
Feb, 2021	4,836.54	19.24

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	16,426	872	\$3,929.52	\$4.51	5.31%	-	30.2	3.46%	\$130.25
Computers	4,446	124	\$848.09	\$6.84	2.79%	-	9.8	7.93%	\$86.28
Tablets with full browsers	236	11	\$58.93	\$5.36	4.66%	-	2	18.18%	\$29.47

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	21,108	1,007	\$4,836.54	\$4.80	4.77%	-	42	4.17%	\$115.16

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Form Submission	40
Click to Call	2
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