

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

Forever Young Wisconsin

187-450-6617

Key Performance Indicators (KPIs)

Cost

\$5,014

↓ 18%

Conv

31.3

↓ 70%

Conv Rate

5.16%

↓ 40%

Cost / Conv

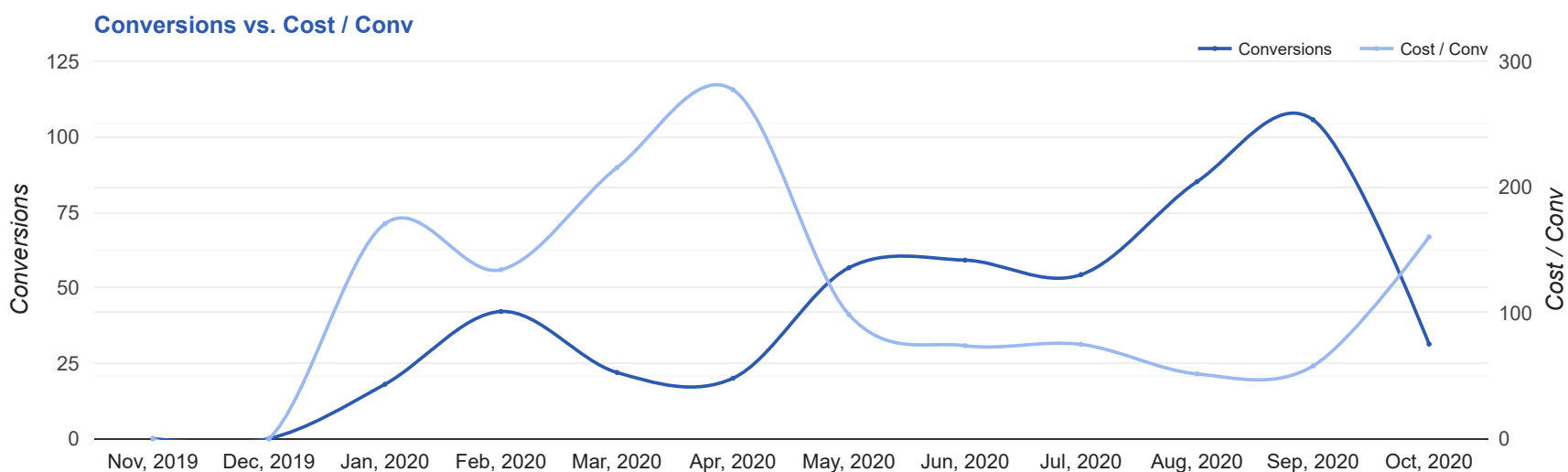
\$160.35

↑ 178%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	27,565	1,224	\$6,100.56	\$4.98	4.44%	-	105.6	8.63%	\$57.75	38.06%
1 Oct 2020 — 31 Oct 2020	12,404	606	\$5,014.05	\$8.27	4.89%	-	31.3	5.16%	\$160.35	31.59%
Change	15,161 ↓ 55%	618 ↓ 50%	\$1,086.51 ↓ 18%	\$3.29 ↑ 66%	0.45% ↑ 10%	--	74.36 ↓ 70%	3.47% ↓ 40%	\$102.60 ↑ 178%	6.47% ↓ 17%

Performance by Month - 1 Nov 2019 — 31 Oct 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%	-	85.1	8.44%	\$51.41	30.24%
Sep '20	27,565	1,224	\$6,100.56	\$4.98	4.44%	-	105.6	8.63%	\$57.75	38.06%
Oct '20	12,404	606	\$5,014.05	\$8.27	4.89%	-	31.3	5.16%	\$160.35	31.59%
Total	111,250	6,647	\$49,552.42	\$7.45	5.97%	-	494	7.43%	\$100.31	37.51%

Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	5,936	391	\$3,790.68	\$9.69	6.59%	-	22.1	5.64%	\$171.76	40.76%
search beta coolsculpting exp reach	4,076	111	\$811.78	\$7.31	2.72%	-	3.5	3.15%	\$231.94	25%
search beta hair restoration	2,148	73	\$304.30	\$4.17	3.4%	-	3	4.11%	\$101.43	26.45%
search beta brand	111	17	\$42.42	\$2.50	15.32%	-	2	11.76%	\$21.21	98.23%
search beta emtone	133	14	\$64.87	\$4.63	10.53%	-	0.7	4.93%	\$94.01	78.24%

Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

Top Text Ads

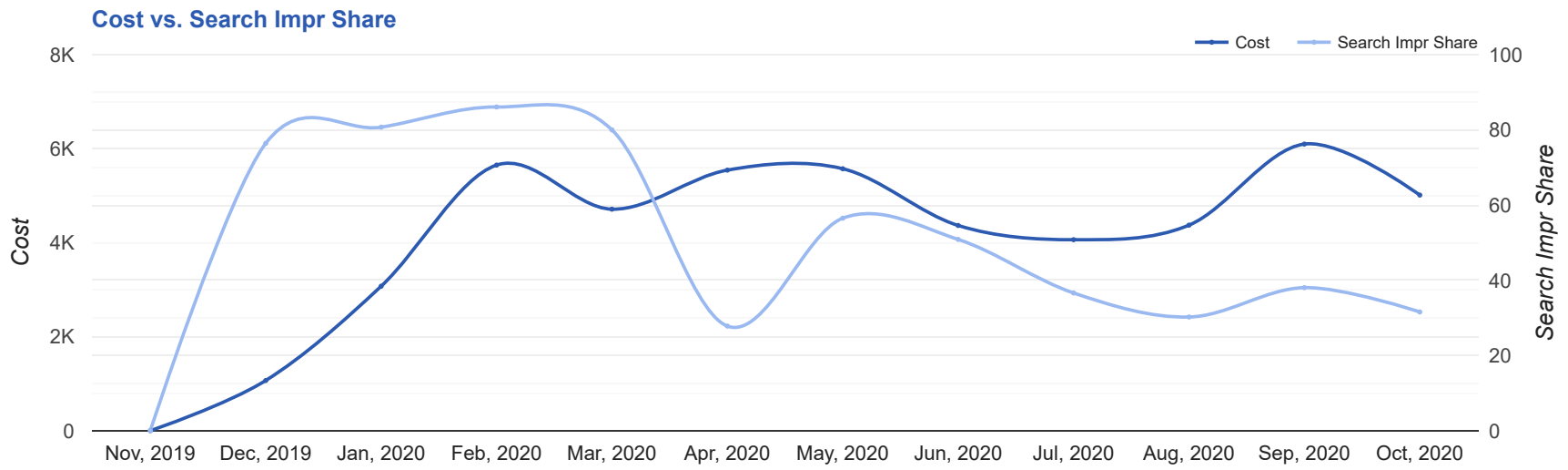
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Forever Young} - CoolSculpting in Shorewood - #1 CoolSculpting Deal 25% Off foreveryoungwisconsin.com/coolsculpting/milwaukee Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	1,916	152	\$1,842.72	\$12.12	7.93%	-	7.6	5.01%	\$242.14
{Keyword:Forever Young} - CoolSculpting in Shorewood - #1 CoolSculpting Deal 25% Off foreveryoungwisconsin.com/coolsculpting/milwaukee Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today	497	70	\$713.00	\$10.19	14.08%	-	5	7.14%	\$142.60
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	927	25	\$112.66	\$4.51	2.70%	-	3.9	15.40%	\$29.26
{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	829	44	\$271.92	\$6.18	5.31%	-	3	6.82%	\$90.64
{Keyword:Forever Young} - Non-Surgical Hair Restoration - Natural Looking Results foreveryoungwisconsin.com/--/-- Customized Hair Restoration Solution. Stop Thinning Hair and Restore Hair Growth	1,434	42	\$171.12	\$4.07	2.93%	-	2	4.76%	\$85.56

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2020 — 31 Oct 2020

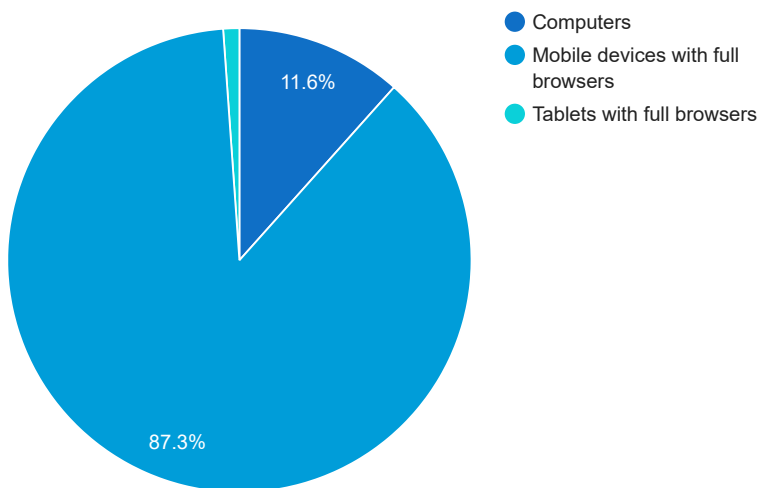
Budget Coverage



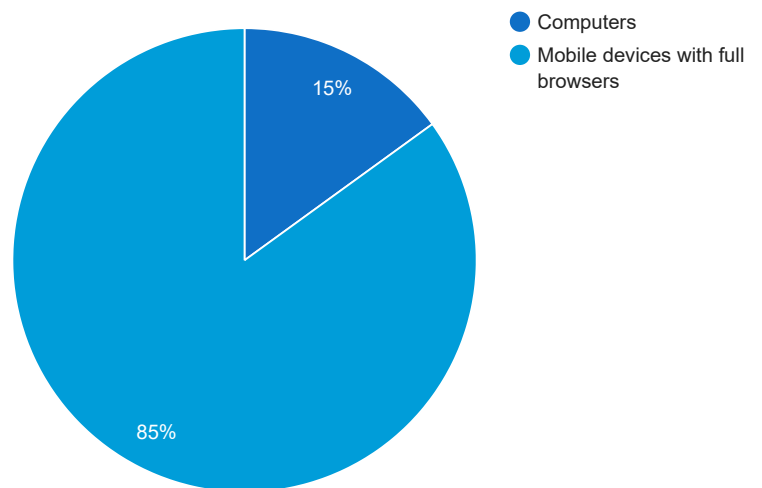
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	0	0
Dec, 2019	1,068.05	76.44
Jan, 2020	3,074.38	80.75
Feb, 2020	5,652.66	86.12
Mar, 2020	4,714.72	80.03
Apr, 2020	5,545.63	27.83
May, 2020	5,575.33	56.53
Jun, 2020	4,367.72	50.88
Jul, 2020	4,064.61	36.64
Aug, 2020	4,374.71	30.24
Sep, 2020	6,100.56	38.06
Oct, 2020	5,014.05	31.59

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	10,198	519	\$4,375.71	\$8.43	5.09%	-	26.6	5.12%	\$164.69
Computers	1,938	77	\$582.07	\$7.56	3.97%	-	4.7	6.09%	\$124.11
Tablets with full browsers	268	10	\$56.27	\$5.63	3.73%	-	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	12,404	606	\$5,014.05	\$8.27	4.89%	-	31.3	5.16%	\$160.40

Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
Form Submission	24.3
Calls from Ads	4
Click to Call	3

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