

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

CRMC - crmcaesthetics.com

892-014-1815

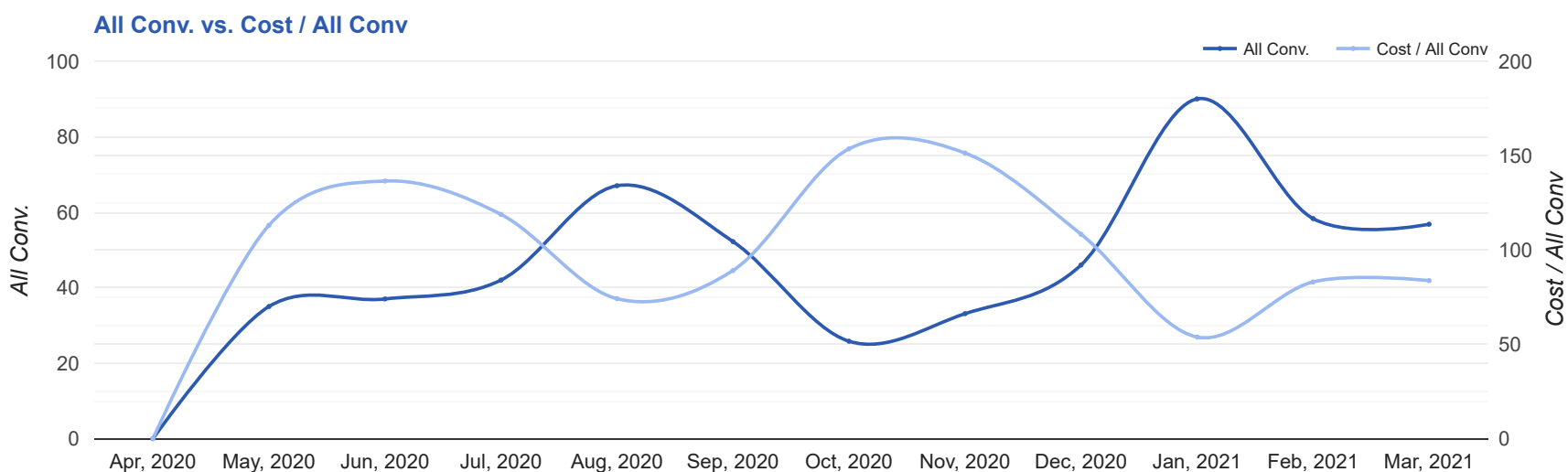
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$4,751	56.8	5.84%	\$83.72
↓ 2%	↓ 3%	↑ 1%	↑ 1%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Feb 2021 — 28 Feb 2021	21,108	1,007	\$4,836.54	\$4.80	4.77%	-	5.78%	\$83.03	58.3
1 Mar 2021 — 31 Mar 2021	20,596	971	\$4,751.20	\$4.89	4.71%	-	5.84%	\$83.72	56.8
Change	512 ↓ 2%	36 ↓ 4%	\$85.34 ↓ 2%	\$0.09 ↑ 2%	0.06% ↓ 1%	0 ↔ -	0.06% ↑ 1%	\$0.69 ↑ 1%	1.50 ↓ 3%

Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
May '20	8,467	521	\$3,956.86	\$7.59	6.15%	-	35	6.72%	\$113.05
Jun '20	21,965	1,189	\$5,049.51	\$4.25	5.41%	-	37	3.11%	\$136.47
Jul '20	22,688	1,229	\$4,994.96	\$4.06	5.42%	-	42	3.42%	\$118.81
Aug '20	33,922	1,484	\$4,965.24	\$3.35	4.37%	-	67	4.51%	\$74.15
Sep '20	24,254	1,206	\$4,651.14	\$3.86	4.97%	-	52.2	4.33%	\$89.12
Oct '20	8,445	513	\$3,963.14	\$7.73	6.07%	-	25.8	5.03%	\$153.55
Nov '20	13,191	709	\$5,000.71	\$7.05	5.37%	-	33.1	4.66%	\$151.31
Dec '20	20,876	1,019	\$4,980.46	\$4.89	4.88%	-	46	4.51%	\$108.32
Jan '21	22,793	1,118	\$4,843.60	\$4.33	4.91%	-	90	8.05%	\$53.83
Feb '21	21,108	1,007	\$4,836.54	\$4.80	4.77%	-	58.3	5.78%	\$83.03
Mar '21	20,596	971	\$4,751.20	\$4.89	4.71%	-	56.8	5.84%	\$83.72
Total	218,305	10,966	\$51,993.36	\$4.74	5.02%	-	543	4.95%	\$95.75

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	12,429	528	\$2,534.80	\$4.80	4.25%	-	30.9	5.84%	\$82.17
search beta coolsculpting exp reach	6,006	294	\$900.01	\$3.06	4.9%	-	18	6.12%	\$50.00
search beta ozanic body detox	2,161	149	\$1,316.39	\$8.83	6.89%	-	7.9	5.3%	\$166.63

Top Keywords & Placements - 1 Mar 2021 — 31 Mar 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
ozone therapy in los angeles	2	1	\$64.28	\$64.28	50.00%	-	3	300.00%	\$21.43
cool sculpting	356	37	\$169.03	\$4.57	10.39%	-	2.8	7.65%	\$59.73
fat removal	1	1	\$6.94	\$6.94	100.00%	-	2	200.00%	\$3.47
coolsculpt los angeles	2	2	\$8.42	\$4.21	100.00%	-	2	100.00%	\$4.21
coolsculpting discounts	3	2	\$7.75	\$3.88	66.67%	-	1	50.00%	\$7.75
freeze the fat reviews	1	1	\$3.86	\$3.86	100.00%	-	1	100.00%	\$3.86
fat melting	1	1	\$1.17	\$1.17	100.00%	-	1	100.00%	\$1.17
fat frezze	1	1	\$6.68	\$6.68	100.00%	-	1	100.00%	\$6.68
cool sculpting arm fat	1	1	\$2.61	\$2.61	100.00%	-	1	100.00%	\$2.61
ozone therapy	83	32	\$119.99	\$3.75	38.55%	-	1	3.13%	\$119.99

Top Display Placements

No Data Found for this account

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL 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.	3,516	147	\$688.13	\$4.68	4.18%	-	14	9.52%	\$49.15
{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.	1,457	94	\$824.36	\$8.77	6.45%	-	4.6	4.93%	\$178.05
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.	704	55	\$492.03	\$8.95	7.81%	-	3.3	5.96%	\$150.01
Fat Reduction West Hollywood - Eliminate Fat & Feel Great - Freeze Away Body Fat crmc.mysculpt.net/ CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	233	12	\$50.99	\$4.25	5.15%	-	3	25.00%	\$17.00
CoolSculpting® West Hollywood - Mar 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.	892	20	\$109.98	\$5.50	2.24%	-	2.3	11.65%	\$47.20

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

Budget Coverage

Display Impr Share

0%

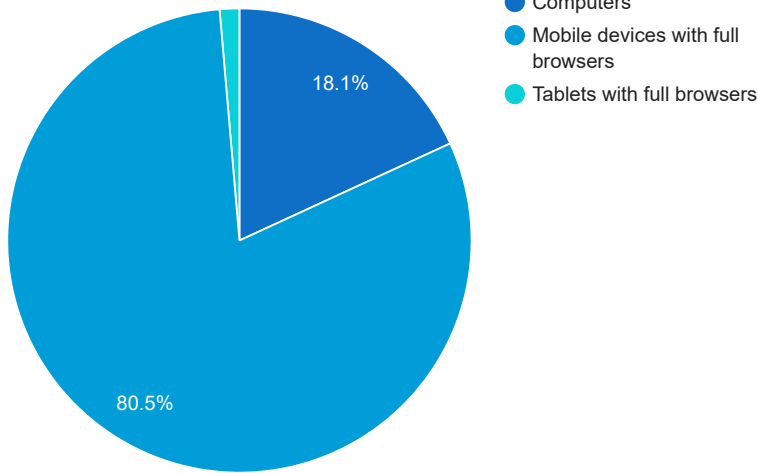
Search Impr Share

19.36%

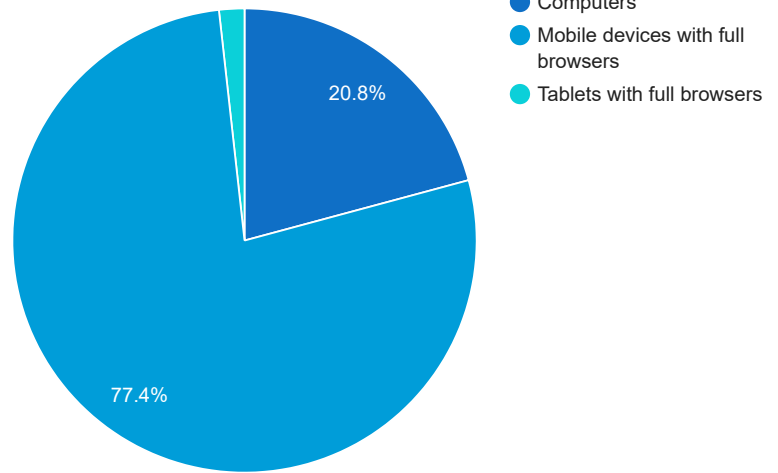
↑ 2%

Cost and Conversions by Device

Cost



All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	16,336	814	\$3,824.90	\$4.70	4.98%	-	43.9	5.39%	\$87.11
Computers	4,016	142	\$861.35	\$6.07	3.54%	-	11.8	8.34%	\$72.75
Tablets with full browsers	244	15	\$64.95	\$4.33	6.15%	-	1	6.67%	\$64.95

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	20,596	971	\$4,751.20	\$4.89	4.71%	-	56.8	5.84%	\$83.72

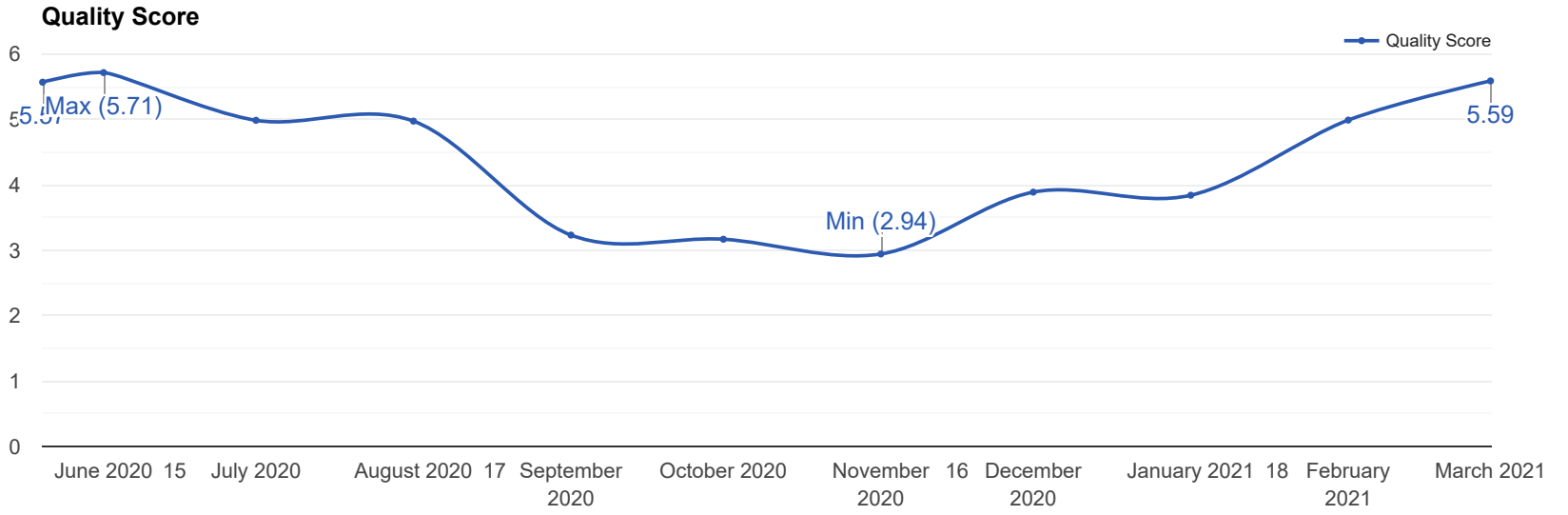
Account Health - Quality Score

Current Quality Score

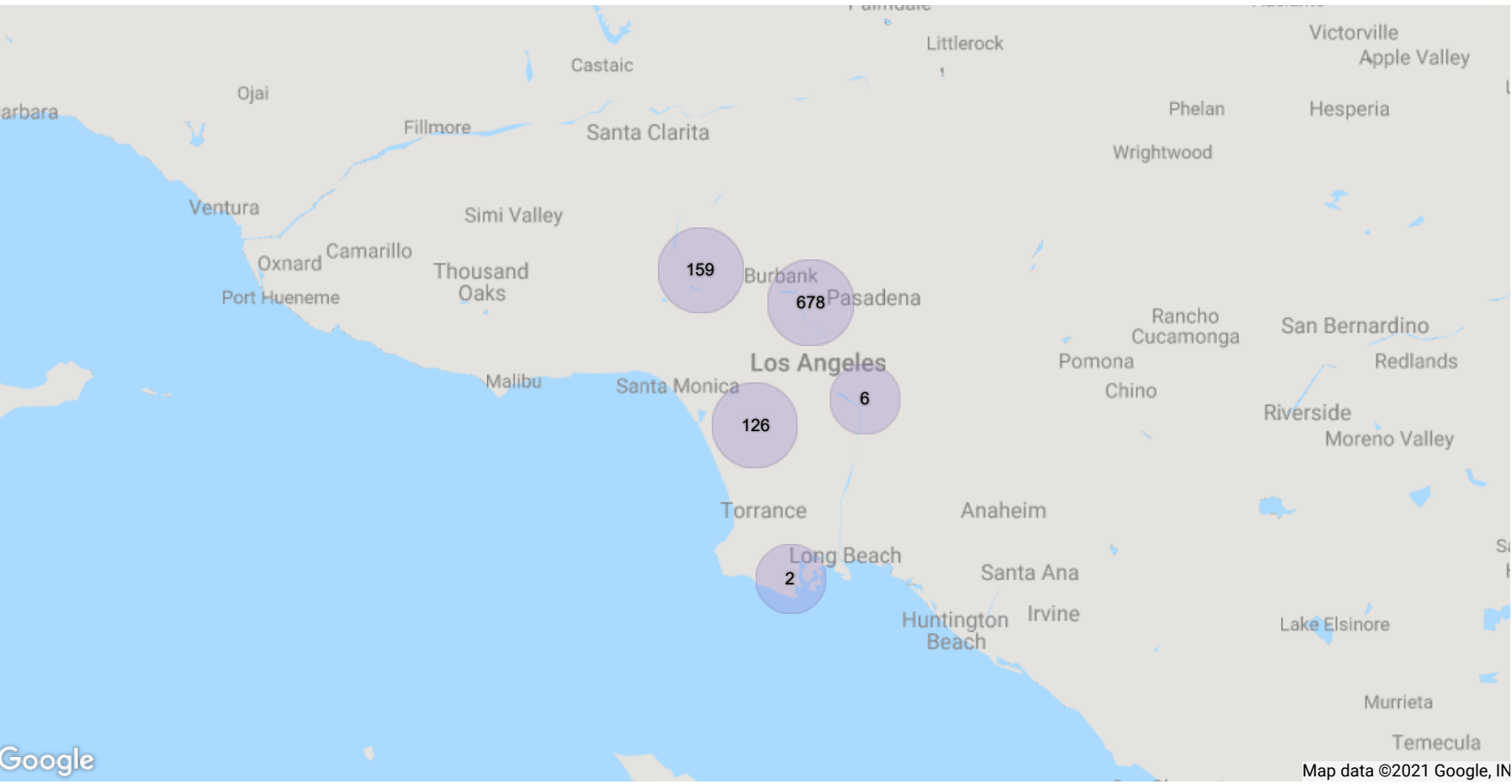
5.3

Quality Score

Quality Score Trend - 1 Apr 2020 — 31 Mar 2021



Clicks by User Location - 1 Mar 2021 — 31 Mar 2021



Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	ALL CONV.
Form Submission	33.9
Calls from Website	13
Click to Call	2.9
Local actions - Website visits	2
Local actions - Other engagements	5

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