

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

Forever Young

387-874-1103

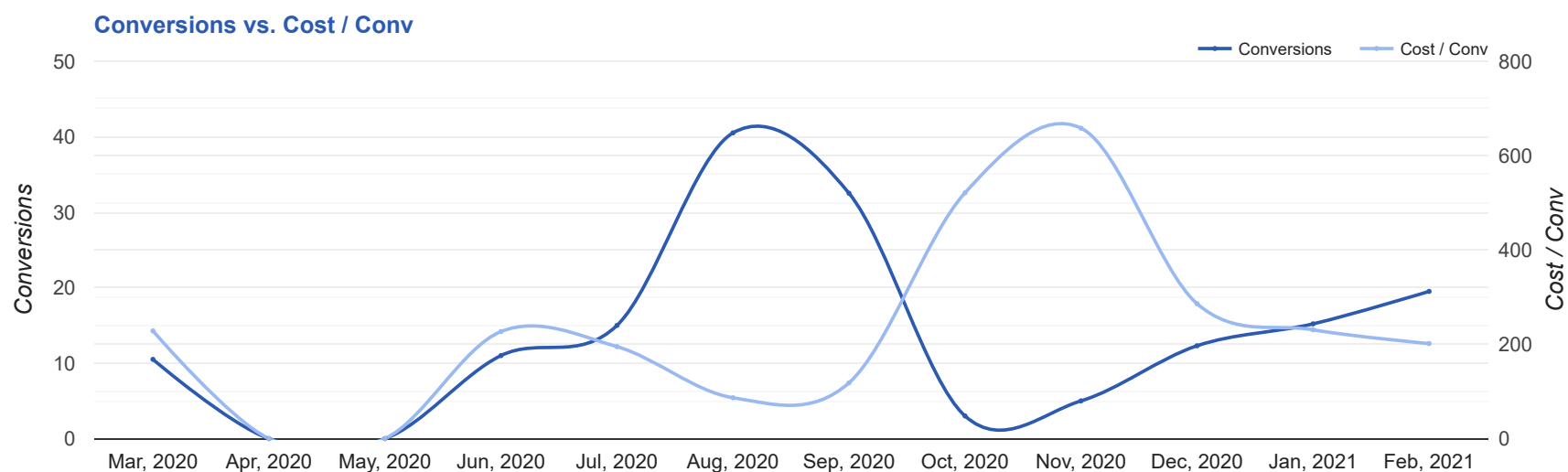
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,927	19.5	5.23%	\$201.41
↑ 12%	↑ 28%	↑ 39%	↓ 13%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	11,730	404	\$3,499.13	\$8.66	3.44%	-	15.2	3.75%	\$230.66	23.81%
1 Feb 2021 — 28 Feb 2021	8,612	373	\$3,927.45	\$10.53	4.33%	-	19.5	5.23%	\$201.41	32.55%
Change	3,118 ↓ 27%	31 ↓ 8%	\$428.32 ↑ 12%	\$1.87 ↑ 22%	0.89% ↑ 26%	--	4.33 ↑ 28%	1.48% ↑ 39%	\$29.25 ↓ 13%	8.74% ↑ 37%

Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	15.2	3.75%	\$230.66	23.81%	
Feb '21	8,612	373	\$3,927.45	\$10.53	4.33%	-	19.5	5.23%	\$201.41	32.55%	
Total	83,998	3,427	\$31,386.60	\$9.16	4.08%	-	164.5	4.8%	\$190.80	31.68%	

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	8,612	373	\$3,927.45	\$10.53	4.33%	-	19.5	5.23%	\$201.41	32.55%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

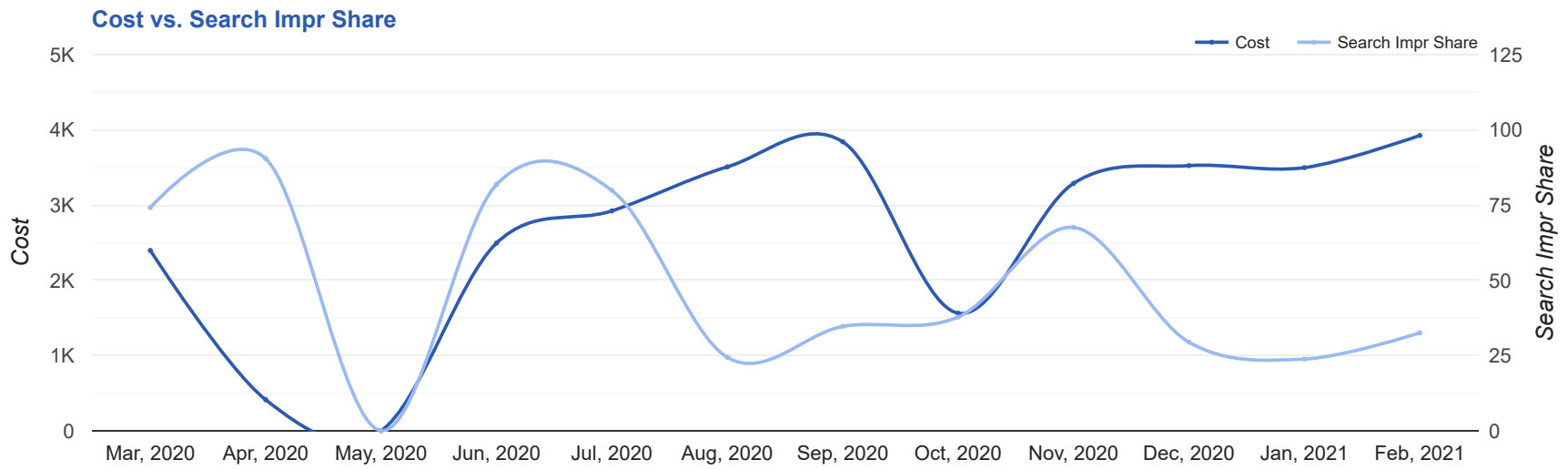
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Forever Young Medspa - Fat Reduction in Chicago - Non-Surgical Fat Reduction myfyms.com/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	2,299	90	\$682.41	\$7.58	3.91%	-	4.5	5.00%	\$151.65
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	878	66	\$673.19	\$10.20	7.52%	-	2.5	3.79%	\$269.28
Forever Young Medspa - Freeze Away Body Fat - Offering \$1,000 Off 8+ Cycles myfyms.com// CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	142	6	\$76.01	\$12.67	4.23%	-	2	33.33%	\$38.01
CoolSculpting® in Chicago - Limited Time Offer Feb 2021 - Our Biggest Discount Ever myfyms.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	13	2	\$25.88	\$12.94	15.38%	-	2	100.00%	\$12.94
CoolSculpting® Fat Reduction - Feb 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.	132	10	\$205.09	\$20.51	7.58%	-	1.6	15.80%	\$129.80

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

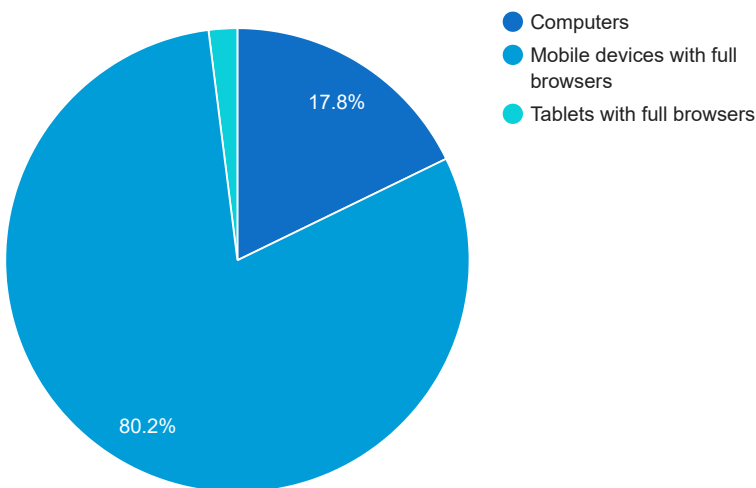
Budget Coverage



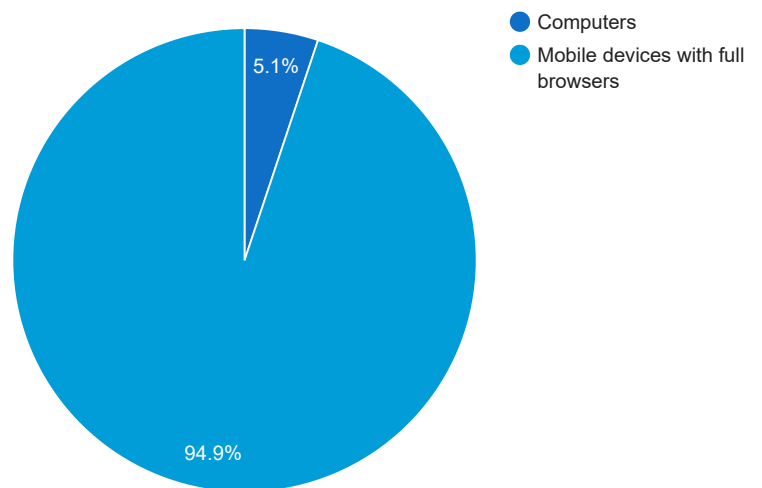
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	2,397.91	74.22
Apr, 2020	411.07	90.46
May, 2020	0	0
Jun, 2020	2,495.68	81.87
Jul, 2020	2,924.26	79.87
Aug, 2020	3,509.70	24.39
Sep, 2020	3,842.64	34.66
Oct, 2020	1,562.94	37.81
Nov, 2020	3,289.82	67.59
Dec, 2020	3,526	29.43
Jan, 2021	3,499.13	23.81
Feb, 2021	3,927.45	32.55

Cost and Conversions by Device

Cost



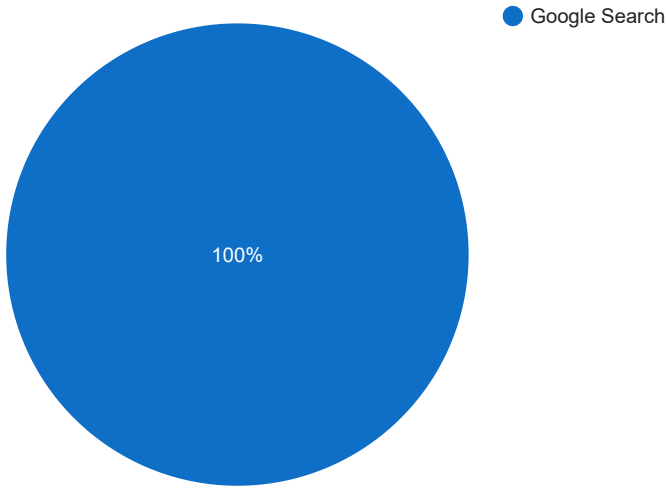
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	6,597	303	\$3,150.05	\$10.40	4.59%	-	18.5	6.11%	\$170.27
Computers	1,818	60	\$699.05	\$11.65	3.3%	-	1	1.67%	\$699.05
Tablets with full browsers	197	10	\$78.35	\$7.83	5.08%	-	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	8,612	373	\$3,927.45	\$10.53	4.33%	-	19.5	5.23%	\$201.41

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Form Submission	18.5
Click to Call	1
Local actions - Menu views	0
Local actions - Other engagements	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