

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

Forever Young

387-874-1103

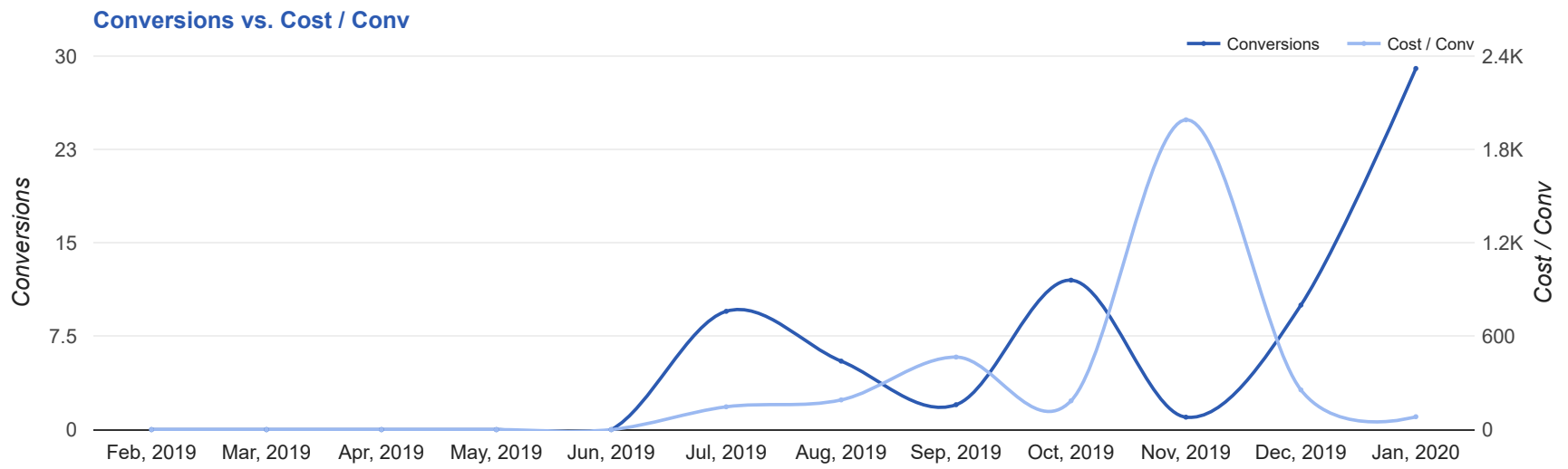
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,403	29	13.55%	\$82.87
↓ 6%	↑ 190%	↑ 150%	↓ 68%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2019 — 31 Dec 2019	2,827	185	\$2,553.33	\$13.80	6.54%	-	10	5.41%	\$255.33	82.61%
1 Jan 2020 — 31 Jan 2020	3,729	214	\$2,403.35	\$11.23	5.74%	-	29	13.55%	\$82.87	69.68%
Change	902 ↑ 32%	29 ↑ 16%	\$149.98 ↓ 6%	\$2.57 ↓ 19%	0.80% ↓ 12%	--	19 ↑ 190%	8.14% ↑ 150%	\$172.46 ↓ 68%	12.93% ↓ 16%

Performance by Month - 1 Feb 2019 — 31 Jan 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
Jul '19	1,738	123	\$1,391.96	\$11.32	7.08%	-	9.5	7.72%	\$146.52	91.16%	
Aug '19	1,250	81	\$1,049.30	\$12.95	6.48%	-	5.5	6.79%	\$190.78	89.97%	
Sep '19	769	44	\$931.87	\$21.18	5.72%	-	2	4.55%	\$465.94	85.14%	
Oct '19	3,584	197	\$2,220.94	\$11.27	5.5%	-	12	6.09%	\$185.08	62.11%	
Nov '19	1,392	86	\$1,990.23	\$23.14	6.18%	-	1	1.16%	\$1,990.23	83.32%	
Dec '19	2,827	185	\$2,553.33	\$13.80	6.54%	-	10	5.41%	\$255.33	82.69%	
Jan '20	3,729	214	\$2,403.35	\$11.23	5.74%	-	29	13.55%	\$82.87	69.72%	
Total	15,289	930	\$12,540.98	\$13.48	6.08%	-	69	7.42%	\$181.75	74.92%	

Campaign Summary - 1 Jan 2020 — 31 Jan 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta botox	433	17	\$381.66	\$22.45	3.93%	-	15	88.24%	\$25.44	88.94%
search awareness laser hair removal	1,688	101	\$1,431.58	\$14.17	5.98%	-	7	6.93%	\$204.51	65.88%
search beta dynamic	875	45	\$327.31	\$7.27	5.14%	-	4	8.89%	\$81.83	69.26%
search awareness hydrafacial	504	34	\$154.32	\$4.54	6.75%	-	3	8.82%	\$51.44	62.62%
search awareness photofacial	229	17	\$108.48	\$6.38	7.42%	-	0	0%	\$0.00	77.82%

Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

Top Text Ads

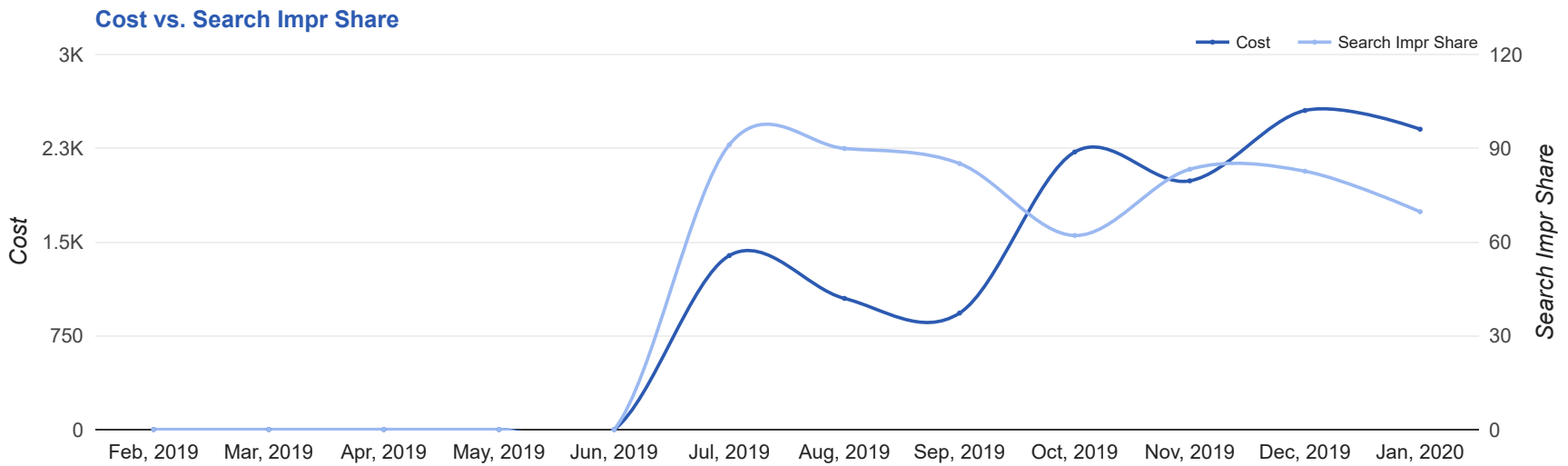
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Hair Removal: Deerfield, IL - Enjoy Smooth, Silky Skin - Laser Hair Removal 50 Off www.foreveryoung-medspa.com/ Remove Unwanted Body Hair for Good. Advanced Laser Technology, Safe on All Skin Types.	431	29	\$563.99	\$19.45	6.73%	-	4.5	15.52%	\$125.33
{Keyword:Look Younger & More Energized} - #1 Anti-Aging Treatment - Reduce Crow's Feet + Wrinkles www.foreveryoung-medspa.com/ --/-- Safe, Effective Treatment for Crow's Feet, Brow Lines & Forehead Wrinkles.	88	4	\$151.33	\$37.83	4.55%	-	4	100.00%	\$37.83
#1 Anti-Aging Treatment - Reduce Crow's Feet + Wrinkles - Save on Botox Cost www.foreveryoung-medspa.com/ Botox reduces fine lines and wrinkles. Look younger and more energized. Schedule consult.	36	3	\$18.04	\$6.01	8.33%	-	3	100.00%	\$6.01
{Keyword:Look Younger & More Energized} - #1 Anti-Aging Treatment - Reduce Crow's Feet + Wrinkles www.foreveryoung-medspa.com/ Safe, Effective Treatment for Crow's Feet, Brow Lines & Forehead Wrinkles.	96	3	\$94.30	\$31.43	3.13%	-	3	100.00%	\$31.43
{KeyWord:Top Botox Provider in IL} - Look Younger & More Energized - \$10 a Unit: First Time Clients www.foreveryoung-medspa.com/ --/-- Botox reduces fine lines and wrinkles. Look younger and more energized. Schedule consult.	161	3	\$33.52	\$11.17	1.86%	-	3	100.00%	\$11.17

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2020 — 31 Jan 2020

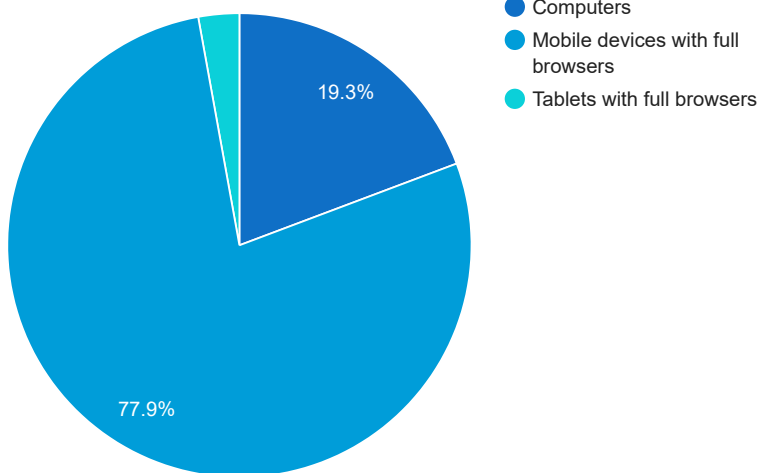
Budget Coverage



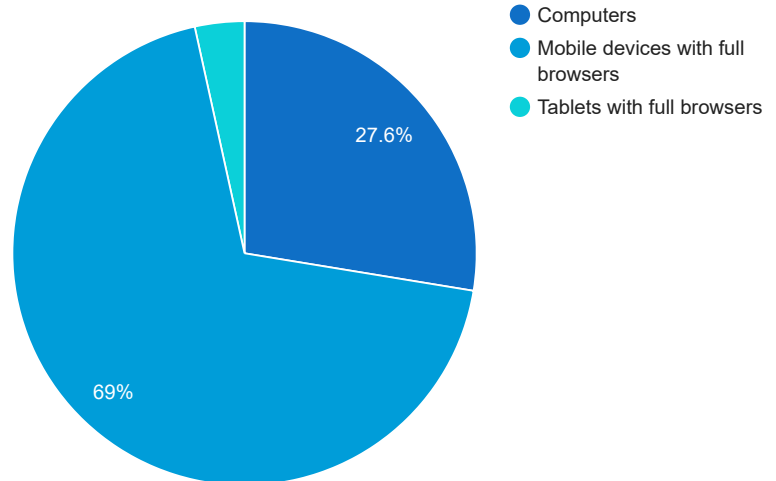
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	1,391.96	91.16
Aug, 2019	1,049.30	89.97
Sep, 2019	931.87	85.14
Oct, 2019	2,220.94	62.11
Nov, 2019	1,990.23	83.32
Dec, 2019	2,553.33	82.69
Jan, 2020	2,403.35	69.72

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	2,764	172	\$1,871.69	\$10.88	6.22%	-	20	11.63%	\$93.58
Computers	881	32	\$463.24	\$14.48	3.63%	-	8	25%	\$57.91
Tablets with full browsers	84	10	\$68.42	\$6.84	11.9%	-	1	10%	\$68.42

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	3,729	214	\$2,403.35	\$11.23	5.74%	-	29	13.55%	\$82.87

Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE	CONV
Form Submission	24
Phone Call	5
Local actions - Menu views	0
Local actions - Website visits	0
Local actions - Other engagements	0
Clicks to call	0
Local actions - Directions	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