

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

CRMC - crmcaesthetics.com

892-014-1815

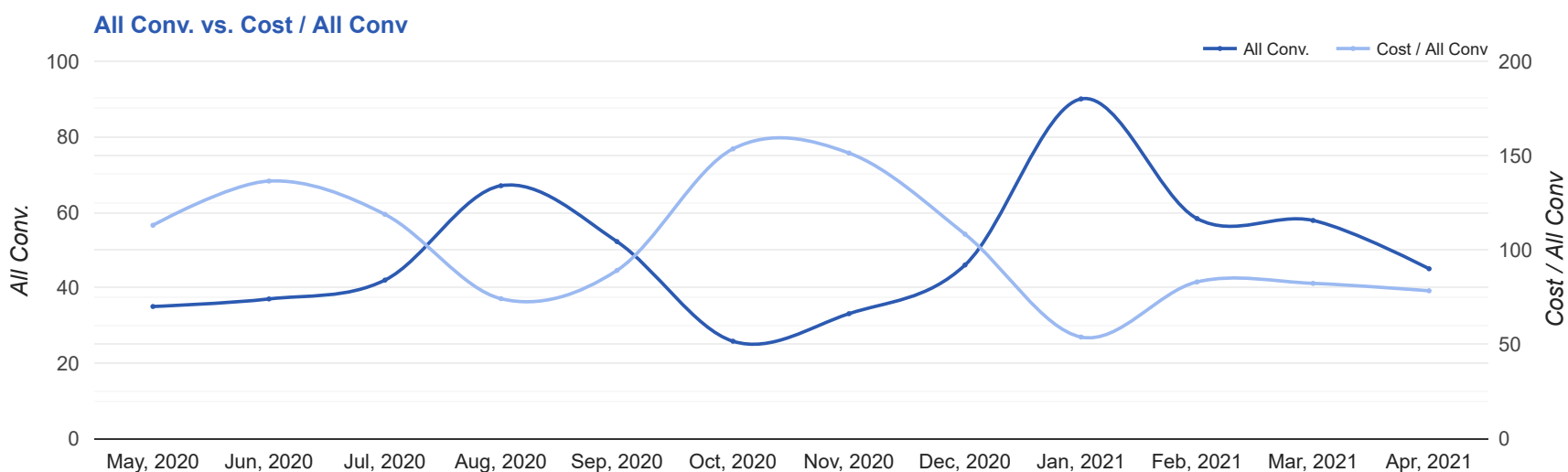
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$3,525	45	5.25%	\$78.33
↓ 26%	↓ 22%	↓ 12%	↓ 5%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	20,596	971	\$4,751.20	\$4.89	4.71%	-	5.95%	\$82.27	57.8
1 Apr 2021 — 30 Apr 2021	17,389	857	\$3,524.63	\$4.11	4.93%	-	5.25%	\$78.33	45
Change	3,207 ↓ 16%	114 ↓ 12%	\$1,226.57 ↓ 26%	\$0.78 ↓ 16%	0.22% ↑ 5%	0 ↔ -	0.70% ↓ 12%	\$3.94 ↓ 5%	12.75 ↓ 22%

Performance by Month - 1 May 2020 — 30 Apr 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%	-	57.8	5.95%	\$82.27
Apr '21	17,389	857	\$3,524.63	\$4.11	4.93%	-	45	5.25%	\$78.33
Total	235,694	11,823	\$55,517.99	\$4.70	5.02%	-	589	4.98%	\$94.26

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	12,350	551	\$2,473.38	\$4.49	4.46%	-	39	7.08%	\$63.42
search beta coolsculpting exp reach	4,632	276	\$751.18	\$2.72	5.96%	-	6	2.17%	\$125.20
search beta ozanic body detox	407	30	\$300.07	\$10.00	7.37%	-	0	0%	\$0.00

Top Keywords - 1 Apr 2021 — 30 Apr 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting near me	67	16	\$130.61	\$8.16	23.88%	-	3	18.75%	\$43.54
cool sculpting cost	109	30	\$117.32	\$3.91	27.52%	-	2	6.67%	\$58.66
coolsculpting cost	76	22	\$74.93	\$3.41	28.95%	-	2	9.09%	\$37.47
cool sculpting	378	30	\$125.87	\$4.20	7.94%	-	2	6.67%	\$62.94
weight injections	1	1	\$7.34	\$7.34	100.00%	-	2	200.00%	\$3.67
fat freezing	3	4	\$32.36	\$8.09	133.33%	-	2	50.00%	\$16.18
injections to lose belly fat near me	1	1	\$8.90	\$8.90	100.00%	-	1	100.00%	\$8.90
freeze away fat	1	1	\$14.57	\$14.57	100.00%	-	1	100.00%	\$14.57
what is fat freezing procedure	1	1	\$0.99	\$0.99	100.00%	-	1	100.00%	\$0.99
coolsculpt	5	2	\$7.54	\$3.77	40.00%	-	1	50.00%	\$7.54

Top Performing Ads - 1 Apr 2021 — 30 Apr 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.	4,821	219	\$1,048.23	\$4.79	4.54%	-	17	7.76%	\$61.66
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.	684	49	\$206.79	\$4.22	7.16%	-	4	8.16%	\$51.70
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.	1,329	85	\$233.37	\$2.75	6.40%	-	3	3.53%	\$77.79
Non-Surgical Fat Reduction - Freeze Away Body Fat - Get \$1,000 Off 8+ Treatments crmc.mysculpt.net// CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	7	1	\$7.34	\$7.34	14.29%	-	2	200.00%	\$3.67
CoolSculpting® West Hollywood - Limited Time Offer Apr 2021 - Hurry Offer Ends In {=COUNTDOWN("2021/04/30 00:00:00","en-US",31)} crmc.mysculpt.net// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	265	12	\$74.25	\$6.19	4.53%	-	2	16.67%	\$37.13

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

Budget Coverage

Display Impr Share

0%

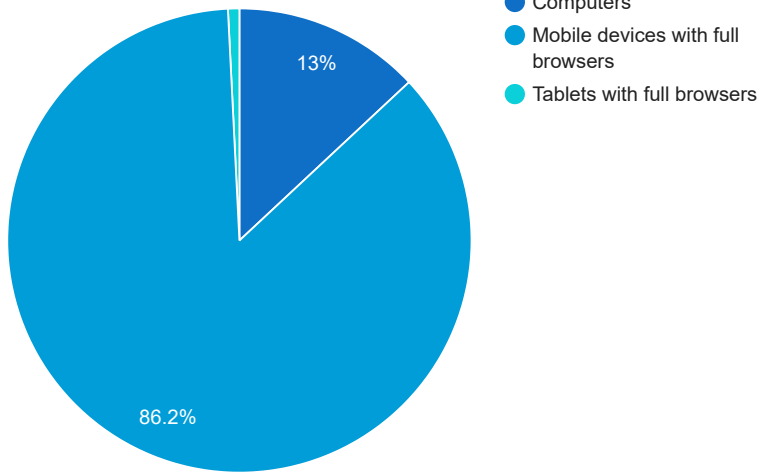
Search Impr Share

16.69%

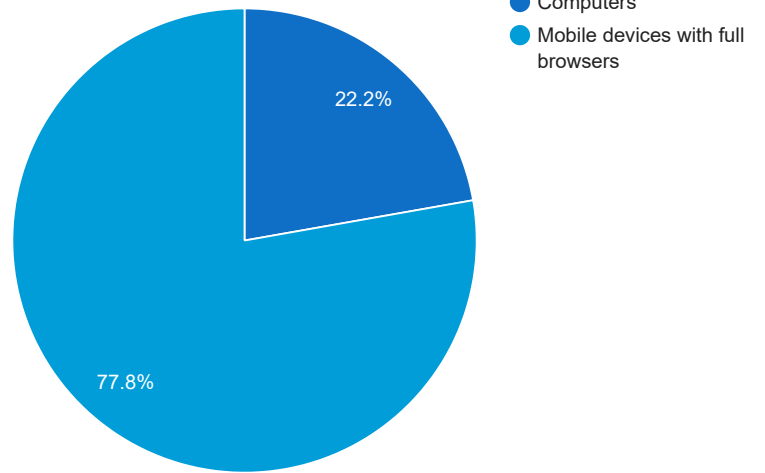
↓ 12%

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	14,116	742	\$3,036.92	\$4.09	5.26%	-	35	4.72%	\$86.77
Computers	3,089	106	\$459.81	\$4.34	3.43%	-	10	9.43%	\$45.98
Tablets with full browsers	184	9	\$27.90	\$3.10	4.89%	-	0	0%	\$0.00

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	17,389	857	\$3,524.63	\$4.11	4.93%	-	45	5.25%	\$78.33

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE

ALL CONV.

Form Submission

34

Calls from Website

11

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