

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

Edelman

932-459-0548

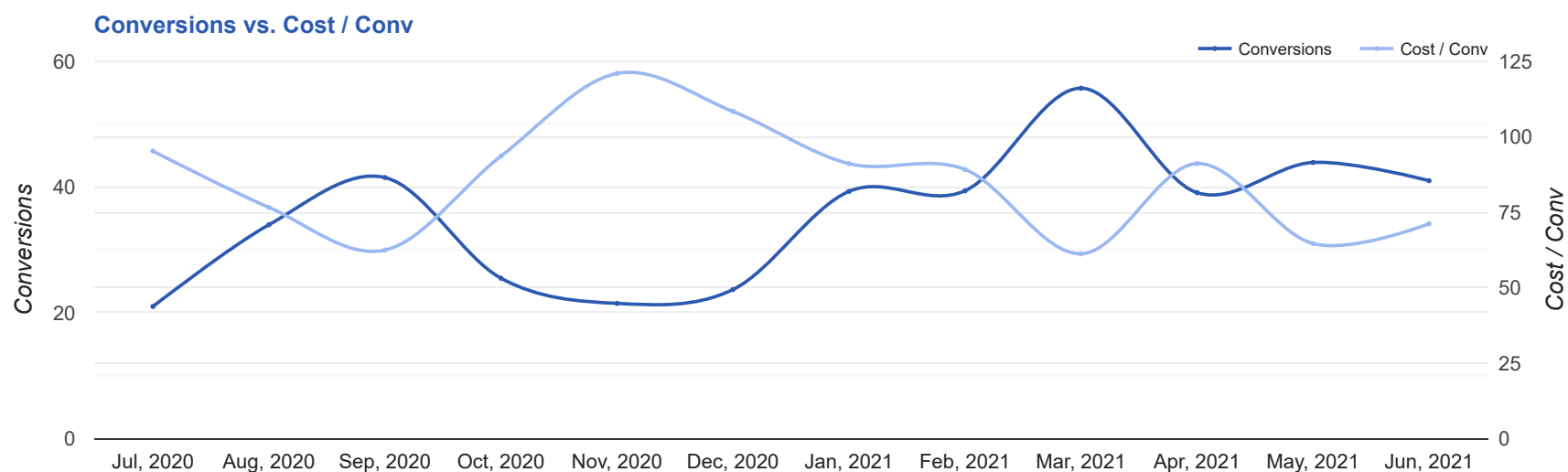
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,918	41	8.7%	\$71.17
↑ 3%	↓ 7%	↑ 4%	↑ 10%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2021 — 31 May 2021	6,622	525	\$2,834.53	\$5.40	7.93%	-	43.9	8.36%	\$64.58	23.28%
1 Jun 2021 — 30 Jun 2021	6,902	471	\$2,918.10	\$6.20	6.82%	-	41	8.7%	\$71.17	24.43%
Change	280 ↑ 4%	54 ↓ 10%	\$83.57 ↑ 3%	\$0.80 ↑ 15%	1.11% ↓ 14%	0 ↔ -	2.89 ↓ 7%	0.34% ↑ 4%	\$6.59 ↑ 10%	1.15% ↑ 5%

# Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	39.1	8.2%	\$91.09	22.6%	
May '21	6,622	525	\$2,834.53	\$5.40	7.93%	-	43.9	8.36%	\$64.58	23.28%	
Jun '21	6,902	471	\$2,918.10	\$6.20	6.82%	-	41	8.7%	\$71.17	24.43%	
<b>Total</b>	<b>109,728</b>	<b>6,803</b>	<b>\$34,554.81</b>	<b>\$5.08</b>	<b>6.2%</b>	<b>-</b>	<b>425.5</b>	<b>6.25%</b>	<b>\$81.21</b>	<b>23.99%</b>	

# Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	2,009	233	\$2,105.73	\$9.04	11.6%	-	29.5	12.66%	\$71.38	91.29%
search   beta   coolsculpting   exp reach	4,893	238	\$812.37	\$3.41	4.86%	-	11.5	4.83%	\$70.64	19.08%

# Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

## Top Text Ads

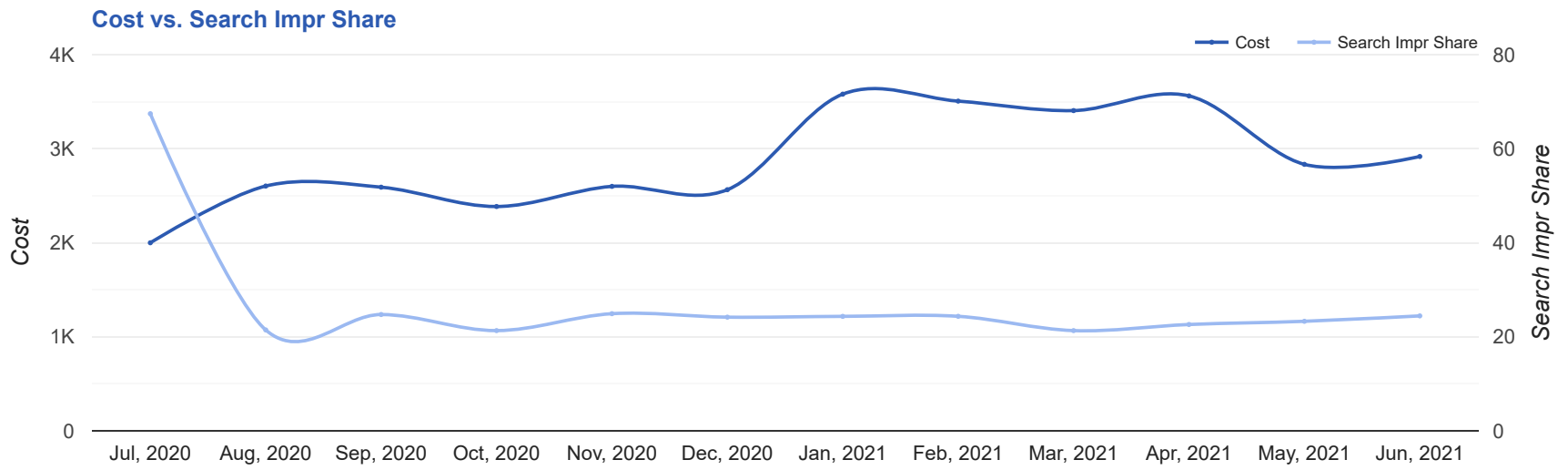
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Middleboro - Biggest CoolSculpting® Promo <a href="http://www.juliaedelmanmd.com/--/">www.juliaedelmanmd.com/--/</a> -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA	722	78	\$792.83	\$10.16	10.80%	-	8	10.26%	\$99.10
CoolSculpting® Fat Reduction - CoolSculpting in Middleboro - Biggest CoolSculpting® Promo <a href="http://www.juliaedelmanmd.com/--/">www.juliaedelmanmd.com/--/</a> -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA	90	14	\$151.90	\$10.85	15.56%	-	7.1	50.50%	\$21.49
CoolSculpting® in Middleboro - Limited Time Offer   June 2021 - Get \$1,000 Off 6+ Treatments <a href="http://www.juliaedelmanmd.com//">www.juliaedelmanmd.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	34	6	\$44.50	\$7.42	17.65%	-	4	66.67%	\$11.13
Dr. Julia Edelman - Fat Reduction in Middleboro - Non-Surgical Fat Reduction <a href="http://www.juliaedelmanmd.com/--/">www.juliaedelmanmd.com/--/</a> -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,865	92	\$302.55	\$3.29	4.93%	-	3.5	3.80%	\$86.44
CoolSculpting® Fat Reduction - CoolSculpting in Middleboro - Biggest CoolSculpting® Promo <a href="http://www.juliaedelmanmd.com/--/">www.juliaedelmanmd.com/--/</a> -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA	218	35	\$257.58	\$7.36	16.06%	-	3	8.57%	\$85.86

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2021 — 30 Jun 2021

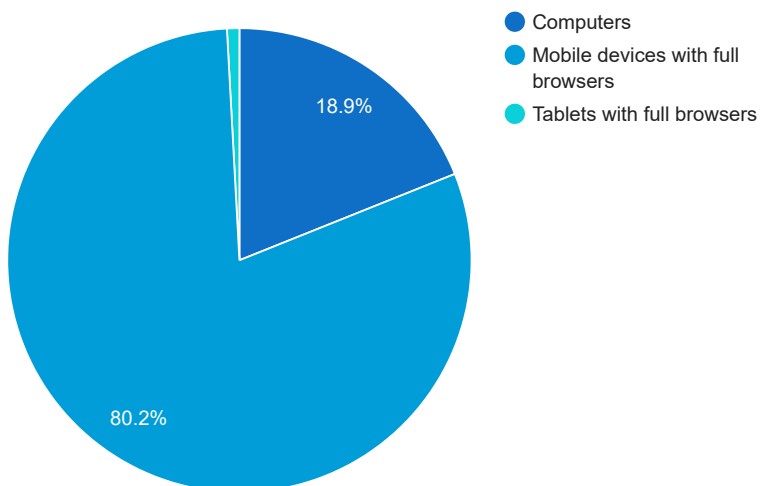
## Budget Coverage



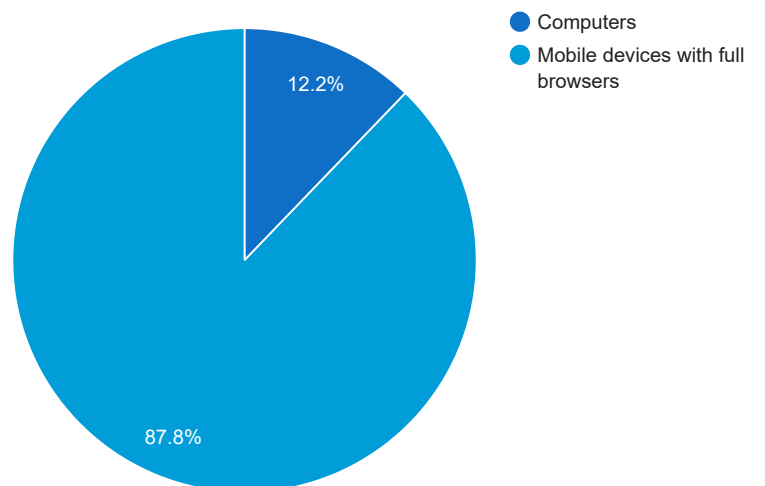
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	1,999.69	67.47
Aug, 2020	2,603.44	21.44
Sep, 2020	2,591.26	24.72
Oct, 2020	2,385.63	21.30
Nov, 2020	2,599.89	24.90
Dec, 2020	2,564.48	24.16
Jan, 2021	3,581.45	24.33
Feb, 2021	3,507.30	24.34
Mar, 2021	3,406.40	21.30
Apr, 2021	3,562.64	22.60
May, 2021	2,834.53	23.28
Jun, 2021	2,918.10	24.43

## Cost and Conversions by Device

### Cost



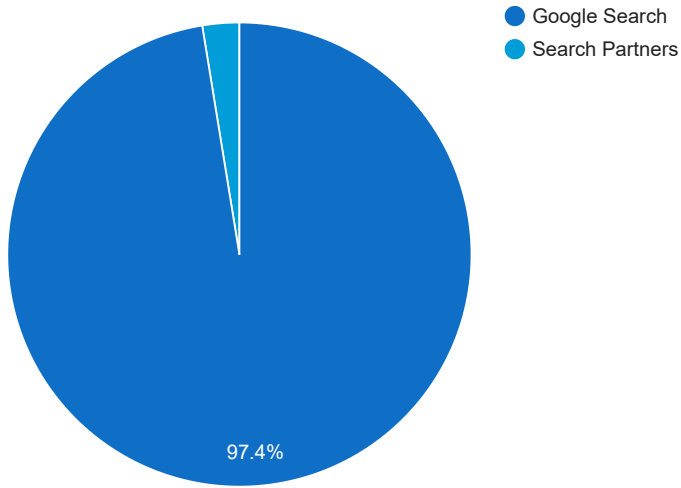
### Conversions



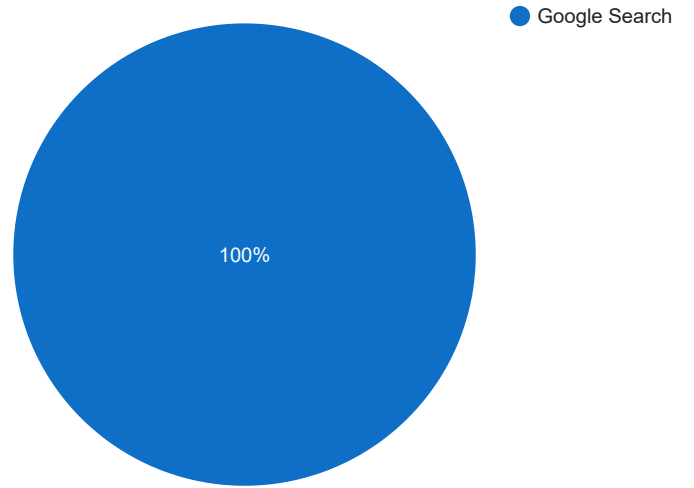
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	5,642	391	\$2,340.48	\$5.99	6.93%	-	36	9.21%	\$65.01
Computers	1,061	70	\$552.53	\$7.89	6.6%	-	5	7.14%	\$110.51
Tablets with full browsers	199	10	\$25.09	\$2.51	5.03%	-	0	0%	\$0.00

### 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	6,757	452	\$2,843.24	\$6.29	6.69%	-	41	9.07%	\$69.35
Search partners	145	19	\$74.86	\$3.94	13.1%	-	0	0%	\$0.00

# Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	CONV
Lead - Form Submit	31
Phone Call	6
Click to Call	3
Call From Ads (SQDM)	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