

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

Elite Aesthetics

792-853-9864

Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$4,505	60	4.79%	\$75.08
↑ 1%	↑ 54%	↑ 60%	↓ 34%

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	26,990	1,305	\$4,439.24	\$3.40	4.84%	-	39	2.99%	\$113.83	21.95%
1 Sep 2020 — 30 Sep 2020	26,311	1,252	\$4,504.90	\$3.60	4.76%	-	60	4.79%	\$75.08	25.95%
Change	679 ↓ 3%	53 ↓ 4%	\$65.66 ↑ 1%	\$0.20 ↑ 6%	0.08% ↓ 2%	--	21 ↑ 54%	1.80% ↑ 60%	\$38.75 ↓ 34%	4% ↑ 18%

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
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	41.51%
Aug '20	26,990	1,305	\$4,439.24	\$3.40	4.84%	-	39	2.99%	\$113.83	21.95%
Sep '20	26,311	1,252	\$4,504.90	\$3.60	4.76%	-	60	4.79%	\$75.08	25.95%
Total	60,925	2,857	\$11,532.90	\$4.04	4.69%	-	112	3.92%	\$102.97	25.36%

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	26,311	1,252	\$4,504.90	\$3.60	4.76%	-	60	4.79%	\$75.08	25.95%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

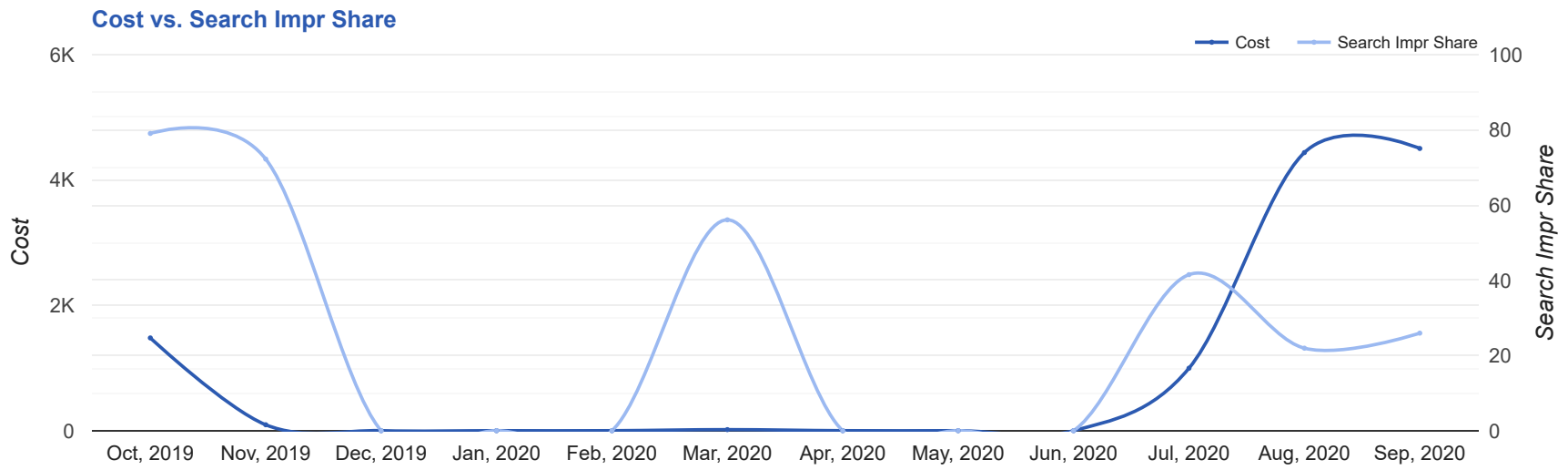
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Boston - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime eliteaesthetics.mysculpt.net/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	404	31	\$170.34	\$5.49	7.67%	-	10.4	33.58%	\$16.36
#1 Provider in Boston - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® eliteaesthetics.mysculpt.net/coolsculpting/boston #1 CoolSculpting Deal. Freeze Fat. Top Provider in Boston, MA. Free Consult.	2,490	88	\$488.23	\$5.55	3.53%	-	9.6	10.90%	\$50.91
#1 Provider in Boston - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® eliteaesthetics.mysculpt.net/coolsculpting/boston #1 CoolSculpting Deal. Freeze Fat. Top Provider in Boston, MA. Free Consult.	7,654	463	\$1,143.25	\$2.47	6.05%	-	6	1.30%	\$190.54
#1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Elite Aesthetics eliteaesthetics.mysculpt.net/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	2,080	61	\$240.67	\$3.95	2.93%	-	6	9.84%	\$40.11
#1 Provider in Boston - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® eliteaesthetics.mysculpt.net/coolsculpting/boston #1 CoolSculpting Deal. Freeze Fat. Top Provider in Boston, MA. Free Consult.	2,812	157	\$592.02	\$3.77	5.58%	-	6	3.82%	\$98.67

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

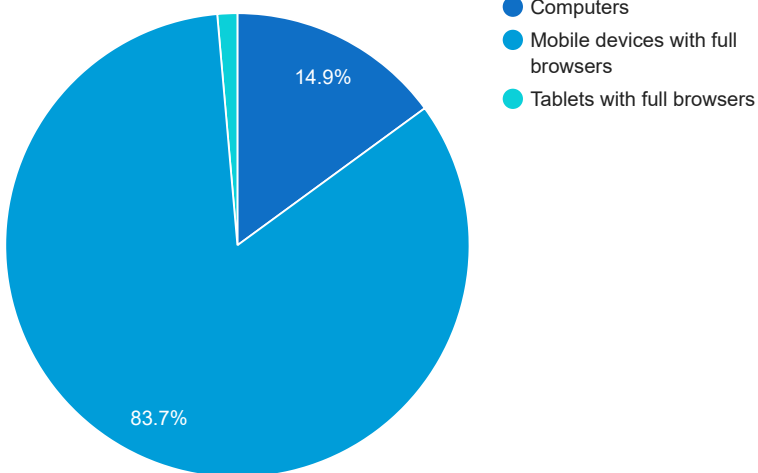
Budget Coverage



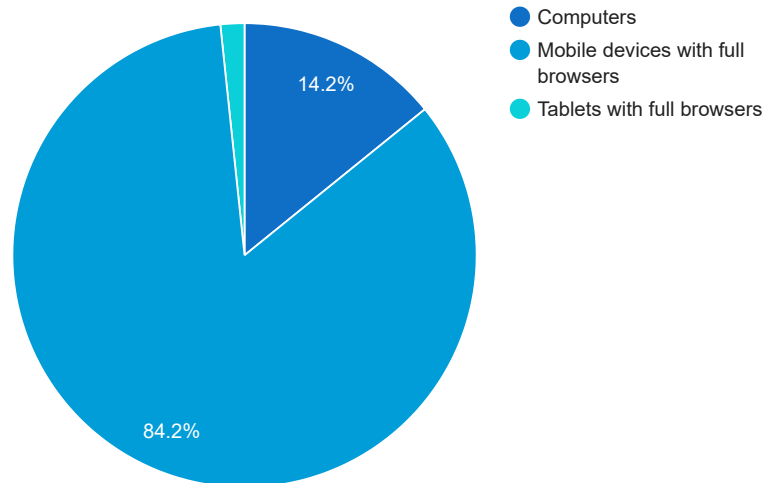
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	1,480.50	79.08
Nov, 2019	94.33	72.26
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	16.64	56.10
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	997.29	41.51
Aug, 2020	4,439.24	21.95
Sep, 2020	4,504.90	25.95

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	20,808	1,073	\$3,768.85	\$3.51	5.16%	-	50.5	4.71%	\$74.63
Computers	4,966	158	\$673.45	\$4.26	3.18%	-	8.5	5.38%	\$79.23
Tablets with full browsers	537	21	\$62.60	\$2.98	3.91%	-	1	4.76%	\$62.60

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	26,311	1,252	\$4,504.90	\$3.60	4.76%	-	60	4.79%	\$75.08

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
Form Submissions	53
Click to Call	6
Calls from ads	1
Local actions - Website visits	0
Clicks to call	0
Local actions - Directions	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