

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

CRMC - crmcaesthetics.com

892-014-1815

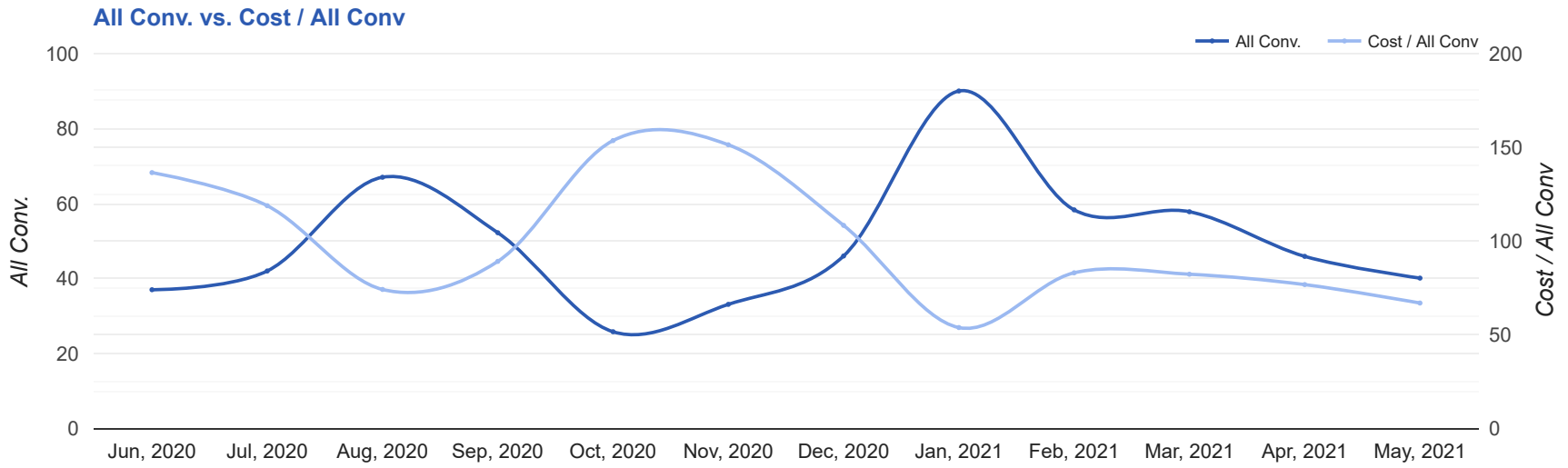
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$2,681	40.1	5.53%	\$66.90
↓ 24%	↓ 13%	↑ 3%	↓ 13%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	17,389	857	\$3,524.63	\$4.11	4.93%	-	5.36%	\$76.74	45.9
1 May 2021 — 31 May 2021	23,153	725	\$2,680.82	\$3.70	3.13%	-	5.53%	\$66.90	40.1
Change	5,764 ↑ 33%	132 ↓ 15%	\$843.81 ↓ 24%	\$0.41 ↓ 10%	1.80% ↓ 37%	0 ↔ -	0.17% ↑ 3%	\$9.84 ↓ 13%	5.86 ↓ 13%

Performance by Month - 1 Jun 2020 — 31 May 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	45.9	5.36%	\$76.74
May '21	23,153	725	\$2,680.82	\$3.70	3.13%	-	40.1	5.53%	\$66.90
Total	250,380	12,027	\$54,241.95	\$4.51	4.8%	-	595	4.95%	\$91.16

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	23,153	725	\$2,680.82	\$3.70	3.13%	-	40.1	5.53%	\$66.90

Top Keywords - 1 May 2021 — 31 May 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting	70	9	\$62.52	\$6.95	12.86%	-	2	22.22%	\$31.26
coolsculpting los angeles	17	8	\$59.91	\$7.49	47.06%	-	2	25.00%	\$29.95
dr chugay	2	1	\$1.69	\$1.69	50.00%	-	1	100.00%	\$1.69
double chin liposuction	2	2	\$6.67	\$3.33	100.00%	-	1	50.00%	\$6.67
overweight help	1	1	\$9.65	\$9.65	100.00%	-	1	100.00%	\$9.65
fat dissolver	1	1	\$1.63	\$1.63	100.00%	-	1	100.00%	\$1.63
liposuction cost los angeles	4	4	\$18.60	\$4.65	100.00%	-	1	25.00%	\$18.60
cool sculpting los angeles	2	1	\$7.27	\$7.27	50.00%	-	1	100.00%	\$7.27
fastest way to lose belly fat	2	2	\$6.37	\$3.19	100.00%	-	1	50.00%	\$6.37
fat dissolving injections near me	3	2	\$6.87	\$3.44	66.67%	-	1	50.00%	\$6.87

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Cosmetic Rejuvenation Center - Fat Reduction West Hollywood - Non-Surgical Fat Reduction crmcaesthetics.com/--/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	4,906	190	\$579.21	\$3.05	3.87%	-	6.5	3.42%	\$89.11
CoolSculpting® Fat Reduction - CoolSculpting West Hollywood - Biggest CoolSculpting® Promo crmcaesthetics.com/--/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hollywood, CA.	2,520	66	\$373.82	\$5.66	2.62%	-	6.1	9.20%	\$61.58
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.	328	13	\$69.92	\$5.38	3.96%	-	3	23.08%	\$23.31
CoolSculpting® West Hollywood - Save \$1,000 Off 8+ Treatments - Our Biggest Discount Ever crmcaesthetics.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	132	7	\$34.12	\$4.87	5.30%	-	2	28.57%	\$17.06
Non-Surgical Fat Reduction - Freeze Away Body Fat - Get \$1,000 Off 8+ Treatments crmcaesthetics.com// CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	65	3	\$9.58	\$3.19	4.62%	-	2	66.67%	\$4.79

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

Budget Coverage

Display Impr Share

0%

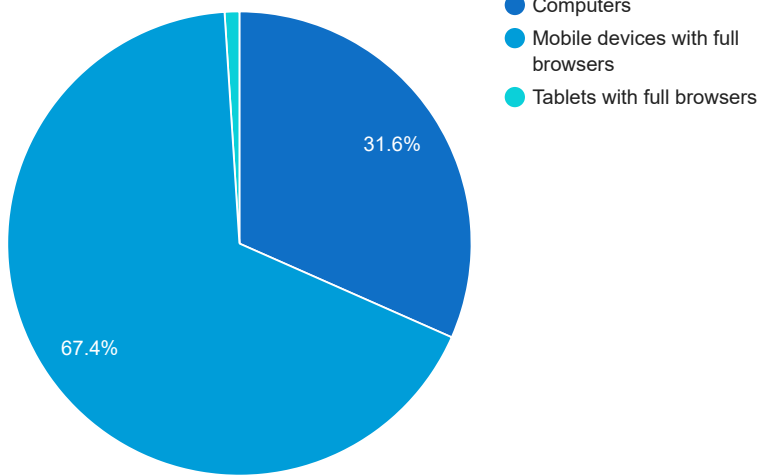
Search Impr Share

11.01%

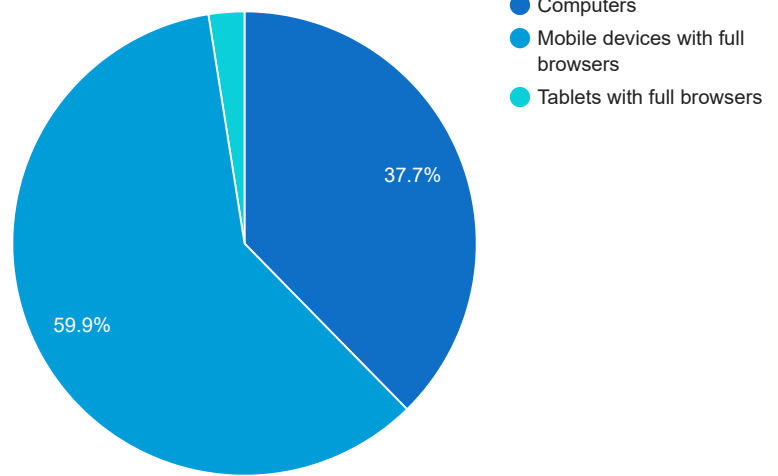
↓ 34%

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	16,540	550	\$1,805.71	\$3.28	3.33%	-	24	4.36%	\$75.24
Computers	6,264	166	\$847.65	\$5.11	2.65%	-	15.1	9.08%	\$56.25
Tablets with full browsers	349	9	\$27.46	\$3.05	2.58%	-	1	11.11%	\$27.46

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	23,153	725	\$2,680.82	\$3.70	3.13%	-	40.1	5.53%	\$66.90

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Form Submission	29.8
Calls from Website	7.5
Click to Call	2.8

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