

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

Elite Aesthetics

792-853-9864

# Key Performance Indicators (KPIs)

Cost

\$997

↑ ∞

Conv

8

↑ ∞

Conv Rate

3.72%

↑ ∞

Cost / Conv

\$124.66

↑ ∞

## 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	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 Jul 2020 — 31 Jul 2020	5,393	215	\$997.29	\$4.64	3.99%	-	8	3.72%	\$124.66	41.49%
<b>Change</b>	5,393 ↑ ∞%	215 ↑ ∞%	\$997.29 ↑ ∞%	\$4.64 ↑ ∞%	3.99% ↑ ∞%	- -	8 ↑ ∞%	3.72% ↑ ∞%	\$124.66 ↑ ∞%	41.49% ↑ ∞%

# 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
Aug '19	1,404	79	\$1,386.05	\$17.54	5.63%	-	4	5.06%	\$346.51	83.33%
Sep '19	729	33	\$920.38	\$27.89	4.53%	-	1	3.03%	\$920.38	81.54%
Oct '19	1,984	74	\$1,480.50	\$20.01	3.73%	-	5	6.76%	\$296.10	79.08%
Nov '19	224	9	\$94.33	\$10.48	4.02%	-	0	0%	\$0.00	72.26%
Dec '19	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jan '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Feb '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Mar '20	23	2	\$16.64	\$8.32	8.7%	-	0	0%	\$0.00	56.1%
Apr '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
May '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jun '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jul '20	5,393	215	\$997.29	\$4.64	3.99%	-	8	3.72%	\$124.66	41.49%
<b>Total</b>	<b>9,757</b>	<b>412</b>	<b>\$4,895.19</b>	<b>\$11.88</b>	<b>4.22%</b>	<b>-</b>	<b>18</b>	<b>4.37%</b>	<b>\$271.95</b>	<b>52.92%</b>

# 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	5,393	215	\$997.29	\$4.64	3.99%	-	8	3.72%	\$124.66	41.49%

# Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

## Top Text Ads

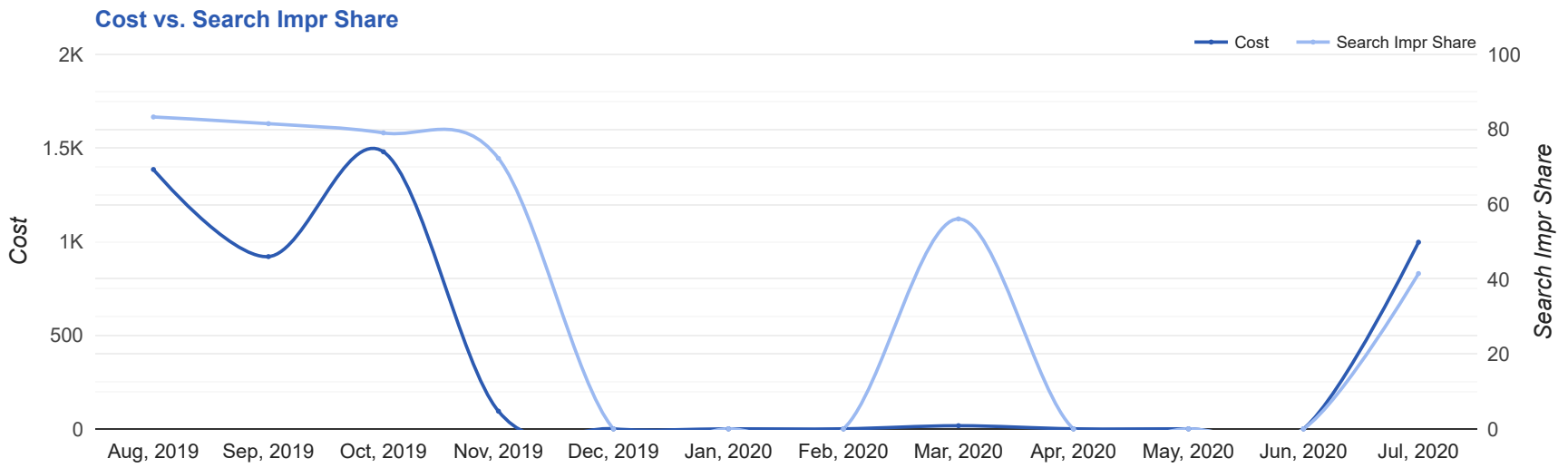
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">#1 Provider in Boston - Safe &amp; Effective Fat Reduction - 25% Off All CoolSculpting®</a> <a href="https://eliteaesthetics.mysculpt.net/coolsculpting/boston">eliteaesthetics.mysculpt.net/coolsculpting/boston</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Boston, MA. Free Consult.	2,351	86	\$463.66	\$5.39	3.66%	-	3	3.49%	\$154.55
<a href="#">CoolSculpting in Boston - #1 Fat Reduction Treatment - No Surgery &amp; Minimal Downtime</a> <a href="https://eliteaesthetics.mysculpt.net/coolsculpting/">eliteaesthetics.mysculpt.net/coolsculpting/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	337	9	\$51.51	\$5.72	2.67%	-	2	22.22%	\$25.75
<a href="#">#1 Provider in Boston - Safe &amp; Effective Fat Reduction - 25% Off All CoolSculpting®</a> <a href="https://eliteaesthetics.mysculpt.net/coolsculpting/boston">eliteaesthetics.mysculpt.net/coolsculpting/boston</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Boston, MA. Free Consult.	146	7	\$20.83	\$2.98	4.79%	-	1.8	25.00%	\$11.90
<a href="#">25% Off All CoolSculpting® - Best Price in Boston - Elite Aesthetics</a> <a href="https://eliteaesthetics.mysculpt.net/coolsculpting/special">eliteaesthetics.mysculpt.net/coolsculpting/special</a> Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	594	25	\$96.08	\$3.84	4.21%	-	1	4.00%	\$96.08
<a href="#">25% Off All CoolSculpting® - Elite Aesthetics - #1 Provider in Boston</a> <a href="https://eliteaesthetics.mysculpt.net/coolsculpting/">eliteaesthetics.mysculpt.net/coolsculpting/</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Boston, MA. Free Consult.	49	3	\$5.98	\$1.99	6.12%	-	0.3	8.33%	\$23.92

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jul 2020 — 31 Jul 2020

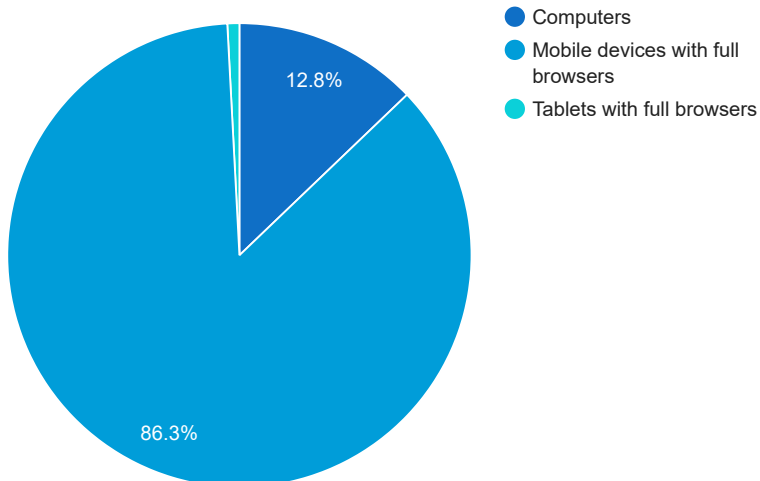
## Budget Coverage



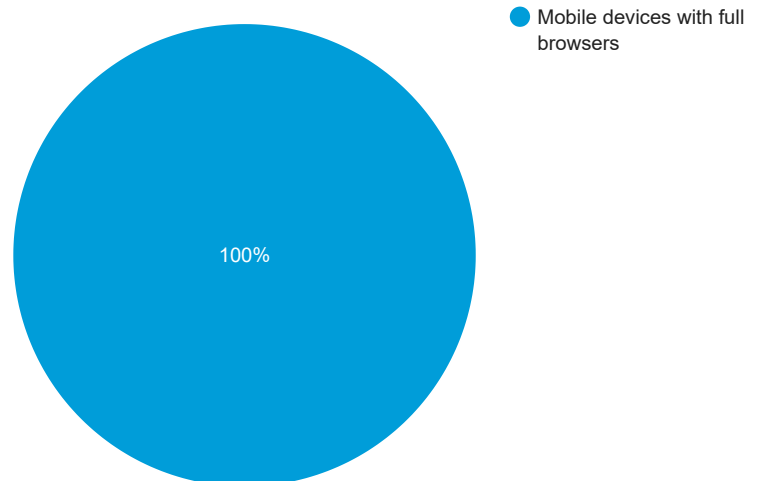
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	1,386.05	83.33
Sep, 2019	920.38	81.54
Oct, 2019	1,480.50	79.08
Nov, 2019	94.33	72.26
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	16.64	56.10
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	997.29	41.49

## Cost and Conversions by Device

### Cost



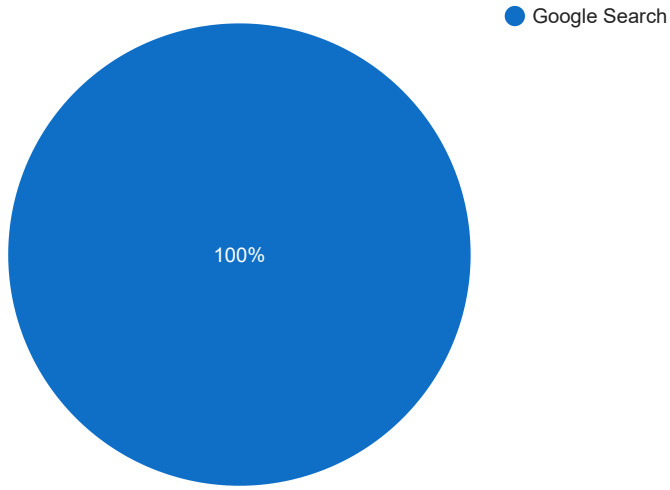
### Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	4,316	186	\$860.91	\$4.63	4.31%	-	8	4.3%	\$107.61
Computers	1,006	28	\$128.07	\$4.57	2.78%	-	0	0%	\$0.00
Tablets with full browsers	71	1	\$8.31	\$8.31	1.41%	-	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	5,393	215	\$997.29	\$4.64	3.99%	-	8	3.72%	\$124.66

# Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE	CONV
Form Submissions	8
Local actions - Website visits	0
Local actions - Other engagements	0

## 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