

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

Edelman

932-459-0548

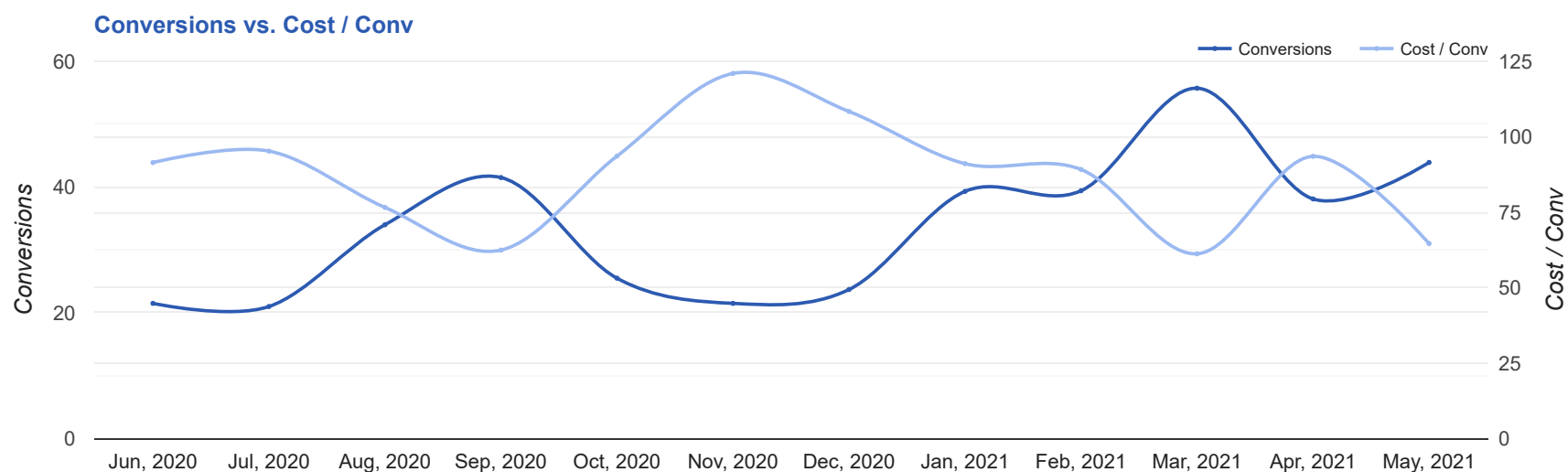
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,835	43.9	8.36%	\$64.58
↓ 20%	↑ 15%	↑ 5%	↓ 31%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2021 — 30 Apr 2021	5,961	477	\$3,562.64	\$7.47	8%	-	38.1	7.99%	\$93.48	22.6%
1 May 2021 — 31 May 2021	6,622	525	\$2,834.53	\$5.40	7.93%	-	43.9	8.36%	\$64.58	23.17%
Change	661 ↑ 11%	48 ↑ 10%	\$728.11 ↓ 20%	\$2.07 ↓ 28%	0.07% ↓ 1%	0 ↔ -	5.78 ↑ 15%	0.37% ↑ 5%	\$28.90 ↓ 31%	0.57% ↑ 3%

Performance by Month - 1 Jun 2020 — 31 May 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%	-	55.7	9.83%	\$61.21	21.3%
Apr '21	5,961	477	\$3,562.64	\$7.47	8%	-	38.1	7.99%	\$93.48	22.6%
May '21	6,622	525	\$2,834.53	\$5.40	7.93%	-	43.9	8.36%	\$64.58	23.17%
Total	105,343	6,574	\$33,602.34	\$5.11	6.24%	-	405	6.16%	\$82.97	24.35%

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	2,065	251	\$2,067.42	\$8.24	12.15%	-	27.5	10.94%	\$75.26	84.14%
search beta coolsculpting exp reach	4,557	274	\$767.11	\$2.80	6.01%	-	16.4	5.99%	\$46.72	17.76%

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

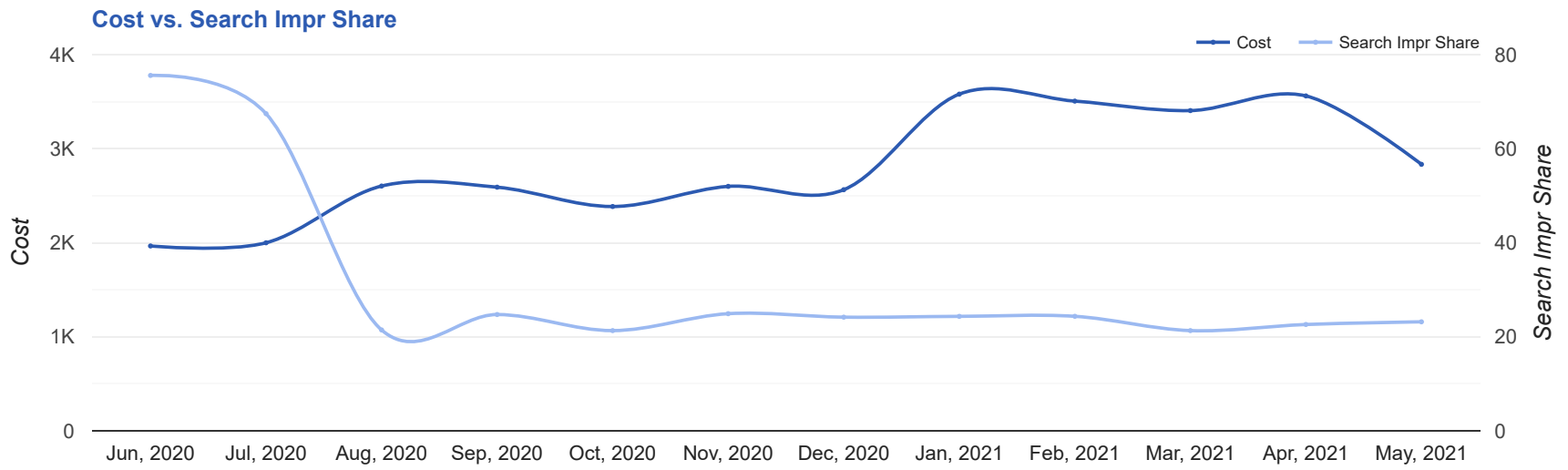
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Middleboro - Biggest CoolSculpting® Promo www.juliaedelmanmd.com/--/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA	678	56	\$387.56	\$6.92	8.26%	-	6	10.66%	\$64.92
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	2,124	111	\$323.19	\$2.91	5.23%	-	4.5	4.05%	\$71.82
[Dynamic Headline] [Dynamic Display URL] CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	145	12	\$54.07	\$4.51	8.28%	-	4	33.33%	\$13.52
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	742	70	\$166.36	\$2.38	9.43%	-	3.9	5.60%	\$42.44
CoolSculpting® Fat Reduction - CoolSculpting in Middleboro - Biggest CoolSculpting® Promo www.juliaedelmanmd.com/--/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA	206	37	\$225.91	\$6.11	17.96%	-	2.5	6.76%	\$90.36

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

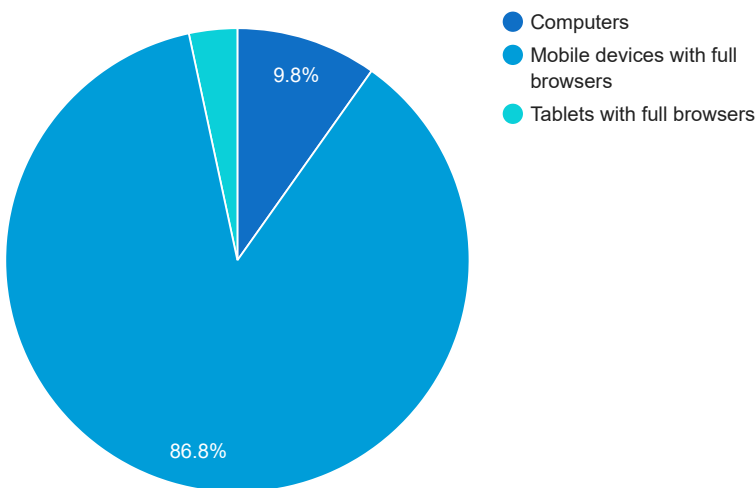
Budget Coverage



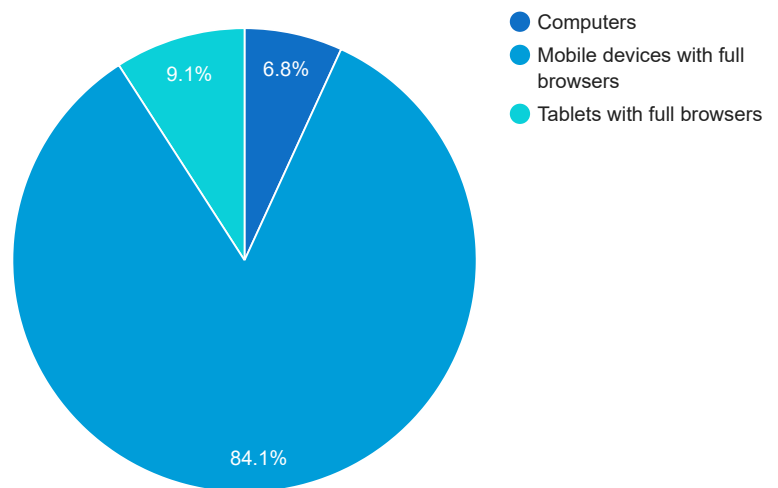
DATE	COST	SEARCH IMPR SHARE
Jun, 2020	1,965.63	75.61
Jul, 2020	1,999.69	67.47
Aug, 2020	2,603.44	21.44
Sep, 2020	2,591.26	24.72
Oct, 2020	2,385.63	21.30
Nov, 2020	2,599.89	24.90
Dec, 2020	2,564.48	24.16
Jan, 2021	3,581.45	24.33
Feb, 2021	3,507.30	24.34
Mar, 2021	3,406.40	21.30
Apr, 2021	3,562.64	22.60
May, 2021	2,834.53	23.17

Cost and Conversions by Device

Cost



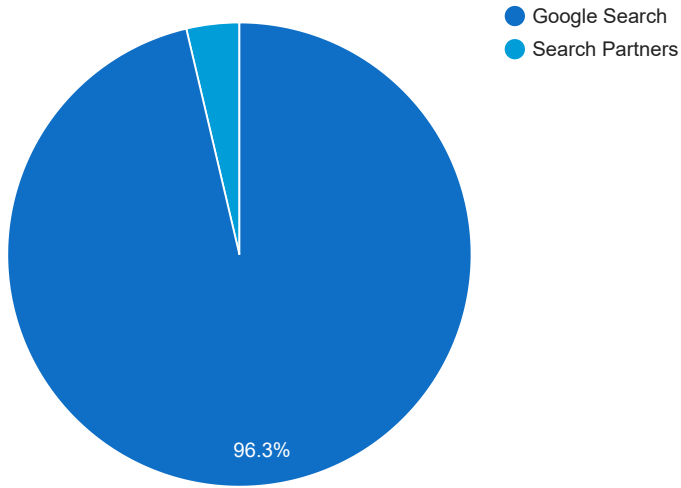
Conversions



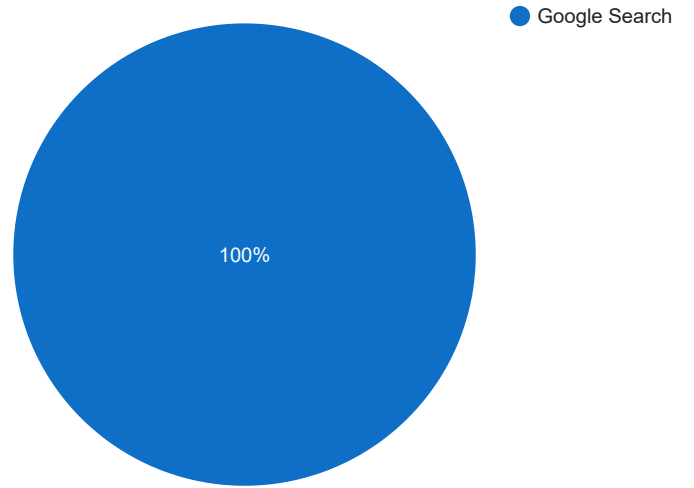
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	5,377	457	\$2,461.11	\$5.39	8.5%	-	36.9	8.07%	\$66.71
Computers	1,019	53	\$278.12	\$5.25	5.2%	-	3	5.66%	\$92.71
Tablets with full browsers	226	15	\$95.30	\$6.35	6.64%	-	4	26.67%	\$23.83

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	6,442	492	\$2,730.27	\$5.55	7.64%	-	43.9	8.92%	\$62.21
Search partners	180	33	\$104.26	\$3.16	18.33%	-	0	0%	\$0.00

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	CONV
Lead - Form Submit	32
Click to Call	9.9
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 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