

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

Forever Young

387-874-1103

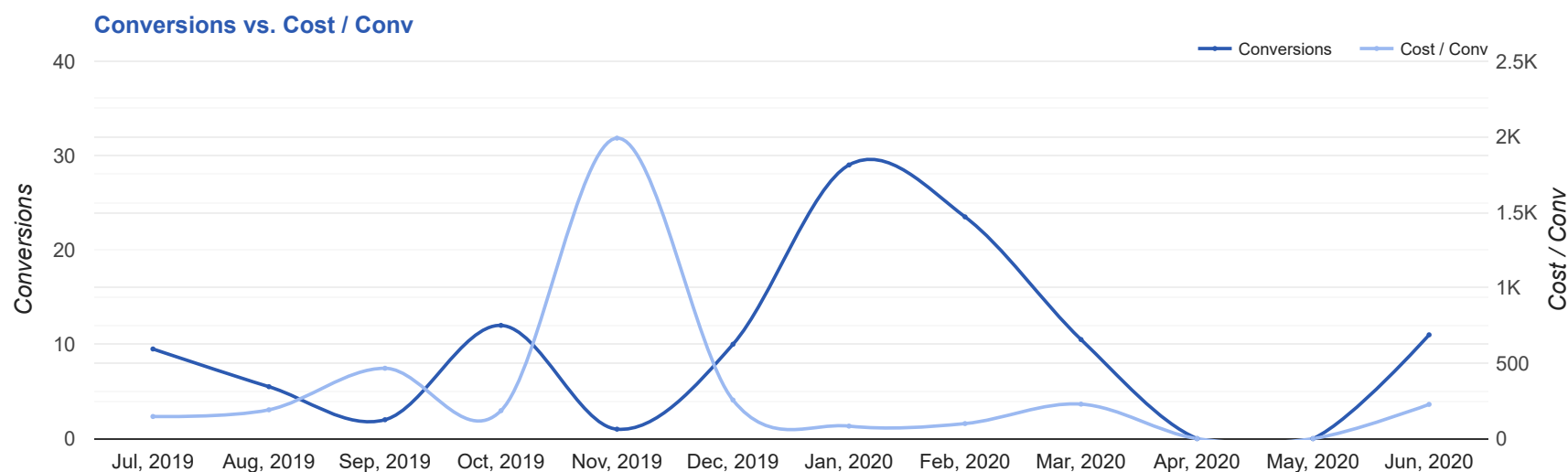
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,496	11	5.45%	\$226.88
↑ ∞	↑ ∞	↑ ∞	↑ ∞

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2020 — 31 May 2020	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 Jun 2020 — 30 Jun 2020	3,179	202	\$2,495.68	\$12.35	6.35%	-	11	5.45%	\$226.88	81.85%
Change	3,179 ↑ ∞%	202 ↑ ∞%	\$2,495.68 ↑ ∞%	\$12.35 ↑ ∞%	6.35% ↑ ∞%	--	11 ↑ ∞%	5.45% ↑ ∞%	\$226.88 ↑ ∞%	81.85% ↑ ∞%

Performance by Month - 1 Jul 2019 — 30 Jun 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%	
Feb '20	4,164	250	\$2,339.45	\$9.36	6%	-	23.5	9.4%	\$99.55	73.43%	
Mar '20	3,335	178	\$2,397.91	\$13.47	5.34%	-	10.5	5.9%	\$228.37	74.22%	
Apr '20	370	23	\$411.07	\$17.87	6.22%	-	0	0%	\$0.00	90.46%	
May '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%	
Jun '20	3,179	202	\$2,495.68	\$12.35	6.35%	-	11	5.45%	\$226.88	81.85%	
Total	26,337	1,583	\$20,185.09	\$12.75	6.01%	-	114	7.2%	\$177.06	75.54%	

Campaign Summary - 1 Jun 2020 — 30 Jun 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	3,179	202	\$2,495.68	\$12.35	6.35%	-	11	5.45%	\$226.88	81.85%

Top Performing Ads - 1 Jun 2020 — 30 Jun 2020

Top Text Ads

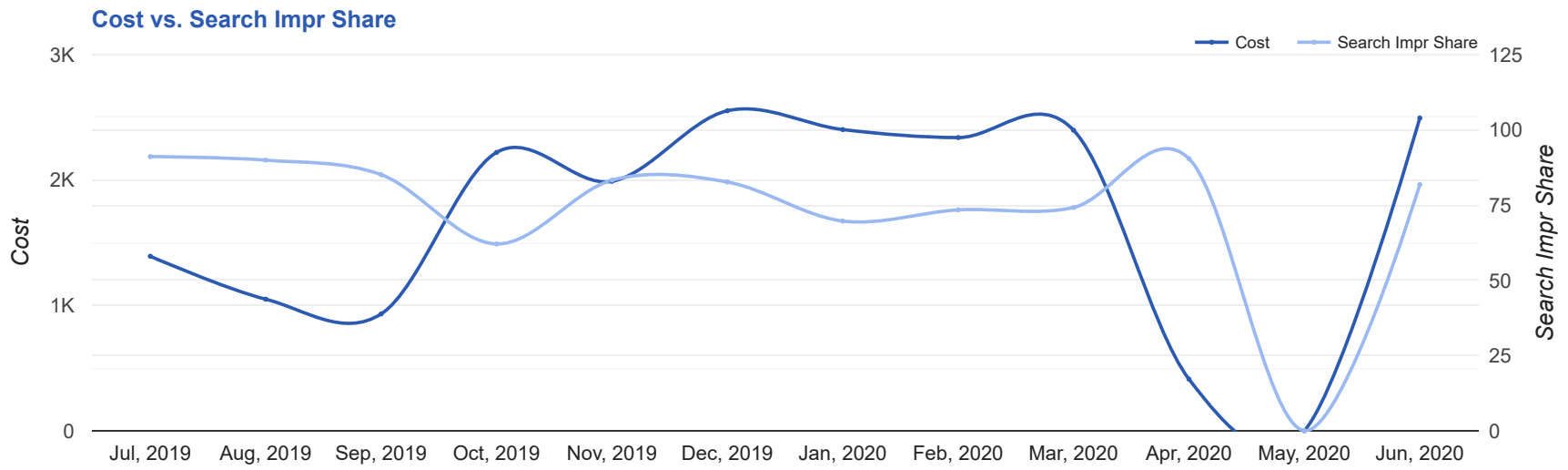
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Virtual Consultation Available www.foreveryoung-medspa.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	423	29	\$405.50	\$13.98	6.86%	-	3.3	11.48%	\$121.77
25% Off All CoolSculpting - Virtual Consultation Available - #1 Provider in Chicago www.foreveryoung-medspa.com/coolsculpting/ #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Virtual Consultation	401	27	\$350.07	\$12.97	6.73%	-	2.3	8.63%	\$150.24
CoolSculpting in Chicago - #1 Fat Reduction Treatment - Book A Virtual Consultation www.foreveryoung-medspa.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	291	23	\$213.47	\$9.28	7.90%	-	1	4.35%	\$213.47
CoolSculpting in Chicago - #1 Fat Reduction Treatment - Book A Virtual Consultation www.foreveryoung-medspa.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	4	1	\$25.36	\$25.36	25.00%	-	1	100.00%	\$25.36
#1 Provider in Chicago - Safe & Effective Fat Reduction - 25% Off All CoolSculpting@ www.foreveryoung-medspa.com/coolsculpting/chicago #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult.	1,018	40	\$536.45	\$13.41	3.93%	-	1	2.50%	\$536.45

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2020 — 30 Jun 2020

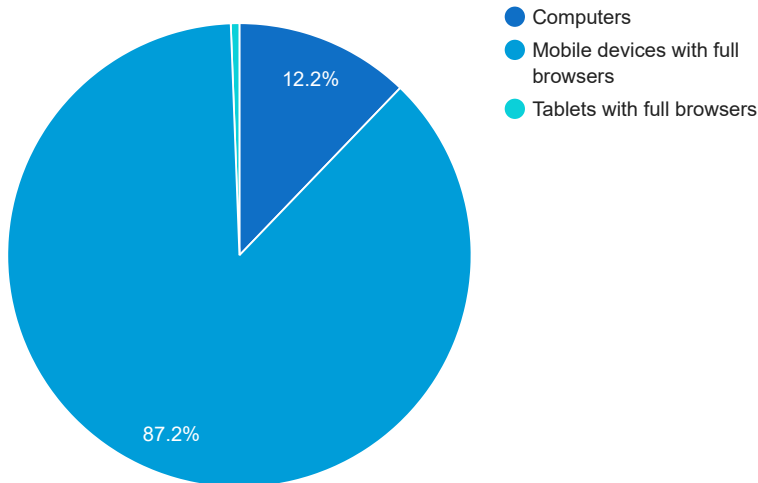
Budget Coverage



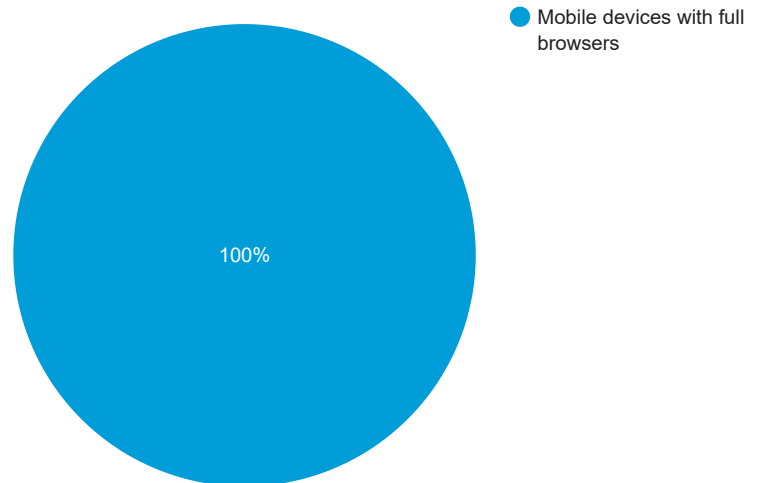
DATE	COST	SEARCH IMPR SHARE
Jul, 2019	1,391.96	91.16
Aug, 2019	1,049.30	89.97
Sep, 2019	931.87	85.14
Oct, 2019	2,220.94	62.11
Nov, 2019	1,990.23	83.32
Dec, 2019	2,553.33	82.69
Jan, 2020	2,403.35	69.72
Feb, 2020	2,339.45	73.43
Mar, 2020	2,397.91	74.22
Apr, 2020	411.07	90.46
May, 2020	0	0
Jun, 2020	2,495.68	81.85

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	2,439	172	\$2,176.78	\$12.66	7.05%	-	11	6.4%	\$197.89
Computers	683	27	\$304.02	\$11.26	3.95%	-	0	0%	\$0.00
Tablets with full browsers	57	3	\$14.88	\$4.96	5.26%	-	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	3,179	202	\$2,495.68	\$12.35	6.35%	-	11	5.45%	\$226.88

Conversion Types - 1 Jun 2020 — 30 Jun 2020

CONVERSION TYPE	CONV
Form Submission	11
Clicks to call	0
Local actions - Other engagements	0
Local actions - Website visits	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 page 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