

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

Forever Young

387-874-1103

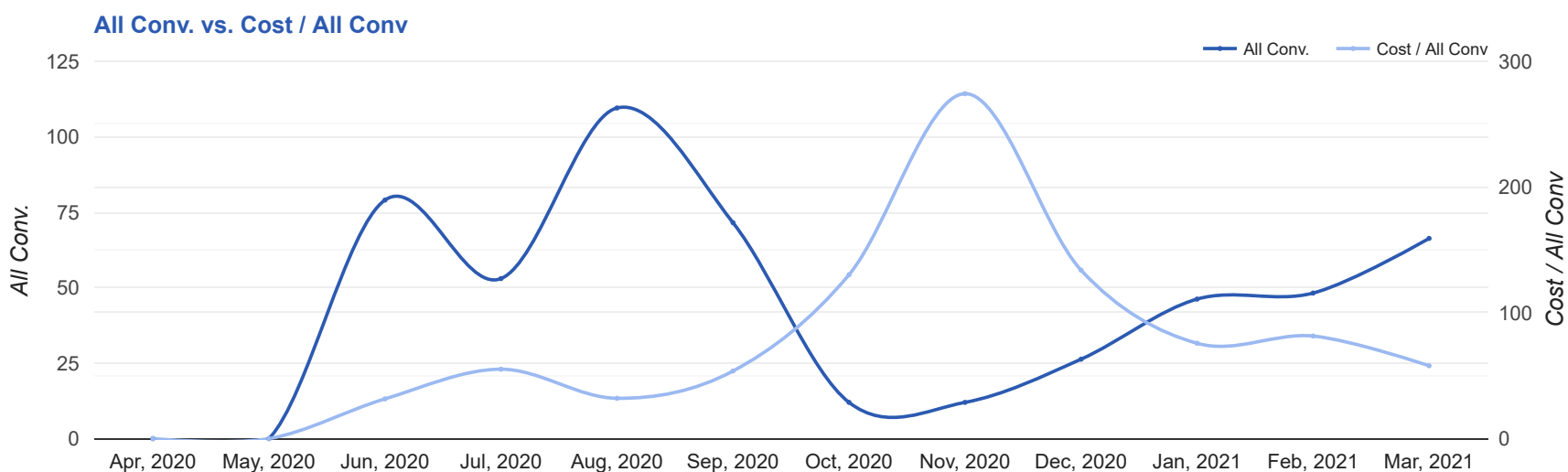
Key Performance Indicators (KPIs)

| | | | |
|---------|-----------|----------------|-----------------|
| Cost | All Conv. | All Conv. Rate | Cost / All Conv |
| \$3,840 | 66.3 | 21.47% | \$57.90 |
| ↓ 2% | ↑ 38% | ↑ 66% | ↓ 29% |

Performance Comparison - Month-over-Month

| | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | ALL CONV. RATE | COST / ALL CONV | ALL CONV. |
|--------------------------|----------------|-------------|-----------------|-----------------|-------------|----------|----------------|------------------|----------------|
| 1 Feb 2021 — 28 Feb 2021 | 8,612 | 373 | \$3,927.45 | \$10.53 | 4.33% | - | 12.91% | \$81.53 | 48.2 |
| 1 Mar 2021 — 31 Mar 2021 | 4,880 | 309 | \$3,840.41 | \$12.43 | 6.33% | - | 21.47% | \$57.90 | 66.3 |
| Change | 3,732 ↓ 43% | 64 ↓ 17% | \$87.04 ↓ 2% | \$1.90 ↑ 18% | 2% ↑ 46% | 0 ↔ - | 8.56% ↑ 66% | \$23.63 ↓ 29% | 18.16 ↑ 38% |

Performance by Month - 1 Apr 2020 — 31 Mar 2021



| MONTH | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | ALL CONV. | ALL CONV. RATE | COST / ALL CONV |
|--------------|---------------|--------------|--------------------|---------------|--------------|----------|------------|----------------|-----------------|
| Apr '20 | 370 | 23 | \$411.07 | \$17.87 | 6.22% | - | 0 | 0% | \$0.00 |
| May '20 | 0 | 0 | \$0.00 | \$0.00 | 0% | - | 0 | 0% | \$0.00 |
| Jun '20 | 3,179 | 202 | \$2,495.68 | \$12.35 | 6.35% | - | 79 | 39.11% | \$31.59 |
| Jul '20 | 3,789 | 237 | \$2,924.26 | \$12.34 | 6.25% | - | 53 | 22.36% | \$55.17 |
| Aug '20 | 20,950 | 881 | \$3,509.70 | \$3.98 | 4.21% | - | 109.5 | 12.43% | \$32.05 |
| Sep '20 | 14,293 | 588 | \$3,842.64 | \$6.54 | 4.11% | - | 71.5 | 12.16% | \$53.74 |
| Oct '20 | 3,965 | 172 | \$1,562.94 | \$9.09 | 4.34% | - | 12 | 6.98% | \$130.25 |
| Nov '20 | 4,427 | 106 | \$3,289.82 | \$31.04 | 2.39% | - | 12 | 11.32% | \$274.15 |
| Dec '20 | 9,348 | 263 | \$3,526.00 | \$13.41 | 2.81% | - | 26.3 | 10.01% | \$133.92 |
| Jan '21 | 11,730 | 404 | \$3,499.13 | \$8.66 | 3.44% | - | 46.2 | 11.43% | \$75.79 |
| Feb '21 | 8,612 | 373 | \$3,927.45 | \$10.53 | 4.33% | - | 48.2 | 12.91% | \$81.53 |
| Mar '21 | 4,880 | 309 | \$3,840.41 | \$12.43 | 6.33% | - | 66.3 | 21.47% | \$57.90 |
| Total | 85,543 | 3,558 | \$32,829.10 | \$9.23 | 4.16% | - | 524 | 14.73% | \$62.65 |

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

| CAMPAIGN | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | ALL CONV. | ALL CONV. RATE | COST / ALL CONV |
|---|-------|--------|------------|---------|-------|---------|-----------|----------------|-----------------|
| search beta coolsculpting | 1,856 | 180 | \$3,012.09 | \$16.73 | 9.7% | - | 54.3 | 30.18% | \$55.44 |
| search beta coolsculpting exp reach | 3,024 | 129 | \$828.32 | \$6.42 | 4.27% | - | 12 | 9.3% | \$69.03 |

Top Keywords & Placements - 1 Mar 2021 — 31 Mar 2021

Top Search Keywords

| SEARCH TERM | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | ALL CONV. | ALL CONV. RATE | COST / ALL CONV |
|----------------------------------|------|--------|----------|---------|---------|---------|-----------|----------------|-----------------|
| coolsculpting | 23 | 24 | \$429.83 | \$17.91 | 104.35% | - | 18.3 | 76.38% | \$23.45 |
| coolsculpting near me | 17 | 17 | \$376.86 | \$22.17 | 100.00% | - | 13 | 76.47% | \$28.99 |
| best coolsculpting near me | 1 | 1 | \$32.41 | \$32.41 | 100.00% | - | 3.4 | 340.00% | \$9.53 |
| cool sculpting cost | 16 | 12 | \$162.74 | \$13.56 | 75.00% | - | 3 | 25.00% | \$54.25 |
| how much does coolsculpting cost | 4 | 6 | \$54.04 | \$9.01 | 150.00% | - | 2.6 | 43.33% | \$20.78 |
| weight loss body wraps | 1 | 1 | \$1.84 | \$1.84 | 100.00% | - | 2 | 200.00% | \$0.92 |
| bbl chicago il | 1 | 1 | \$4.68 | \$4.68 | 100.00% | - | 2 | 200.00% | \$2.34 |
| body sculpting near me | 4 | 3 | \$17.06 | \$5.69 | 75.00% | - | 2 | 66.67% | \$8.53 |
| coolsculpting cost | 10 | 8 | \$64.36 | \$8.04 | 80.00% | - | 1.5 | 18.75% | \$42.91 |
| weight loss center near me | 1 | 1 | \$13.54 | \$13.54 | 100.00% | - | 1 | 100.00% | \$13.54 |

Top Display Placements

No Data Found for this account

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

| AD | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | ALL CONV. | ALL CONV. RATE | COST / ALL CONV |
|--|------|--------|----------|---------|--------|---------|-----------|----------------|-----------------|
| Huge CoolSculpting Promotion - Freeze Away Stubborn Fat - Forever Young Medspa myfyms.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. | 47 | 6 | \$34.08 | \$5.68 | 12.77% | - | 13 | 216.67% | \$2.62 |
| #1 Provider in Chicago - Safe & Effective Fat Reduction - Target Belly Fat, Love Handles myfyms.com/coolsculpting/chicago #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult. | 253 | 23 | \$422.50 | \$18.37 | 9.09% | - | 5.7 | 24.57% | \$74.78 |
| Best CoolSculpting Deal Ever - Freeze Away Body Fat - 33% Off All CoolSculpting myfyms.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. | 13 | 1 | \$6.83 | \$6.83 | 7.69% | - | 5 | 500.00% | \$1.37 |
| 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 | 865 | 38 | \$233.39 | \$6.14 | 4.39% | - | 5 | 13.16% | \$46.68 |
| CoolSculpting® in Chicago - Mar 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. | 417 | 26 | \$524.21 | \$20.16 | 6.24% | - | 4 | 15.38% | \$131.05 |

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

Budget Coverage

Display Impr Share

0%

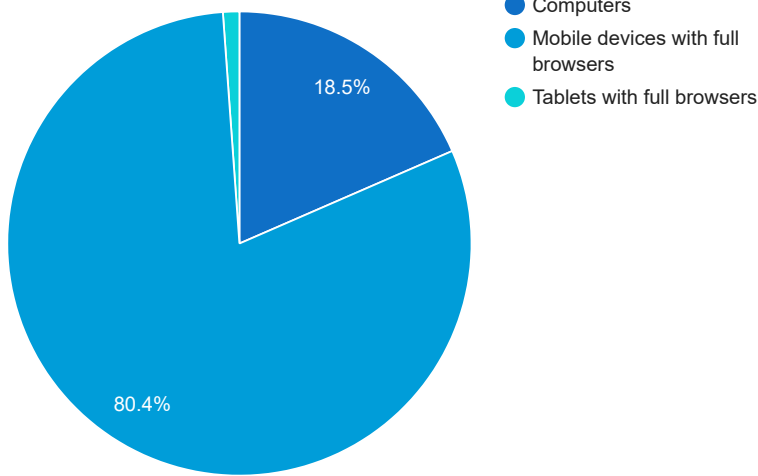
Search Impr Share

28.07%

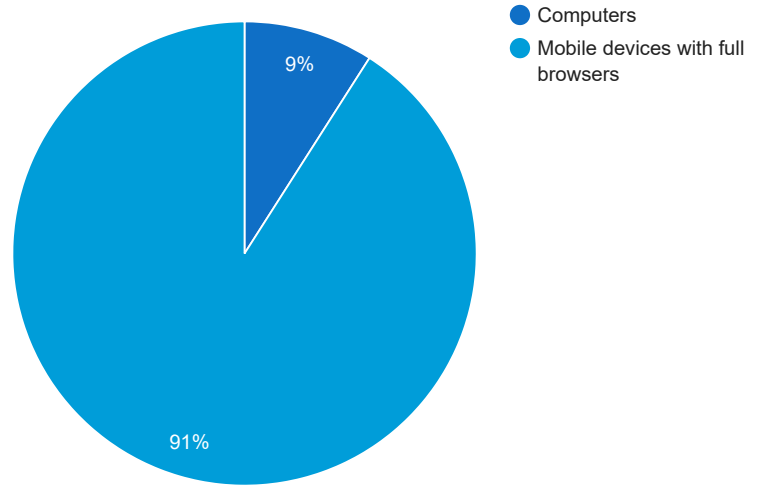
↓ 14%

Cost and Conversions by Device

Cost



All Conv.



| DEVICE | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | ALL CONV. | ALL CONV. RATE | COST / ALL CONV |
|-----------------------------------|-------|--------|------------|---------|-------|---------|-----------|----------------|-----------------|
| Mobile devices with full browsers | 3,676 | 253 | \$3,087.30 | \$12.20 | 6.88% | - | 60.3 | 23.85% | \$51.17 |
| Computers | 1,079 | 53 | \$709.38 | \$13.38 | 4.91% | - | 6 | 11.32% | \$118.23 |
| Tablets with full browsers | 125 | 3 | \$43.73 | \$14.58 | 2.4% | - | 0 | 0% | \$0.00 |

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



| NETWORK | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | ALL CONV. | ALL CONV. RATE | COST / ALL CONV |
|---------------|-------|--------|------------|---------|-------|---------|-----------|-------------------|--------------------|
| Google search | 4,880 | 309 | \$3,840.41 | \$12.43 | 6.33% | - | 66.3 | 21.47% | \$57.90 |

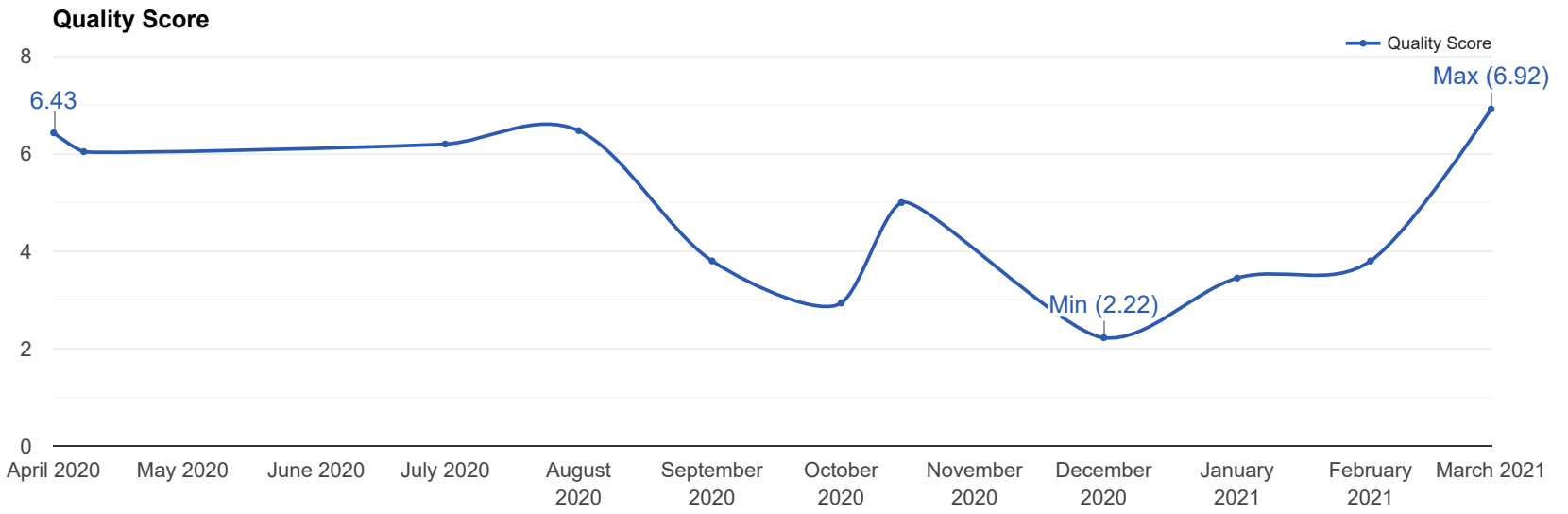
Account Health - Quality Score

Current Quality Score

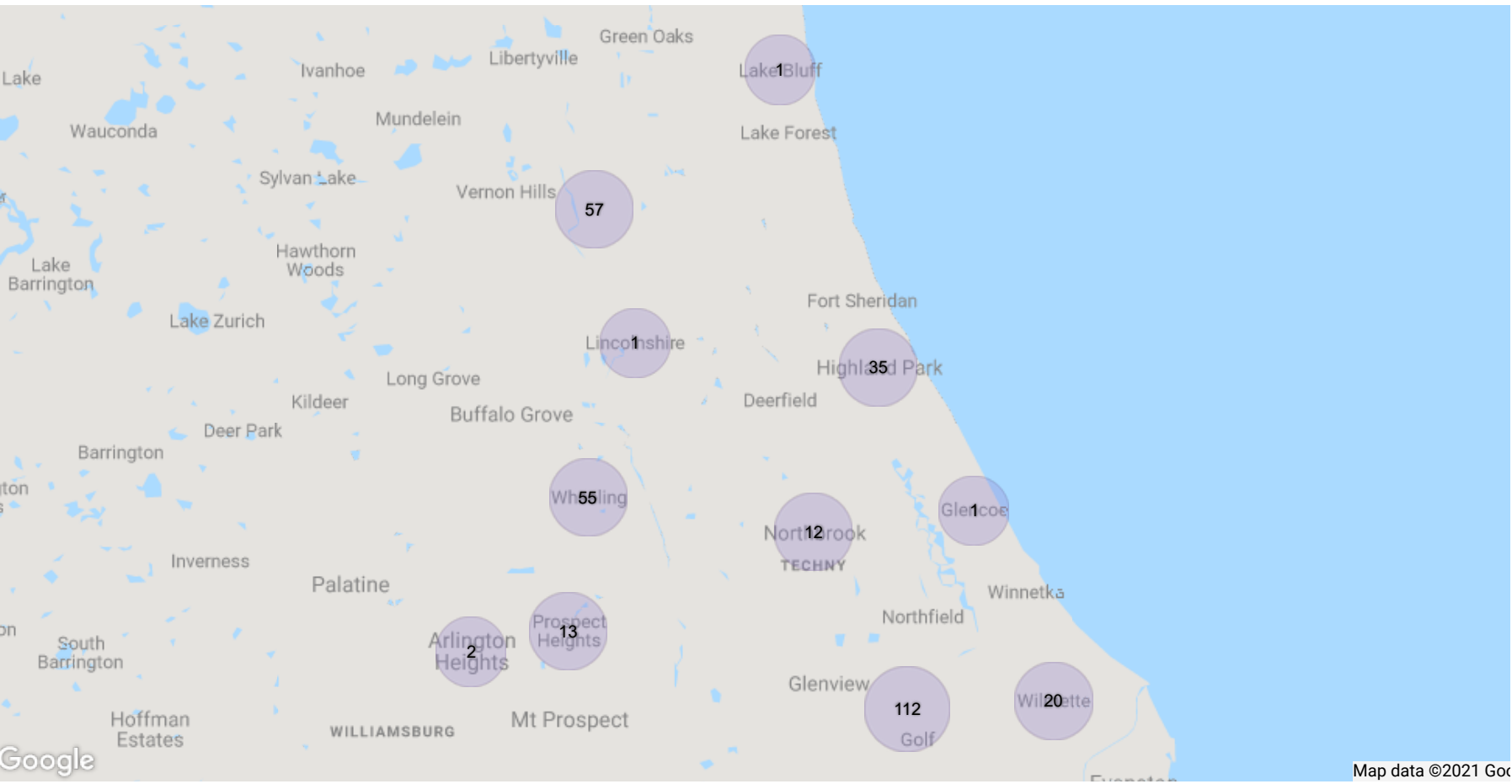
4.7

Quality Score

Quality Score Trend - 1 Apr 2020 — 31 Mar 2021



Clicks by User Location - 1 Mar 2021 — 31 Mar 2021



Conversion Types - 1 Mar 2021 — 31 Mar 2021

| CONVERSION TYPE | ALL CONV. |
|-----------------------------------|-----------|
| Form Submission | 21.2 |
| Calls from Website | 2.2 |
| Click to Call | 1 |
| Calls from ads | 1 |
| Local actions - Other engagements | 16 |
| Local actions - Website visits | 15 |
| Local actions - Directions | 7 |
| Clicks to call | 3 |

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