

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

Forever Young

387-874-1103

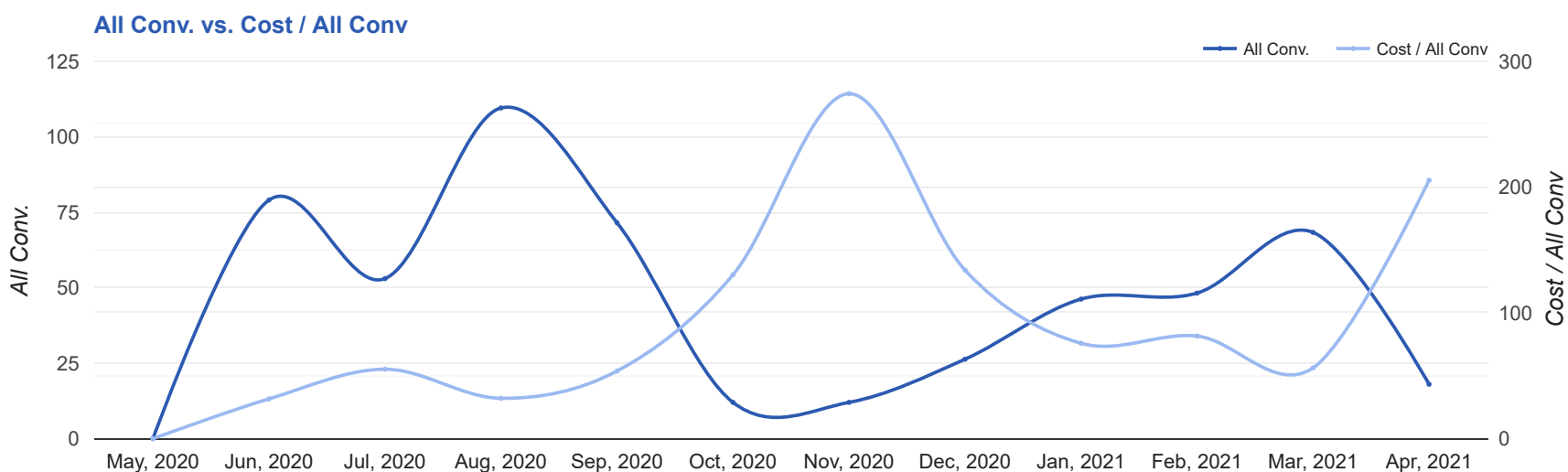
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$3,697	18	5.73%	\$205.39
↓ 4%	↓ 74%	↓ 74%	↑ 265%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	4,880	309	\$3,840.41	\$12.43	6.33%	-	22.11%	\$56.20	68.3
1 Apr 2021 — 30 Apr 2021	5,419	314	\$3,697.02	\$11.77	5.79%	-	5.73%	\$205.39	18
Change	539 ↑ 11%	5 ↑ 2%	\$143.39 ↓ 4%	\$0.66 ↓ 5%	0.54% ↓ 9%	0 ↔ -	16.38% ↓ 74%	\$149.19 ↑ 265%	50.33 ↓ 74%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	68.3	22.11%	\$56.20
Apr '21	5,419	314	\$3,697.02	\$11.77	5.79%	-	18	5.73%	\$205.39
Total	90,592	3,849	\$36,115.05	\$9.38	4.25%	-	544	14.13%	\$66.39

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting exp reach	3,842	151	\$838.81	\$5.56	3.93%	-	9.5	6.29%	\$88.30
search beta coolsculpting	1,577	163	\$2,858.21	\$17.54	10.34%	-	8.5	5.21%	\$336.26

Top Keywords - 1 Apr 2021 — 30 Apr 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting	39	22	\$434.07	\$19.73	56.41%	-	2	9.09%	\$217.03
rapid weight loss	2	2	\$36.04	\$18.02	100.00%	-	2	100.00%	\$18.02
body sculpting	2	2	\$8.10	\$4.05	100.00%	-	1	50.00%	\$8.10
coolsculpting how long results	1	1	\$12.51	\$12.51	100.00%	-	1	100.00%	\$12.51
coolsculpting love handles cost	2	2	\$41.41	\$20.70	100.00%	-	1	50.00%	\$41.41
lose 50 lbs in 1 month	1	1	\$8.18	\$8.18	100.00%	-	1	100.00%	\$8.18
reviews of coolsculpting	1	1	\$10.97	\$10.97	100.00%	-	1	100.00%	\$10.97
fat in pubic area	1	1	\$0.89	\$0.89	100.00%	-	1	100.00%	\$0.89
best liposuction surgeons in chicago	1	2	\$17.40	\$8.70	200.00%	-	1	50.00%	\$17.40
bodytite	2	1	\$2.13	\$2.13	50.00%	-	1	100.00%	\$2.13

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
#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.	755	79	\$1,477.16	\$18.70	10.46%	-	5.5	6.96%	\$268.57
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	1,070	42	\$249.10	\$5.93	3.93%	-	3.5	8.33%	\$71.17
Forever Young Medspa - Freeze Away Body Fat - 33% Off All CoolSculpting myfyms.com// CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	114	5	\$23.77	\$4.75	4.39%	-	2	40.00%	\$11.88
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	658	47	\$262.31	\$5.58	7.14%	-	2	4.26%	\$131.16
Non-Surgical Fat Reduction - Freezing Fat Really Works - 33% Off All CoolSculpting myfyms.com// CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	5	1	\$16.13	\$16.13	20.00%	-	1	100.00%	\$16.13

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

Budget Coverage

Display Impr Share

0%

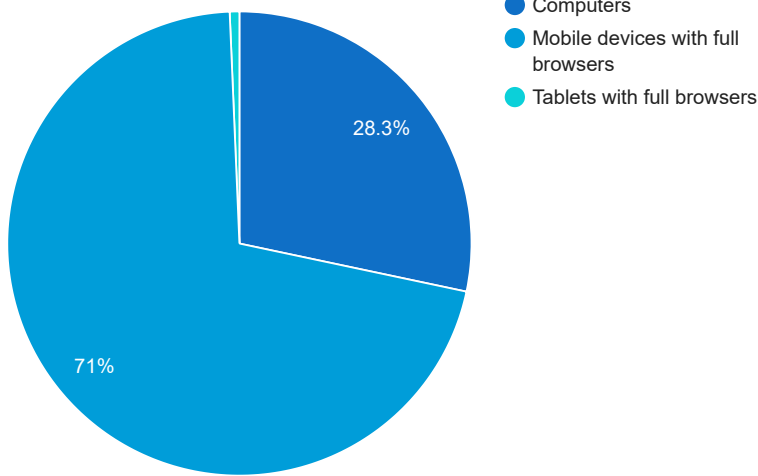
Search Impr Share

23.99%

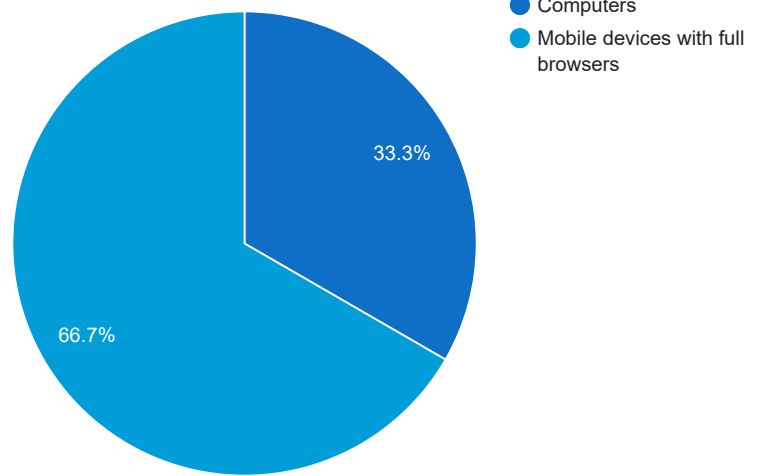
↓ 13%

Cost and Conversions by Device

Cost



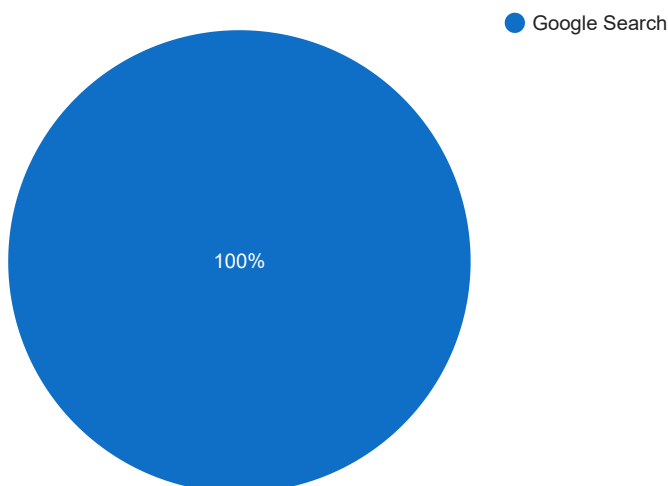
All Conv.



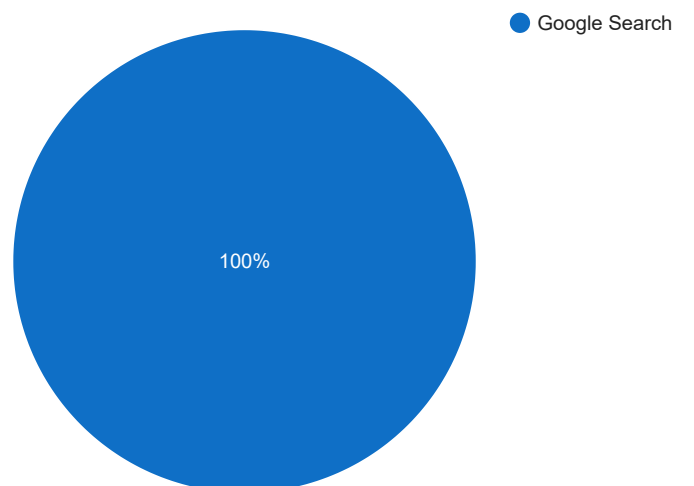
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	4,060	240	\$2,625.08	\$10.94	5.91%	-	12	5%	\$218.76
Computers	1,264	70	\$1,047.12	\$14.96	5.54%	-	6	8.57%	\$174.52
Tablets with full browsers	95	4	\$24.82	\$6.21	4.21%	-	0	0%	\$0.00

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	5,419	314	\$3,697.02	\$11.77	5.79%	-	18	5.73%	\$205.39

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Form Submission	14.5
Calls from Website	1.5
Click to Call	1
Local actions - Directions	1

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