

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

Forever Young

387-874-1103

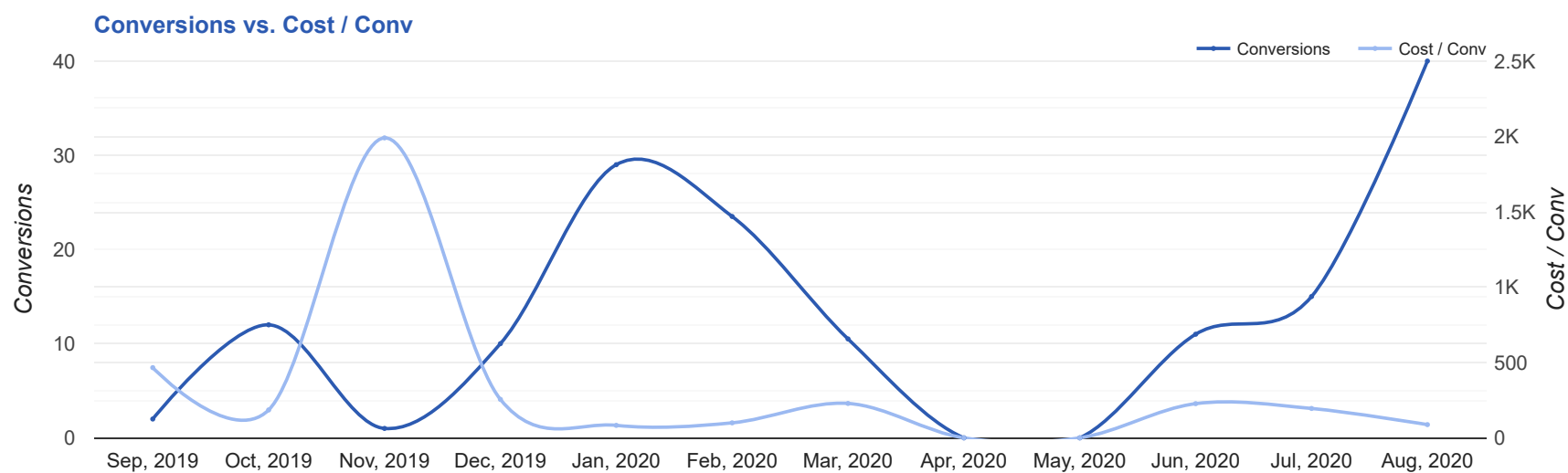
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,510	40	4.54%	\$87.74
↑ 20%	↑ 167%	↓ 28%	↓ 55%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jul 2020 — 31 Jul 2020	3,789	237	\$2,924.26	\$12.34	6.25%	-	15	6.33%	\$194.95	79.87%
1 Aug 2020 — 31 Aug 2020	20,950	881	\$3,509.70	\$3.98	4.21%	-	40	4.54%	\$87.74	24.38%
<b>Change</b>	17,161 ↑ 453%	644 ↑ 272%	\$585.44 ↑ 20%	\$8.36 ↓ 68%	2.04% ↓ 33%	--	25 ↑ 167%	1.79% ↓ 28%	\$107.21 ↓ 55%	55.49% ↓ 69%

# Performance by Month - 1 Sep 2019 — 31 Aug 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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	79.87%	
Aug '20	20,950	881	\$3,509.70	\$3.98	4.21%	-	40	4.54%	\$87.74	24.38%	
<b>Total</b>	<b>48,088</b>	<b>2,497</b>	<b>\$24,177.79</b>	<b>\$9.68</b>	<b>5.19%</b>	<b>-</b>	<b>154</b>	<b>6.17%</b>	<b>\$157.00</b>	<b>39.34%</b>	

# Campaign Summary - 1 Aug 2020 — 31 Aug 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	20,903	878	\$3,497.81	\$3.98	4.2%	-	40	4.56%	\$87.45	24.35%
search   beta   vampire facial	47	3	\$11.89	\$3.96	6.38%	-	0	0%	\$0.00	88.37%

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

## Top Text Ads

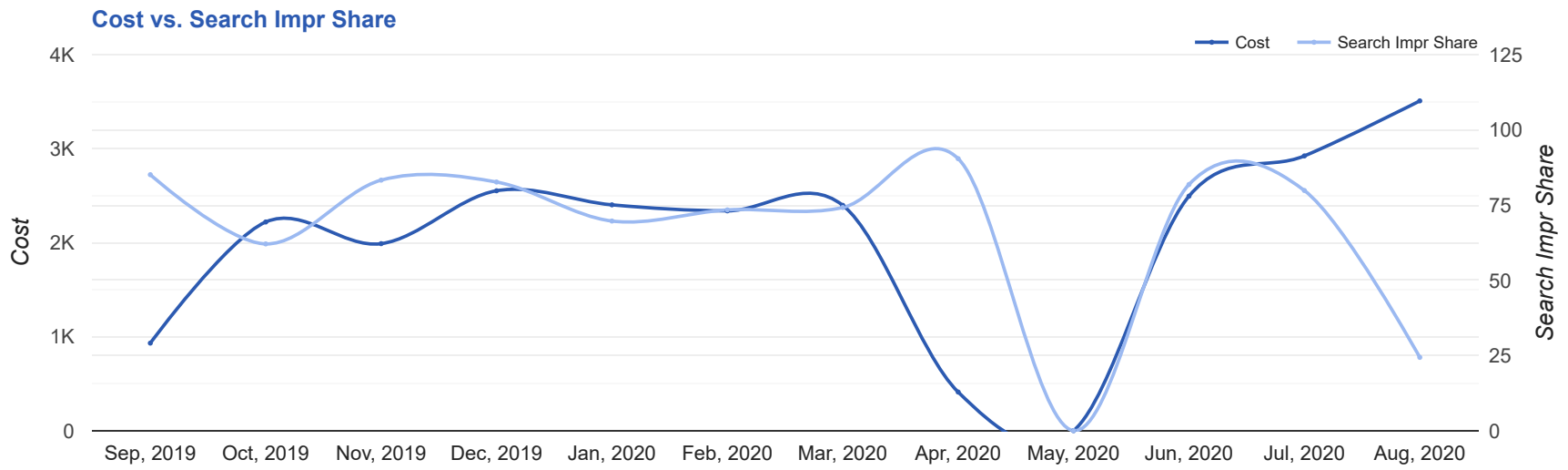
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Chicago - Safe & Effective Fat Reduction - 33% Off All CoolSculpting® <a href="http://www.foreveryoung-medspa.com/coolsculpting/chicago">www.foreveryoung-medspa.com/coolsculpting/chicago</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult.	8,791	463	\$1,455.78	\$3.14	5.27%	-	11.5	2.48%	\$126.59
#1 Provider in Chicago - Safe & Effective Fat Reduction - 33% Off All CoolSculpting® <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.	958	52	\$329.67	\$6.34	5.43%	-	6.3	12.02%	\$52.75
CoolSculpting in Chicago - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime <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.	4,409	96	\$486.21	\$5.06	2.18%	-	6	6.25%	\$81.03
\$1,000 Off All CoolSculpting® - Forever Young Medspa - #1 Provider in Chicago <a href="http://www.foreveryoung-medspa.com/coolsculpting/">www.foreveryoung-medspa.com/coolsculpting/</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult.	410	13	\$84.04	\$6.46	3.17%	-	3.3	25.00%	\$25.86
CoolSculpting in Chicago - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime <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.	1,641	82	\$367.21	\$4.48	5.00%	-	3	3.66%	\$122.40

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Aug 2020 — 31 Aug 2020

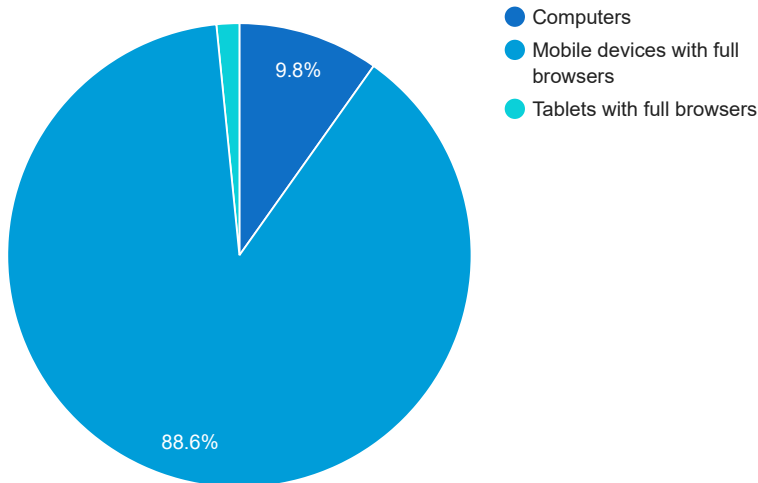
## Budget Coverage



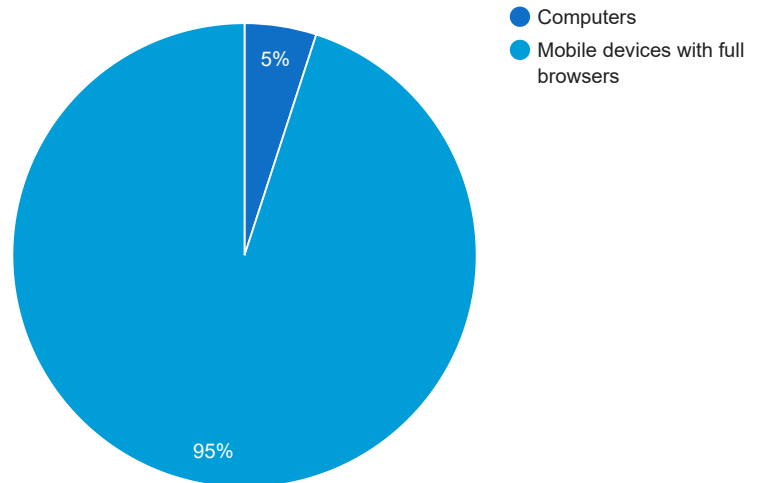
DATE	COST	SEARCH IMPR SHARE
Sep, 2019	931.87	85.14
Oct, 2019	2,220.94	62.11
Nov, 2019	1,990.23	83.32
Dec, 2019	2,553.33	82.69
Jan, 2020	2,403.35	69.72
Feb, 2020	2,339.45	73.43
Mar, 2020	2,397.91	74.22
Apr, 2020	411.07	90.46
May, 2020	0	0
Jun, 2020	2,495.68	81.87
Jul, 2020	2,924.26	79.87
Aug, 2020	3,509.70	24.38

## 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	17,029	768	\$3,109.29	\$4.05	4.51%	-	38	4.95%	\$81.82
Computers	3,427	97	\$344.67	\$3.55	2.83%	-	2	2.06%	\$172.34
Tablets with full browsers	494	16	\$55.74	\$3.48	3.24%	-	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	20,950	881	\$3,509.70	\$3.98	4.21%	-	40	4.54%	\$87.74

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

CONVERSION TYPE	CONV
Form Submission	37
Calls from ads	3
Clicks to call	0
Local actions - Website visits	0
Local actions - Other engagements	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