

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

Forever Young Wisconsin

187-450-6617

Key Performance Indicators (KPIs)

Cost

\$5,653

↑ 84%

Conv

40

↑ 122%

Conv Rate

8.85%

↑ 13%

Cost / Conv

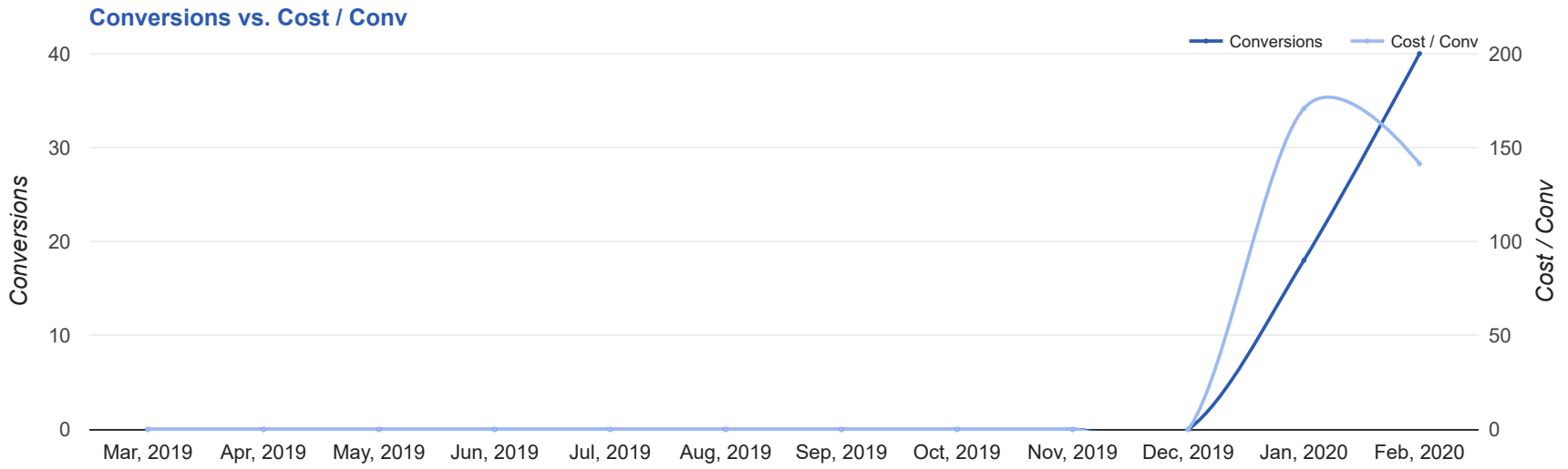
\$141.32

↓ 17%

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	2,533	230	\$3,074.38	\$13.37	9.08%	-	18	7.83%	\$170.80	80.75%
1 Feb 2020 — 29 Feb 2020	4,313	452	\$5,652.66	\$12.51	10.48%	-	40	8.85%	\$141.32	86.12%
Change	1,780 ↑ 70%	222 ↑ 97%	\$2,578.28 ↑ 84%	\$0.86 ↓ 6%	1.40% ↑ 15%	--	22 ↑ 122%	1.02% ↑ 13%	\$29.48 ↓ 17%	5.37% ↑ 7%

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
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%
Feb '20	4,313	452	\$5,652.66	\$12.51	10.48%	-	40	8.85%	\$141.32	86.12%
Total	7,738	745	\$9,795.09	\$13.15	9.63%	-	58	7.79%	\$168.88	83.1%

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 coolsculpting	2,718	260	\$4,030.59	\$15.50	9.57%	-	23	8.85%	\$175.24	82.33%
search beta brand	259	42	\$171.21	\$4.08	16.22%	-	9	21.43%	\$19.02	89.31%
search beta emsculpt	601	73	\$1,031.27	\$14.13	12.15%	-	5	6.85%	\$206.25	89.65%
search beta emtone	735	77	\$419.59	\$5.45	10.48%	-	3	3.9%	\$139.86	98.39%

Top Performing Ads - 1 Feb 2020 — 29 Feb 2020

Top Text Ads

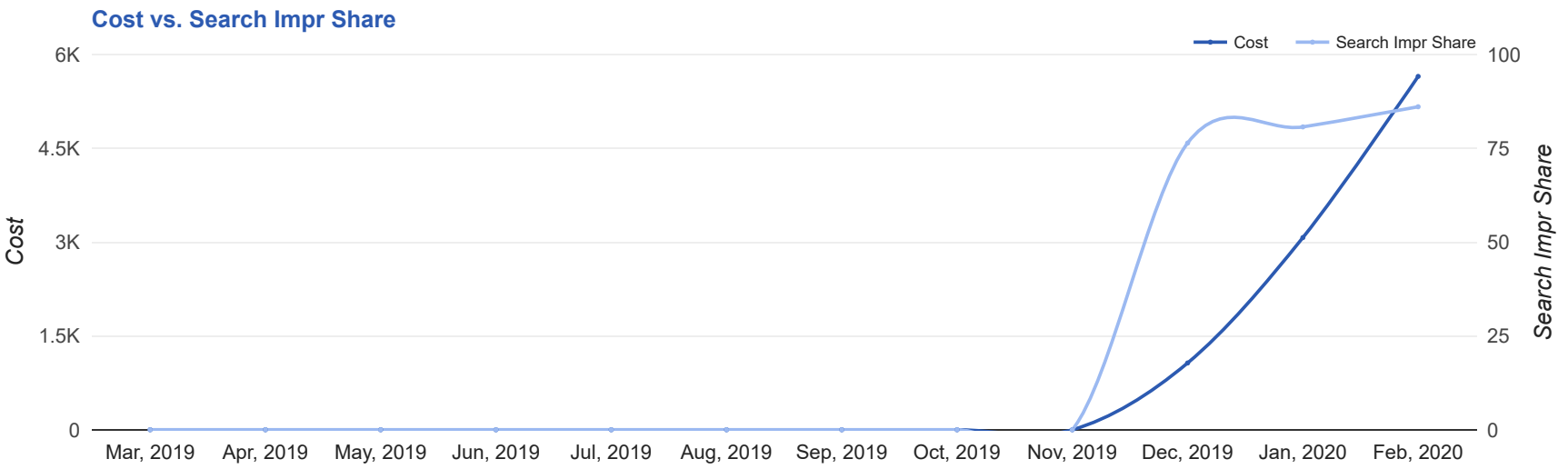
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Milwaukee - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime foreveryoungwisconsin.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	799	87	\$1,405.18	\$16.15	10.89%	-	9	10.34%	\$156.13
Forever Young Wisconsin - Look & Feel Your Best - See Our Glowing Reviews foreveryoungwisconsin.com/--/-- Top Anti-Aging & Weight Loss Center. Experienced, Certified Staff. 1000s of Happy Clients.	137	19	\$53.73	\$2.83	13.87%	-	5.7	29.89%	\$9.46
25% Off All CoolSculpting® - Forever Young - #1 Provider in Milwaukee foreveryoungwisconsin.com/coolsculpting/ #1 CoolSculpting Deal. Freeze Fat. Top Provider in Milwaukee, WI. Free Consult.	606	46	\$982.58	\$21.36	7.59%	-	4	8.70%	\$245.65
#1 Provider in Milwaukee - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® foreveryoungwisconsin.com/coolsculpting/milwaukee #1 CoolSculpting Deal. Freeze Fat. Top Provider in Milwaukee, WI. Free Consult.	436	36	\$569.28	\$15.81	8.26%	-	3	8.33%	\$189.76
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.	101	9	\$160.97	\$17.89	8.91%	-	2	22.22%	\$80.48

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2020 — 29 Feb 2020

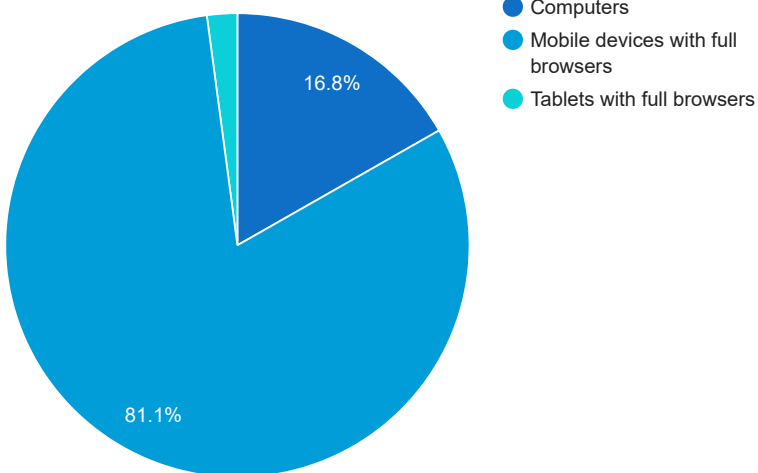
Budget Coverage



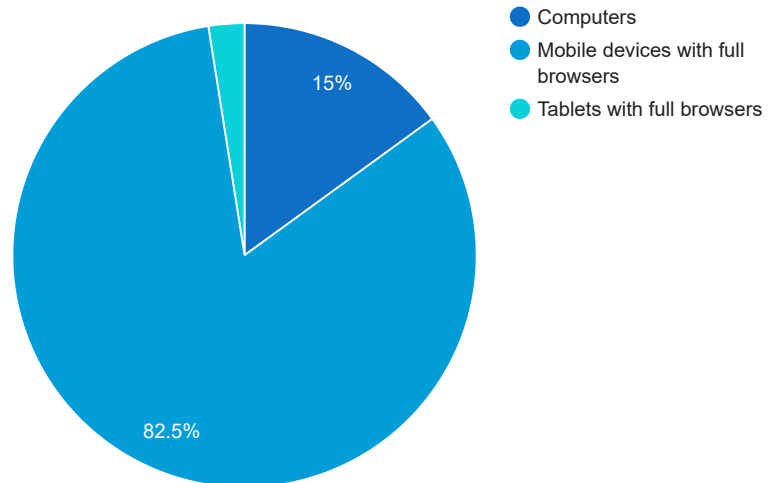
DATE	COST	SEARCH IMPR SHARE
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	1,068.05	76.44
Jan, 2020	3,074.38	80.75
Feb, 2020	5,652.66	86.12

Cost and Conversions by Device

Cost



Conversions



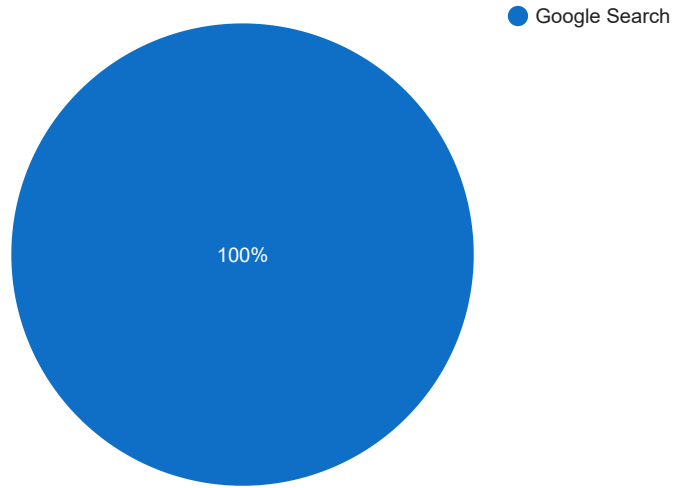
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	3,368	363	\$4,586.05	\$12.63	10.78%	-	33	9.09%	\$138.97
Computers	828	73	\$947.42	\$12.98	8.82%	-	6	8.22%	\$157.90
Tablets with full browsers	117	16	\$119.19	\$7.45	13.68%	-	1	6.25%	\$119.19

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	4,313	452	\$5,652.66	\$12.51	10.48%	-	40	8.85%	\$141.32

Conversion Types - 1 Feb 2020 — 29 Feb 2020

CONVERSION TYPE

CONV

Form Submission

36

Calls from Ads

4

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