

**Monthly Account
Performance Report
1 Jan 2020 — 31 Jan 2020**

Advanced Body Sculpting

187-825-5409

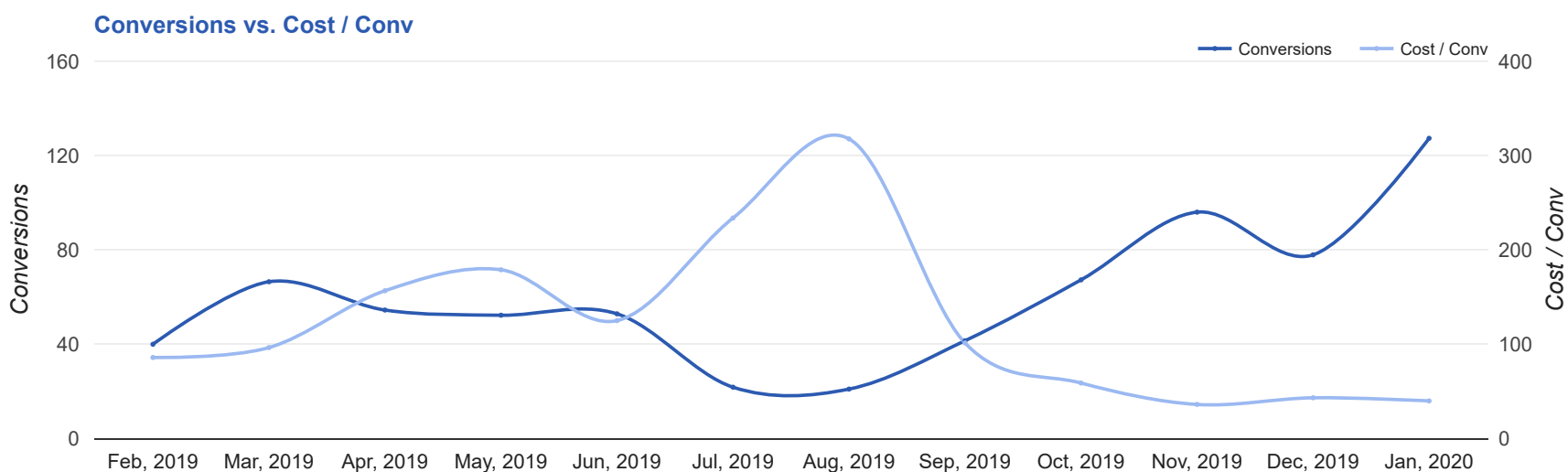
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$5,085	127.3	5.93%	\$39.94
↑ 51%	↑ 63%	↑ 9%	↓ 8%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2019 — 31 Dec 2019	16,384	1,437	\$3,372.08	\$2.35	8.77%	-	77.9	5.42%	\$43.28	54.6%
1 Jan 2020 — 31 Jan 2020	22,228	2,149	\$5,084.93	\$2.37	9.67%	-	127.3	5.93%	\$39.94	56.42%
Change	5,844 ↑ 36%	712 ↑ 50%	\$1,712.85 ↑ 51%	\$0.02 ↑ 1%	0.90% ↑ 10%	--	49.41 ↑ 63%	0.51% ↑ 9%	\$3.34 ↓ 8%	1.82% ↑ 3%

Performance by Month - 1 Feb 2019 — 31 Jan 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Feb '19	7,919	565	\$3,439.04	\$6.09	7.13%	-	40	7.08%	\$85.98	51.11%
Mar '19	22,952	1,369	\$6,415.42	\$4.69	5.96%	-	66.5	4.86%	\$96.47	34.49%
Apr '19	16,768	1,269	\$8,540.42	\$6.73	7.57%	-	54.5	4.29%	\$156.70	5%
May '19	13,443	1,252	\$9,363.99	\$7.48	9.31%	-	52.3	4.18%	\$178.94	75.75%
Jun '19	10,634	980	\$6,610.66	\$6.75	9.22%	-	52.9	5.39%	\$125.04	62.69%
Jul '19	3,625	430	\$5,095.92	\$11.85	11.86%	-	21.8	5.07%	\$233.76	88.87%
Aug '19	4,507	418	\$6,670.04	\$15.96	9.27%	-	21	5.02%	\$317.62	91.83%
Sep '19	7,584	688	\$4,206.68	\$6.11	9.07%	-	41.5	6.03%	\$101.37	70.98%
Oct '19	17,632	1,347	\$3,961.06	\$2.94	7.64%	-	67.3	4.99%	\$58.90	52.63%
Nov '19	15,667	1,218	\$3,476.48	\$2.85	7.77%	-	96	7.88%	\$36.21	54.2%
Dec '19	16,384	1,437	\$3,372.08	\$2.35	8.77%	-	77.9	5.42%	\$43.28	54.6%
Jan '20	22,228	2,149	\$5,084.93	\$2.37	9.67%	-	127.3	5.93%	\$39.94	56.42%
Total	159,343	13,122	\$66,236.72	\$5.05	8.24%	-	719	5.48%	\$92.12	26.4%

Campaign Summary - 1 Jan 2020 — 31 Jan 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta tummy tuck	7,331	706	\$984.26	\$1.39	9.63%	-	50	7.08%	\$19.69	54.87%
search beta brazilian butt lift	2,819	431	\$976.87	\$2.27	15.29%	-	38.5	8.93%	\$25.37	78.61%
search beta breast augmentation	8,798	585	\$999.93	\$1.71	6.65%	-	23.5	4.02%	\$42.55	47.26%
search beta labiaplasty	2,042	281	\$738.30	\$2.63	13.76%	-	8	2.85%	\$92.29	86.89%
search brand	421	65	\$350.00	\$5.38	15.44%	-	6.3	9.74%	\$55.29	70.88%
search beta emsculpt	598	55	\$450.92	\$8.20	9.2%	-	1	1.82%	\$450.92	95.22%
search alpha emsculpt	219	26	\$584.65	\$22.49	11.87%	-	0	0%	\$0.00	82.95%

Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

Top Text Ads

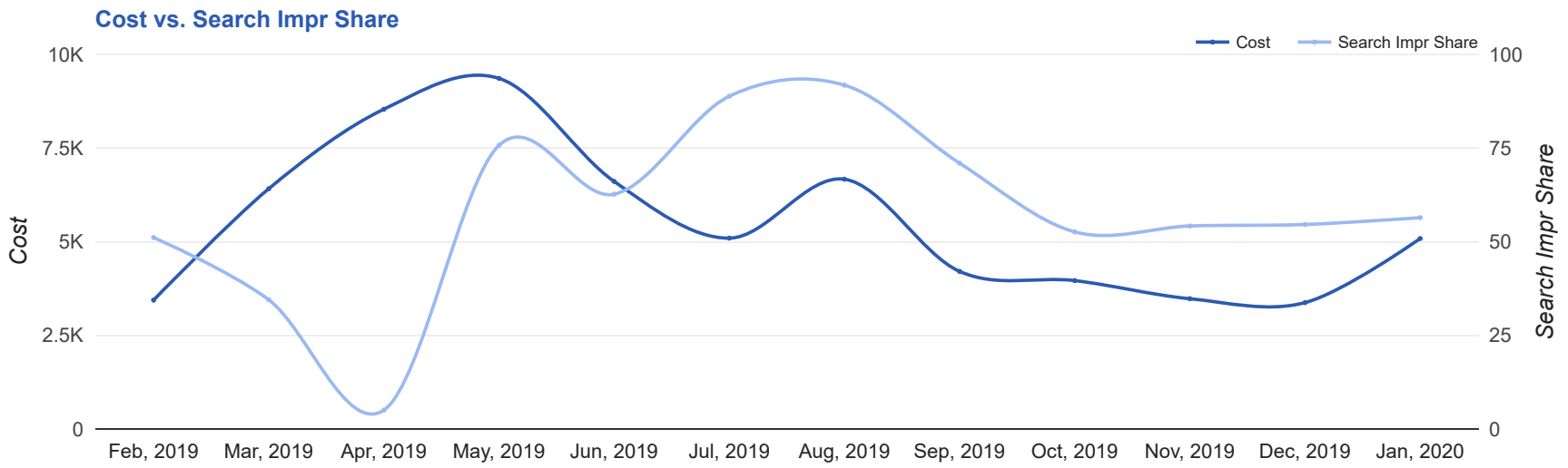
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Brazilian Butt Lift Fall River} - Best Brazilian Butt Lift Cost - Bigger, Firmer Buttocks massachusettscosmetic.com/ -- A Brazilian Butt Lift Uses Your Own Fat to Enhance the Shape and Size of Your Butt	2,306	338	\$756.80	\$2.24	14.66%	-	30.3	8.97%	\$24.95
Tummy Tuck Mommy Makeover - Cosmetic Surgeon New England - Tummy Tuck Before and After massachusettscosmetic.com// Leading Tummy Tuck Provider in New England. Top Massachusetts Surgeon. Best Abdominoplasty	2,560	246	\$409.92	\$1.67	9.61%	-	22.5	9.15%	\$18.22
{Keyword:Tummy Tuck in Massachusetts} - Save on Tummy Tuck Cost - Tighten Skin + Remove Fat massachusettscosmetic.com/ - -- Leading Tummy Tuck Provider in New England. Top Massachusetts Surgeon. Best Abdominoplasty	3,149	323	\$353.03	\$1.09	10.26%	-	15	4.64%	\$23.54
Tummy Tuck in Massachusetts - Tighten Skin + Remove Fat - Save on Tummy Tuck Cost massachusettscosmetic.com// Leading Tummy Tuck Provider in New England. Top Massachusetts Surgeon. Best Abdominoplasty	1,410	114	\$185.72	\$1.63	8.09%	-	11.5	10.09%	\$16.15
Brazilian Butt Lift Fall River - Bigger, Firmer Buttocks - Best Brazilian Butt Lift Cost massachusettscosmetic.com// A Brazilian Butt Lift Uses Your Own Fat to Enhance the Shape and Size of Your Butt	450	81	\$188.71	\$2.33	18.00%	-	8.2	10.09%	\$23.10

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2020 — 31 Jan 2020

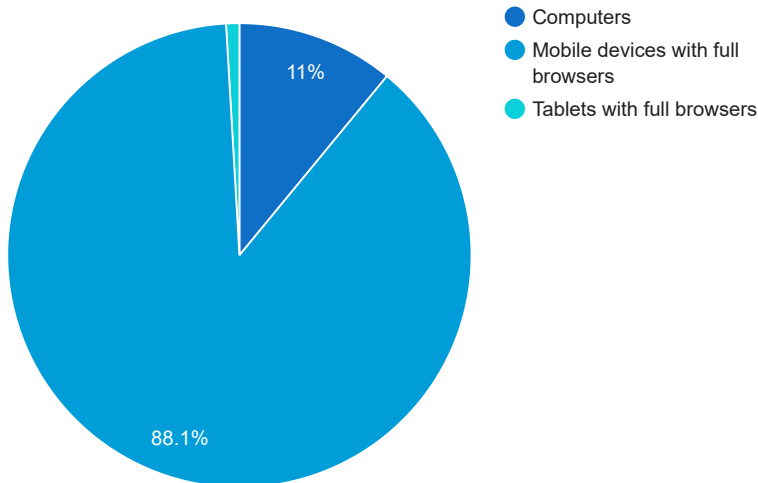
Budget Coverage



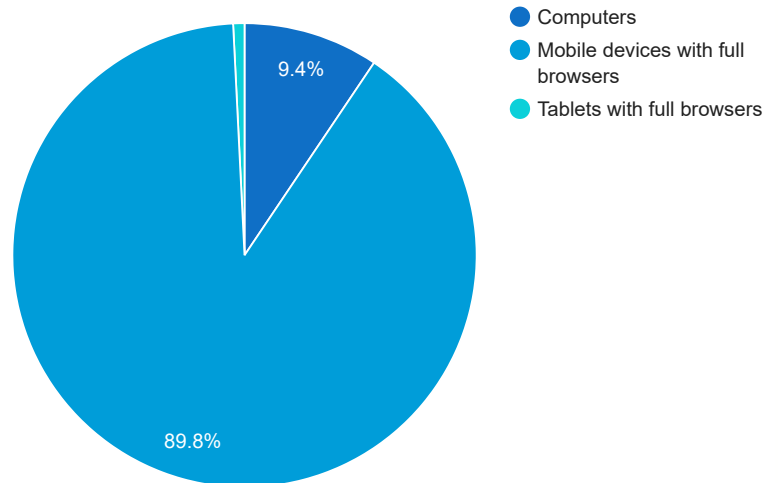
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	3,439.04	51.11
Mar, 2019	6,415.42	34.49
Apr, 2019	8,540.42	5
May, 2019	9,363.99	75.75
Jun, 2019	6,610.66	62.69
Jul, 2019	5,095.92	88.87
Aug, 2019	6,670.04	91.83
Sep, 2019	4,206.68	70.98
Oct, 2019	3,961.06	52.63
Nov, 2019	3,476.48	54.20
Dec, 2019	3,372.08	54.60
Jan, 2020	5,084.93	56.42

Cost and Conversions by Device

Cost



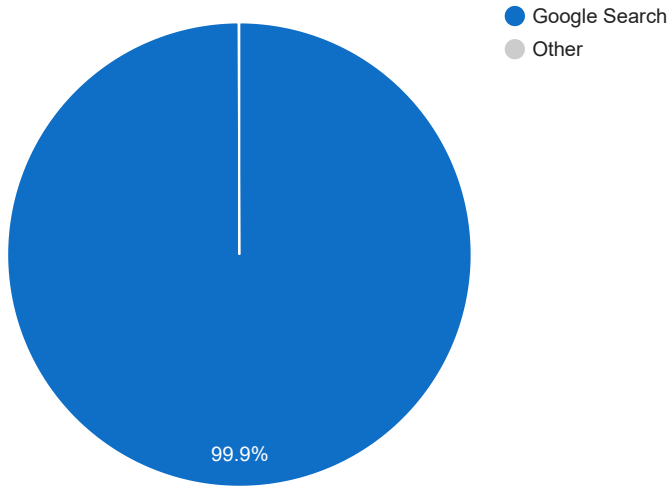
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	18,580	1,903	\$4,480.44	\$2.35	10.24%	-	114.3	6.01%	\$39.19
Computers	3,021	202	\$557.65	\$2.76	6.69%	-	12	5.94%	\$46.47
Tablets with full browsers	627	44	\$46.84	\$1.06	7.02%	-	1	2.27%	\$46.84

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	22,209	2,147	\$5,081.63	\$2.37	9.67%	-	127.3	5.93%	\$39.91
Search partners	19	2	\$3.30	\$1.65	10.53%	-	0	0%	\$0.00

Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE	CONV
Lead - Form Submit	95.3
Phone Call	28
Calls from ads	4
Breast Augmentation Lead (All Web Site Data)	0
Labiaplasty Lead (All Web Site Data)	0
Brazilian Butt Lift Lead (All Web Site Data)	0
Tummy Tuck Lead (All Web Site Data)	0

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