

**Monthly Account
Performance Report
1 Feb 2020 — 29 Feb 2020**

Advanced Body Sculpting

187-825-5409

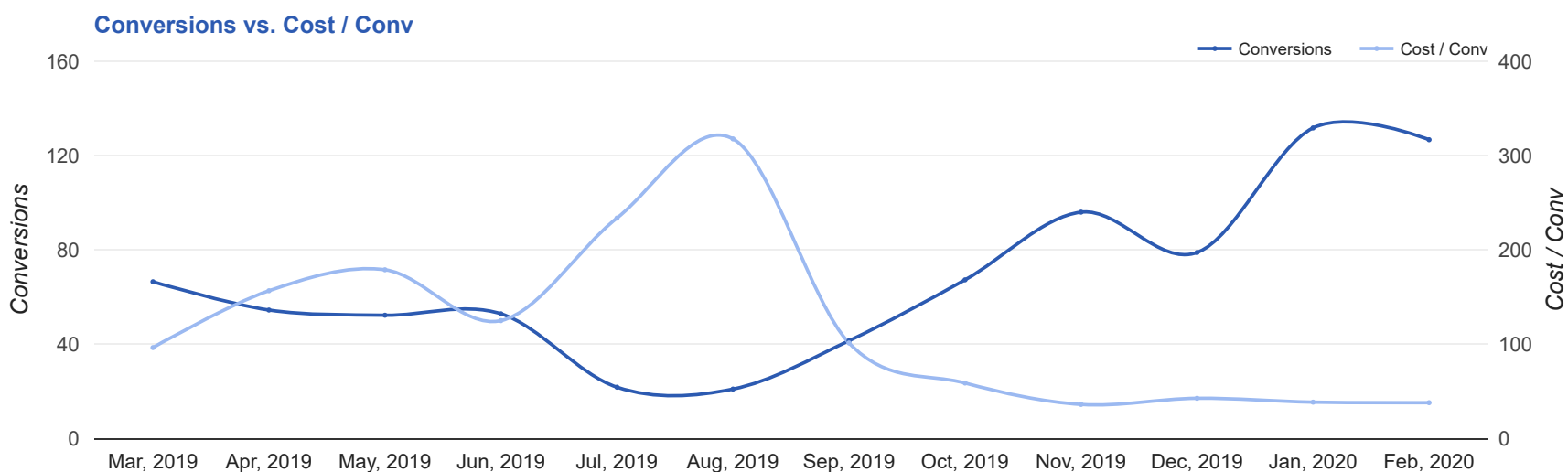
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$4,822	126.7	5.77%	\$38.06
↓ 5%	↓ 4%	↓ 6%	↓ 1%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2020 — 31 Jan 2020	22,228	2,149	\$5,084.93	\$2.37	9.67%	-	131.7	6.13%	\$38.62	56.33%
1 Feb 2020 — 29 Feb 2020	23,226	2,196	\$4,821.58	\$2.20	9.45%	-	126.7	5.77%	\$38.06	55.63%
Change	998 ↑ 4%	47 ↑ 2%	\$263.35 ↓ 5%	\$0.17 ↓ 7%	0.22% ↓ 2%	--	5.00 ↓ 4%	0.36% ↓ 6%	\$0.56 ↓ 1%	0.70% ↓ 1%

Performance by Month - 1 Mar 2019 — 29 Feb 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	78.9	5.49%	\$42.73	54.6%	
Jan '20	22,228	2,149	\$5,084.93	\$2.37	9.67%	-	131.7	6.13%	\$38.62	56.33%	
Feb '20	23,226	2,196	\$4,821.58	\$2.20	9.45%	-	126.7	5.77%	\$38.06	55.63%	
Total	174,650	14,753	\$67,619.26	\$4.58	8.45%	-	811	5.5%	\$83.38	27.73%	

Campaign Summary - 1 Feb 2020 — 29 Feb 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta tummy tuck	7,325	724	\$993.40	\$1.37	9.88%	-	46.8	6.47%	\$21.21	53.49%
search beta breast augmentation	8,722	576	\$983.01	\$1.71	6.6%	-	33	5.73%	\$29.79	47.73%
search beta brazilian butt lift	2,572	355	\$964.03	\$2.72	13.8%	-	26.8	7.56%	\$35.93	71.17%
search beta labiaplasty	3,070	394	\$730.99	\$1.86	12.83%	-	12.5	3.17%	\$58.48	78.4%
search brand	377	65	\$402.54	\$6.19	17.24%	-	5	7.69%	\$80.51	66.73%
search beta emsculpt	1,160	82	\$747.61	\$9.12	7.07%	-	2.5	3.05%	\$299.04	68.84%

Top Performing Ads - 1 Feb 2020 — 29 Feb 2020

Top Text Ads

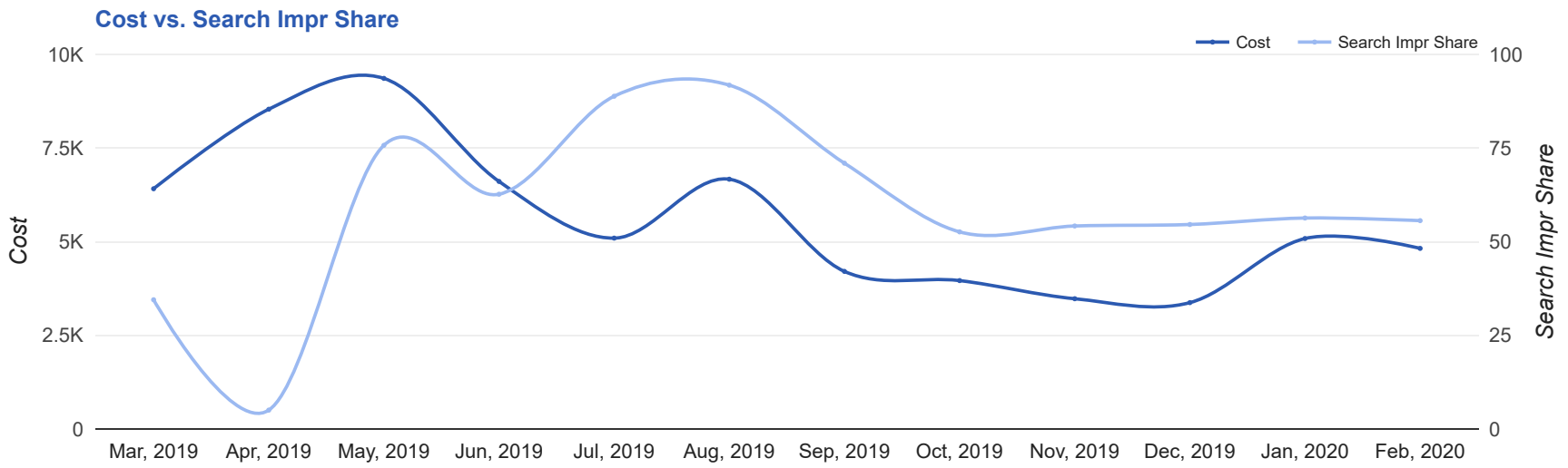
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Brazilian Butt Lift Fall River} - Best Brazilian Butt Lift Cost - Bigger, Firmer Buttocks massachusettscosmetic.com/ -- A Brazilian Butt Lift Uses Your Own Fat to Enhance the Shape and Size of Your Butt	2,117	284	\$736.98	\$2.60	13.42%	-	23.8	8.39%	\$30.93
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	2,551	250	\$380.43	\$1.52	9.80%	-	22	8.80%	\$17.29
{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	3,116	342	\$421.39	\$1.23	10.98%	-	15.7	4.58%	\$26.89
Breast Implants New England - Natural Looking Enhancement - Feel More Feminine & Confident massachusettscosmetic.com/breast_implants/ Enhance Breast Size and Shape for a Fuller, More Feminine Figure. Schedule a Consultation.	1,486	116	\$193.90	\$1.67	7.81%	-	8.4	7.28%	\$22.97
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	1,478	119	\$172.81	\$1.45	8.05%	-	7.2	6.03%	\$24.10

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2020 — 29 Feb 2020

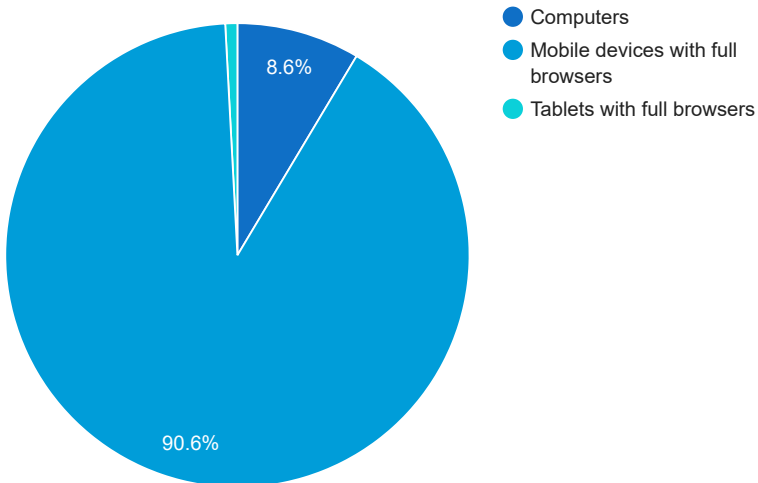
Budget Coverage



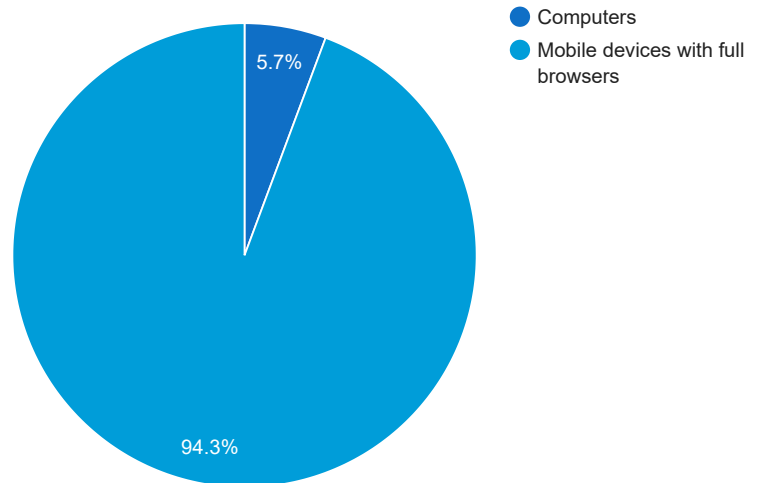
DATE	COST	SEARCH IMPR SHARE
Mar, 2019	6,415.42	34.49
Apr, 2019	8,540.42	5
May, 2019	9,363.99	75.75
Jun, 2019	6,610.66	62.69
Jul, 2019	5,095.92	88.87
Aug, 2019	6,670.04	91.83
Sep, 2019	4,206.68	70.98
Oct, 2019	3,961.06	52.63
Nov, 2019	3,476.48	54.20
Dec, 2019	3,372.08	54.60
Jan, 2020	5,084.93	56.33
Feb, 2020	4,821.58	55.63

Cost and Conversions by Device

Cost



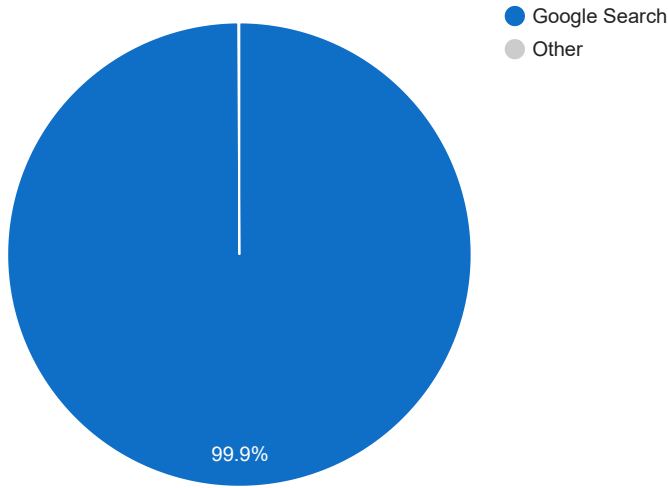
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	19,855	1,956	\$4,367.36	\$2.23	9.85%	-	119.5	6.11%	\$36.55
Computers	2,858	197	\$413.72	\$2.10	6.89%	-	7.2	3.64%	\$57.70
Tablets with full browsers	513	43	\$40.50	\$0.94	8.38%	-	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	23,219	2,194	\$4,817.37	\$2.20	9.45%	-	126.7	5.77%	\$38.03
Search partners	7	2	\$4.21	\$2.11	28.57%	-	0	0%	\$0.00

Conversion Types - 1 Feb 2020 — 29 Feb 2020

CONVERSION TYPE	CONV
Lead - Form Submit	93.7
Phone Call	29
Calls from ads	4
Brazilian Butt Lift Lead (All Web Site Data)	0
Tummy Tuck Lead (All Web Site Data)	0
Labiaplasty Lead (All Web Site Data)	0
Breast Augmentation 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