

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

Advanced Body Sculpting

187-825-5409

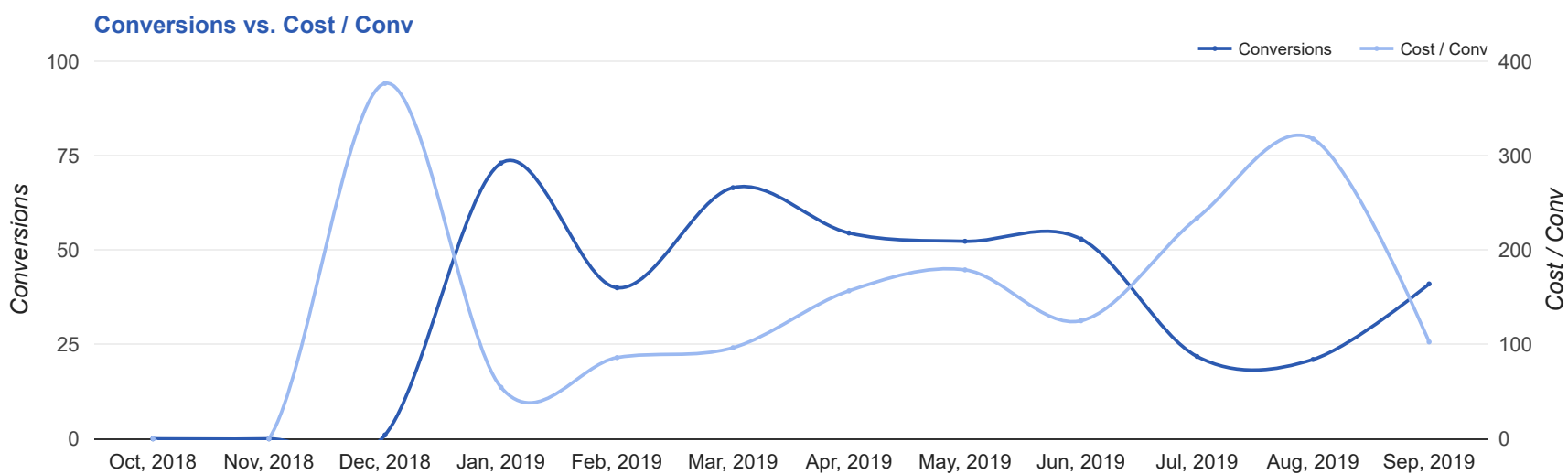
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$4,207	41	5.96%	\$102.60
↓ 37%	↑ 95%	↑ 19%	↓ 68%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
1 Aug 2019 — 31 Aug 2019	4,507	418	\$6,670.04	\$15.96	9.27%	1	21	5.02%	\$317.62
1 Sep 2019 — 30 Sep 2019	7,584	688	\$4,206.68	\$6.11	9.07%	1.80	41	5.96%	\$102.60
Change	3,077 ↑ 68%	270 ↑ 65%	\$2,463.36 ↓ 37%	\$9.85 ↓ 62%	0.20% ↓ 2%	0.80 ↓ 80%	20 ↑ 95%	0.94% ↑ 19%	\$215.02 ↓ 68%

Performance by Month - 1 Oct 2018 — 30 Sep 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Dec '18	402	35	\$376.50	\$10.76	8.71%	2.60	1	2.86%	\$376.50
Jan '19	6,946	398	\$3,985.22	\$10.01	5.73%	1.80	73	18.34%	\$54.59
Feb '19	7,919	565	\$3,439.04	\$6.09	7.13%	1.80	40	7.08%	\$85.98
Mar '19	22,952	1,369	\$6,415.42	\$4.69	5.96%	1.70	66.5	4.86%	\$96.47
Apr '19	16,768	1,269	\$8,540.42	\$6.73	7.57%	1.20	54.5	4.29%	\$156.70
May '19	13,443	1,252	\$9,363.99	\$7.48	9.31%	1	52.3	4.18%	\$178.94
Jun '19	10,634	980	\$6,610.66	\$6.75	9.22%	1.20	52.9	5.39%	\$125.04
Jul '19	3,625	430	\$5,095.92	\$11.85	11.86%	1.10	21.8	5.07%	\$233.76
Aug '19	4,507	418	\$6,670.04	\$15.96	9.27%	1.10	21	5.02%	\$317.62
Sep '19	7,584	688	\$4,206.68	\$6.11	9.07%	1.70	41	5.96%	\$102.60
Total	94,780	7,404	\$54,703.89	\$7.39	7.81%	1.40	424	5.73%	\$129.02

Campaign Summary - 1 Sep 2019 — 30 Sep 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
search beta tummy tuck	1,937	200	\$599.47	\$3.00	10.33%	1.90	13	6.5%	\$46.11
search beta breast augmentation	3,338	174	\$605.25	\$3.48	5.21%	2.10	9	5.17%	\$67.25
search beta labiaplasty	588	73	\$387.08	\$5.30	12.41%	1	7	9.59%	\$55.30
search brand	467	79	\$228.28	\$2.89	16.92%	1	5	6.33%	\$45.66
search beta coolsculpting	384	46	\$1,648.24	\$35.83	11.98%	1.40	4	8.7%	\$412.06
search beta brazilian butt lift	380	47	\$227.68	\$4.84	12.37%	1	2	4.26%	\$113.84
search beta vaginal rejuvenation	244	35	\$324.59	\$9.27	14.34%	1	1	2.86%	\$324.59
search beta thermiva	101	18	\$47.79	\$2.66	17.82%	1	0	0%	\$0.00
search beta erectile dysfunction	91	11	\$123.12	\$11.19	12.09%	1.10	0	0%	\$0.00
search beta o-shot	36	5	\$15.18	\$3.04	13.89%	1	0	0%	\$0.00
search beta low t	18	0	\$0.00	\$0.00	0%	1.10	0	0%	\$0.00

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
tummy tuck	117	20	\$54.21	\$2.71	17.09%	1.90	1.5	7.50%	\$36.14
fat transfer breast augmentation boston	1	1	\$1.90	\$1.90	100.00%	1	1	100.00%	\$1.90
boob job costs	7	3	\$5.96	\$1.99	42.86%	1	1	33.33%	\$5.96
what is the cost of coolsculpting a chin	1	1	\$23.48	\$23.48	100.00%	1	1	100.00%	\$23.48
vaginal rejuvenation cheap	1	1	\$5.98	\$5.98	100.00%	1	1	100.00%	\$5.98
tummy tuck at 250 pounds	1	2	\$6.78	\$3.39	200.00%	1	1	50.00%	\$6.78
dr lowneys	2	1	\$8.46	\$8.46	50.00%	1	1	100.00%	\$8.46
tummy tuck in massachusetts	1	1	\$1.23	\$1.23	100.00%	1	1	100.00%	\$1.23
average price of lipo and tummy tuck	1	1	\$5.58	\$5.58	100.00%	1	1	100.00%	\$5.58
how much for a tummy tuck near me	1	1	\$1.96	\$1.96	100.00%	1	1	100.00%	\$1.96

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: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	703	75	\$187.24	\$2.50	10.67%	1.80	6	8.00%	\$31.21
Top Labiaplasty Surgeon - Restore Inner Lips of Vulva - Labiaplasty Before and After massachusettscosmetic.com/ -- / -- See Labiaplasty Before & After Pictures, Read Reviews, and Save Big On Labiaplasty Cost.	357	42	\$180.74	\$4.30	11.76%	1	5	11.90%	\$36.15
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	578	56	\$194.93	\$3.48	9.69%	1.90	4.6	8.21%	\$42.38
Freeze Off Your Stubborn Fat - #1 CoolSculpting Provider - Fat Freezing in Fall River MA massachusettscosmetic.com/ -- / -- CoolSculpting Targets Unwanted Fat That Resists Diet & Exercise. Long Lasting Results.	320	44	\$1,620.65	\$36.83	13.75%	1.50	4	9.09%	\$405.16
{Keyword:Breast Implants New England} - Breast Augmentation - Feel More Feminine & Confident massachusettscosmetic.com/ -- / -- Enhance Breast Size and Shape for a Fuller, More Feminine Figure. Schedule a Consultation.	1,942	94	\$336.13	\$3.58	4.84%	2	4	4.26%	\$84.03

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2019 — 30 Sep 2019

Budget Coverage

Display Impr Share

0%

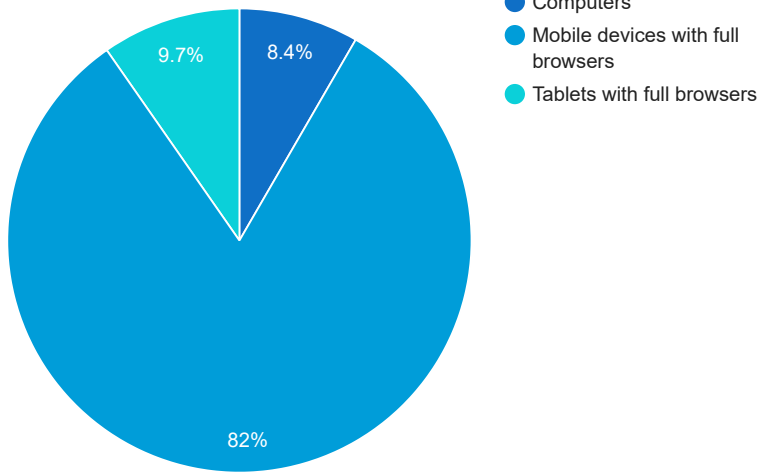
Search Impr Share

70.82%

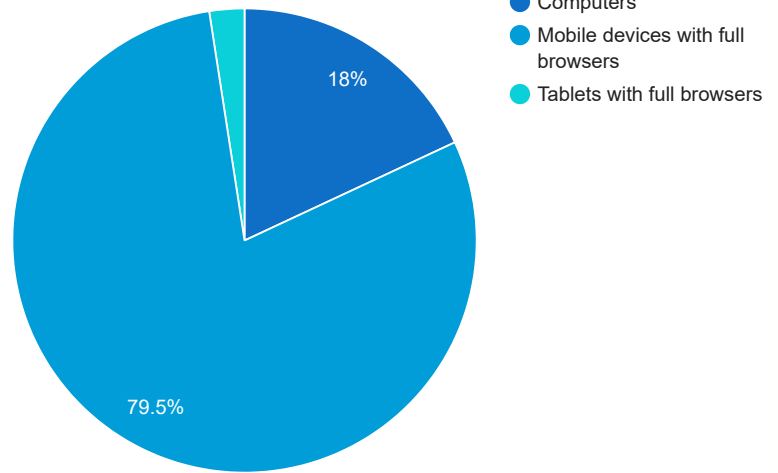
↓ 23%

Cost and Conversions by Device

Cost



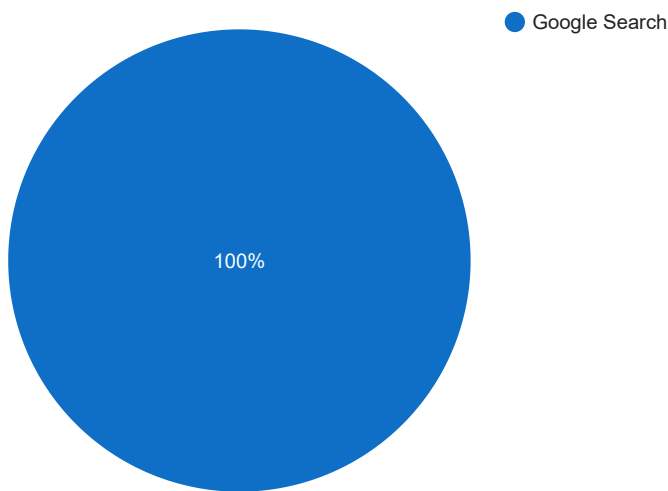
Conversions



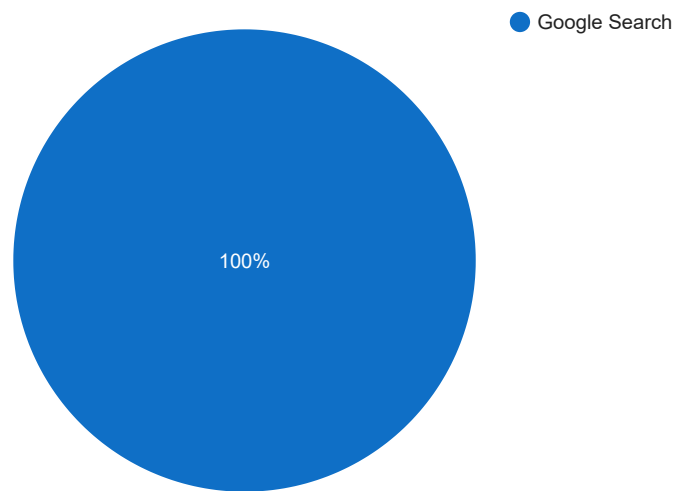
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	6,174	605	\$3,447.81	\$5.70	9.8%	1.80	32.6	5.39%	\$105.76
Tablets with full browsers	335	25	\$407.44	\$16.30	7.46%	1.70	1	4%	\$407.44
Computers	1,075	58	\$351.43	\$6.06	5.4%	1.70	7.4	12.76%	\$47.49

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	7,584	688	\$4,206.68	\$6.11	9.07%	1.80	41	5.96%	\$102.60

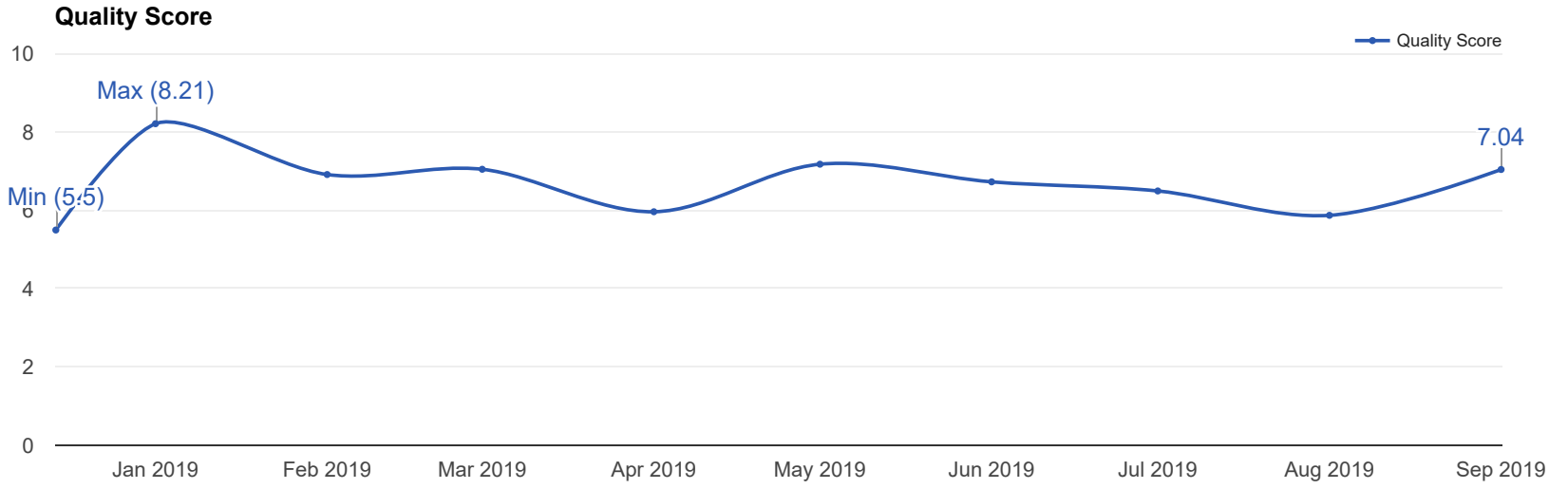
Account Health - Quality Score

Current Quality Score

7.1

Quality Score

Quality Score Trend - 1 Oct 2018 — 30 Sep 2019



Conversion Types - 1 Sep 2019 — 30 Sep 2019

CONVERSION TYPE	CONV
Lead - Form Submit	34
Phone Call	6
Calls from ads	1
CoolSculpting Lead (All Web Site Data)	0
Breast Augmentation Lead (All Web Site Data)	0
Brazilian Butt Lift Lead (All Web Site Data)	0
Tummy Tuck Lead (All Web Site Data)	0
Labiaplasty Lead (All Web Site Data)	0
Vaginal Rejuvenation 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