

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

Edelman

932-459-0548

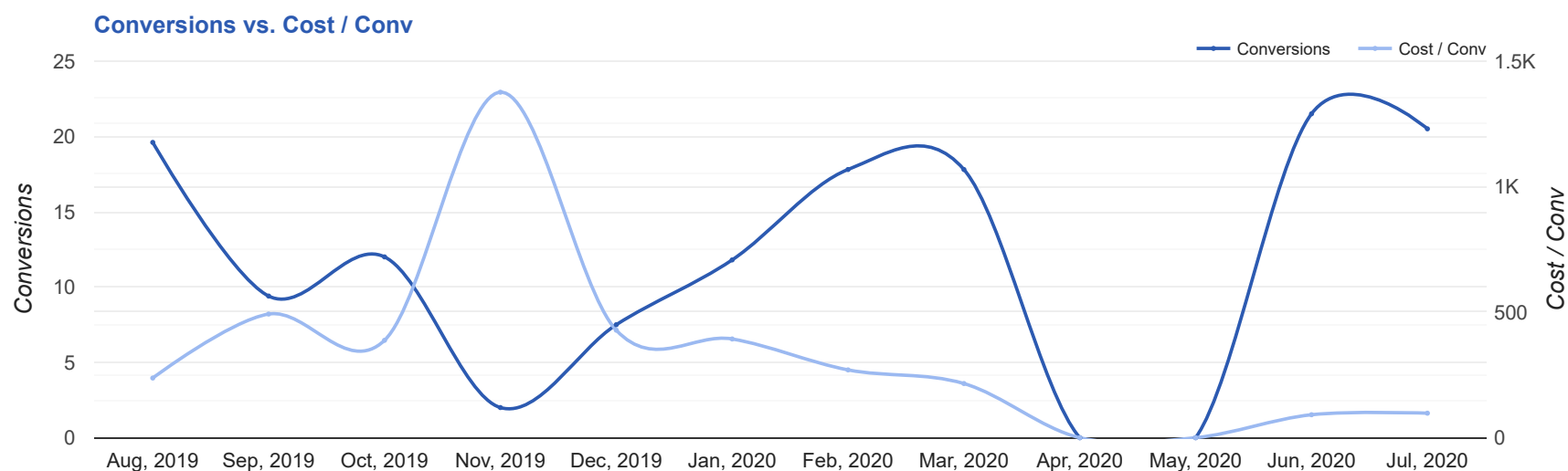
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,000	20.5	6.25%	\$97.55
↑ 2%	↓ 5%	↓ 30%	↑ 7%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jun 2020 — 30 Jun 2020	2,517	242	\$1,965.63	\$8.12	9.61%	-	21.5	8.88%	\$91.42	75.61%
1 Jul 2020 — 31 Jul 2020	4,104	328	\$1,999.69	\$6.10	7.99%	-	20.5	6.25%	\$97.55	67.36%
Change	1,587 ↑ 63%	86 ↑ 36%	\$34.06 ↑ 2%	\$2.02 ↓ 25%	1.62% ↓ 17%	--	1 ↓ 5%	2.63% ↓ 30%	\$6.13 ↑ 7%	8.25% ↓ 11%

Performance by Month - 1 Aug 2019 — 31 Jul 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	11.8	3.79%	\$393.16	63.79%
Feb '20	7,062	430	\$4,814.50	\$11.20	6.09%	-	17.8	4.15%	\$270.02	64.49%
Mar '20	4,006	306	\$3,845.10	\$12.57	7.64%	-	17.8	5.83%	\$215.65	75.73%
Apr '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
May '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jun '20	2,517	242	\$1,965.63	\$8.12	9.61%	-	21.5	8.88%	\$91.42	75.61%
Jul '20	4,104	328	\$1,999.69	\$6.10	7.99%	-	20.5	6.25%	\$97.55	67.36%
Total	43,642	2,789	\$37,182.50	\$13.33	6.39%	-	140	5.02%	\$265.61	68.25%

Campaign Summary - 1 Jul 2020 — 31 Jul 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	4,104	328	\$1,999.69	\$6.10	7.99%	-	20.5	6.25%	\$97.55	67.36%

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

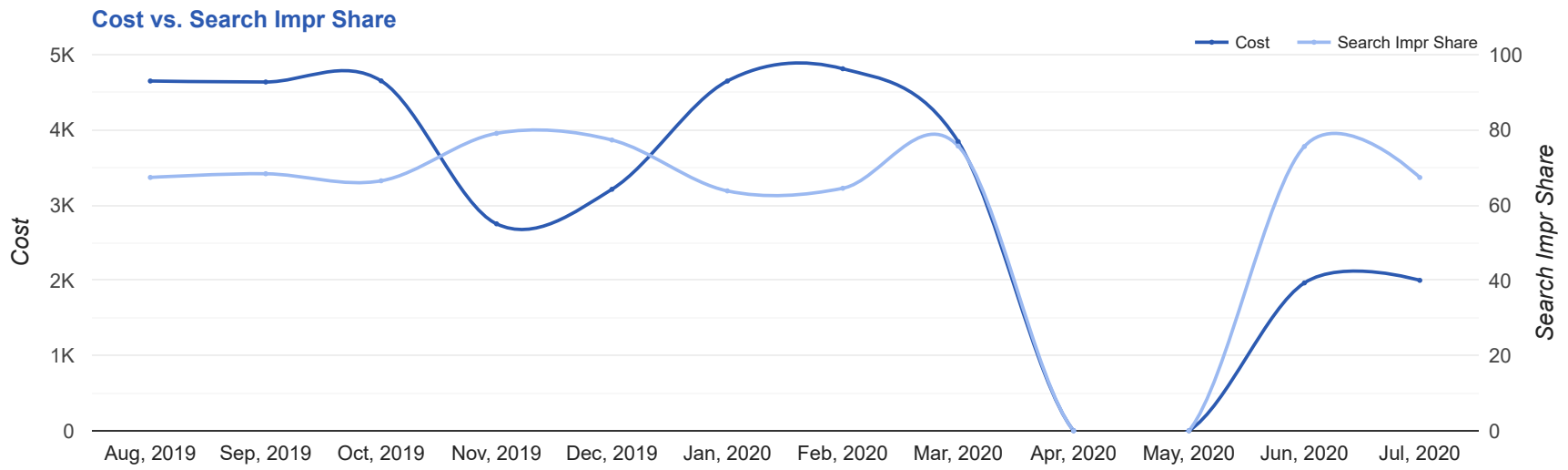
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Dr. Julia Edelman} - Safe & Effective Fat Reduction - 25% Off All Coolsculpting www.juliaedelmanmd.com/coolsculpting/middleboro #1 Coolsculpting Deal. Freeze Fat. Top Provider in Middleboro, MA. Free Consultation	1,883	140	\$886.30	\$6.33	7.43%	-	10	7.14%	\$88.63
{Keyword:Dr. Julia Edelman} - Best Price in Middleboro - 25% Off Coolsculpting Cost www.juliaedelmanmd.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	606	51	\$239.43	\$4.69	8.42%	-	3	5.88%	\$79.81
Coolsculpting in Middleboro - #1 Fat Reduction Treatment - Book A Virtual Consultation www.juliaedelmanmd.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	321	20	\$130.70	\$6.53	6.23%	-	2.5	12.50%	\$52.28
{Keyword:Dr. Julia Edelman} - Safe & Effective Fat Reduction - 25% Off All Coolsculpting www.juliaedelmanmd.com/coolsculpting/middleboro #1 Coolsculpting Deal. Freeze Fat. Top Provider in Middleboro, MA. Free Consultation	341	38	\$190.61	\$5.02	11.14%	-	2	5.26%	\$95.31
{Keyword:Dr. Julia Edelman} - Safe & Effective Fat Reduction - 25% Off All Coolsculpting www.juliaedelmanmd.com/coolsculpting/middleboro #1 Coolsculpting Deal. Freeze Fat. Top Provider in Middleboro, MA. Free Consultation	290	38	\$305.76	\$8.05	13.10%	-	2	5.26%	\$152.88

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

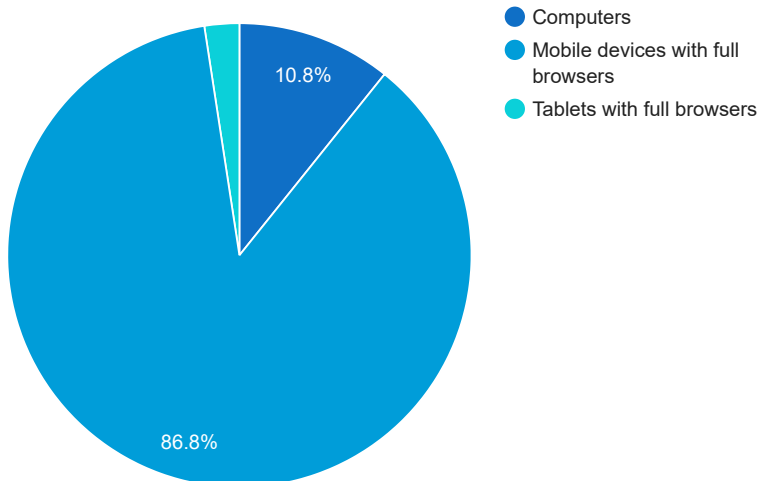
Budget Coverage



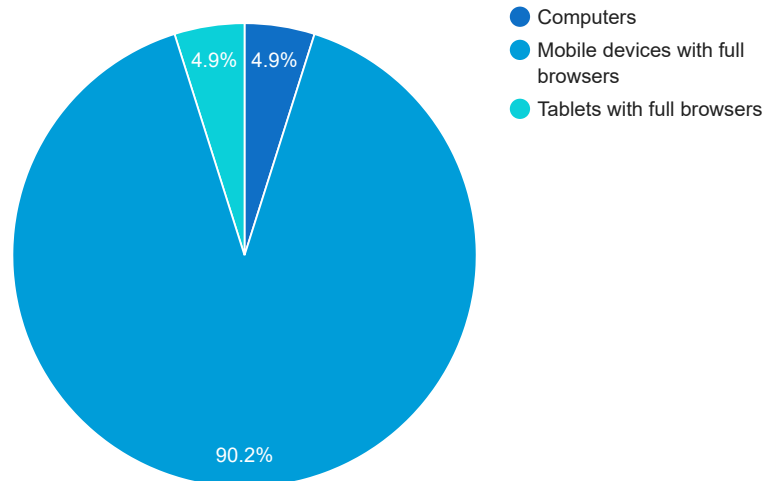
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	4,651.52	67.38
Sep, 2019	4,638.42	68.36
Oct, 2019	4,653.50	66.48
Nov, 2019	2,751.71	79.10
Dec, 2019	3,211.38	77.33
Jan, 2020	4,651.05	63.79
Feb, 2020	4,814.50	64.49
Mar, 2020	3,845.10	75.73
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	1,965.63	75.61
Jul, 2020	1,999.69	67.36

Cost and Conversions by Device

Cost



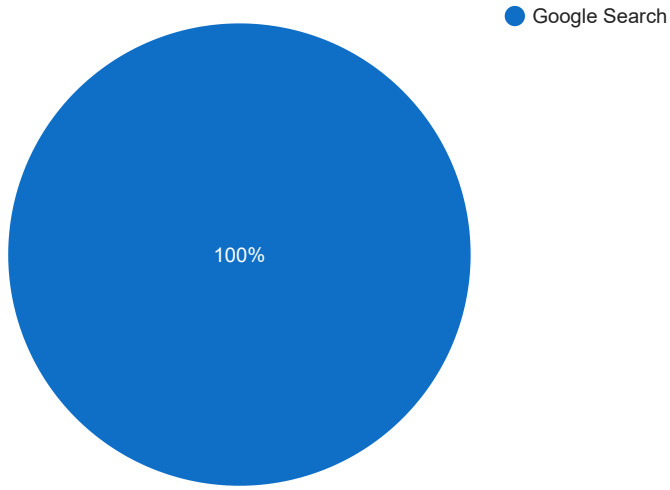
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	3,320	286	\$1,736.14	\$6.07	8.61%	-	18.5	6.47%	\$93.85
Computers	683	33	\$215.10	\$6.52	4.83%	-	1	3.03%	\$215.10
Tablets with full browsers	101	9	\$48.45	\$5.38	8.91%	-	1	11.11%	\$48.45

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	4,104	328	\$1,999.69	\$6.10	7.99%	-	20.5	6.25%	\$97.55

Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE

CONV

Lead - Form Submit

18.5

Phone 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