

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

Forever Young Wisconsin

187-450-6617

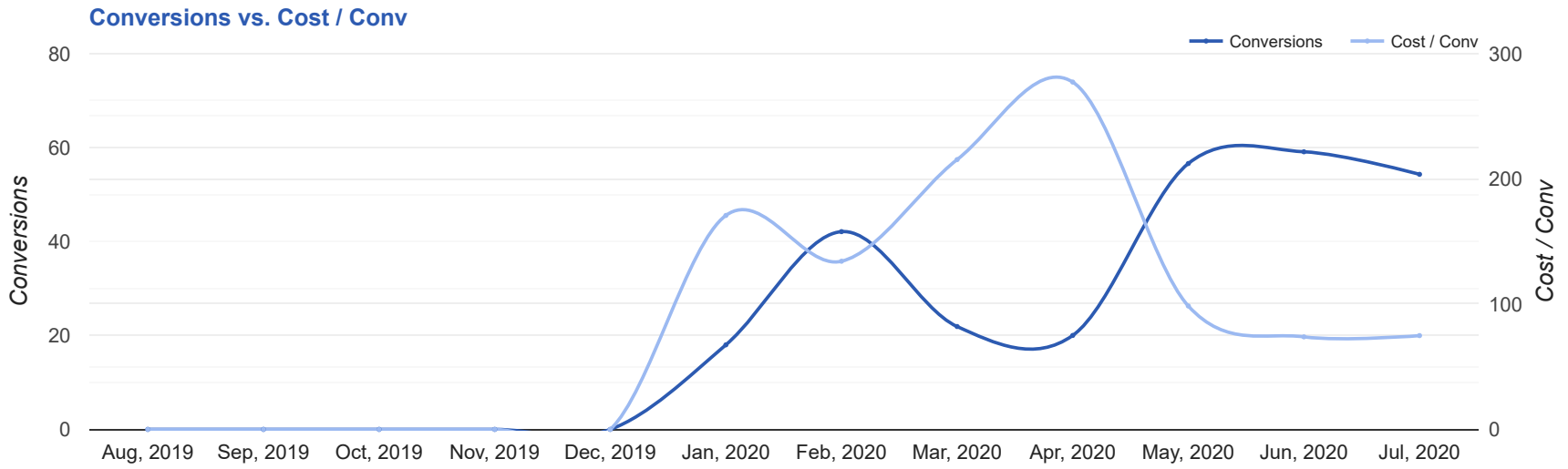
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$4,065	54.3	7%	\$74.87
↓ 7%	↓ 8%	↓ 13%	↑ 1%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jun 2020 — 30 Jun 2020	9,344	731	\$4,367.72	\$5.97	7.82%	-	59.1	8.09%	\$73.88	50.88%
1 Jul 2020 — 31 Jul 2020	12,264	776	\$4,064.61	\$5.24	6.33%	-	54.3	7%	\$74.87	36.73%
Change	2,920 ↑ 31%	45 ↑ 6%	\$303.11 ↓ 7%	\$0.73 ↓ 12%	1.49% ↓ 19%	--	4.83 ↓ 8%	1.09% ↓ 13%	\$0.99 ↑ 1%	14.15% ↓ 28%

Performance by Month - 1 Aug 2019 — 31 Jul 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%	-	42.1	9.32%	\$134.24	86.12%
Mar '20	3,023	271	\$4,714.72	\$17.40	8.96%	-	21.9	8.08%	\$215.38	80.03%
Apr '20	10,128	666	\$5,545.63	\$8.33	6.58%	-	20	3%	\$277.28	27.83%
May '20	7,571	620	\$5,575.33	\$8.99	8.19%	-	56.6	9.13%	\$98.52	56.53%
Jun '20	9,344	731	\$4,367.72	\$5.97	7.82%	-	59.1	8.09%	\$73.88	50.88%
Jul '20	12,264	776	\$4,064.61	\$5.24	6.33%	-	54.3	7%	\$74.87	36.73%
Total	50,068	3,809	\$34,063.10	\$8.94	7.61%	-	272	7.14%	\$125.23	43.68%

Campaign Summary - 1 Jul 2020 — 31 Jul 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	6,775	492	\$2,960.05	\$6.02	7.26%	-	42.3	8.6%	\$69.99	37.7%
search beta hair restoration	5,164	237	\$967.74	\$4.08	4.59%	-	9	3.8%	\$107.53	34.29%
search beta emtone	233	37	\$106.94	\$2.89	15.88%	-	2	5.41%	\$53.47	91.13%
search beta brand	92	10	\$29.88	\$2.99	10.87%	-	1	10%	\$29.88	98.89%

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

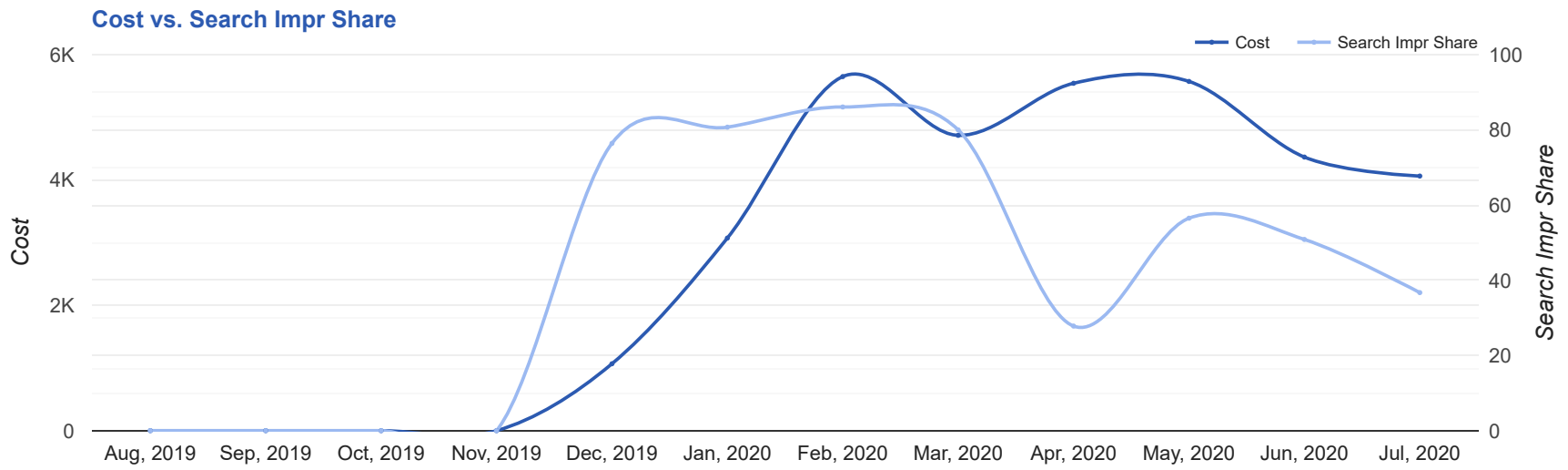
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Forever Young} - CoolSculpting in Shorewood - #1 CoolSculpting Deal 25% Off foreveryoungwisconsin.com/coolsculpting/milwaukee Is Freezing Fat Right For You? Book a Free Virtual CoolSculpting Consultation Today	567	101	\$465.12	\$4.61	17.81%	-	10.1	9.98%	\$46.14
{Keyword:Forever Young} - CoolSculpting in Shorewood - #1 CoolSculpting Deal 25% Off foreveryoungwisconsin.com/coolsculpting/milwaukee Is Freezing Fat Right For You? Book a Free Virtual CoolSculpting Consultation Today	1,078	90	\$621.66	\$6.91	8.35%	-	8	8.86%	\$78.00
CoolSculpting in Milwaukee - Fat Reduction Treatment - Book A Virtual Consultation foreveryoungwisconsin.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	387	45	\$359.94	\$8.00	11.63%	-	6.1	13.60%	\$58.81
Forever Young - CoolSculpting in Shorewood - #1 CoolSculpting Deal 25% Off foreveryoungwisconsin.com/coolsculpting/milwaukee Is Freezing Fat Right For You? Book a Free Virtual CoolSculpting Consultation Today	1,593	67	\$284.38	\$4.24	4.21%	-	5.4	8.10%	\$52.37
{Keyword:Forever Young} - Non-Surgical Hair Restoration - Natural Looking Results foreveryoungwisconsin.com/--/ Customized Hair Restoration Solution. Stop Thinning Hair and Restore Hair Growth	3,374	152	\$581.75	\$3.83	4.51%	-	5	3.29%	\$116.35

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

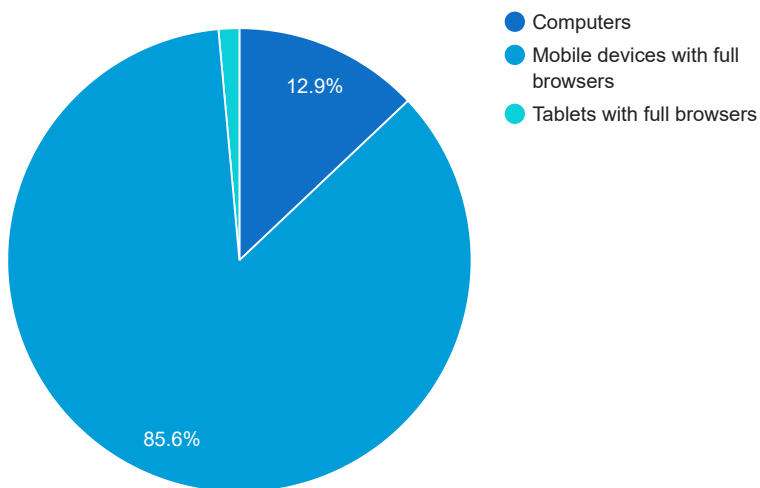
Budget Coverage



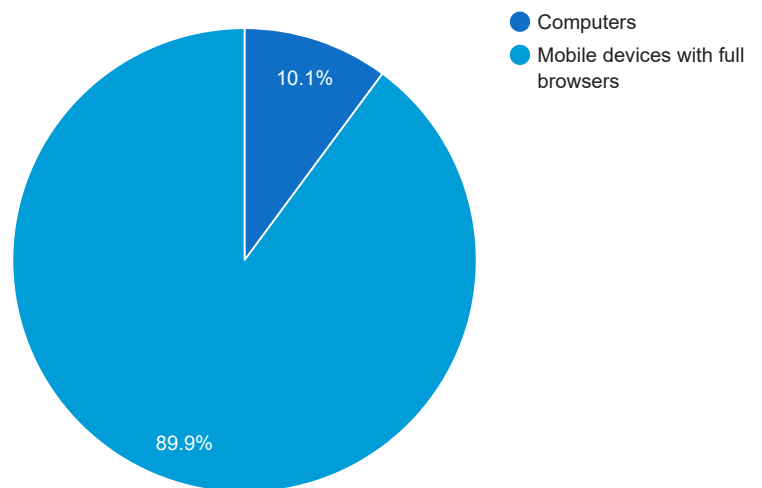
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	1,068.05	76.44
Jan, 2020	3,074.38	80.75
Feb, 2020	5,652.66	86.12
Mar, 2020	4,714.72	80.03
Apr, 2020	5,545.63	27.83
May, 2020	5,575.33	56.53
Jun, 2020	4,367.72	50.88
Jul, 2020	4,064.61	36.73

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	10,160	667	\$3,479.79	\$5.22	6.56%	-	48.8	7.32%	\$71.29
Computers	1,796	97	\$526.01	\$5.42	5.4%	-	5.5	5.65%	\$95.99
Tablets with full browsers	308	12	\$58.81	\$4.90	3.9%	-	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	12,264	776	\$4,064.61	\$5.24	6.33%	-	54.3	7%	\$74.87

Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE

CONV

Form Submission

52.3

Calls from Ads

2

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