

**Monthly Account
Performance Report
1 Jan 2020 — 31 Jan 2020**

Edelman

932-459-0548

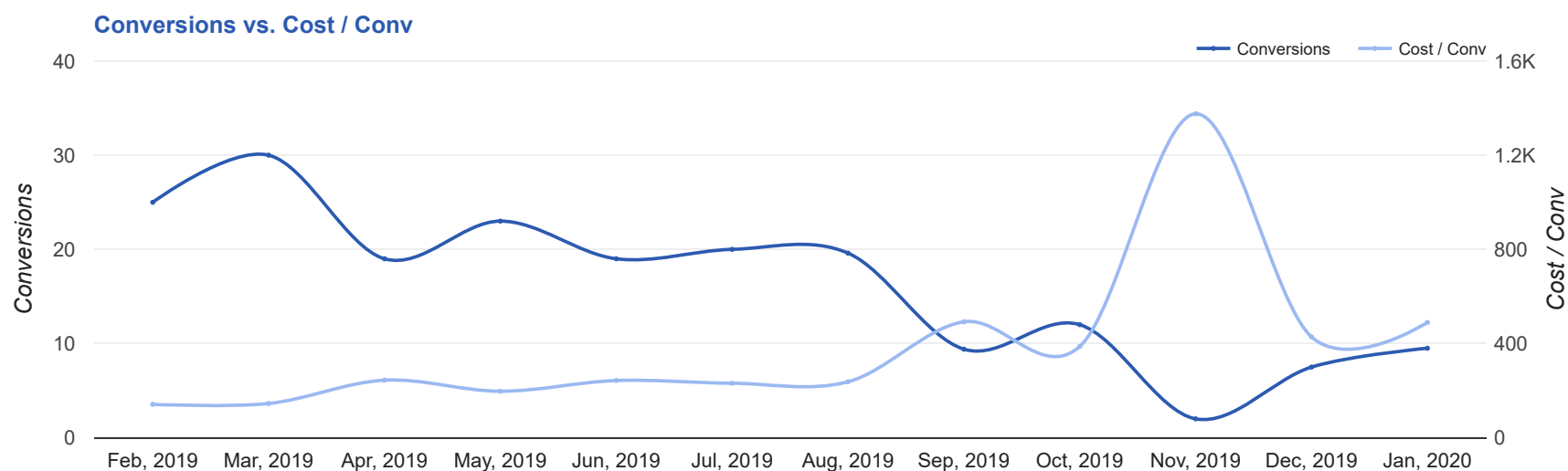
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$4,651	9.5	3.04%	\$489.58
↑ 45%	↑ 27%	↓ 54%	↑ 14%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2019 — 31 Dec 2019	1,691	114	\$3,211.38	\$28.17	6.74%	-	7.5	6.58%	\$428.18	77.33%
1 Jan 2020 — 31 Jan 2020	6,008	312	\$4,651.05	\$14.91	5.19%	-	9.5	3.04%	\$489.58	63.82%
Change	4,317 ↑ 255%	198 ↑ 174%	\$1,439.67 ↑ 45%	\$13.26 ↓ 47%	1.55% ↓ 23%	--	2 ↑ 27%	3.54% ↓ 54%	\$61.40 ↑ 14%	13.51% ↓ 17%

Performance by Month - 1 Feb 2019 — 31 Jan 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Feb '19	13,154	520	\$3,536.98	\$6.80	3.95%	-	25	4.81%	\$141.48	47.24%
Mar '19	11,421	539	\$4,356.15	\$8.08	4.72%	-	30	5.57%	\$145.20	46.71%
Apr '19	11,853	516	\$4,640.88	\$8.99	4.35%	-	19	3.68%	\$244.26	51.02%
May '19	14,124	567	\$4,537.91	\$8.00	4.01%	-	23	4.06%	\$197.30	64.67%
Jun '19	11,237	542	\$4,614.02	\$8.51	4.82%	-	19	3.51%	\$242.84	67.44%
Jul '19	8,985	460	\$4,625.88	\$10.06	5.12%	-	20	4.35%	\$231.29	64.78%
Aug '19	7,333	376	\$4,651.52	\$12.37	5.13%	-	19.6	5.21%	\$237.56	67.38%
Sep '19	5,877	351	\$4,638.42	\$13.21	5.97%	-	9.4	2.68%	\$492.40	68.36%
Oct '19	3,412	219	\$4,653.50	\$21.25	6.42%	-	12	5.48%	\$387.79	66.48%
Nov '19	1,632	111	\$2,751.71	\$24.79	6.8%	-	2	1.8%	\$1,375.86	79.1%
Dec '19	1,691	114	\$3,211.38	\$28.17	6.74%	-	7.5	6.58%	\$428.18	77.33%
Jan '20	6,008	312	\$4,651.05	\$14.91	5.19%	-	9.5	3.04%	\$489.58	63.79%
Total	96,727	4,627	\$50,869.40	\$10.99	4.78%	-	196	4.24%	\$259.54	58.21%

Campaign Summary - 1 Jan 2020 — 31 Jan 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	1,583	121	\$1,410.52	\$11.66	7.64%	-	7	5.79%	\$201.50	75.94%
search alpha coolsculpting	1,046	47	\$1,144.10	\$24.34	4.49%	-	2	4.26%	\$572.05	65.81%
search alpha emsculpt	496	39	\$706.99	\$18.13	7.86%	-	0.5	1.28%	\$1,413.98	82.55%
search beta emsculpt	268	26	\$640.50	\$24.63	9.7%	-	0	0%	\$0.00	78.82%
search beta emsella	2,615	79	\$748.94	\$9.48	3.02%	-	0	0%	\$0.00	54.47%

Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

Top Text Ads

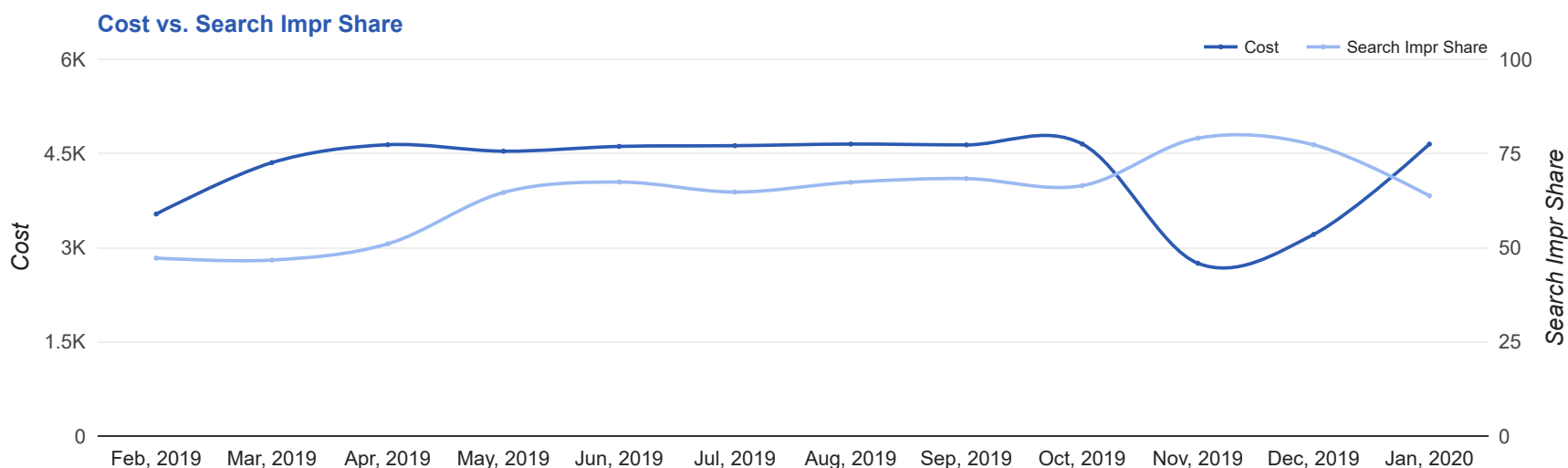
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Middleboro - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® www.juliaedelmanmd.com/coolsculpting/middleboro #1 CoolSculpting Deal. Freeze Fat. Top Provider in Middleboro, MA. Free Consult.	587	38	\$549.64	\$14.46	6.47%	-	3	7.89%	\$183.21
#1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Dr. Julia Edelman www.juliaedelmanmd.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	168	9	\$165.79	\$18.42	5.36%	-	3	33.33%	\$55.26
#1 Provider in Middleboro - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® www.juliaedelmanmd.com/coolsculpting/middleboro #1 CoolSculpting Deal. Freeze Fat. Top Provider in Middleboro, MA. Free Consult.	407	18	\$371.05	\$20.61	4.42%	-	1	5.56%	\$371.05
CoolSculpting in Middleboro - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime www.juliaedelmanmd.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	136	14	\$120.02	\$8.57	10.29%	-	1	7.14%	\$120.02
25% Off All CoolSculpting® - Dr. Julia Edelman - #1 Provider in Middleboro www.juliaedelmanmd.com/coolsculpting/ #1 CoolSculpting Deal. Freeze Fat. Top Provider in Middleboro, MA. Free Consult.	2	1	\$76.80	\$76.80	50.00%	-	1	100.00%	\$76.80

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2020 — 31 Jan 2020

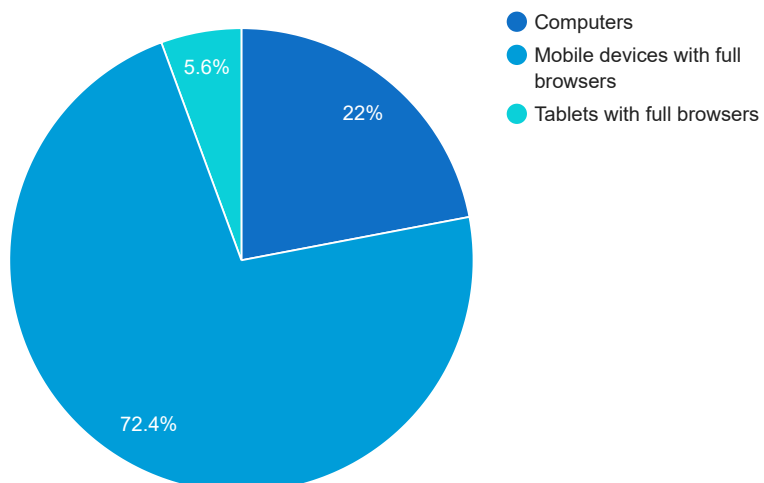
Budget Coverage



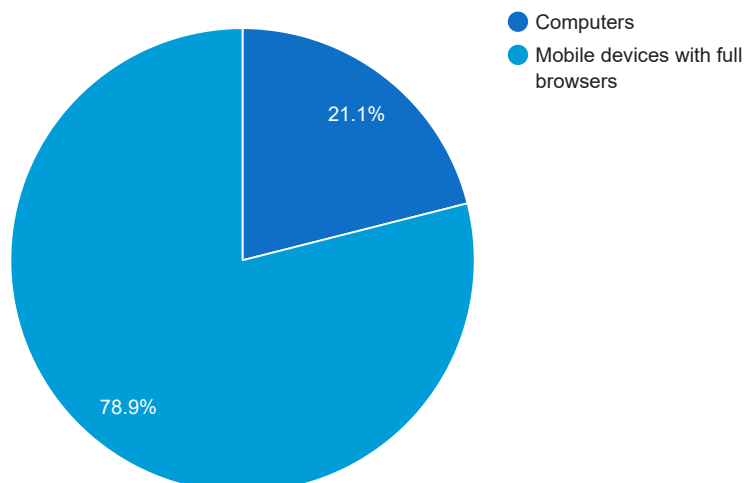
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	3,536.98	47.24
Mar, 2019	4,356.15	46.71
Apr, 2019	4,640.88	51.02
May, 2019	4,537.91	64.67
Jun, 2019	4,614.02	67.44
Jul, 2019	4,625.88	64.78
Aug, 2019	4,651.52	67.38
Sep, 2019	4,638.42	68.36
Oct, 2019	4,653.50	66.48
Nov, 2019	2,751.71	79.10
Dec, 2019	3,211.38	77.33
Jan, 2020	4,651.05	63.79

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	2,636	196	\$3,366.47	\$17.18	7.44%	-	7.5	3.83%	\$448.86
Computers	2,653	88	\$1,023.59	\$11.63	3.32%	-	2	2.27%	\$511.80
Tablets with full browsers	719	28	\$260.99	\$9.32	3.89%	-	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	6,008	312	\$4,651.05	\$14.91	5.19%	-	9.5	3.04%	\$489.58

Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE	CONV
Lead - Form Submit	7.5
Calls from ads	1
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