

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

Forever Young Wisconsin

187-450-6617

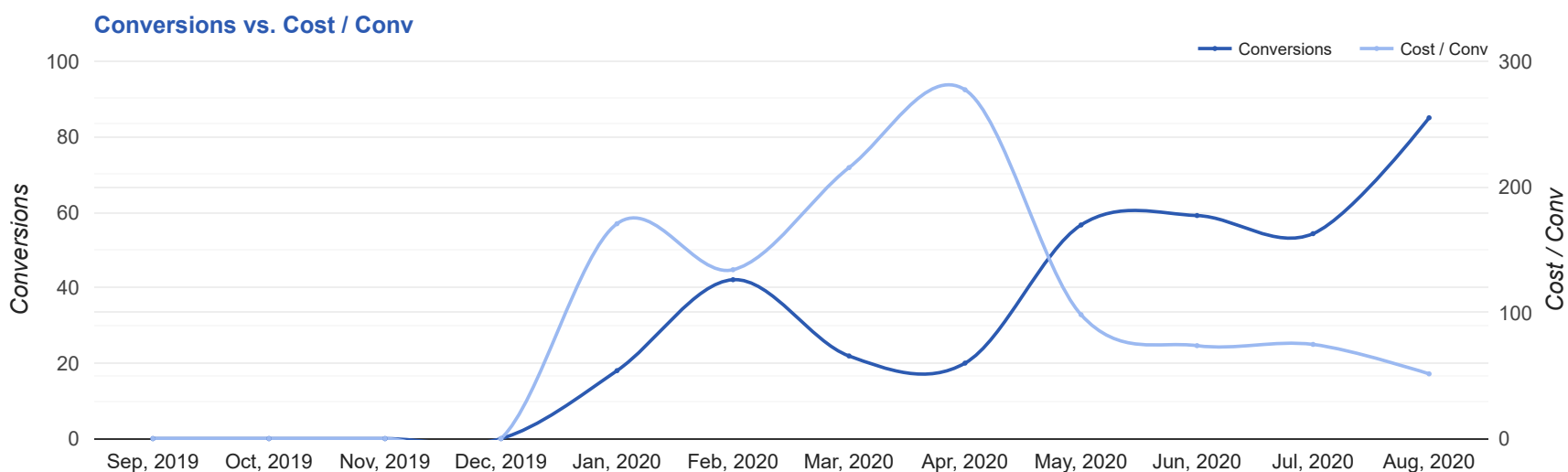
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$4,375	85	8.43%	\$51.47
↑ 8%	↑ 57%	↑ 20%	↓ 31%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jul 2020 — 31 Jul 2020	12,264	776	\$4,064.61	\$5.24	6.33%	-	54.3	7%	\$74.87	36.64%
1 Aug 2020 — 31 Aug 2020	21,213	1,008	\$4,374.71	\$4.34	4.75%	-	85	8.43%	\$51.47	30.26%
Change	8,949 ↑ 73%	232 ↑ 30%	\$310.10 ↑ 8%	\$0.90 ↓ 17%	1.58% ↓ 25%	--	30.71 ↑ 57%	1.43% ↑ 20%	\$23.40 ↓ 31%	6.38% ↓ 17%

Performance by Month - 1 Sep 2019 — 31 Aug 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	36.64%
Aug '20	21,213	1,008	\$4,374.71	\$4.34	4.75%	-	85	8.43%	\$51.47	30.26%
Total	71,281	4,817	\$38,437.81	\$7.98	6.76%	-	357	7.41%	\$107.67	38.57%

Campaign Summary - 1 Aug 2020 — 31 Aug 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	14,788	658	\$2,996.08	\$4.55	4.45%	-	63	9.57%	\$47.56	28.94%
search beta brand	335	53	\$131.71	\$2.49	15.82%	-	9	16.98%	\$14.63	86.61%
search beta hair restoration	5,570	243	\$995.77	\$4.10	4.36%	-	8	3.29%	\$124.47	35.1%
search beta emtone	520	54	\$251.15	\$4.65	10.38%	-	5	9.26%	\$50.23	18.82%

Top Performing Ads - 1 Aug 2020 — 31 Aug 2020

Top Text Ads

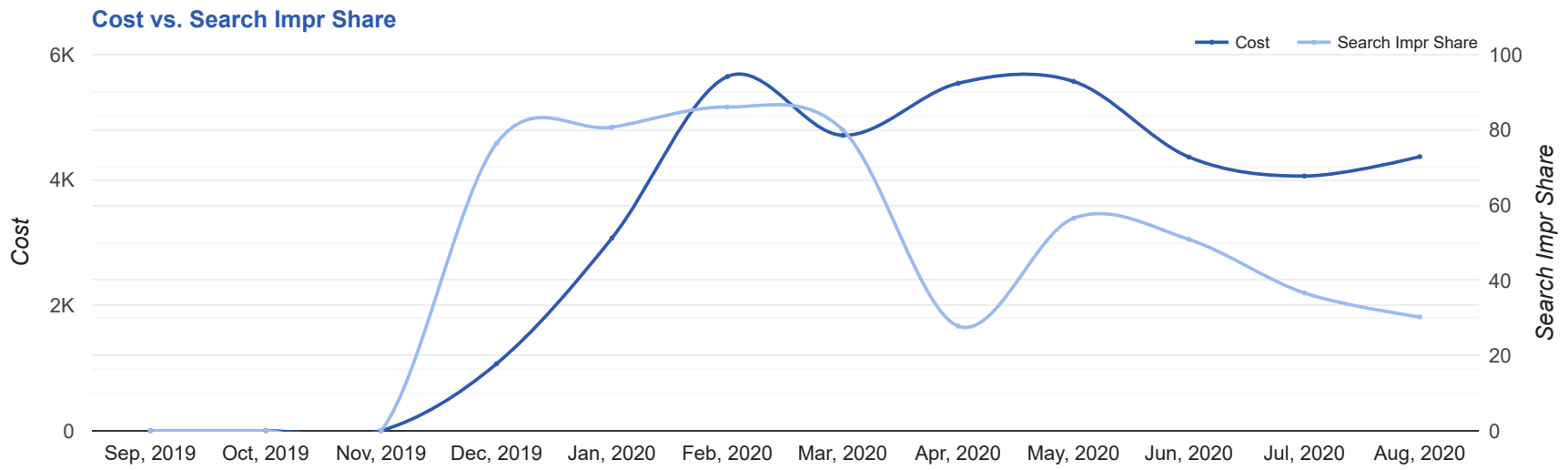
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Forever Young - CoolSculpting in Shorewood - #1 CoolSculpting Deal 25% Off foreveryoungwisconsin.com/coolsculpting/milwaukee Is Freezing Fat Right For You? Book a Free Virtual CoolSculpting Consultation Today	5,948	212	\$860.24	\$4.06	3.56%	-	22.3	10.53%	\$38.52
CoolSculpting in Shorewood - Fat Reduction Treatment - Flexible Payment Options foreveryoungwisconsin.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	2,666	101	\$469.56	\$4.65	3.79%	-	11.8	11.63%	\$39.96
{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	1,144	76	\$410.39	\$5.40	6.64%	-	6.3	8.32%	\$64.94
Forever Young Wisconsin - Two Convenient Locations - Look & Feel Your Best foreveryoungwisconsin.com/ Laser Hair Removal. Wrinkle & Cellulite Reduction. Acne & Scar Treatments. Learn More Here	222	38	\$103.90	\$2.73	17.12%	-	6	15.79%	\$17.32
{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	702	43	\$214.37	\$4.99	6.13%	-	5	11.63%	\$42.87

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Aug 2020 — 31 Aug 2020

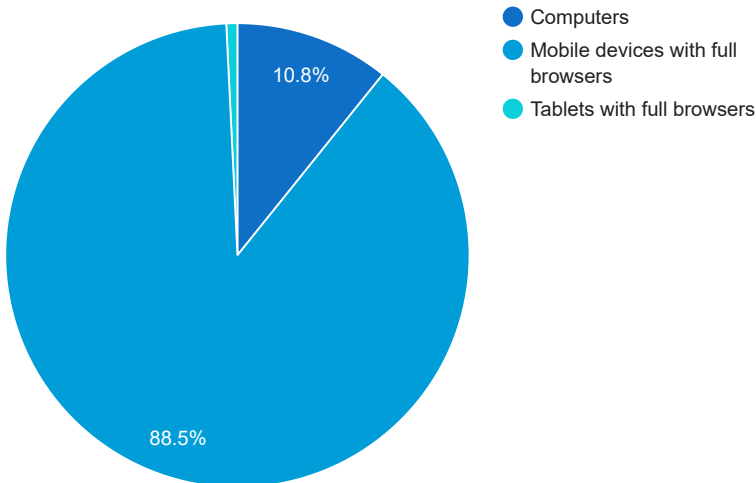
Budget Coverage



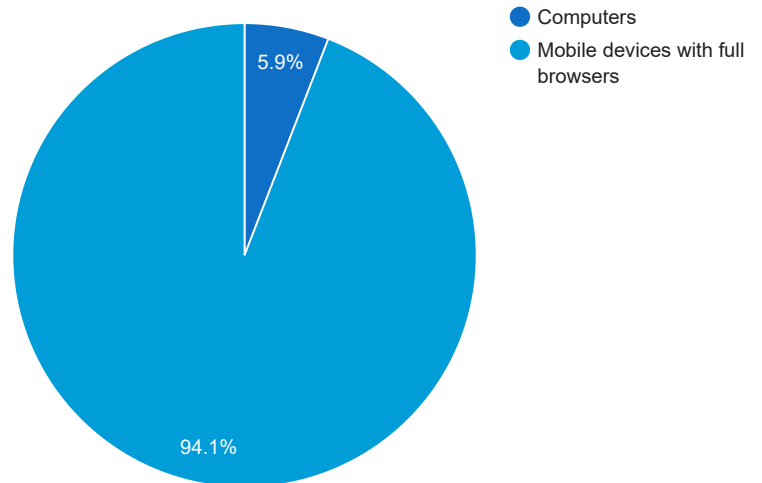
DATE	COST	SEARCH IMPR SHARE
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	1,068.05	76.44
Jan, 2020	3,074.38	80.75
Feb, 2020	5,652.66	86.12
Mar, 2020	4,714.72	80.03
Apr, 2020	5,545.63	27.83
May, 2020	5,575.33	56.53
Jun, 2020	4,367.72	50.88
Jul, 2020	4,064.61	36.64
Aug, 2020	4,374.71	30.26

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	18,263	884	\$3,869.72	\$4.38	4.84%	-	80	9.05%	\$48.37
Computers	2,539	115	\$471.43	\$4.10	4.53%	-	5	4.35%	\$94.29
Tablets with full browsers	411	9	\$33.56	\$3.73	2.19%	-	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	21,213	1,008	\$4,374.71	\$4.34	4.75%	-	85	8.43%	\$51.47

Conversion Types - 1 Aug 2020 — 31 Aug 2020

CONVERSION TYPE

CONV

Form Submission

73

Calls from Ads

12

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