

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

Forever Young

387-874-1103

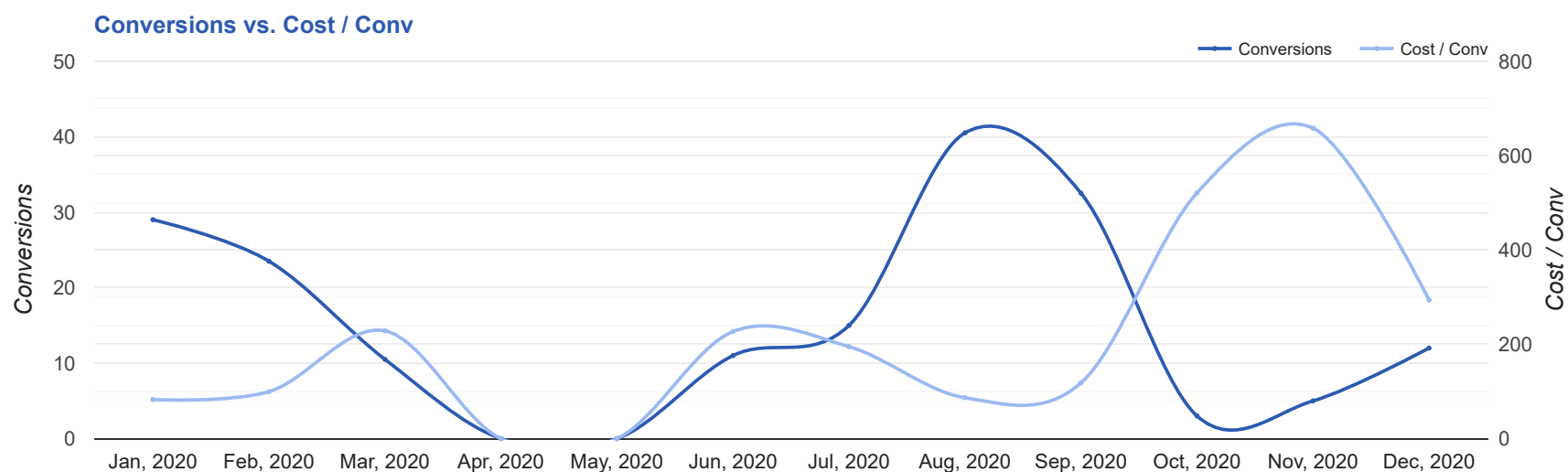
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,526	12	4.56%	\$293.83
↑ 7%	↑ 140%	↓ 3%	↓ 55%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	4,427	106	\$3,289.82	\$31.04	2.39%	-	5	4.72%	\$657.96	67.59%
1 Dec 2020 — 31 Dec 2020	9,348	263	\$3,526.00	\$13.41	2.81%	-	12	4.56%	\$293.83	29.44%
Change	4,921 ↑ 111%	157 ↑ 148%	\$236.18 ↑ 7%	\$17.63 ↓ 57%	0.42% ↑ 18%	--	7 ↑ 140%	0.16% ↓ 3%	\$364.13 ↓ 55%	38.15% ↓ 56%

Performance by Month - 1 Jan 2020 — 31 Dec 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	34.66%
Oct '20	3,965	172	\$1,562.94	\$9.09	4.34%	-	3	1.74%	\$520.98	37.81%
Nov '20	4,427	106	\$3,289.82	\$31.04	2.39%	-	5	4.72%	\$657.96	67.59%
Dec '20	9,348	263	\$3,526.00	\$13.41	2.81%	-	12	4.56%	\$293.83	29.44%
Total	71,549	3,114	\$28,702.82	\$9.22	4.35%	-	182	5.84%	\$157.71	35.69%

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	9,302	259	\$3,464.38	\$13.38	2.78%	-	12	4.63%	\$288.70	29.61%
search beta coolsculpting exp reach	46	4	\$61.62	\$15.41	8.7%	-	0	0%	\$0.00	12.84%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

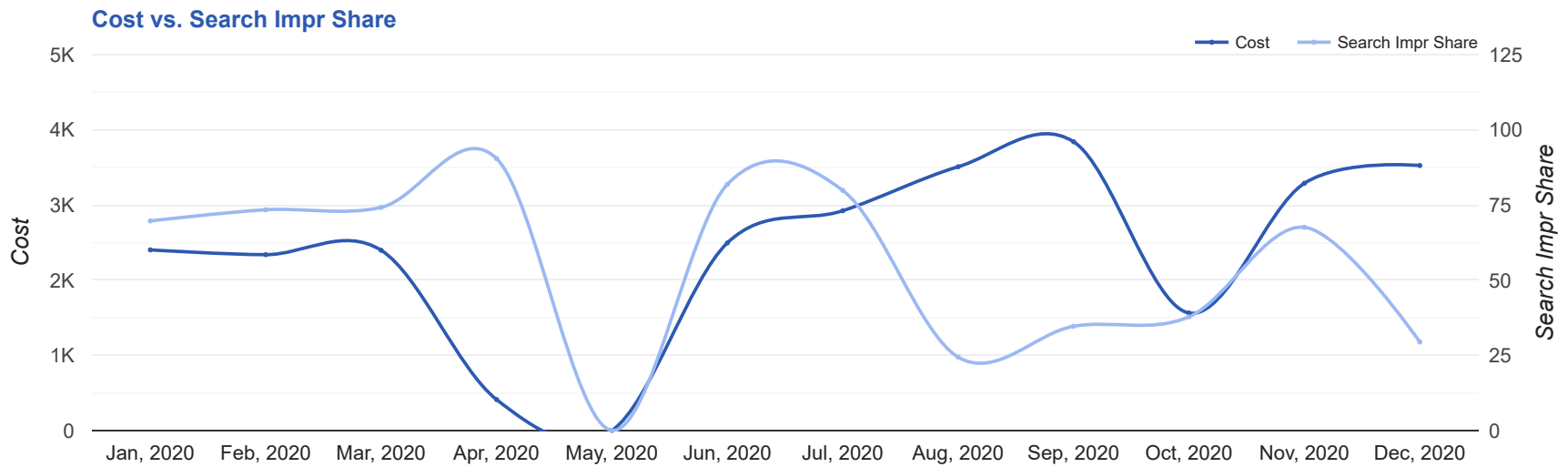
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® in Chicago - Dec Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever myfyms.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	84	6	\$175.29	\$29.21	7.14%	-	1.7	27.83%	\$104.96
Best CoolSculpting Deal Ever - Dec Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever myfyms.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	51	6	\$79.65	\$13.28	11.76%	-	1.3	22.17%	\$59.89
Best CoolSculpting Deal Ever - Limited Time Offer Dec 2020 - Our Biggest Discount Ever myfyms.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	26	3	\$57.43	\$19.14	11.54%	-	1	33.33%	\$57.43
Best CoolSculpting Deal Ever - Limited Time Offer Dec 2020 - Our Biggest Discount Ever myfyms.com// Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Chicago, IL.	15	3	\$50.78	\$16.93	20.00%	-	1	33.33%	\$50.78
Forever Young Medspa - Fat Reduction in Chicago - Non-Surgical Fat Reduction myfyms.com/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	2,254	83	\$976.23	\$11.76	3.68%	-	1	1.20%	\$976.23

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

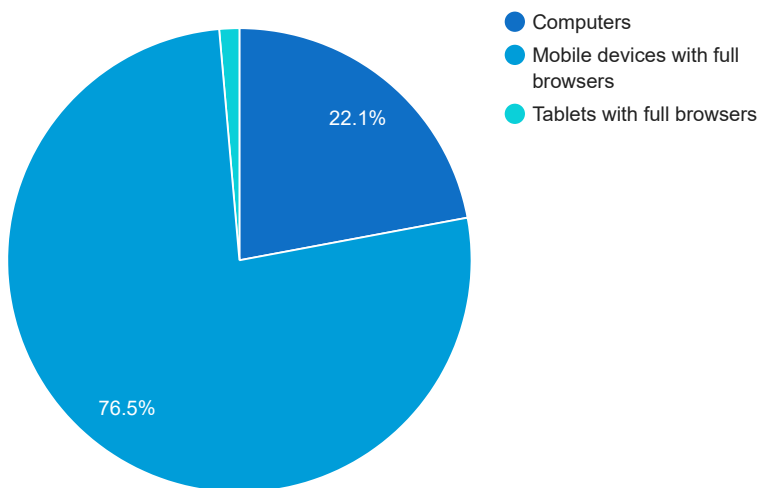
Budget Coverage



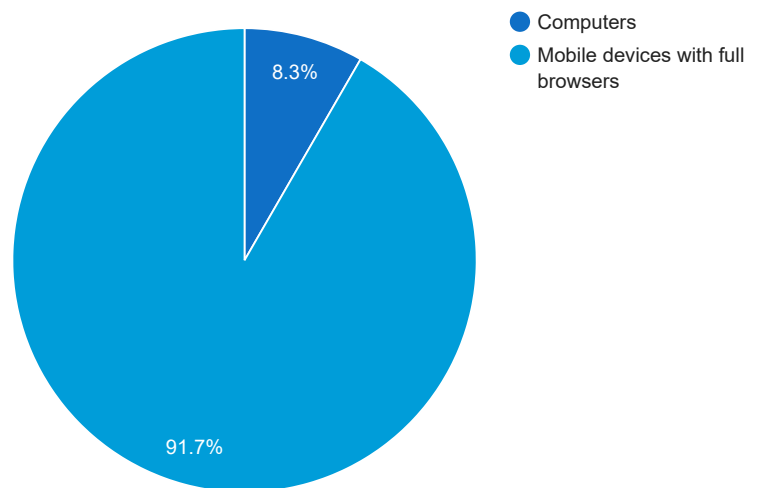
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	2,403.35	69.72
Feb, 2020	2,339.45	73.43
Mar, 2020	2,397.91	74.22
Apr, 2020	411.07	90.46
May, 2020	0	0
Jun, 2020	2,495.68	81.87
Jul, 2020	2,924.26	79.87
Aug, 2020	3,509.70	24.39
Sep, 2020	3,842.64	34.66
Oct, 2020	1,562.94	37.81
Nov, 2020	3,289.82	67.59
Dec, 2020	3,526	29.44

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	6,731	215	\$2,699.02	\$12.55	3.19%	-	11	5.12%	\$245.37
Computers	2,354	44	\$777.81	\$17.68	1.87%	-	1	2.27%	\$777.81
Tablets with full browsers	263	4	\$49.17	\$12.29	1.52%	-	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	9,348	263	\$3,526.00	\$13.41	2.81%	-	12	4.56%	\$293.83

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Form Submission	11
Click to Call	1
Local actions - Other engagements	0
Local actions - Directions	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