

**Monthly Account
Performance Report
1 Sep 2020 — 30 Sep 2020**

Forever Young Wisconsin

187-450-6617

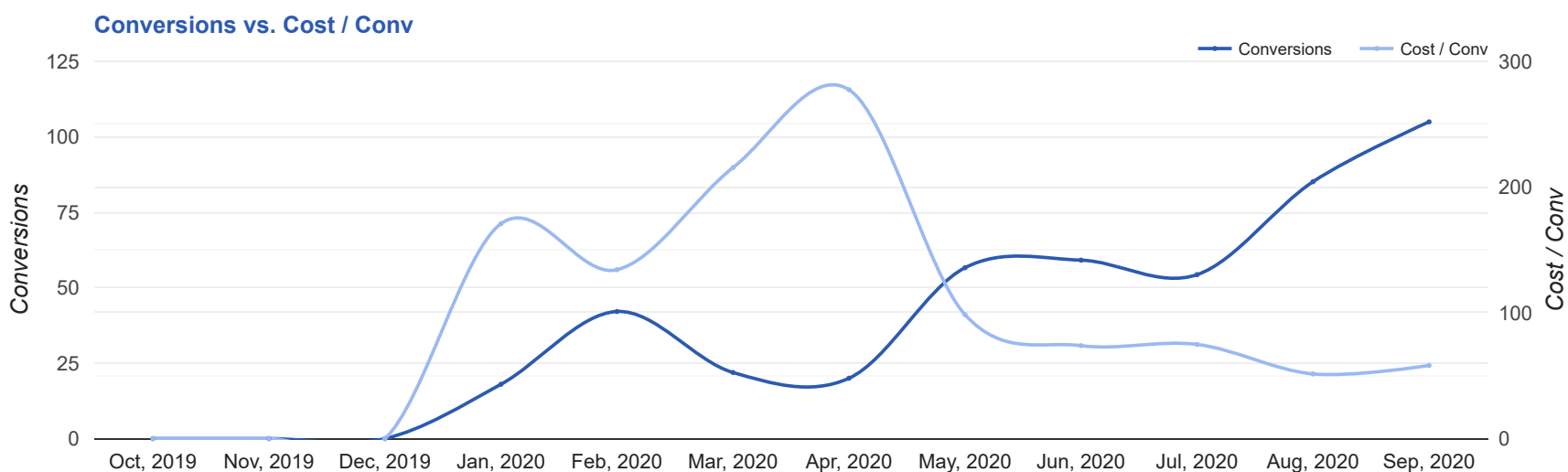
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$6,101	104.9	8.57%	\$58.16
↑ 39%	↑ 23%	↑ 2%	↑ 13%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	21,213	1,008	\$4,374.71	\$4.34	4.75%	-	85.1	8.44%	\$51.41	30.24%
1 Sep 2020 — 30 Sep 2020	27,565	1,224	\$6,100.56	\$4.98	4.44%	-	104.9	8.57%	\$58.16	38.08%
Change	6,352 ↑ 30%	216 ↑ 21%	\$1,725.85 ↑ 39%	\$0.64 ↑ 15%	0.31% ↓ 7%	--	19.80 ↑ 23%	0.13% ↑ 2%	\$6.75 ↑ 13%	7.84% ↑ 26%

Performance by Month - 1 Oct 2019 — 30 Sep 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%	-	104.9	8.57%	\$58.16	38.08%
Total	98,846	6,041	\$44,538.37	\$7.37	6.11%	-	462	7.65%	\$96.40	38.42%

Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	21,133	886	\$4,756.95	\$5.37	4.19%	-	85.3	9.63%	\$55.75	38.43%
search beta hair restoration	5,641	252	\$1,008.00	\$4.00	4.47%	-	11	4.37%	\$91.64	34.18%
search beta brand	308	40	\$85.86	\$2.15	12.99%	-	5.6	13.93%	\$15.41	96.21%
search beta emtone	483	46	\$249.75	\$5.43	9.52%	-	3	6.52%	\$83.25	87%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

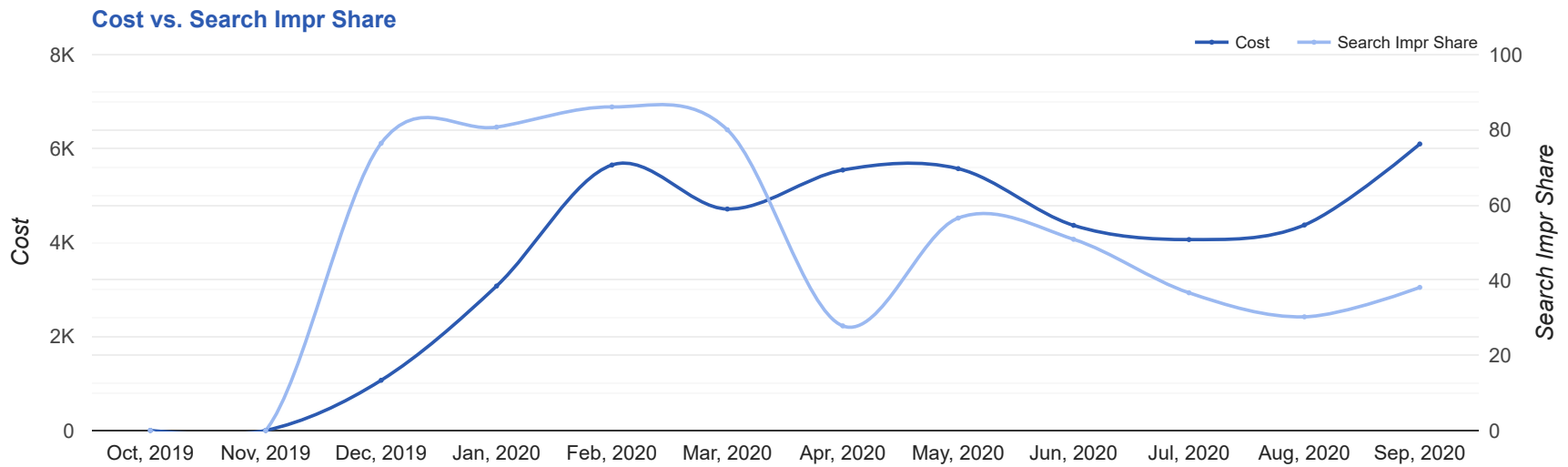
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Forever Young} - CoolSculpting in Shorewood - #1 CoolSculpting Deal 25% Off foreveryoungwisconsin.com/coolsculpting/milwaukee Is Freezing Fat Right For You? Book a Free Virtual CoolSculpting Consultation Today	5,210	302	\$1,583.64	\$5.24	5.80%	-	28.2	9.33%	\$56.18
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	8,418	263	\$1,357.78	\$5.16	3.12%	-	19	7.22%	\$71.46
{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	1,495	80	\$520.81	\$6.51	5.35%	-	9	11.25%	\$57.87
{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	468	51	\$255.26	\$5.01	10.90%	-	7.4	14.57%	\$34.36
{Keyword:Hair Loss Treatment} - Non-Surgical Hair Restoration - Natural Looking Results foreveryoungwisconsin.com/ Customized Hair Restoration Solution. Stop Thinning Hair and Restore Hair Growth	1,512	71	\$321.46	\$4.53	4.70%	-	7	9.86%	\$45.92

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

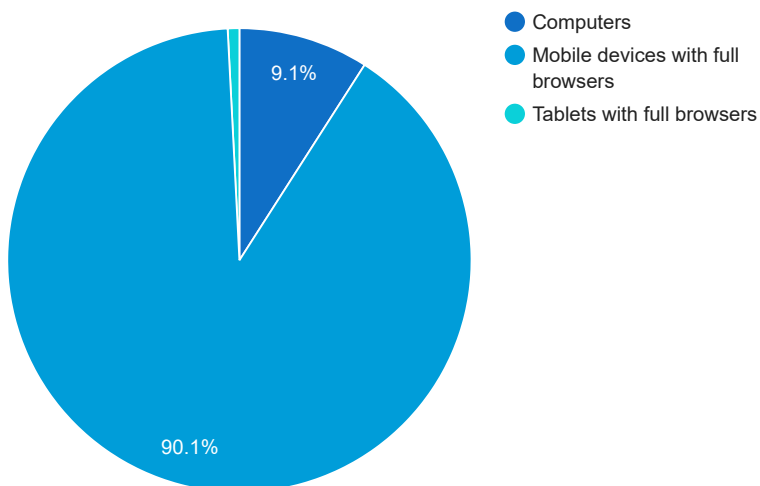
Budget Coverage



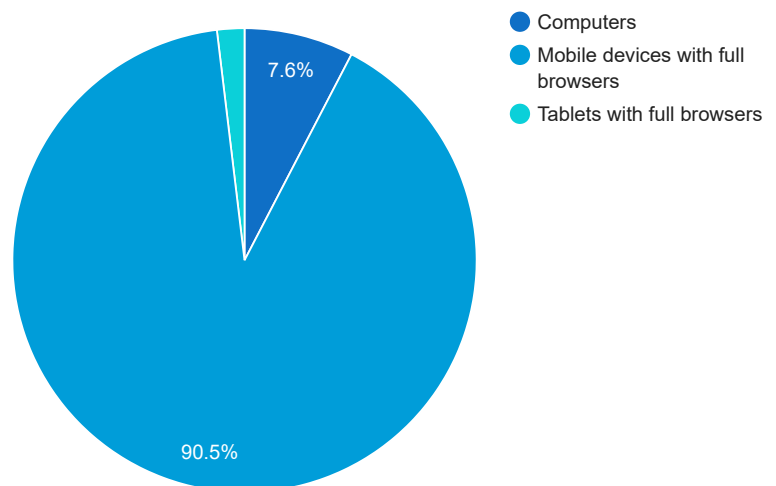
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	1,068.05	76.44
Jan, 2020	3,074.38	80.75
Feb, 2020	5,652.66	86.12
Mar, 2020	4,714.72	80.03
Apr, 2020	5,545.63	27.83
May, 2020	5,575.33	56.53
Jun, 2020	4,367.72	50.88
Jul, 2020	4,064.61	36.64
Aug, 2020	4,374.71	30.24
Sep, 2020	6,100.56	38.08

Cost and Conversions by Device

Cost



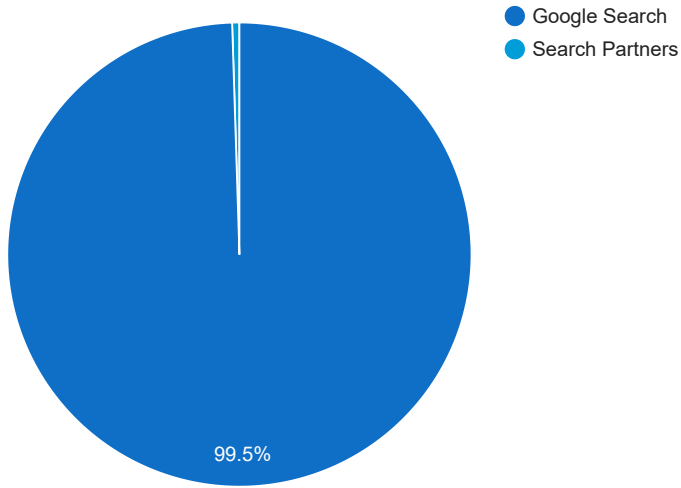
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	23,495	1,095	\$5,497.86	\$5.02	4.66%	-	94.9	8.67%	\$57.93
Computers	3,539	110	\$553.30	\$5.03	3.11%	-	8	7.27%	\$69.16
Tablets with full browsers	531	19	\$49.40	\$2.60	3.58%	-	2	10.53%	\$24.70

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	25,652	1,211	\$6,069.94	\$5.01	4.72%	-	104.9	8.66%	\$57.86
Search partners	1,913	13	\$30.62	\$2.36	0.68%	-	0	0%	\$0.00

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
Form Submission	84.9
Calls from Ads	11
Click to Call	9

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