

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

Forever Young

387-874-1103

Key Performance Indicators (KPIs)

Cost

\$3,843

↑ 9%

Conv

32.5

↓ 20%

Conv Rate

5.53%

↑ 20%

Cost / Conv

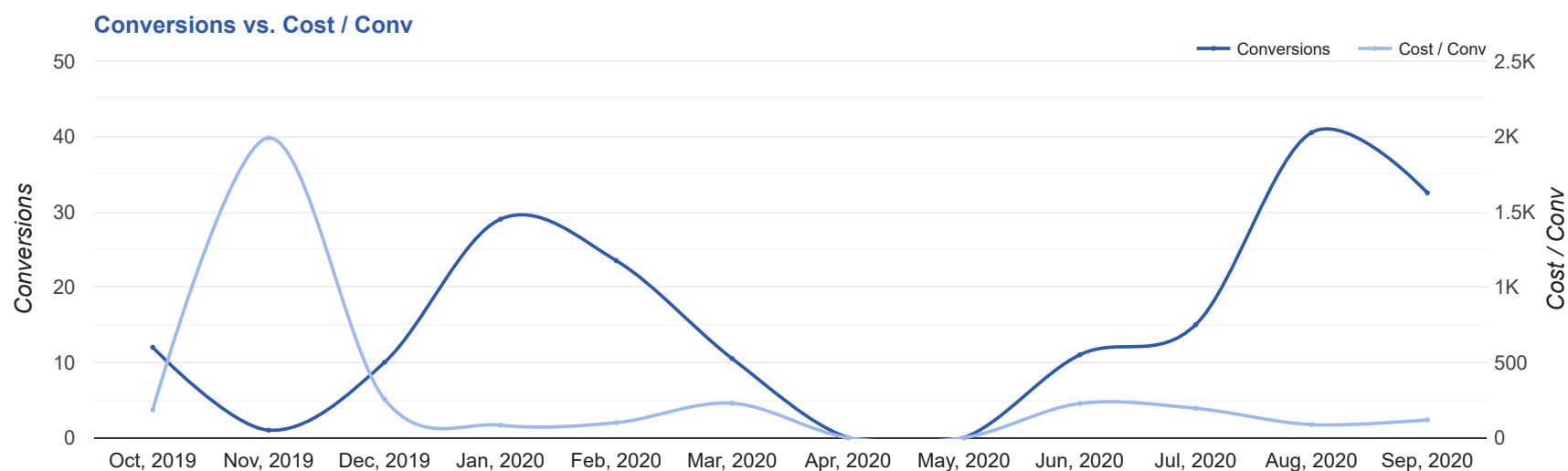
\$118.24

↑ 36%

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	20,950	881	\$3,509.70	\$3.98	4.21%	-	40.5	4.6%	\$86.66	24.39%
1 Sep 2020 — 30 Sep 2020	14,293	588	\$3,842.64	\$6.54	4.11%	-	32.5	5.53%	\$118.24	34.65%
Change	6,657 ↓ 32%	293 ↓ 33%	\$332.94 ↑ 9%	\$2.56 ↑ 64%	0.10% ↓ 2%	--	8 ↓ 20%	0.93% ↑ 20%	\$31.58 ↑ 36%	10.26% ↑ 42%

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	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%	-	40.5	4.6%	\$86.66	24.39%
Sep '20	14,293	588	\$3,842.64	\$6.54	4.11%	-	32.5	5.53%	\$118.24	34.65%
Total	61,612	3,041	\$27,088.56	\$8.91	4.94%	-	185	6.08%	\$146.42	37.9%

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	13,783	539	\$3,507.40	\$6.51	3.91%	-	32.5	6.03%	\$107.92	33.88%
search beta vampire facial	510	49	\$335.24	\$6.84	9.61%	-	0	0%	\$0.00	97.09%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

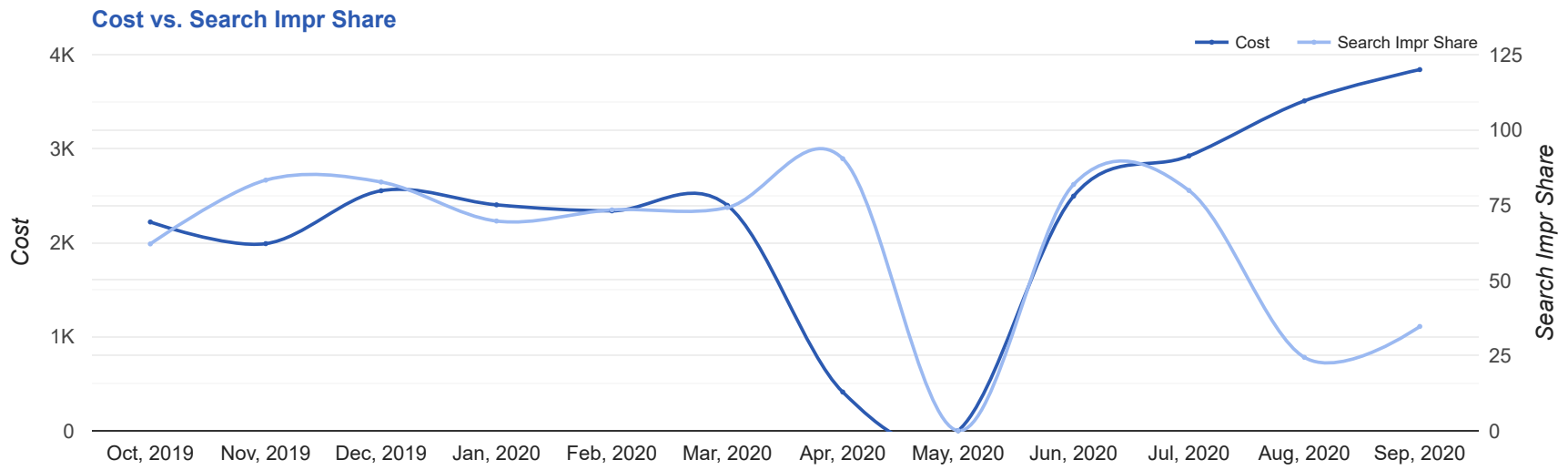
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Chicago - Safe & Effective Fat Reduction - 33% Off All CoolSculpting® www.foreveryoung-medspa.com/coolsculpting/chicago #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult.	1,107	57	\$604.72	\$10.61	5.15%	-	6.5	11.40%	\$93.03
CoolSculpting in Chicago - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime www.foreveryoung-medspa.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	989	47	\$339.37	\$7.22	4.75%	-	5	10.64%	\$67.87
33% Off All CoolSculpting® - Best Price in Chicago - Forever Young Medspa www.foreveryoung-medspa.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	296	40	\$382.58	\$9.56	13.51%	-	4.8	12.07%	\$79.21
#1 Provider in Chicago - Safe & Effective Fat Reduction - 33% Off All CoolSculpting® www.foreveryoung-medspa.com/coolsculpting/chicago #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult.	4,150	178	\$695.01	\$3.90	4.29%	-	4	2.25%	\$173.75
CoolSculpting in Chicago - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime www.foreveryoung-medspa.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	4,020	89	\$655.17	\$7.36	2.21%	-	4	4.49%	\$163.79

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

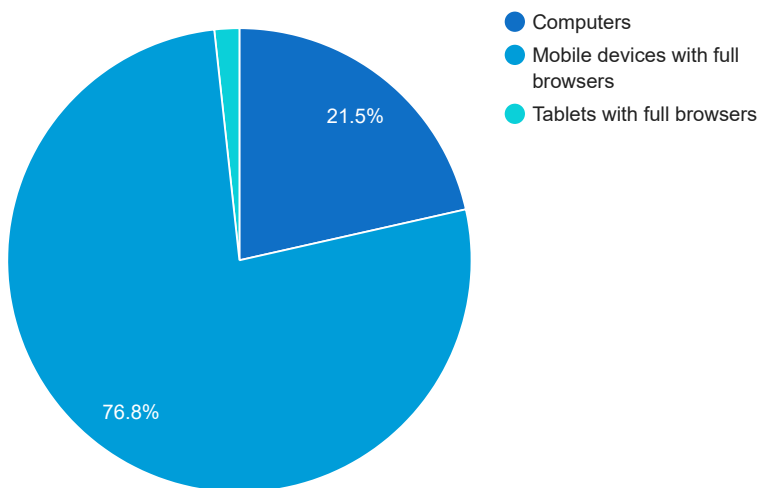
Budget Coverage



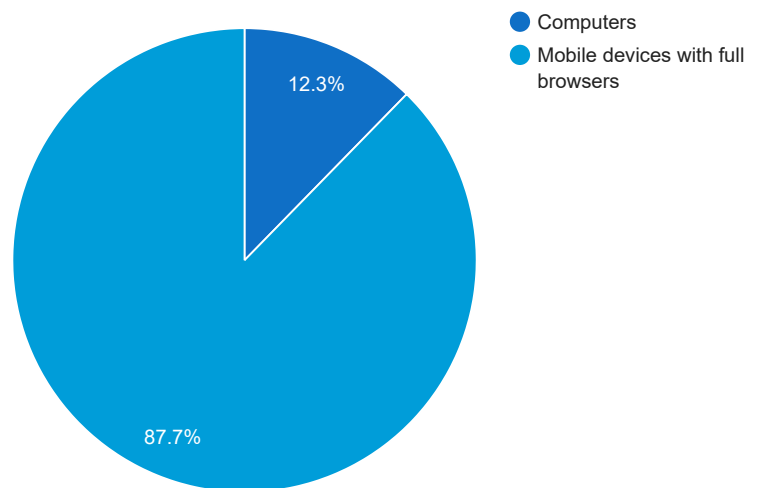
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	2,220.94	62.11
Nov, 2019	1,990.23	83.32
Dec, 2019	2,553.33	82.69
Jan, 2020	2,403.35	69.72
Feb, 2020	2,339.45	73.43
Mar, 2020	2,397.91	74.22
Apr, 2020	411.07	90.46
May, 2020	0	0
Jun, 2020	2,495.68	81.87
Jul, 2020	2,924.26	79.87
Aug, 2020	3,509.70	24.39
Sep, 2020	3,842.64	34.65

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	11,163	485	\$2,950.72	\$6.08	4.34%	-	28.5	5.88%	\$103.53
Computers	2,776	95	\$825.31	\$8.69	3.42%	-	4	4.21%	\$206.33
Tablets with full browsers	354	8	\$66.61	\$8.33	2.26%	-	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	14,293	588	\$3,842.64	\$6.54	4.11%	-	32.5	5.53%	\$118.24

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
Form Submission	30.5
Click to Call	1
Calls from ads	1
Local actions - Other engagements	0
Local actions - Website visits	0
Clicks to call	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