

**Monthly Account
Performance Report
1 Sep 2019 — 30 Sep 2019**

City Derm - Long

390-979-1282

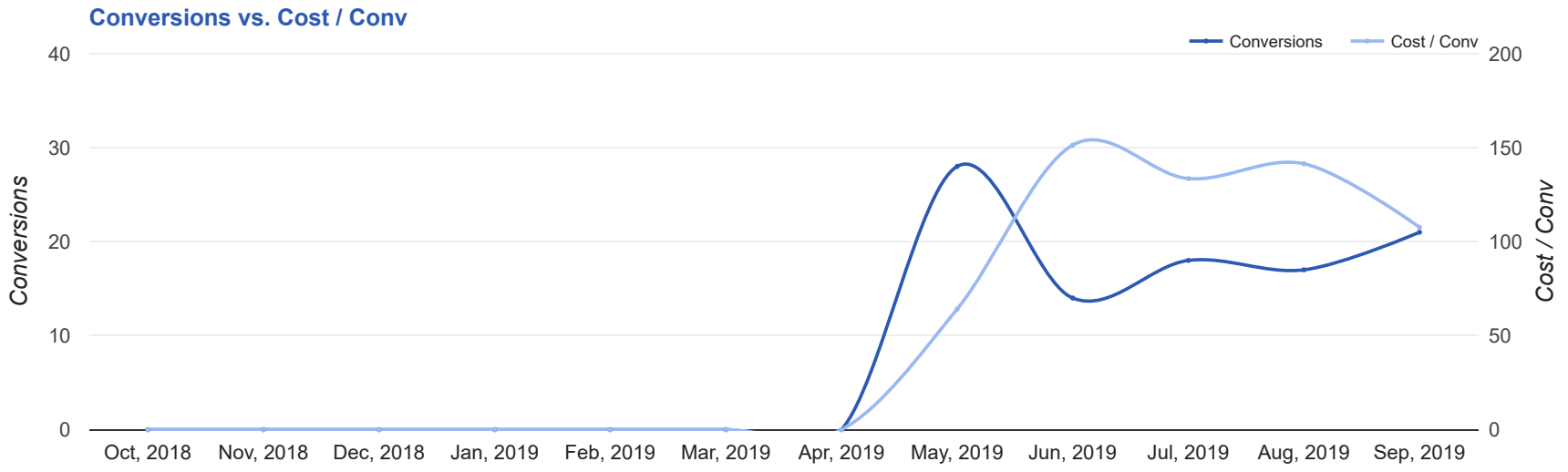
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,260	21	8.33%	\$107.64
↓ 6%	↑ 24%	↑ 88%	↓ 24%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
1 Aug 2019 — 31 Aug 2019	4,908	385	\$2,404.17	\$6.24	7.84%	1.80	17	4.42%	\$141.42
1 Sep 2019 — 30 Sep 2019	3,066	252	\$2,260.37	\$8.97	8.22%	1.60	21	8.33%	\$107.64
Change	1,842 ↓ 38%	133 ↓ 35%	\$143.80 ↓ 6%	\$2.73 ↑ 44%	0.38% ↑ 5%	0.20 ↑ 11%	4 ↑ 24%	3.91% ↑ 88%	\$33.78 ↓ 24%

Performance by Month - 1 Oct 2018 — 30 Sep 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Apr '19	233	25	\$212.16	\$8.49	10.73%	1.60	0	0%	\$0.00
May '19	1,528	174	\$1,794.62	\$10.31	11.39%	1.50	28	16.09%	\$64.09
Jun '19	1,575	214	\$2,118.94	\$9.90	13.59%	1.40	14	6.54%	\$151.35
Jul '19	4,904	359	\$2,403.68	\$6.70	7.32%	2	18	5.01%	\$133.54
Aug '19	4,908	385	\$2,404.17	\$6.24	7.84%	1.80	17	4.42%	\$141.42
Sep '19	3,066	252	\$2,260.37	\$8.97	8.22%	1.60	21	8.33%	\$107.64
Total	16,214	1,409	\$11,193.94	\$7.94	8.69%	1.80	98	6.96%	\$114.22

Campaign Summary - 1 Sep 2019 — 30 Sep 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
search beta coolsculpting	2,492	187	\$1,864.36	\$9.97	7.5%	1.50	15	8.02%	\$124.29
search beta coolsculpting OLD	371	45	\$278.98	\$6.20	12.13%	1.40	5	11.11%	\$55.80
search alpha coolsculpting	203	20	\$117.03	\$5.85	9.85%	2.50	1	5%	\$117.03

Top Keywords & Placements - 1 Sep 2019 — 30 Sep 2019

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
cool sculpting	37	7	\$124.75	\$17.82	18.92%	1.10	3	42.86%	\$41.58
how much is coolsculpting at ideal image	1	1	\$8.45	\$8.45	100.00%	1	2	200.00%	\$4.22
coolsculpting on face	1	1	\$4.24	\$4.24	100.00%	1	2	200.00%	\$2.12
cincinnati cool sculpting	1	1	\$5.06	\$5.06	100.00%	1	2	200.00%	\$2.53
coolsculpting cincinnati	3	2	\$38.29	\$19.14	66.67%	1	2	100.00%	\$19.14
cool sculpting cost	1	1	\$11.06	\$11.06	100.00%	1	1	100.00%	\$11.06
cool sculpting	49	6	\$41.90	\$6.98	12.24%	2.30	1	16.67%	\$41.90
cool sculpting pricing	1	1	\$7.30	\$7.30	100.00%	1	1	100.00%	\$7.30
coolsculpting cincinnati cost	1	1	\$23.75	\$23.75	100.00%	1	1	100.00%	\$23.75
cold sculpting cost	1	1	\$7.62	\$7.62	100.00%	1	1	100.00%	\$7.62

Top Display Placements

No Data Found for this account

Top Performing Ads - 1 Sep 2019 — 30 Sep 2019

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:25% Off CoolSculpting Cost} - No Surgery, Pain, or Downtime - Fat Reduction in Cincinnati fatfreezeer.com/ - / - -- #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Freeze Away Stubborn Belly Fat.	1,078	88	\$756.83	\$8.60	8.16%	1.50	7	7.95%	\$108.12
CoolSculpting in Cincinnati - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime fatfreezeer.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	408	28	\$351.41	\$12.55	6.86%	1.40	5	17.86%	\$70.28
{Keyword:25% Off CoolSculpting Cost} - No Surgery, Pain, or Downtime - Fat Reduction in Cincinnati fatfreezeer.com/ - / - -- #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Freeze Away Stubborn Belly Fat.	13	4	\$20.95	\$5.24	30.77%	1.10	2	50.00%	\$10.47
25% Off All CoolSculpting® - Best Price in Cincinnati - City Dermatology & Laser fatfreezeer.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	59	12	\$80.90	\$6.74	20.34%	1.30	2	16.67%	\$40.45
25% Off CoolSculpting Cost - Fat Reduction in Cincinnati - No Surgery Pain or Downtime fatfreezeer.com// #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Freeze Away Stubborn Belly Fat.	1	1	\$15.21	\$15.21	100.00%	1	1	100.00%	\$15.21

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2019 — 30 Sep 2019

Budget Coverage

Display Impr Share

0%

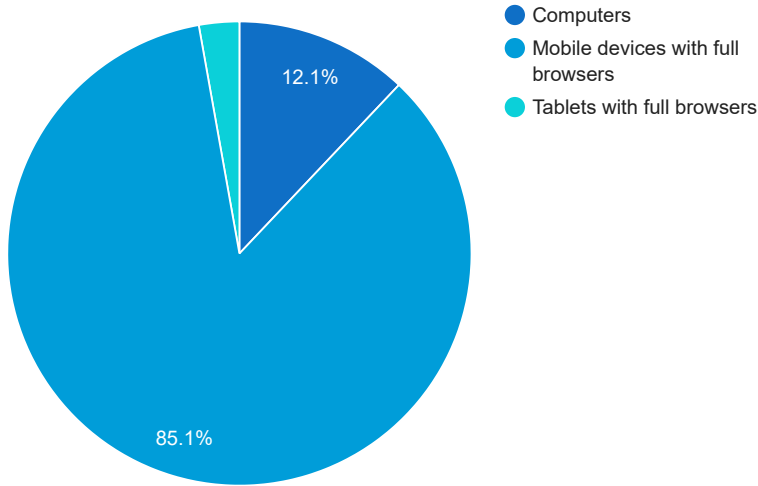
Search Impr Share

82.91%

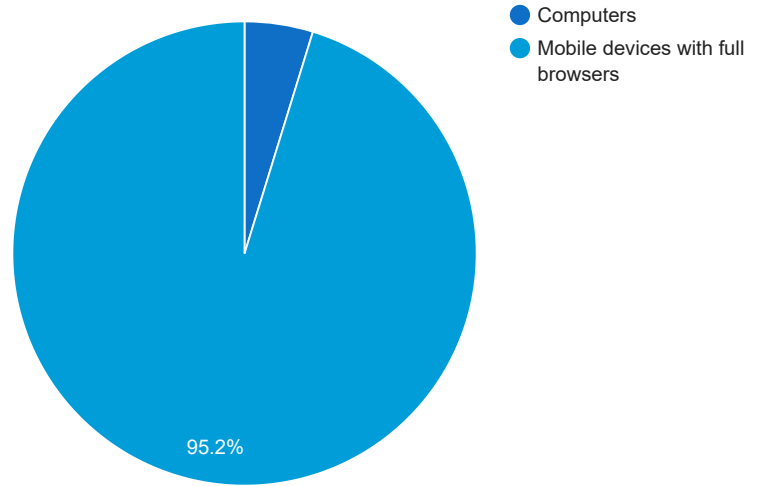
↓ 6%

Cost and Conversions by Device

Cost



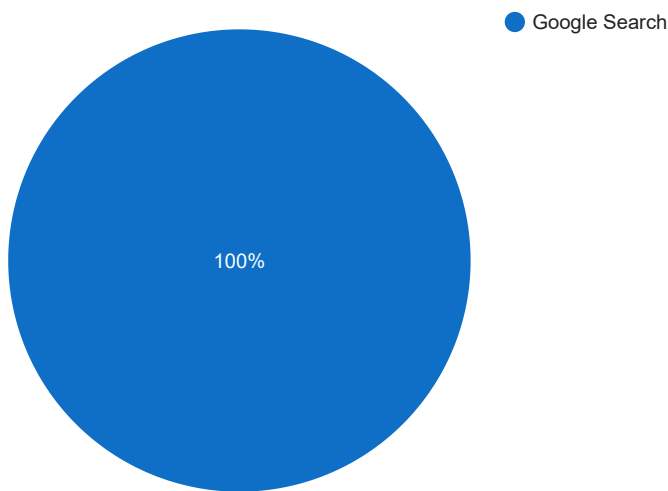
Conversions



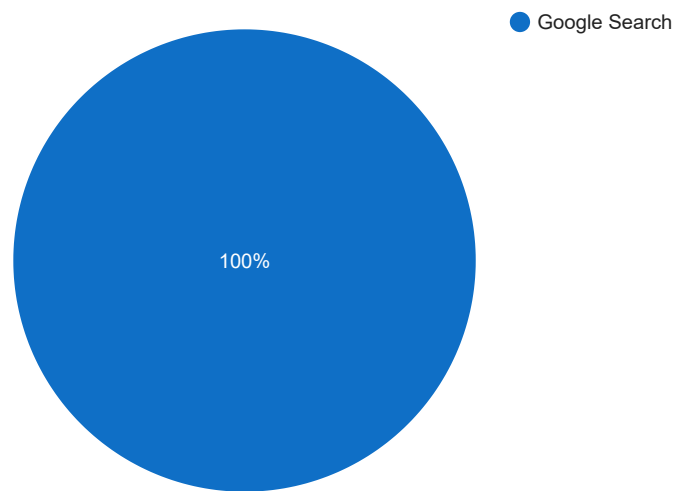
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	2,045	212	\$1,924.30	\$9.08	10.37%	1.50	20	9.43%	\$96.22
Computers	875	32	\$272.61	\$8.52	3.66%	1.70	1	3.13%	\$272.61
Tablets with full browsers	146	8	\$63.46	\$7.93	5.48%	1.60	0	0%	\$0.00

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	3,066	252	\$2,260.37	\$8.97	8.22%	1.60	21	8.33%	\$107.64

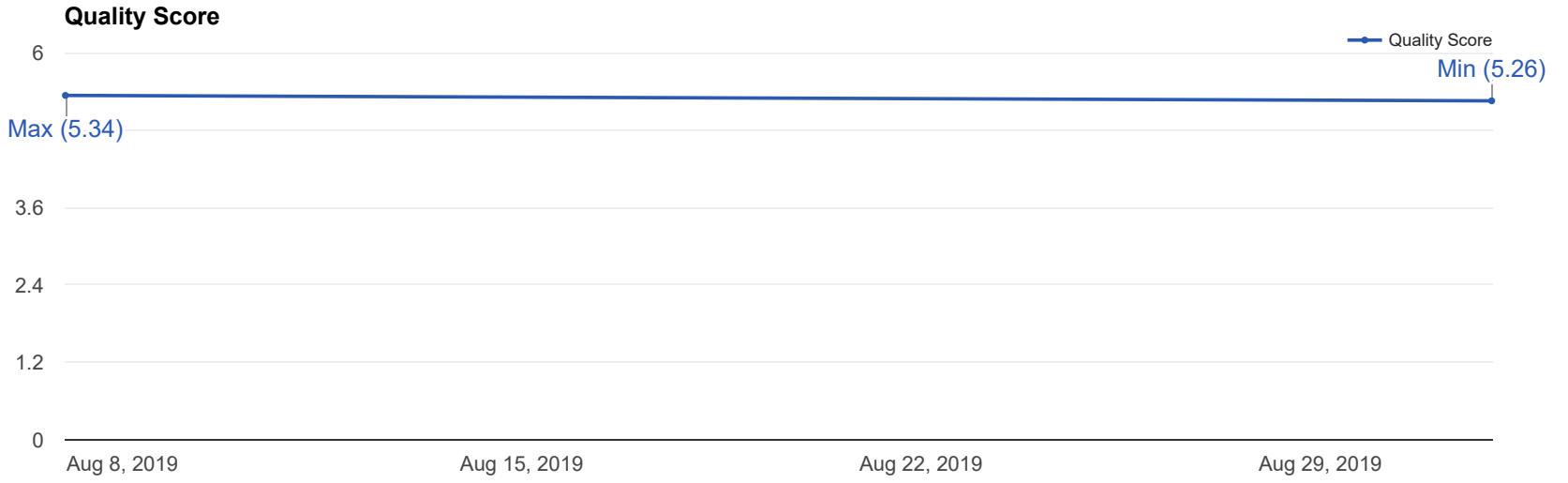
Account Health - Quality Score

Current Quality Score

4.9

Quality Score

Quality Score Trend - 1 Oct 2018 — 30 Sep 2019



Conversion Types - 1 Sep 2019 — 30 Sep 2019

CONVERSION TYPE

CONV

Form Submission

20

Calls from ads

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