

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

Edelman

932-459-0548

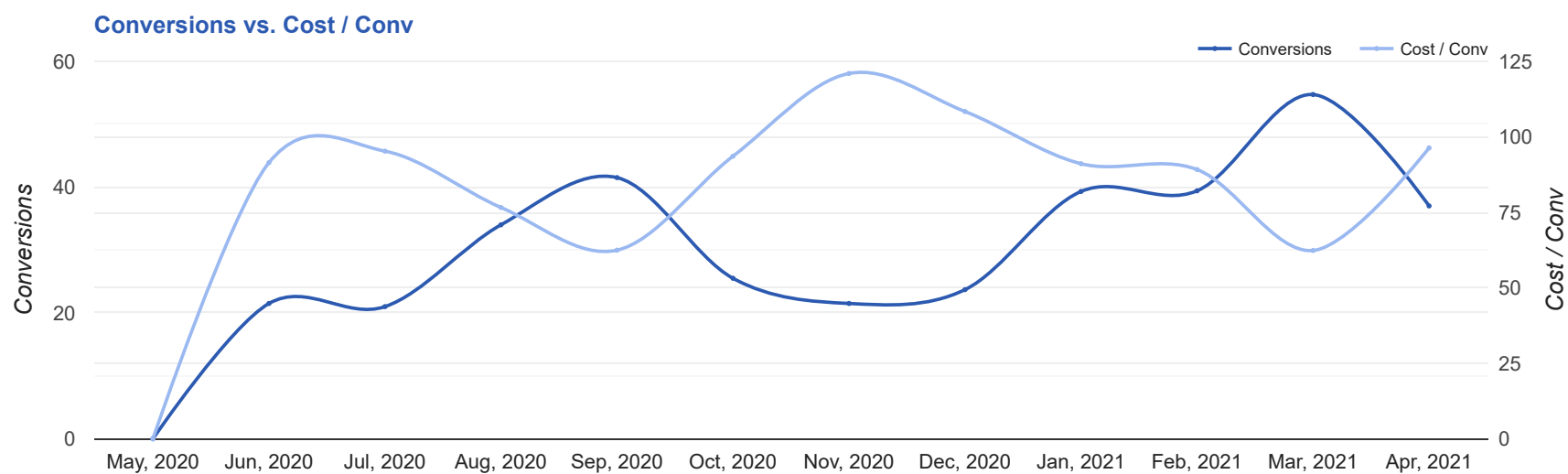
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,563	37	7.76%	\$96.29
↑ 5%	↓ 32%	↓ 20%	↑ 54%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Mar 2021 — 31 Mar 2021	6,336	566	\$3,406.40	\$6.02	8.93%	-	54.7	9.66%	\$62.33	21.3%
1 Apr 2021 — 30 Apr 2021	5,961	477	\$3,562.64	\$7.47	8%	-	37	7.76%	\$96.29	22.64%
Change	375 ↓ 6%	89 ↓ 16%	\$156.24 ↑ 5%	\$1.45 ↑ 24%	0.93% ↓ 10%	0 ↔ -	17.65 ↓ 32%	1.90% ↓ 20%	\$33.96 ↑ 54%	1.34% ↑ 6%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	39.3	4.82%	\$91.06	24.33%	
Feb '21	13,940	830	\$3,507.30	\$4.23	5.95%	-	39.4	4.74%	\$89.13	24.34%	
Mar '21	6,336	566	\$3,406.40	\$6.02	8.93%	-	54.7	9.66%	\$62.33	21.3%	
Apr '21	5,961	477	\$3,562.64	\$7.47	8%	-	37	7.76%	\$96.29	22.64%	
Total	98,721	6,049	\$30,767.81	\$5.09	6.13%	-	359	5.93%	\$85.70	24.44%	

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	2,344	310	\$2,988.44	\$9.64	13.23%	-	24	7.74%	\$124.52	81.39%
search beta coolsculpting exp reach	3,617	167	\$574.20	\$3.44	4.62%	-	13	7.78%	\$44.17	15.84%

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

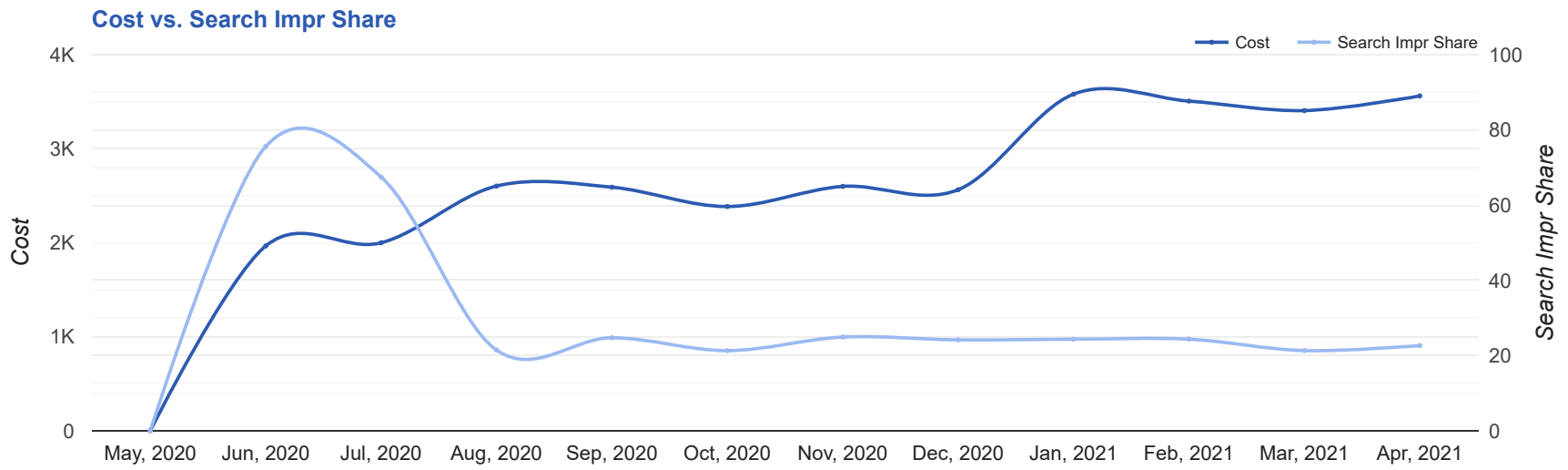
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Middleboro - Biggest CoolSculpting® Promo www.juliaedelmanmd.com/--/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA	1,036	114	\$1,258.14	\$11.04	11.00%	-	10	8.77%	\$125.81
Dr. Julia Edelman - Fat Reduction in Middleboro - Non-Surgical Fat Reduction www.juliaedelmanmd.com/--/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,806	81	\$292.33	\$3.61	4.49%	-	8	9.88%	\$36.54
[Dynamic Headline] [Dynamic Display URL] CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	137	18	\$150.38	\$8.35	13.14%	-	3	16.67%	\$50.13
Dr. Julia Edelman - Fat Reduction in Middleboro - Non-Surgical Fat Reduction www.juliaedelmanmd.com/--/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	706	51	\$161.41	\$3.16	7.22%	-	3	5.88%	\$53.80
CoolSculpting® Fat Reduction - CoolSculpting in Middleboro - Biggest CoolSculpting® Promo www.juliaedelmanmd.com/--/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA	248	53	\$366.07	\$6.91	21.37%	-	3	5.58%	\$123.67

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

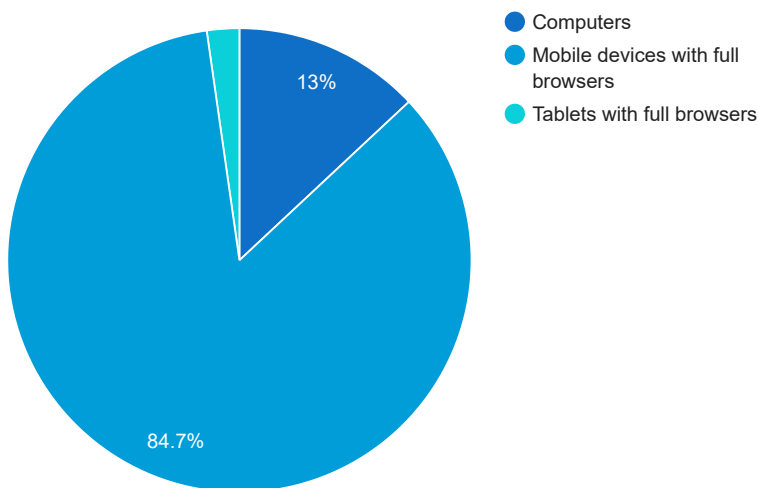
Budget Coverage



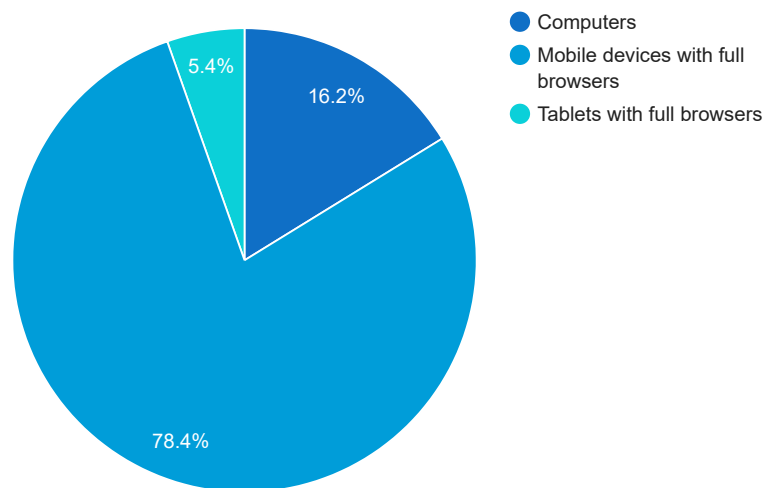
DATE	COST	SEARCH IMPR SHARE
May, 2020	0	0
Jun, 2020	1,965.63	75.61
Jul, 2020	1,999.69	67.47
Aug, 2020	2,603.44	21.44
Sep, 2020	2,591.26	24.72
Oct, 2020	2,385.63	21.30
Nov, 2020	2,599.89	24.90
Dec, 2020	2,564.48	24.16
Jan, 2021	3,581.45	24.33
Feb, 2021	3,507.30	24.34
Mar, 2021	3,406.40	21.30
Apr, 2021	3,562.64	22.64

Cost and Conversions by Device

Cost



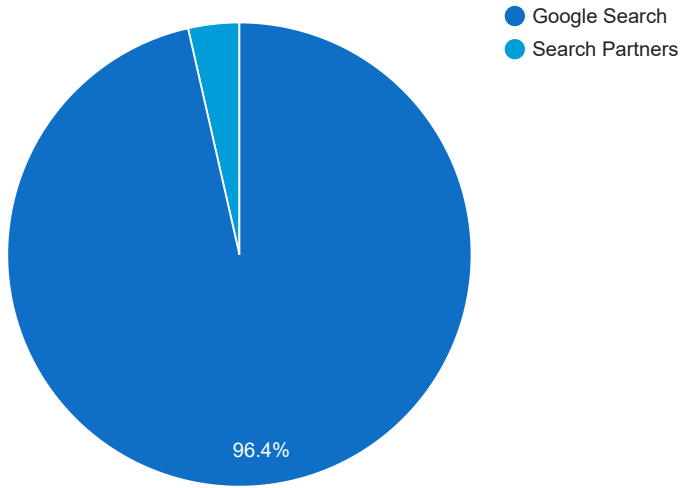
Conversions



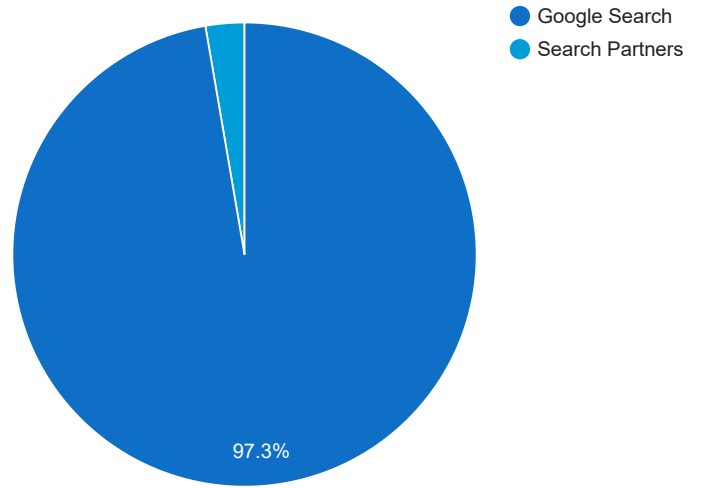
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	4,758	406	\$3,017.85	\$7.43	8.53%	-	29	7.14%	\$104.06
Computers	1,035	59	\$464.39	\$7.87	5.7%	-	6	10.17%	\$77.40
Tablets with full browsers	168	12	\$80.40	\$6.70	7.14%	-	2	16.67%	\$40.20

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	5,759	442	\$3,435.95	\$7.77	7.67%	-	36	8.14%	\$95.44
Search partners	202	35	\$126.69	\$3.62	17.33%	-	1	2.86%	\$126.69

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	CONV
Lead - Form Submit	23
Click to Call	9
Phone Call	5

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 page 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