

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

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

892-014-1815

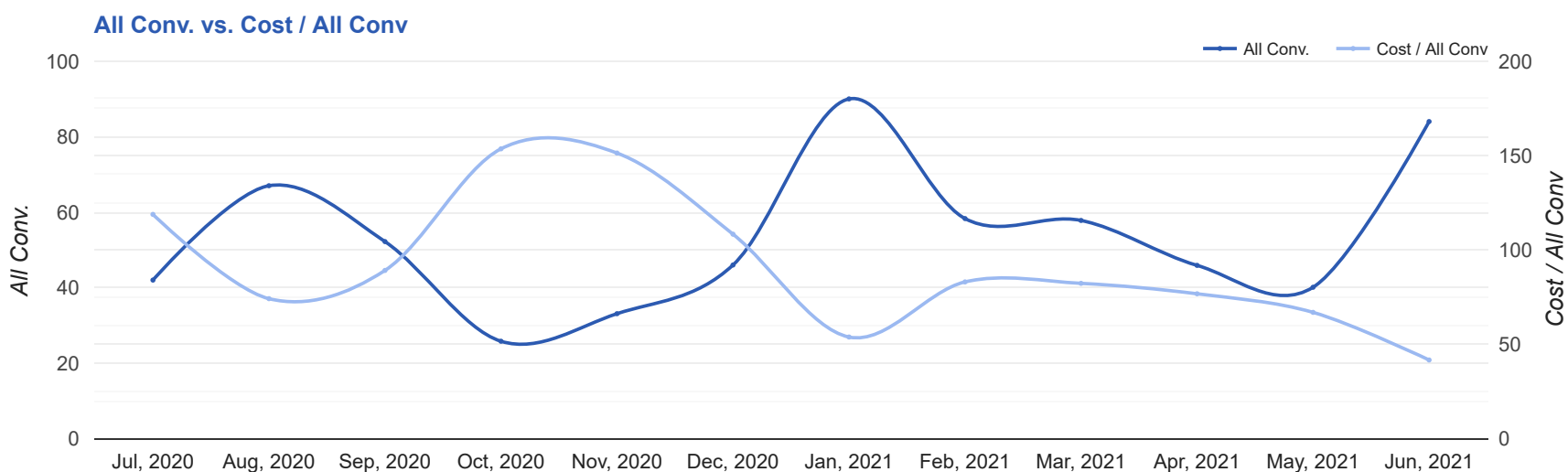
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$3,500	84	9.67%	\$41.66
↑ 31%	↑ 110%	↑ 75%	↓ 38%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	23,153	725	\$2,680.82	\$3.70	3.13%	-	5.53%	\$66.90	40.1
1 Jun 2021 — 30 Jun 2021	26,331	869	\$3,499.75	\$4.03	3.3%	-	9.67%	\$41.66	84
Change	3,178 ↑ 14%	144 ↑ 20%	\$818.93 ↑ 31%	\$0.33 ↑ 9%	0.17% ↑ 5%	0 ↔ -	4.14% ↑ 75%	\$25.24 ↓ 38%	43.93 ↑ 110%

# Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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
Jun '21	26,331	869	\$3,499.75	\$4.03	3.3%	-	84	9.67%	\$41.66
<b>Total</b>	<b>254,746</b>	<b>11,707</b>	<b>\$52,692.19</b>	<b>\$4.50</b>	<b>4.6%</b>	<b>-</b>	<b>642</b>	<b>5.48%</b>	<b>\$82.07</b>

# Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   coolsculpting	26,331	869	\$3,499.75	\$4.03	3.3%	-	84	9.67%	\$41.66

# Top Keywords - 1 Jun 2021 — 30 Jun 2021

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting	565	24	\$152.13	\$6.34	4.25%	-	6	25.00%	\$25.36
coolsculpting los angeles	21	10	\$79.60	\$7.96	47.62%	-	3	30.00%	\$26.53
freeze the fat	11	6	\$31.36	\$5.23	54.55%	-	3	50.00%	\$10.45
coolsculpting deals los angeles	3	3	\$23.32	\$7.77	100.00%	-	2	66.67%	\$11.66
coolsculpting prices	1	1	\$8.00	\$8.00	100.00%	-	2	200.00%	\$4.00
coolsculpting	346	15	\$76.60	\$5.11	4.34%	-	2	13.33%	\$38.30
coolsculpting deals los angeles	1	1	\$5.59	\$5.59	100.00%	-	1.5	150.00%	\$3.73
david james body sculpting center	1	1	\$13.62	\$13.62	100.00%	-	1	100.00%	\$13.62
que es el tratamiento coolsculpting	1	1	\$2.57	\$2.57	100.00%	-	1	100.00%	\$2.57
remove tummy fat	1	1	\$2.63	\$2.63	100.00%	-	1	100.00%	\$2.63

# Top Performing Ads - 1 Jun 2021 — 30 Jun 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 <a href="http://crmcaesthetics.com/--/">crmcaesthetics.com/--/</a> -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hollywood, CA.	2,925	94	\$543.44	\$5.78	3.21%	-	19	20.21%	\$28.60
Cosmetic Rejuvenation Center - Fat Reduction West Hollywood - Non-Surgical Fat Reduction <a href="http://crmcaesthetics.com/--/">crmcaesthetics.com/--/</a> -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	5,540	225	\$729.96	\$3.24	4.06%	-	16	7.11%	\$45.62
CoolSculpting® Fat Reduction - CoolSculpting West Hollywood - Biggest CoolSculpting® Promo <a href="http://crmcaesthetics.com/--/">crmcaesthetics.com/--/</a> -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hollywood, CA.	637	27	\$156.42	\$5.79	4.24%	-	4.5	16.67%	\$34.76
Best CoolSculpting Deal Ever - Limited Time Offer   June 2021 - 20% Off All CoolSculpting <a href="http://crmcaesthetics.com//">crmcaesthetics.com//</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hollywood, CA	163	5	\$32.02	\$6.40	3.07%	-	4	80.00%	\$8.01
Cosmetic Rejuvenation Center - Fat Reduction West Hollywood - Non-Surgical Fat Reduction <a href="http://crmcaesthetics.com/--/">crmcaesthetics.com/--/</a> -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat.	2,806	104	\$356.17	\$3.42	3.71%	-	4	3.85%	\$89.04

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2021 — 30 Jun 2021

## Budget Coverage

Display Impr Share

0%

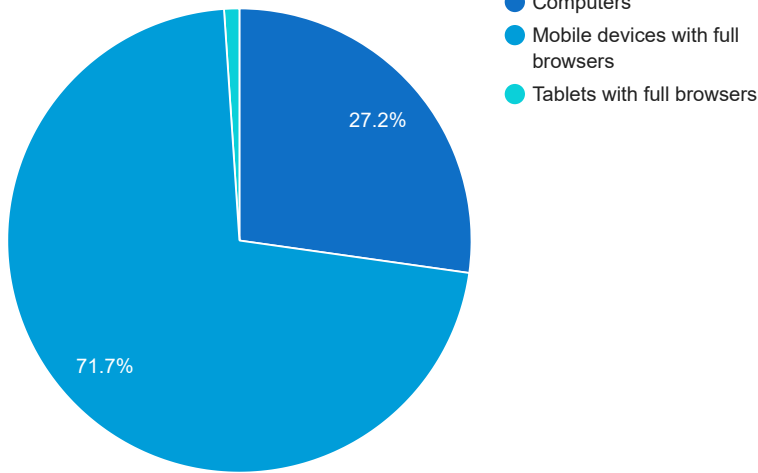
Search Impr Share

11.48%

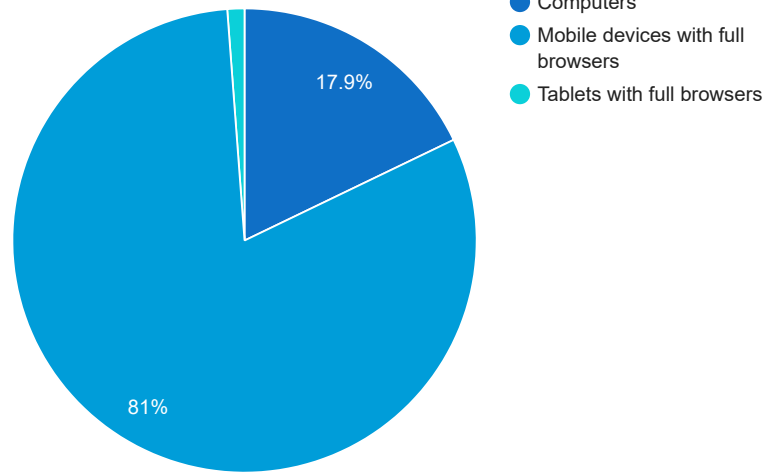
↑ 4%

## 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	19,018	675	\$2,509.50	\$3.72	3.55%	-	68	10.07%	\$36.90
Computers	7,001	183	\$953.11	\$5.21	2.61%	-	15	8.2%	\$63.54
Tablets with full browsers	312	11	\$37.14	\$3.38	3.53%	-	1	9.09%	\$37.14

## 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	26,331	869	\$3,499.75	\$4.03	3.3%	-	84	9.67%	\$41.66

# Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Form Submission	69
Calls from Website	10
Calls from Ads (MS)	3
Clicks to call	2

## 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