

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

Edelman

932-459-0548

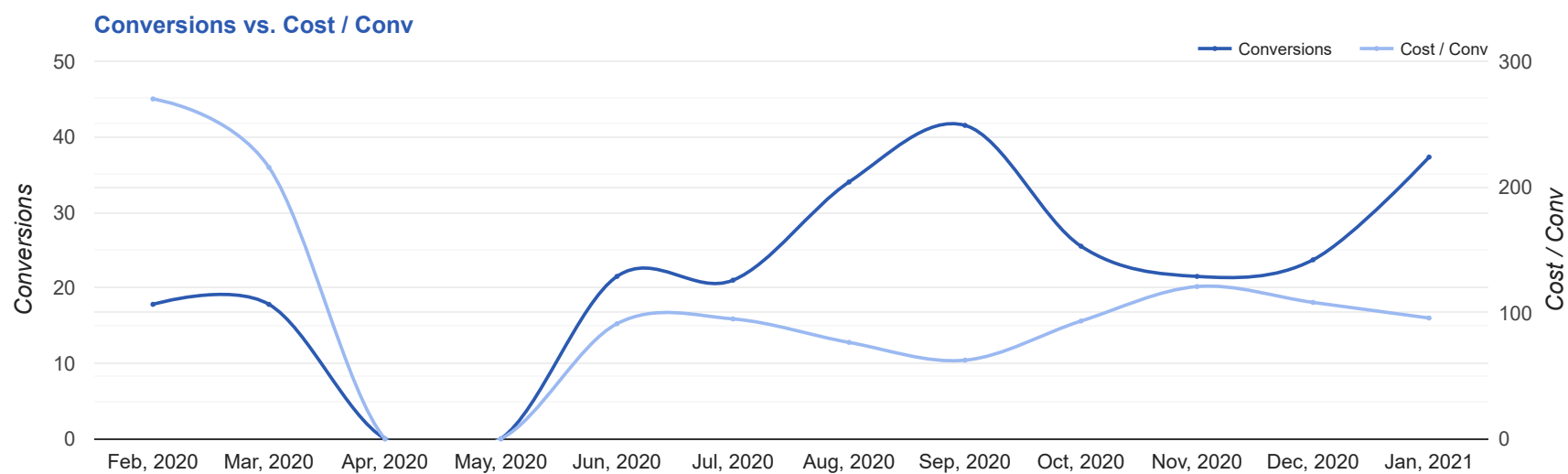
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,581	37.3	4.57%	\$95.94
↑ 40%	↑ 58%	↑ 11%	↓ 11%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	9,808	574	\$2,564.48	\$4.47	5.85%	-	23.7	4.12%	\$108.34	24.16%
1 Jan 2021 — 31 Jan 2021	13,530	816	\$3,581.45	\$4.39	6.03%	-	37.3	4.57%	\$95.94	24.19%
Change	3,722 ↑ 38%	242 ↑ 42%	\$1,016.97 ↑ 40%	\$0.08 ↓ 2%	0.18% ↑ 3%	--	13.66 ↑ 58%	0.45% ↑ 11%	\$12.40 ↓ 11%	0.03% ↑ 0%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	21	6.4%	\$95.22	67.47%
Aug '20	14,114	687	\$2,603.44	\$3.79	4.87%	-	34	4.95%	\$76.57	21.44%
Sep '20	13,010	654	\$2,591.26	\$3.96	5.03%	-	41.5	6.35%	\$62.44	24.72%
Oct '20	6,952	402	\$2,385.63	\$5.93	5.78%	-	25.5	6.34%	\$93.55	21.3%
Nov '20	8,449	473	\$2,599.89	\$5.50	5.6%	-	21.5	4.55%	\$120.93	24.9%
Dec '20	9,808	574	\$2,564.48	\$4.47	5.85%	-	23.7	4.12%	\$108.34	24.16%
Jan '21	13,530	816	\$3,581.45	\$4.39	6.03%	-	37.3	4.57%	\$95.94	24.19%
Total	83,552	4,912	\$28,951.07	\$5.89	5.88%	-	261.7	5.33%	\$110.64	27.2%

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	13,520	816	\$3,581.45	\$4.39	6.04%	-	37.3	4.57%	\$95.94	24.18%
search beta emsculpt neo	10	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	28.57%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

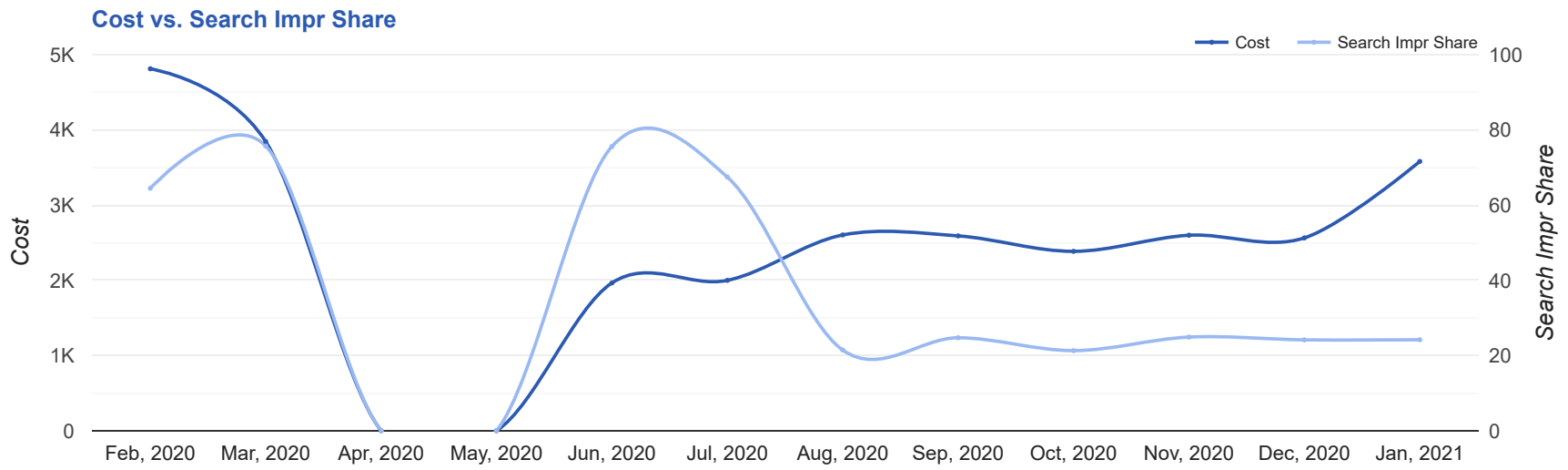
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Middleboro - Biggest CoolSculpting® Promo www.juliaedelmanmd.com/--/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA	854	67	\$441.38	\$6.59	7.85%	-	5.8	8.58%	\$76.76
Dr. Julia Edelman - Fat Reduction in Middleboro - Non-Surgical Fat Reduction www.juliaedelmanmd.com/--/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	3,771	223	\$894.98	\$4.01	5.91%	-	5.3	2.39%	\$167.91
Dr. Julia Edelman - Fat Reduction in Middleboro - Non-Surgical Fat Reduction www.juliaedelmanmd.com/--/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,250	128	\$570.03	\$4.45	10.24%	-	3.5	2.73%	\$162.87
Fat Reduction in Middleboro - Our Biggest Discount Ever - New Clients Save 25% www.juliaedelmanmd.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	466	27	\$107.43	\$3.98	5.79%	-	2	7.41%	\$53.72
Fat Reduction in Middleboro - Our Biggest Discount Ever - New Clients Save 25% www.juliaedelmanmd.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	115	10	\$38.69	\$3.87	8.70%	-	1.5	15.00%	\$25.79

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

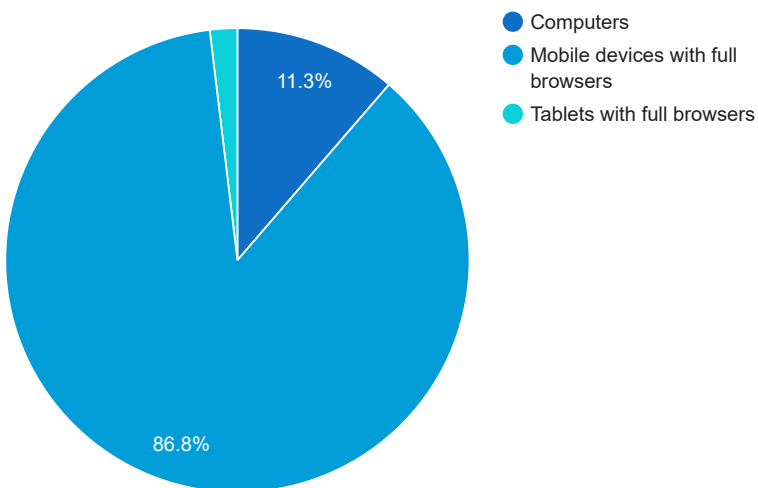
Budget Coverage



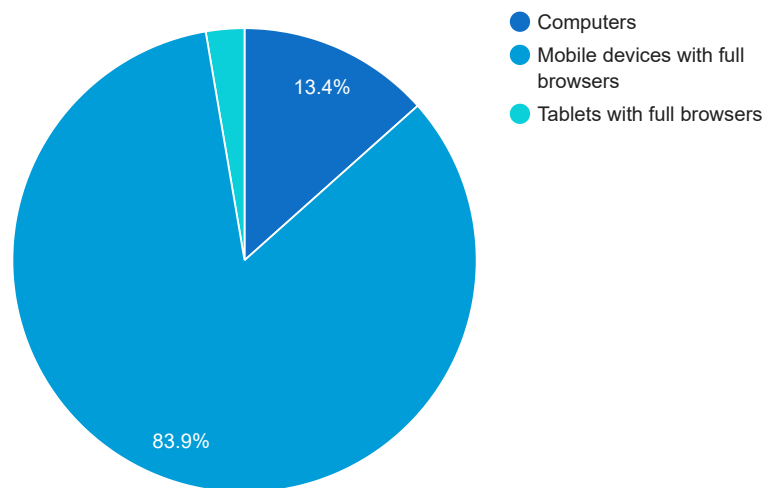
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	4,814.50	64.49
Mar, 2020	3,845.10	75.73
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	1,965.63	75.61
Jul, 2020	1,999.69	67.47
Aug, 2020	2,603.44	21.44
Sep, 2020	2,591.26	24.72
Oct, 2020	2,385.63	21.30
Nov, 2020	2,599.89	24.90
Dec, 2020	2,564.48	24.16
Jan, 2021	3,581.45	24.19

Cost and Conversions by Device

Cost



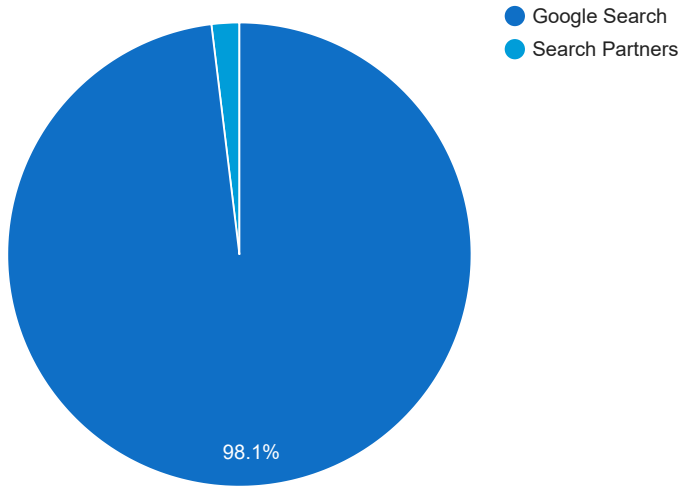
Conversions



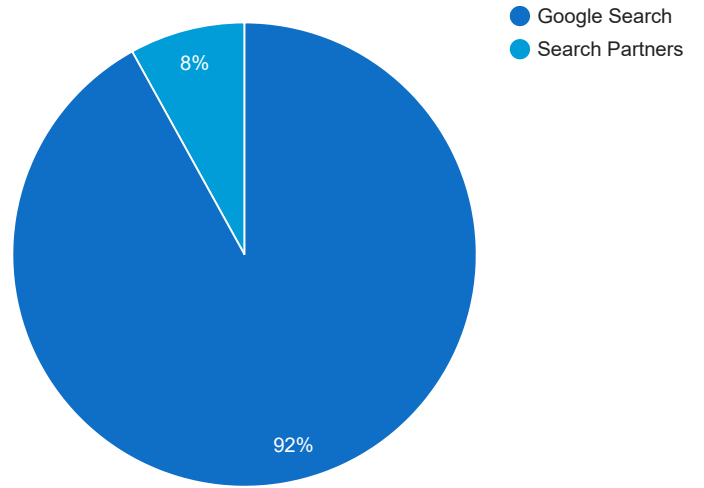
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	11,244	723	\$3,107.29	\$4.30	6.43%	-	31.3	4.33%	\$99.18
Computers	1,888	77	\$405.80	\$5.27	4.08%	-	5	6.49%	\$81.16
Tablets with full browsers	398	16	\$68.36	\$4.27	4.02%	-	1	6.25%	\$68.36

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	13,021	792	\$3,512.31	\$4.43	6.08%	-	34.3	4.33%	\$102.31
Search partners	509	24	\$69.14	\$2.88	4.72%	-	3	12.5%	\$23.05

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Lead - Form Submit	31.3
Phone Call	4
Calls from Ads	1
Click to 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