

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

Edelman

932-459-0548

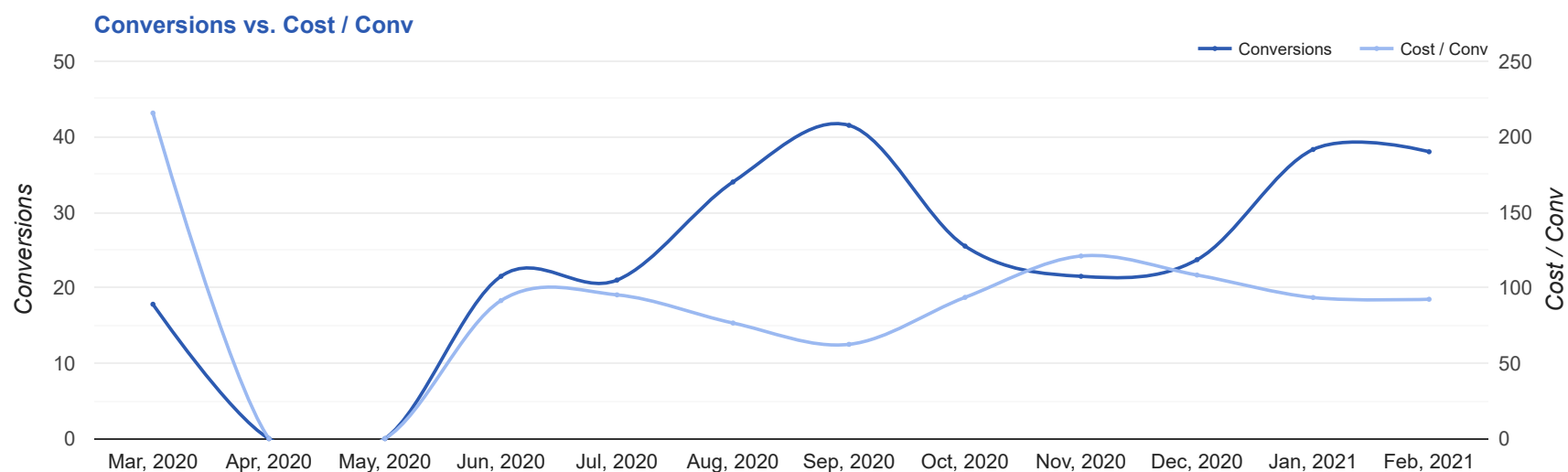
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,507	38	4.58%	\$92.30
↓ 2%	↓ 1%	↓ 3%	↓ 1%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	13,530	816	\$3,581.45	\$4.39	6.03%	-	38.3	4.7%	\$93.44	24.33%
1 Feb 2021 — 28 Feb 2021	13,940	830	\$3,507.30	\$4.23	5.95%	-	38	4.58%	\$92.30	24.44%
Change	410 ↑ 3%	14 ↑ 2%	\$74.15 ↓ 2%	\$0.16 ↓ 4%	0.08% ↓ 1%	--	0.33 ↓ 1%	0.12% ↓ 3%	\$1.14 ↓ 1%	0.11% ↑ 0%

Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	38.3	4.7%	\$93.44	24.33%
Feb '21	13,940	830	\$3,507.30	\$4.23	5.95%	-	38	4.58%	\$92.30	24.44%
Total	90,430	5,312	\$27,643.87	\$5.20	5.87%	-	282.8	5.32%	\$97.74	25.62%

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	13,879	826	\$3,497.87	\$4.23	5.95%	-	38	4.6%	\$92.05	24.53%
search beta coolsculpting exp reach	61	4	\$9.43	\$2.36	6.56%	-	0	0%	\$0.00	5%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

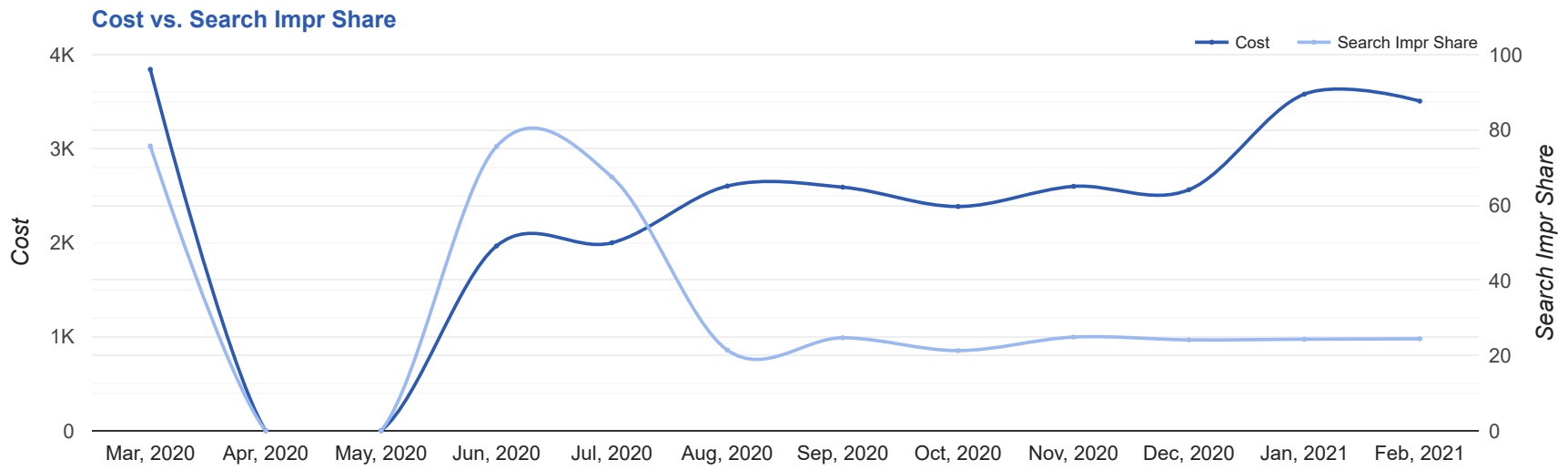
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Dr. Julia Edelman - Fat Reduction in Middleboro - Non-Surgical Fat Reduction www.juliaedelmanmd.com/ -- -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	4,552	276	\$1,117.53	\$4.05	6.06%	-	11.5	4.17%	\$97.18
CoolSculpting® Fat Reduction - CoolSculpting in Middleboro - Biggest CoolSculpting® Promo www.juliaedelmanmd.com/ -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA	643	57	\$356.75	\$6.26	8.86%	-	6.5	11.40%	\$54.88
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.	1,413	138	\$585.33	\$4.24	9.77%	-	4.5	3.26%	\$130.07
CoolSculpting® Fat Reduction - CoolSculpting in Middleboro - Biggest CoolSculpting® Promo www.juliaedelmanmd.com/ -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA	195	27	\$78.26	\$2.90	13.85%	-	3	11.11%	\$26.09
Non-Surgical Fat Reduction - Our Biggest Discount Ever - Get Rid of Unwanted Fat www.juliaedelmanmd.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	197	11	\$43.95	\$4.00	5.58%	-	2	18.18%	\$21.98

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

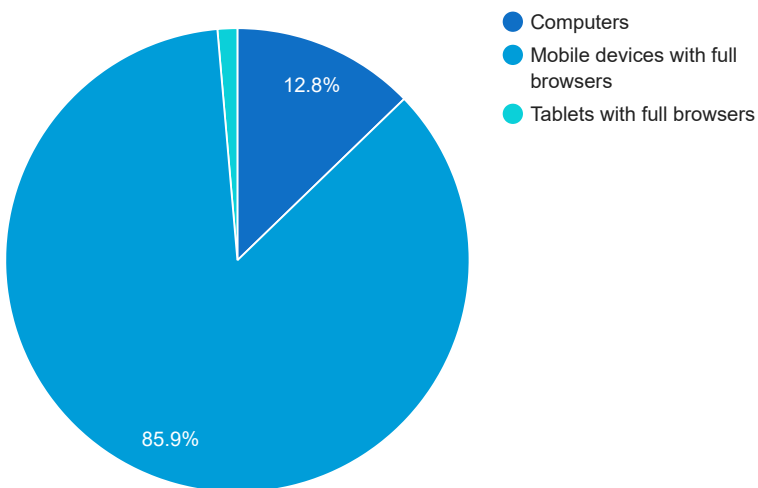
Budget Coverage



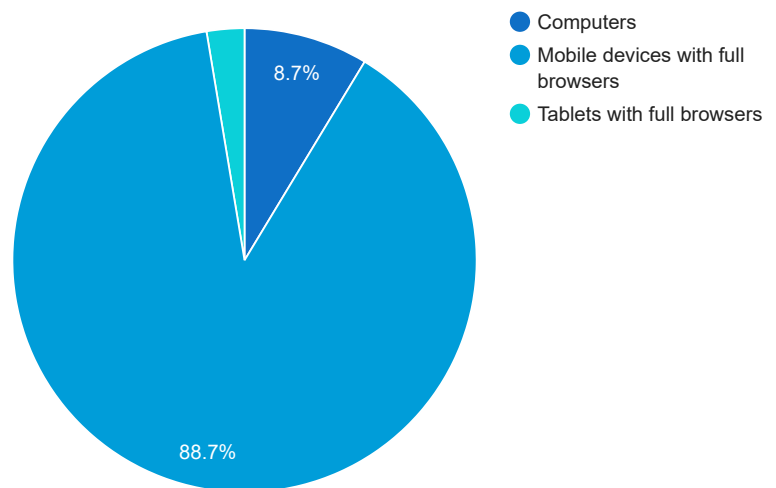
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	3,845.10	75.73
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	1,965.63	75.61
Jul, 2020	1,999.69	67.47
Aug, 2020	2,603.44	21.44
Sep, 2020	2,591.26	24.72
Oct, 2020	2,385.63	21.30
Nov, 2020	2,599.89	24.90
Dec, 2020	2,564.48	24.16
Jan, 2021	3,581.45	24.33
Feb, 2021	3,507.30	24.44

Cost and Conversions by Device

Cost



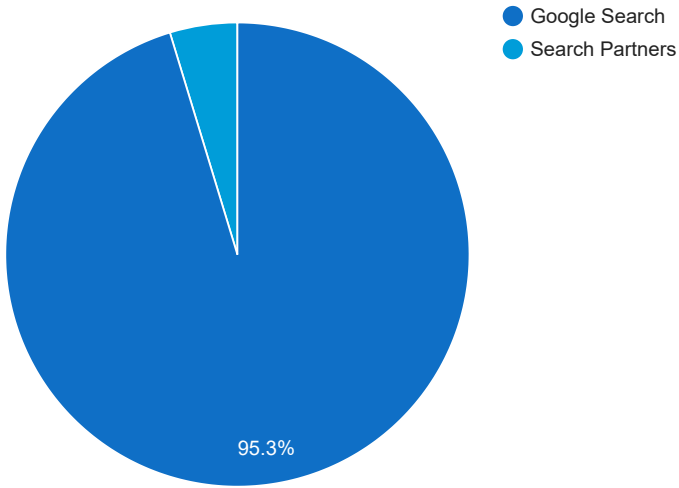
Conversions



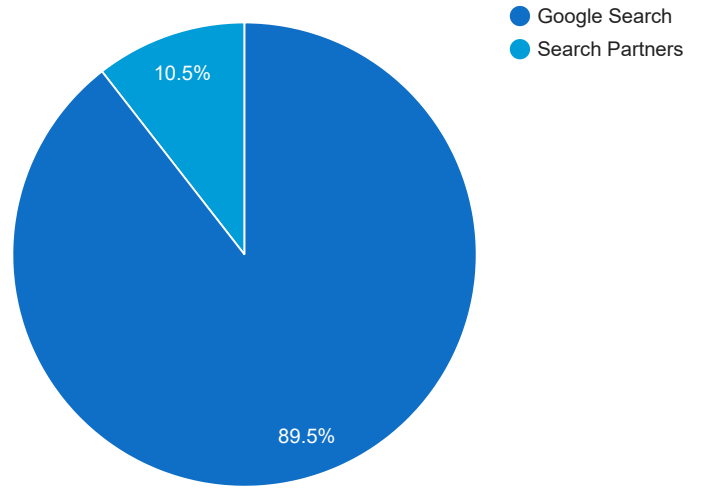
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	11,279	729	\$3,011.30	\$4.13	6.46%	-	33.8	4.63%	\$89.22
Computers	2,310	87	\$447.61	\$5.14	3.77%	-	3.3	3.74%	\$137.73
Tablets with full browsers	351	14	\$48.39	\$3.46	3.99%	-	1	7.14%	\$48.39

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	12,379	757	\$3,342.42	\$4.42	6.12%	-	34	4.49%	\$98.31
Search partners	1,561	73	\$164.88	\$2.26	4.68%	-	4	5.48%	\$41.22

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Lead - Form Submit	32
Call From Ads (SQDM)	3
Click to Call	3

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