

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

Forever Young Wisconsin

187-450-6617

# Key Performance Indicators (KPIs)

Cost

\$1,486

↓ 70%

Conv

14.8

↓ 53%

Conv Rate

11.74%

↑ 126%

Cost / Conv

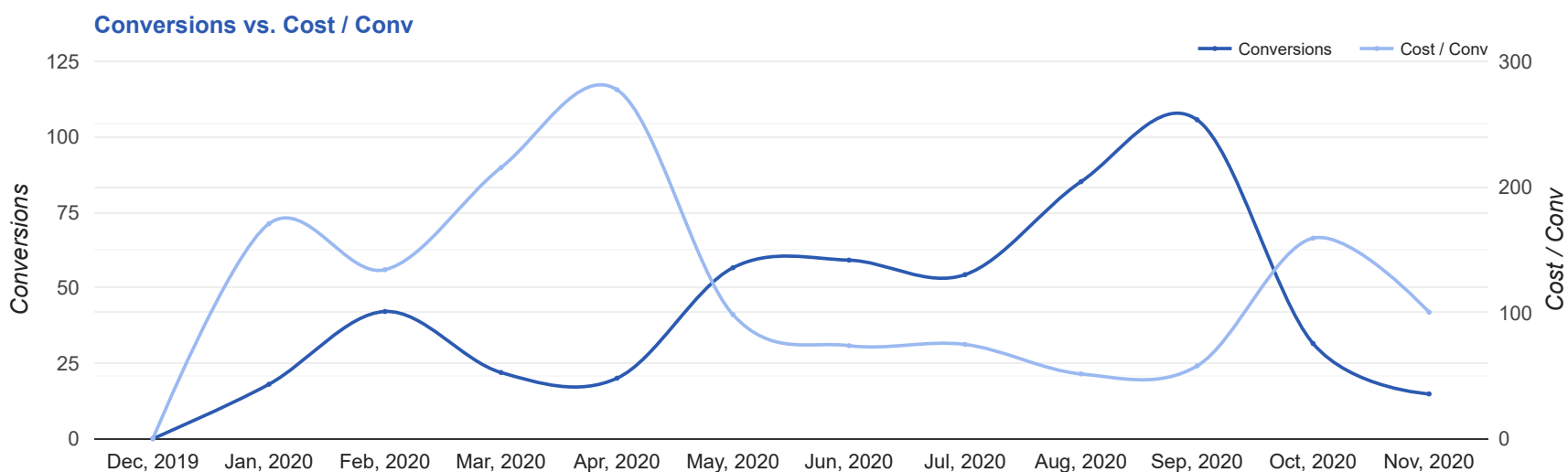
\$100.46

↓ 37%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Oct 2020 — 31 Oct 2020</b>	12,404	606	\$5,014.05	\$8.27	4.89%	-	31.5	5.19%	\$159.33	31.59%
<b>1 Nov 2020 — 30 Nov 2020</b>	2,778	126	\$1,485.82	\$11.79	4.54%	-	14.8	11.74%	\$100.46	33.53%
<b>Change</b>	9,626 ↓ 78%	480 ↓ 79%	\$3,528.23 ↓ 70%	\$3.52 ↑ 43%	0.35% ↓ 7%	--	16.68 ↓ 53%	6.55% ↑ 126%	\$58.87 ↓ 37%	1.94% ↑ 6%

# Performance by Month - 1 Dec 2019 — 30 Nov 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	56.41%
Jun '20	9,344	731	\$4,367.72	\$5.97	7.82%	-	59.1	8.09%	\$73.88	50.81%
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	37.65%
Oct '20	12,404	606	\$5,014.05	\$8.27	4.89%	-	31.5	5.19%	\$159.33	31.59%
Nov '20	2,778	126	\$1,485.82	\$11.79	4.54%	-	14.8	11.74%	\$100.46	33.53%
<b>Total</b>	<b>114,028</b>	<b>6,773</b>	<b>\$51,038.24</b>	<b>\$7.54</b>	<b>5.94%</b>	<b>-</b>	<b>509</b>	<b>7.51%</b>	<b>\$100.27</b>	<b>37.3%</b>

# Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	600	47	\$721.28	\$15.35	7.83%	-	7.8	16.57%	\$92.59	78.02%
search   beta   coolsculpting   exp reach	2,178	79	\$764.54	\$9.68	3.63%	-	7	8.86%	\$109.22	28.98%

# Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

## Top Text Ads

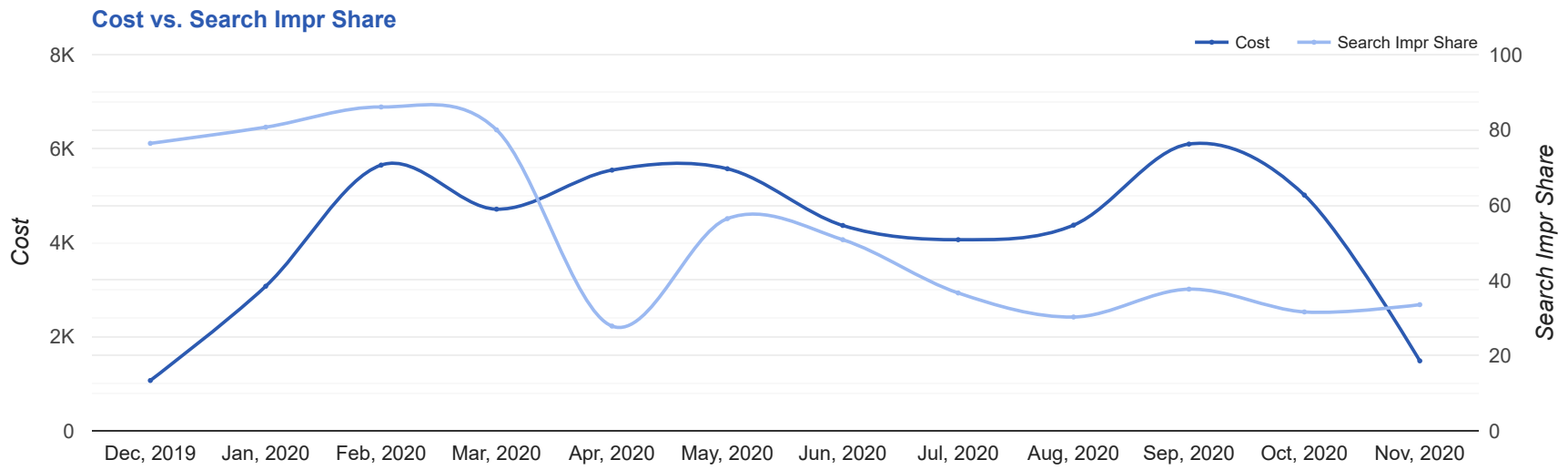
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Forever Young - CoolSculpting in Shorewood - Huge CoolSculpting Promotion</a> <a href="https://foreveryoungwisconsin.com/coolsculpting/milwaukee">foreveryoungwisconsin.com/coolsculpting/milwaukee</a> Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today.	386	26	\$332.07	\$12.77	6.74%	-	4	15.38%	\$83.02
{Keyword:Forever Young} - CoolSculpting in Shorewood - Huge CoolSculpting Promotion <a href="https://foreveryoungwisconsin.com/coolsculpting/milwaukee">foreveryoungwisconsin.com/coolsculpting/milwaukee</a> Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today.	363	27	\$363.92	\$13.48	7.44%	-	3.4	12.63%	\$106.72
{Keyword:Forever Young} - CoolSculpting in Shorewood - Huge CoolSculpting Promotion <a href="https://foreveryoungwisconsin.com/coolsculpting/milwaukee">foreveryoungwisconsin.com/coolsculpting/milwaukee</a> Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today.	112	14	\$222.08	\$15.86	12.50%	-	2.4	17.00%	\$93.31
<a href="#">Forever Young - CoolSculpting in Shorewood - Huge CoolSculpting Promotion</a> <a href="https://foreveryoungwisconsin.com/coolsculpting/milwaukee">foreveryoungwisconsin.com/coolsculpting/milwaukee</a> Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today.	1,199	39	\$320.65	\$8.22	3.25%	-	2	5.13%	\$160.32
<a href="#">CoolSculpting in Shorewood, WI - Find A Location Near You - Fat Reduction Treatment</a> <a href="https://foreveryoungwisconsin.com//">foreveryoungwisconsin.com//</a> Best CoolSculpting Deal Near Me. Top Provider in Shorewood for Fat Freezing. Free Consult.	1	1	\$18.55	\$18.55	100.00%	-	1	100.00%	\$18.55

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Nov 2020 — 30 Nov 2020

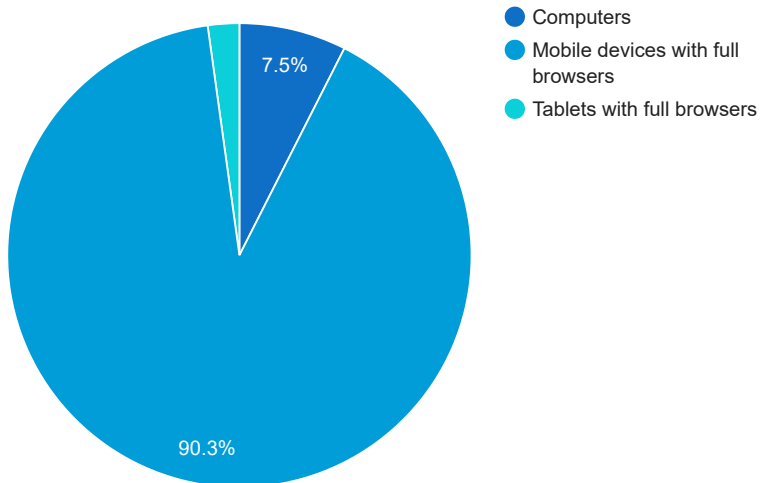
## Budget Coverage



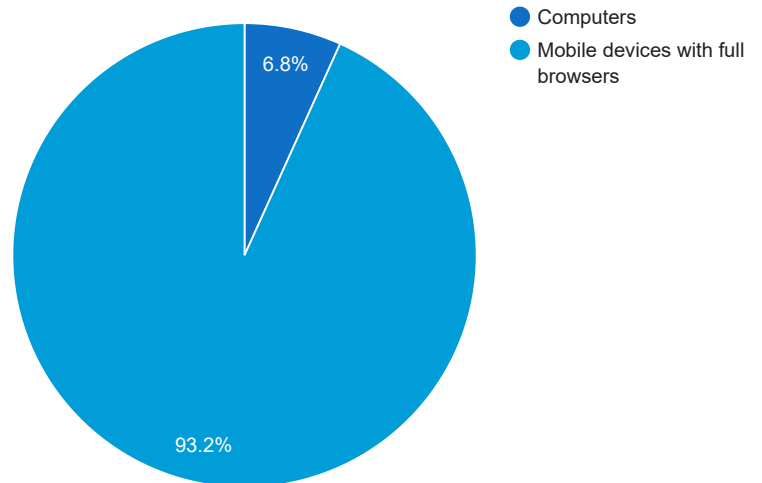
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	1,068.05	76.44
Jan, 2020	3,074.38	80.75
Feb, 2020	5,652.66	86.12
Mar, 2020	4,714.72	80.03
Apr, 2020	5,545.63	27.83
May, 2020	5,575.33	56.41
Jun, 2020	4,367.72	50.81
Jul, 2020	4,064.61	36.64
Aug, 2020	4,374.71	30.24
Sep, 2020	6,100.56	37.65
Oct, 2020	5,014.05	31.59
Nov, 2020	1,485.82	33.53

## 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	2,284	111	\$1,342.25	\$12.09	4.86%	-	13.8	12.42%	\$97.34
Computers	444	12	\$111.02	\$9.25	2.7%	-	1	8.33%	\$111.02
Tablets with full browsers	50	3	\$32.55	\$10.85	6%	-	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	2,778	126	\$1,485.82	\$11.79	4.54%	-	14.8	11.74%	\$100.46

# Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE

CONV

Form Submission

14.8

## 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