

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

Forever Young

387-874-1103

# Key Performance Indicators (KPIs)

Cost

\$2,924

↑ 17%

Conv

15

↑ 36%

Conv Rate

6.33%

↑ 16%

Cost / Conv

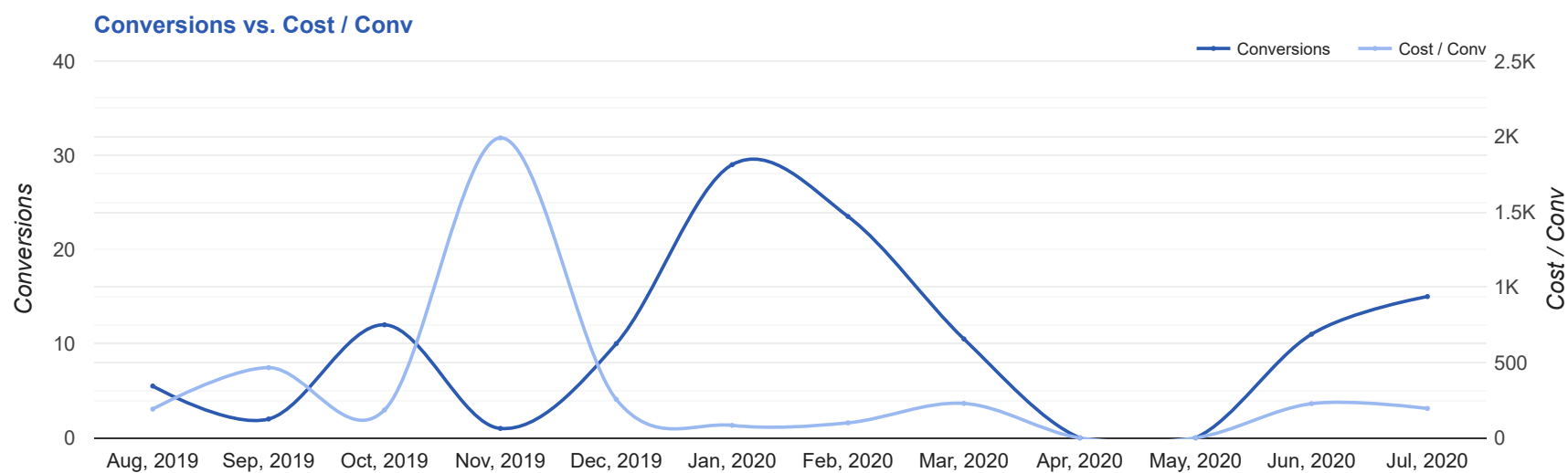
\$194.95

↓ 14%

## 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	3,179	202	\$2,495.68	\$12.35	6.35%	-	11	5.45%	\$226.88	81.87%
1 Jul 2020 — 31 Jul 2020	3,789	237	\$2,924.26	\$12.34	6.25%	-	15	6.33%	\$194.95	79.86%
<b>Change</b>	610 ↑ 19%	35 ↑ 17%	\$428.58 ↑ 17%	\$0.01 ↓ 0%	0.10% ↓ 2%	--	4 ↑ 36%	0.88% ↑ 16%	\$31.93 ↓ 14%	2.01% ↓ 2%

# 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	1,250	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	81.87%	
Jul '20	3,789	237	\$2,924.26	\$12.34	6.25%	-	15	6.33%	\$194.95	79.86%	
<b>Total</b>	<b>28,388</b>	<b>1,697</b>	<b>\$21,717.39</b>	<b>\$12.80</b>	<b>5.98%</b>	<b>-</b>	<b>119.5</b>	<b>7.04%</b>	<b>\$181.74</b>	<b>75.3%</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	3,789	237	\$2,924.26	\$12.34	6.25%	-	15	6.33%	\$194.95	79.86%

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

## Top Text Ads

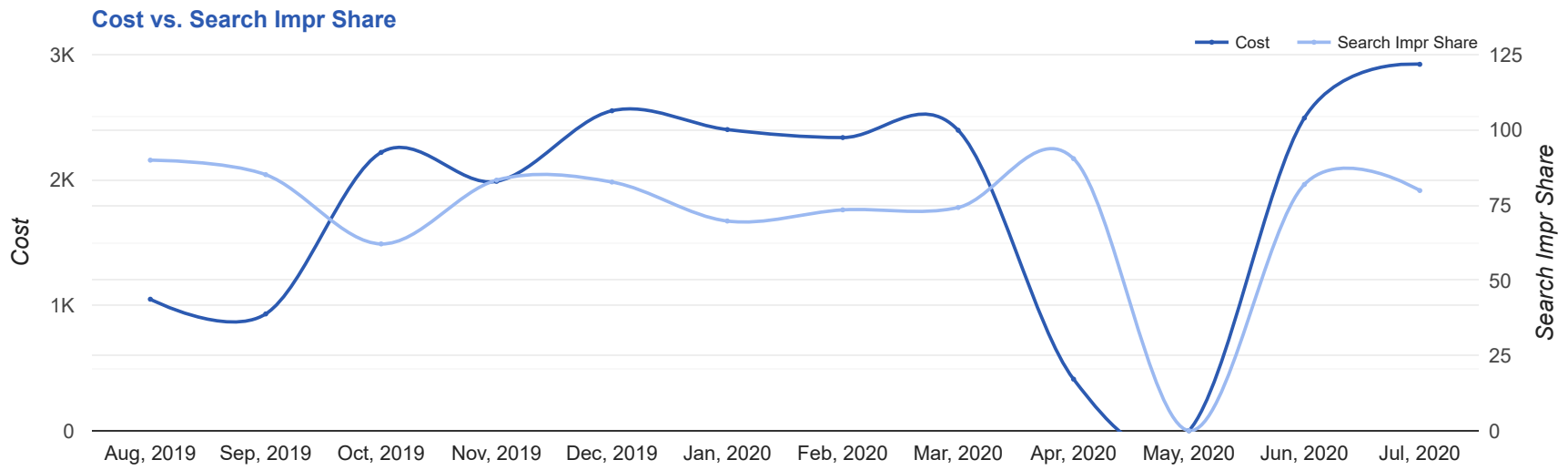
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">#1 Provider in Chicago - Safe &amp; Effective Fat Reduction - 33% Off All CoolSculpting®</a> <a href="http://www.foreveryoung-medspa.com/coolsculpting/chicago">www.foreveryoung-medspa.com/coolsculpting/chicago</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult.	1,139	59	\$721.94	\$12.24	5.18%	-	5	8.47%	\$144.39
<a href="#">CoolSculpting in Chicago - #1 Fat Reduction Treatment - No Surgery &amp; Minimal Downtime</a> <a href="http://www.foreveryoung-medspa.com/coolsculpting/">www.foreveryoung-medspa.com/coolsculpting/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	68	8	\$131.72	\$16.46	11.76%	-	3	37.50%	\$43.91
<a href="#">#1 CoolSculpting Deal 33% Off - Freeze Away Stubborn Fat - Virtual Consultation Available</a> <a href="http://www.foreveryoung-medspa.com/coolsculpting/">www.foreveryoung-medspa.com/coolsculpting/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	86	6	\$122.38	\$20.40	6.98%	-	2	33.33%	\$61.19
<a href="#">33% Off All CoolSculpting® - Best Price in Chicago - Forever Young Medspa</a> <a href="http://www.foreveryoung-medspa.com/coolsculpting/special">www.foreveryoung-medspa.com/coolsculpting/special</a> Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	288	24	\$262.61	\$10.94	8.33%	-	1	4.17%	\$262.61
<a href="#">CoolSculpting in Chicago - #1 Fat Reduction Treatment - Book A Virtual Consultation</a> <a href="http://www.foreveryoung-medspa.com/coolsculpting/fat-freezing">www.foreveryoung-medspa.com/coolsculpting/fat-freezing</a> No Surgery. Minimal Downtime. Clinically Proven Safe & Effective. New Clients Get 33% Off	14	2	\$30.69	\$15.35	14.29%	-	1	50.00%	\$30.69

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jul 2020 — 31 Jul 2020

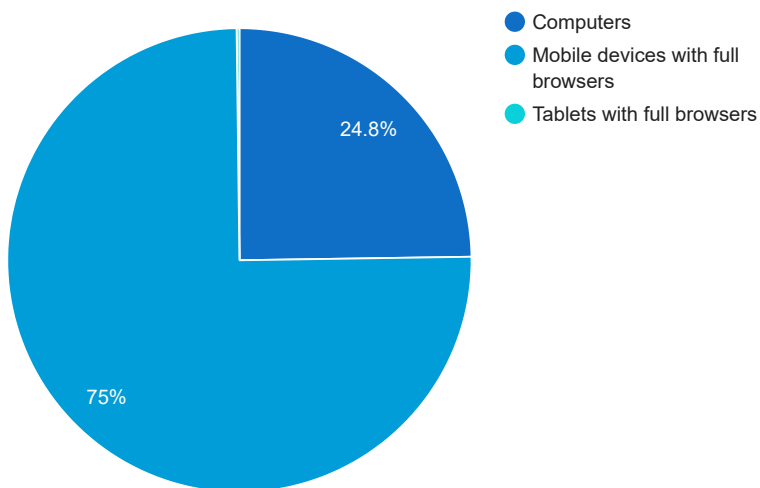
## Budget Coverage



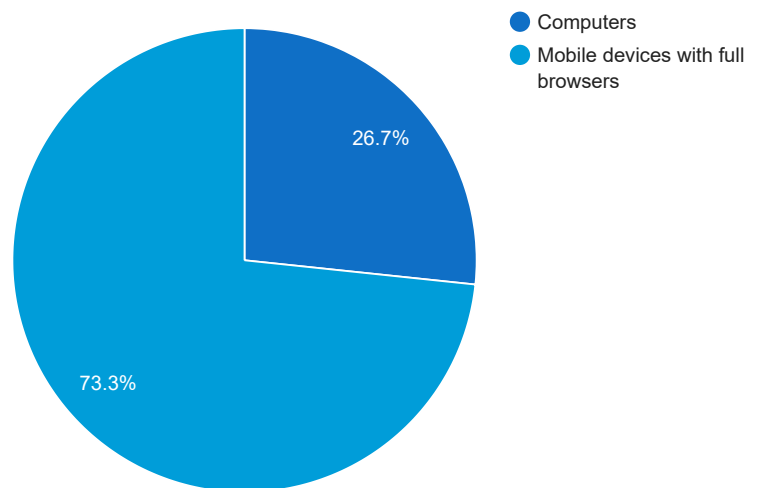
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	1,049.30	89.97
Sep, 2019	931.87	85.14
Oct, 2019	2,220.94	62.11
Nov, 2019	1,990.23	83.32
Dec, 2019	2,553.33	82.69
Jan, 2020	2,403.35	69.72
Feb, 2020	2,339.45	73.43
Mar, 2020	2,397.91	74.22
Apr, 2020	411.07	90.46
May, 2020	0	0
Jun, 2020	2,495.68	81.87
Jul, 2020	2,924.26	79.86

## 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	2,930	185	\$2,194.60	\$11.86	6.31%	-	11	5.95%	\$199.51
Computers	816	51	\$723.99	\$14.20	6.25%	-	4	7.84%	\$181.00
Tablets with full browsers	43	1	\$5.67	\$5.67	2.33%	-	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	3,789	237	\$2,924.26	\$12.34	6.25%	-	15	6.33%	\$194.95

## Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE	CONV
Form Submission	15
Local actions - Other engagements	0
Local actions - Directions	0
Clicks to call	0
Local actions - Website visits	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