

**Monthly Account
Performance Report
1 Sep 2019 — 30 Sep 2019**

Edelman

932-459-0548

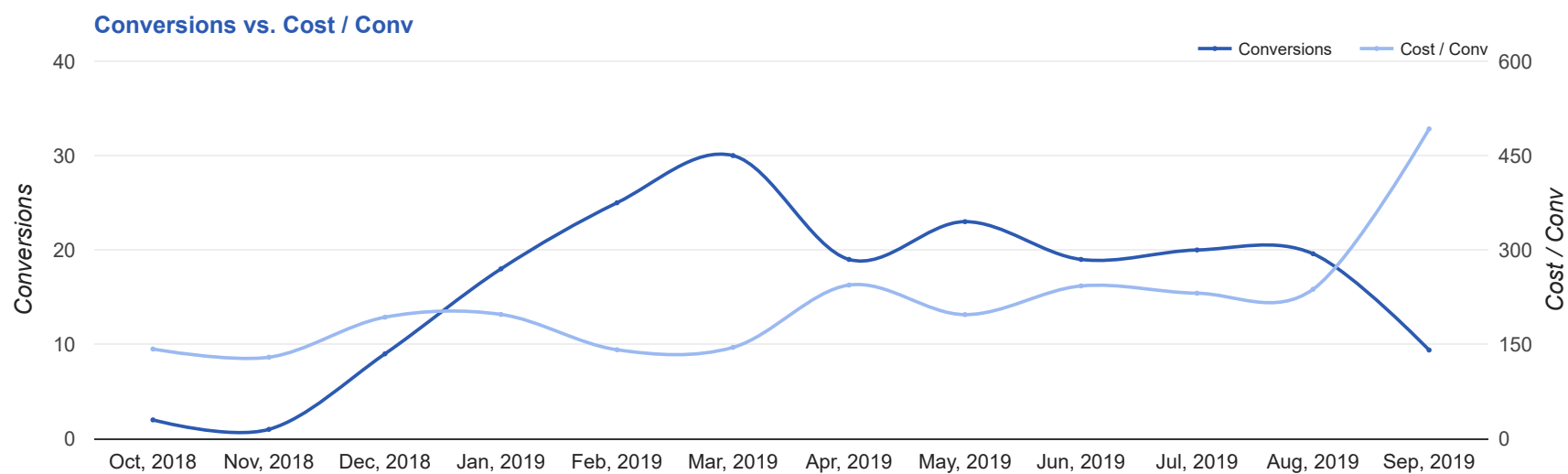
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$4,638	9.4	2.68%	\$492.40
↔ 0%	↓ 52%	↓ 49%	↑ 107%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
1 Aug 2019 — 31 Aug 2019	7,333	376	\$4,651.52	\$12.37	5.13%	1.90	19.6	5.21%	\$237.56
1 Sep 2019 — 30 Sep 2019	5,877	351	\$4,638.42	\$13.21	5.97%	1.70	9.4	2.68%	\$492.40
Change	1,456 ↓ 20%	25 ↓ 7%	\$13.10 ↓ 0%	\$0.84 ↑ 7%	0.84% ↑ 16%	0.20 ↑ 11%	10.16 ↓ 52%	2.53% ↓ 49%	\$254.84 ↑ 107%

Performance by Month - 1 Oct 2018 — 30 Sep 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Oct '18	2,995	48	\$285.23	\$5.94	1.6%	2.40	2	4.17%	\$142.62
Nov '18	717	18	\$129.58	\$7.20	2.51%	2.20	1	5.56%	\$129.58
Dec '18	6,740	223	\$1,738.60	\$7.80	3.31%	2.80	9	4.04%	\$193.18
Jan '19	13,822	477	\$3,556.50	\$7.46	3.45%	2.30	18	3.77%	\$197.58
Feb '19	13,154	520	\$3,536.98	\$6.80	3.95%	2.50	25	4.81%	\$141.48
Mar '19	11,421	539	\$4,356.15	\$8.08	4.72%	2.40	30	5.57%	\$145.20
Apr '19	11,853	516	\$4,640.88	\$8.99	4.35%	2.10	19	3.68%	\$244.26
May '19	14,124	567	\$4,537.91	\$8.00	4.01%	2.10	23	4.06%	\$197.30
Jun '19	11,237	542	\$4,614.02	\$8.51	4.82%	2	19	3.51%	\$242.84
Jul '19	8,985	460	\$4,625.88	\$10.06	5.12%	1.90	20	4.35%	\$231.29
Aug '19	7,333	376	\$4,651.52	\$12.37	5.13%	1.90	19.6	5.21%	\$237.56
Sep '19	5,877	351	\$4,638.42	\$13.21	5.97%	1.70	9.4	2.68%	\$492.40
Total	108,258	4,637	\$41,311.67	\$8.91	4.28%	2.20	195	4.21%	\$211.85

Campaign Summary - 1 Sep 2019 — 30 Sep 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
search beta coolsculpting	2,512	158	\$2,728.13	\$17.27	6.29%	1.90	6.1	3.85%	\$448.71
search beta emsculpt	949	72	\$1,052.15	\$14.61	7.59%	1.40	1.3	1.85%	\$791.09
search beta emsella	2,315	112	\$703.56	\$6.28	4.84%	1.50	1	0.89%	\$703.56
search alpha coolsculpting	101	9	\$154.58	\$17.18	8.91%	4.30	1	11.11%	\$154.58

Top Keywords & Placements - 1 Sep 2019 — 30 Sep 2019

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
laser fat removal	1	1	\$20.15	\$20.15	100.00%	1	1	100.00%	\$20.15
price for coolsculpting flank	1	1	\$16.90	\$16.90	100.00%	2	1	100.00%	\$16.90
70 year old woman big belly cool sculpt	1	1	\$11.33	\$11.33	100.00%	2	1	100.00%	\$11.33
new coolsculpting	1	1	\$10.53	\$10.53	100.00%	3	1	100.00%	\$10.53
cool sculpting for thighs	1	1	\$24.05	\$24.05	100.00%	2	1	100.00%	\$24.05
how much is coolsculp	1	1	\$8.93	\$8.93	100.00%	2	1	100.00%	\$8.93
coolsculpting cost	13	5	\$133.53	\$26.71	38.46%	1.60	1	20.00%	\$133.53
coolsculpting cost in massachusetts	1	1	\$21.24	\$21.24	100.00%	1	0.5	50.00%	\$42.48
lazer liposuction near me	1	1	\$15.58	\$15.58	100.00%	1	0.3	33.00%	\$47.21
laser liposuction in ct nh vt ri ma ny	1	1	\$8.20	\$8.20	100.00%	1	0.3	33.00%	\$24.85

Top Display Placements

No Data Found for this account

Top Performing Ads - 1 Sep 2019 — 30 Sep 2019

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
25% Off All CoolSculpting® - Best Price in Middleboro - Julia Edelman www.juliaedelmanmd.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	102	10	\$117.41	\$11.74	9.80%	2	2	20.00%	\$58.70
25% Off Cool Sculpting in MA - Target Belly Fat, Love Handles - Freeze Away Stubborn Fat www.juliaedelmanmd.com/coolsculpting/ #1 CoolSculpting Deal. 25% off. Freeze fat. Top provider in Middleboro, MA.	24	2	\$25.25	\$12.63	8.33%	1.70	1	50.00%	\$25.25
#1 Cool Sculpting Deal 25% off - 25% Off Cool Sculpting in MA - CoolSculpting Middleboro www.juliaedelmanmd.com/coolsculpting/middleboro #1 CoolSculpting Deal. 25% off. Freeze Fat. Top provider in Middleboro, MA.	166	7	\$124.27	\$17.75	4.22%	1.90	1	14.29%	\$124.27
Urinary Incontinence Treatment - Non-invasive + Non-Surgical www.juliaedelmanmd.com/ EmSella: Revolutionary Treatment Tightens Pelvic Muscles to Improve Urinary Incontinence.	13	2	\$7.76	\$3.88	15.38%	1.20	1	50.00%	\$7.76
EmSculpt Body Contouring - Build Muscle and Burn Fat - #1 Top EmSculpt Provider www.juliaedelmanmd.com/ Burn Fat and Build Muscle to Achieve the Body of Your Dreams. Non-Surgical & No Downtime	40	1	\$20.15	\$20.15	2.50%	1.50	1	100.00%	\$20.15

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2019 — 30 Sep 2019

Budget Coverage

Display Impr Share

0%

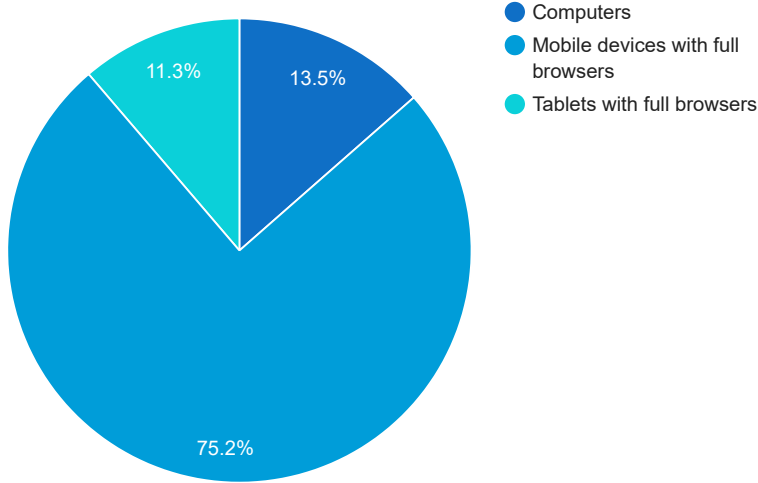
Search Impr Share

68.37%

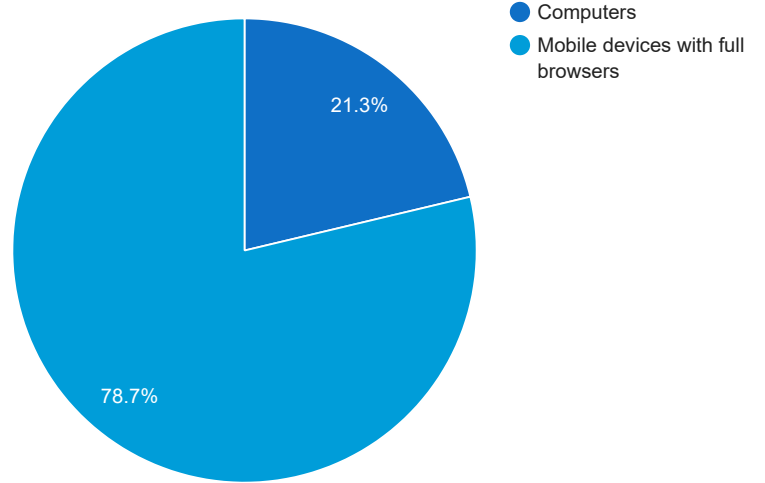
↑ 1%

Cost and Conversions by Device

Cost



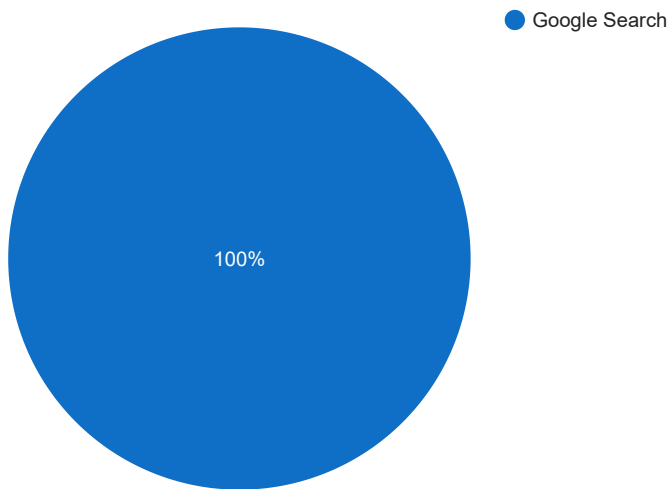
Conversions



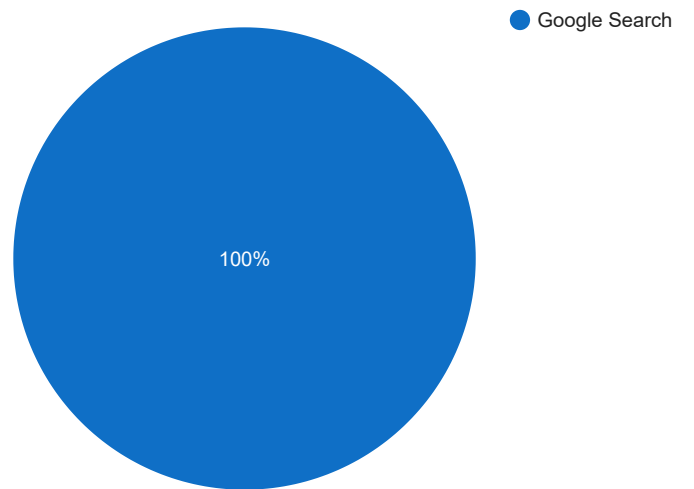
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	4,071	265	\$3,488.43	\$13.16	6.51%	1.80	7.4	2.8%	\$470.14
Computers	1,193	45	\$627.89	\$13.95	3.77%	1.60	2	4.44%	\$313.95
Tablets with full browsers	613	41	\$522.10	\$12.73	6.69%	1.70	0	0%	\$0.00

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	5,877	351	\$4,638.42	\$13.21	5.97%	1.70	9.4	2.68%	\$492.40

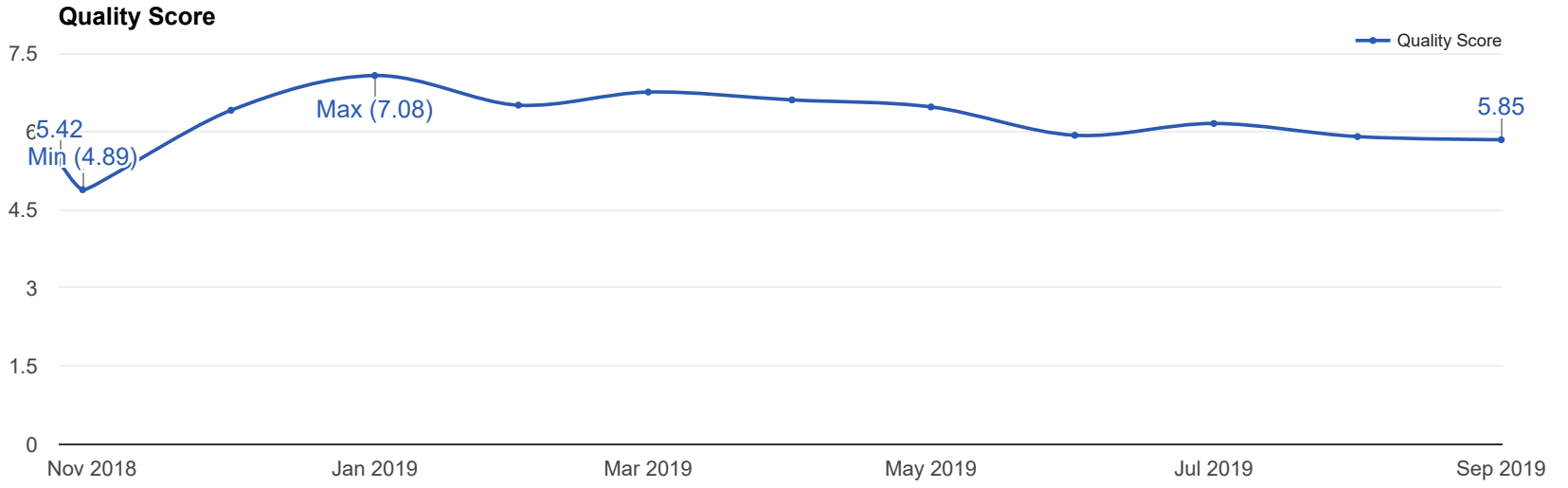
Account Health - Quality Score

Current Quality Score

6.2

Quality Score

Quality Score Trend - 1 Oct 2018 — 30 Sep 2019



Conversion Types - 1 Sep 2019 — 30 Sep 2019

CONVERSION TYPE

CONV

Lead - Form Submit

8.4

Phone Call

1

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