

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

Forever Young Wisconsin

187-450-6617

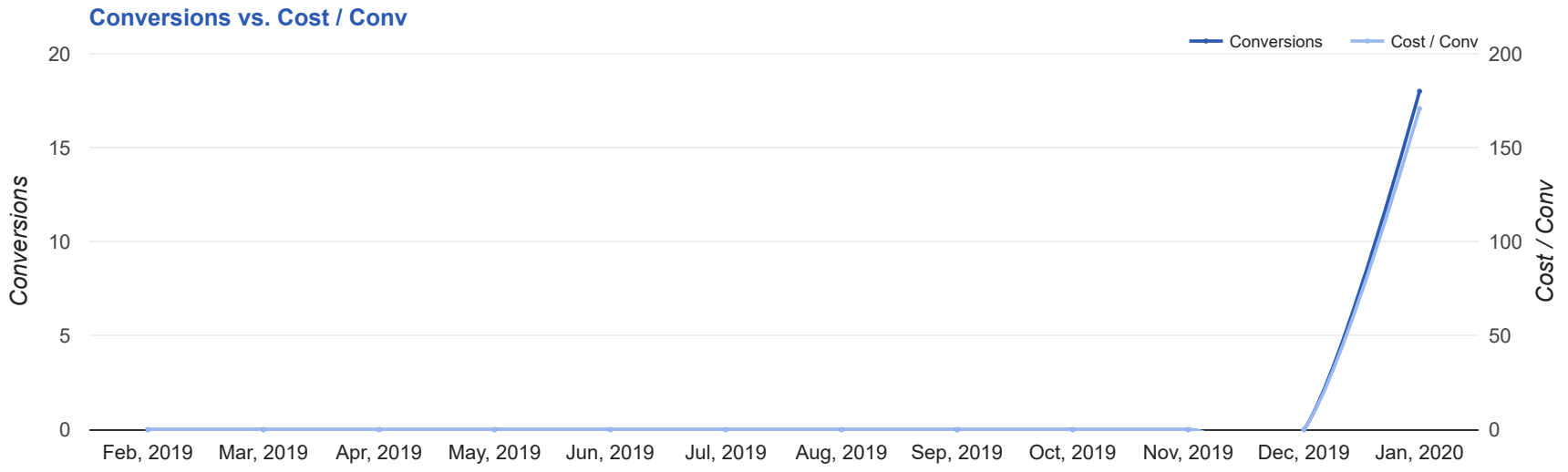
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,074	18	7.83%	\$170.80
↑ 188%	↑ ∞	↑ ∞	↑ ∞

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	892	63	\$1,068.05	\$16.95	7.06%	-	0	0%	\$0.00	76.44%
1 Jan 2020 — 31 Jan 2020	2,533	230	\$3,074.38	\$13.37	9.08%	-	18	7.83%	\$170.80	80.75%
Change	1,641 ↑ 184%	167 ↑ 265%	\$2,006.33 ↑ 188%	\$3.58 ↓ 21%	2.02% ↑ 29%	--	18 ↑ ∞%	7.83% ↑ ∞%	\$170.80 ↑ ∞%	4.31% ↑ 6%

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
Dec '19	892	63	\$1,068.05	\$16.95	7.06%	-	0	0%	\$0.00	76.44%
Jan '20	2,533	230	\$3,074.38	\$13.37	9.08%	-	18	7.83%	\$170.80	80.75%
Total	3,425	293	\$4,142.43	\$14.14	8.55%	-	18	6.14%	\$230.14	79.58%

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 coolsculpting	1,515	107	\$1,995.61	\$18.65	7.06%	-	11	10.28%	\$181.42	74.08%
search beta emsculpt	321	49	\$332.31	\$6.78	15.26%	-	6.7	13.61%	\$49.82	96.11%
search alpha emsculpt	76	8	\$19.85	\$2.48	10.53%	-	0.3	4.13%	\$60.15	92.68%
search alpha coolsculpting	310	26	\$455.56	\$17.52	8.39%	-	0	0%	\$0.00	86.83%
search beta emtone	175	27	\$188.77	\$6.99	15.43%	-	0	0%	\$0.00	96.15%
search beta brand	136	13	\$82.28	\$6.33	9.56%	-	0	0%	\$0.00	99.27%

Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

Top Text Ads

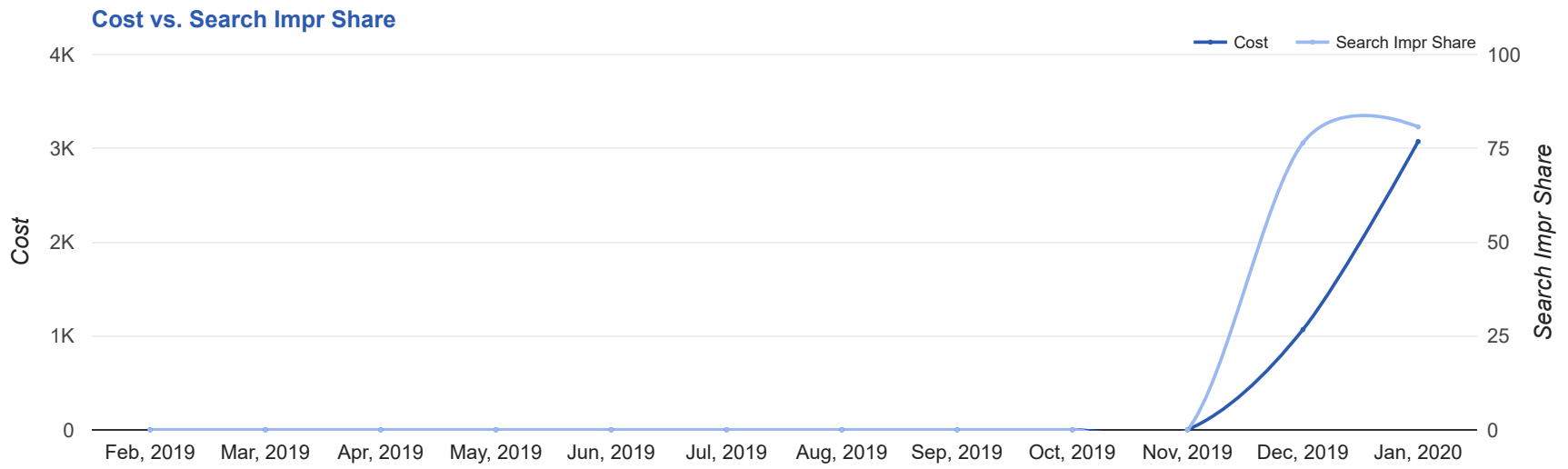
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Milwaukee - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime foreveryoungwisconsin.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	384	33	\$700.33	\$21.22	8.59%	-	7	21.21%	\$100.05
#1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Forever Young foreveryoungwisconsin.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	176	14	\$310.88	\$22.21	7.95%	-	2	14.29%	\$155.44
Body Contouring with Emsculpt - Top Provider in Milwaukee - New Client Specials foreveryoungwisconsin.com/ Frustrated By Stubborn Bulges? Melt Them Away and Build Muscle with Emsculpting.	77	12	\$67.08	\$5.59	15.58%	-	1.3	11.08%	\$50.44
{Keyword:Best Price in Milwaukee} - Forever Young - Top Provider in Milwaukee foreveryoungwisconsin.com/--/-- Sit Back, Relax, and Let the Stubborn Fat Melt Away. Emsculpt® Treatments Take 30 Minutes.	98	19	\$90.67	\$4.77	19.39%	-	1.3	7.00%	\$68.17
Body Contouring with Emsculpt - Top Provider in Milwaukee - New Client Specials foreveryoungwisconsin.com/ Frustrated By Stubborn Bulges? Melt Them Away and Build Muscle with Emsculpting.	8	2	\$2.56	\$1.28	25.00%	-	1	50.00%	\$2.56

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2020 — 31 Jan 2020

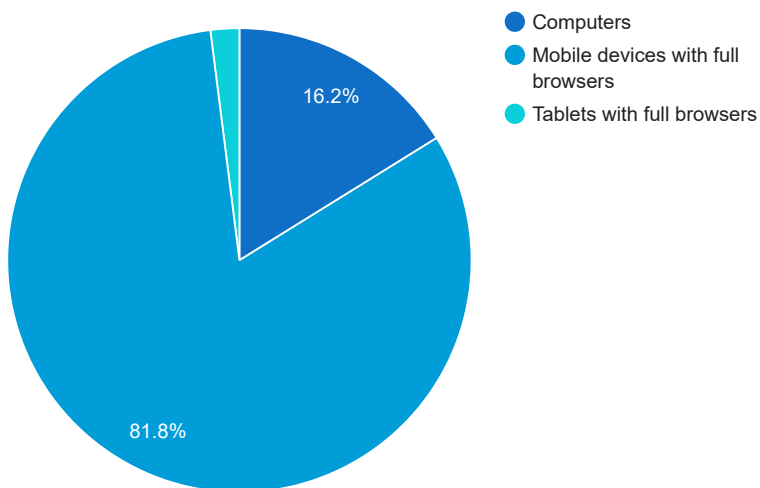
Budget Coverage



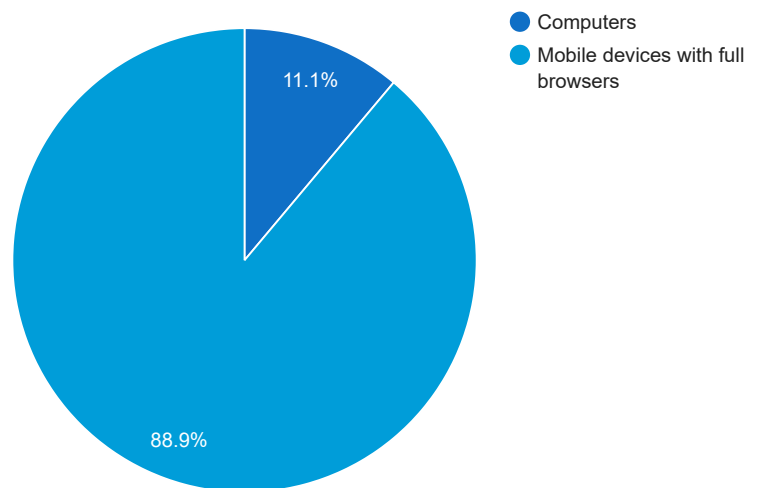
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	1,068.05	76.44
Jan, 2020	3,074.38	80.75

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	1,883	185	\$2,515.75	\$13.60	9.82%	-	16	8.65%	\$157.23
Computers	582	39	\$496.99	\$12.74	6.7%	-	2	5.13%	\$248.50
Tablets with full browsers	68	6	\$61.64	\$10.27	8.82%	-	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	2,533	230	\$3,074.38	\$13.37	9.08%	-	18	7.83%	\$170.80

Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE

CONV

Form Submission

17

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