

**Monthly Account
Performance Report
1 Jan 2021 — 31 Jan 2021**

Forever Young

387-874-1103

Key Performance Indicators (KPIs)

Cost

\$3,499

↓ 1%

Conv

14.7

↑ 19%

Conv Rate

3.63%

↓ 23%

Cost / Conv

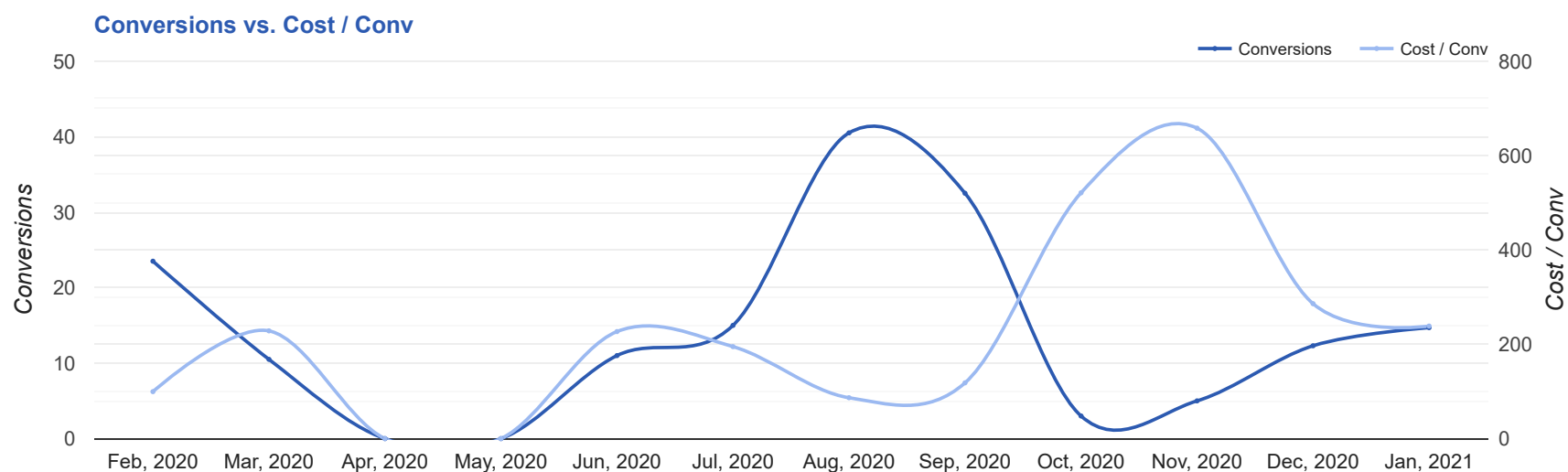
\$238.52

↓ 17%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	9,348	263	\$3,526.00	\$13.41	2.81%	-	12.3	4.69%	\$285.97	29.43%
1 Jan 2021 — 31 Jan 2021	11,730	404	\$3,499.13	\$8.66	3.44%	-	14.7	3.63%	\$238.52	23.83%
Change	2,382 ↑ 25%	141 ↑ 54%	\$26.87 ↓ 1%	\$4.75 ↓ 35%	0.63% ↑ 22%	--	2.34 ↑ 19%	1.06% ↓ 23%	\$47.45 ↓ 17%	5.60% ↓ 19%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	12.3	4.69%	\$285.97	29.43%
Jan '21	11,730	404	\$3,499.13	\$8.66	3.44%	-	14.7	3.63%	\$238.52	23.83%
Total	79,550	3,304	\$29,798.60	\$9.02	4.15%	-	168	5.08%	\$177.37	32.55%

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	11,730	404	\$3,499.13	\$8.66	3.44%	-	14.7	3.63%	\$238.52	23.83%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

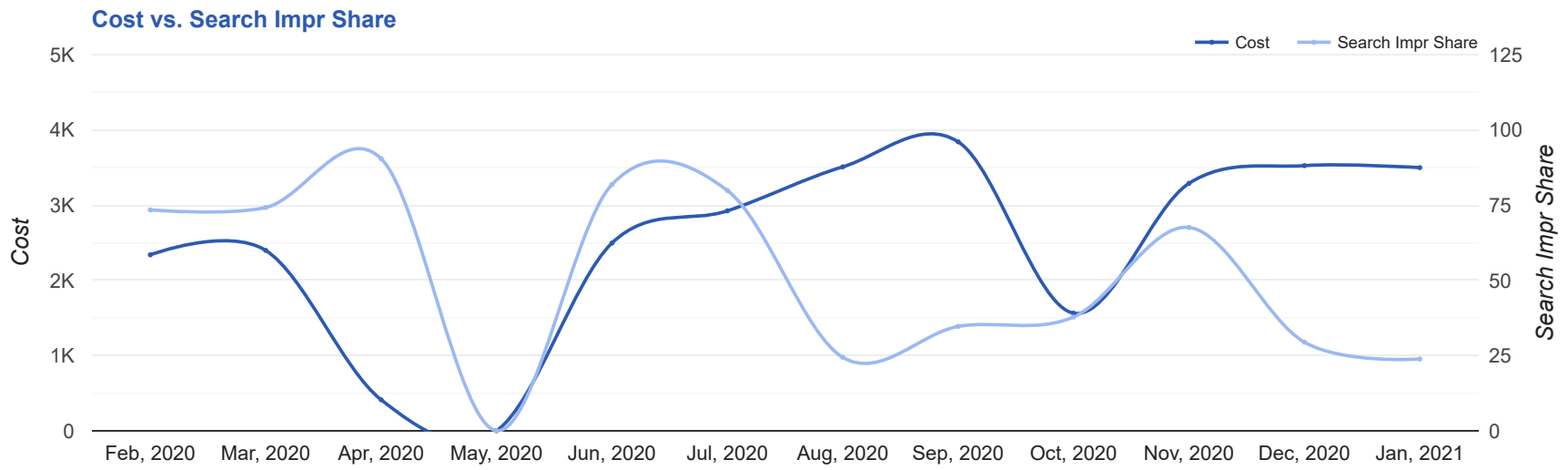
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Forever Young Medspa - Fat Reduction in Chicago - Non-Surgical Fat Reduction myfyms.com/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	776	40	\$411.93	\$10.30	5.15%	-	3	7.50%	\$137.31
CoolSculpting® in Chicago - Jan 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.	275	14	\$188.29	\$13.45	5.09%	-	2	14.29%	\$94.14
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	2,697	89	\$514.53	\$5.78	3.30%	-	1	1.12%	\$514.53
Non-Surgical Fat Reduction - Eliminate Fat & Feel Great - Freeze Away Body Fat myfyms.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	54	3	\$32.11	\$10.70	5.56%	-	1	33.33%	\$32.11
CoolSculpting® in Chicago - Jan Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever myfyms.com// Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Chicago, IL.	23	1	\$13.50	\$13.50	4.35%	-	1	100.00%	\$13.50

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

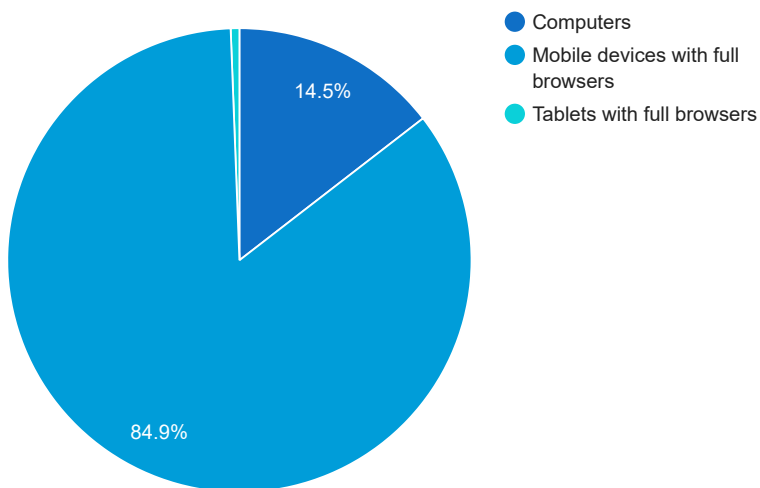
Budget Coverage



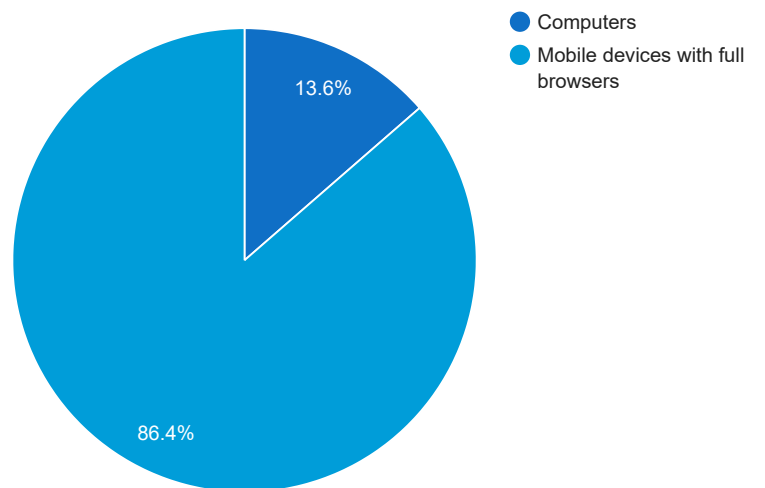
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	2,339.45	73.43
Mar, 2020	2,397.91	74.22
Apr, 2020	411.07	90.46
May, 2020	0	0
Jun, 2020	2,495.68	81.87
Jul, 2020	2,924.26	79.87
Aug, 2020	3,509.70	24.39
Sep, 2020	3,842.64	34.66
Oct, 2020	1,562.94	37.81
Nov, 2020	3,289.82	67.59
Dec, 2020	3,526	29.43
Jan, 2021	3,499.13	23.83

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	9,054	351	\$2,969.68	\$8.46	3.88%	-	12.7	3.61%	\$234.39
Computers	2,398	50	\$508.34	\$10.17	2.09%	-	2	4%	\$254.17
Tablets with full browsers	278	3	\$21.11	\$7.04	1.08%	-	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	11,730	404	\$3,499.13	\$8.66	3.44%	-	14.7	3.63%	\$238.52

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Form Submission	12.7
Click to Call	2
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