

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

Forever Young

387-874-1103

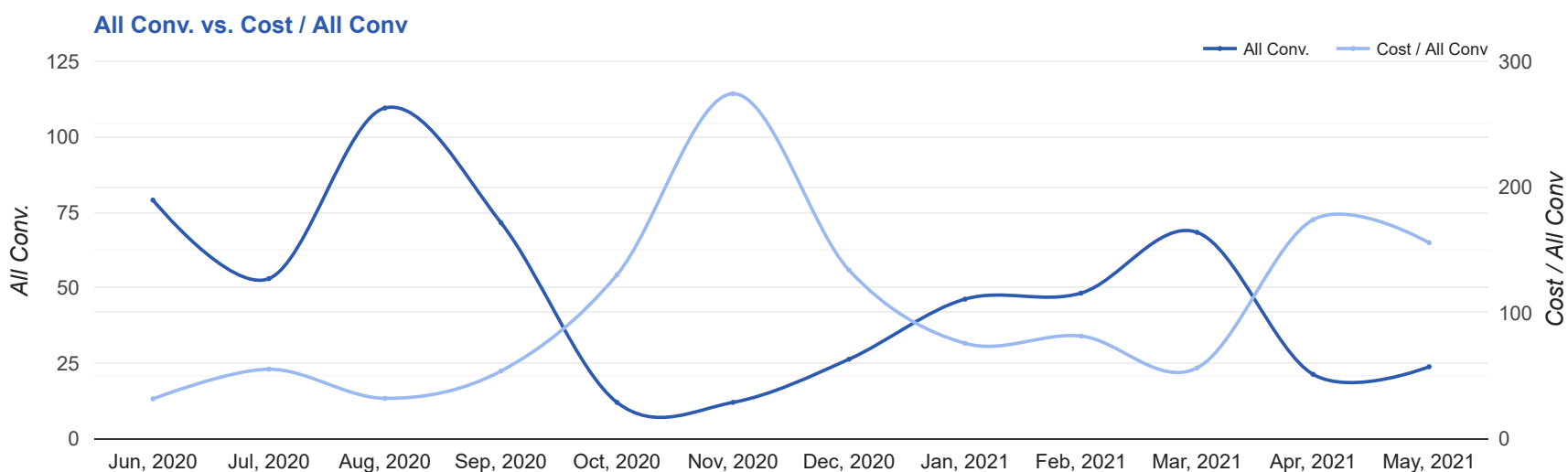
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$3,698	23.8	7.71%	\$155.72
↔ 0%	↑ 12%	↑ 14%	↓ 10%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	5,419	314	\$3,697.02	\$11.77	5.79%	-	6.77%	\$173.98	21.3
1 May 2021 — 31 May 2021	5,974	308	\$3,698.45	\$12.01	5.16%	-	7.71%	\$155.72	23.8
Change	555 ↑ 10%	6 ↓ 2%	\$1.43 ↑ 0%	\$0.24 ↑ 2%	0.63% ↓ 11%	0 ↔ -	0.94% ↑ 14%	\$18.26 ↓ 10%	2.50 ↑ 12%

# Performance by Month - 1 Jun 2020 — 31 May 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%	-	21.3	6.77%	\$173.98
May '21	5,974	308	\$3,698.45	\$12.01	5.16%	-	23.8	7.71%	\$155.72
<b>Total</b>	<b>96,566</b>	<b>4,157</b>	<b>\$39,813.50</b>	<b>\$9.58</b>	<b>4.3%</b>	<b>-</b>	<b>571</b>	<b>13.74%</b>	<b>\$69.73</b>

## Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   coolsculpting	1,444	144	\$2,834.26	\$19.68	9.97%	-	16.5	11.46%	\$171.77
search   beta   coolsculpting   exp reach	4,530	164	\$864.19	\$5.27	3.62%	-	7.3	4.42%	\$119.20

# Top Keywords - 1 May 2021 — 31 May 2021

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting reviews	4	4	\$128.28	\$32.07	100.00%	-	2	50.00%	\$64.14
liposuction on thighs cost	1	1	\$4.86	\$4.86	100.00%	-	2	200.00%	\$2.43
coolsculpting near me	4	5	\$204.01	\$40.80	125.00%	-	1.5	30.00%	\$136.01
fat freezing near me	2	2	\$22.99	\$11.49	100.00%	-	1	50.00%	\$22.99
cooltone	1	1	\$18.32	\$18.32	100.00%	-	1	100.00%	\$18.32
sculpture laser	1	1	\$12.12	\$12.12	100.00%	-	1	100.00%	\$12.12
alastin transform coolsculpting	1	2	\$15.92	\$7.96	200.00%	-	1	50.00%	\$15.92
can i use hsa for coolsculpting	1	1	\$16.34	\$16.34	100.00%	-	1	100.00%	\$16.34
liposuction near me	7	5	\$35.63	\$7.13	71.43%	-	1	20.00%	\$35.63
coolsculpting	12	10	\$277.70	\$27.77	83.33%	-	1	10.00%	\$277.70

# Top Performing Ads - 1 May 2021 — 31 May 2021

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
<a href="#">Forever Young Medspa - Fat Reduction in Chicago - Non-Surgical Fat Reduction</a> <a href="#">myfyms.com/ --/ --</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	534	43	\$253.44	\$5.89	8.05%	-	6.3	14.53%	\$40.55
<a href="#">Huge CoolSculpting Promotion - Forever Young Medspa - #1 Provider in Chicago</a> <a href="#">myfyms.com/coolsculpting/</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult.	80	9	\$161.46	\$17.94	11.25%	-	3	33.33%	\$53.82
<a href="#">CoolSculpting® in Chicago - Save \$1,000 Off 8+ Treatments - Our Biggest Discount Ever</a> <a href="#">myfyms.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	92	6	\$112.16	\$18.69	6.52%	-	2	33.33%	\$56.08
<a href="#">Best CoolSculpting Deal Ever - Limited Time Offer   May 2021 - Our Biggest Discount Ever</a> <a href="#">myfyms.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	29	7	\$159.64	\$22.81	24.14%	-	2	28.57%	\$79.82
<a href="#">CoolSculpting® in Chicago - Freeze Away Body Fat - Our Biggest Discount Ever</a> <a href="#">myfyms.com//</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Chicago, IL.	3	2	\$92.10	\$46.05	66.67%	-	2	100.00%	\$46.05

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 May 2021 — 31 May 2021

## Budget Coverage

Display Impr Share

0%

-

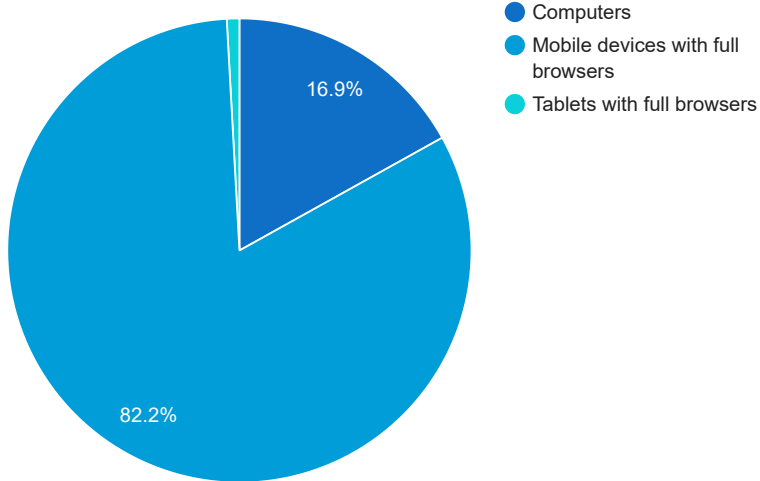
Search Impr Share

24.09%

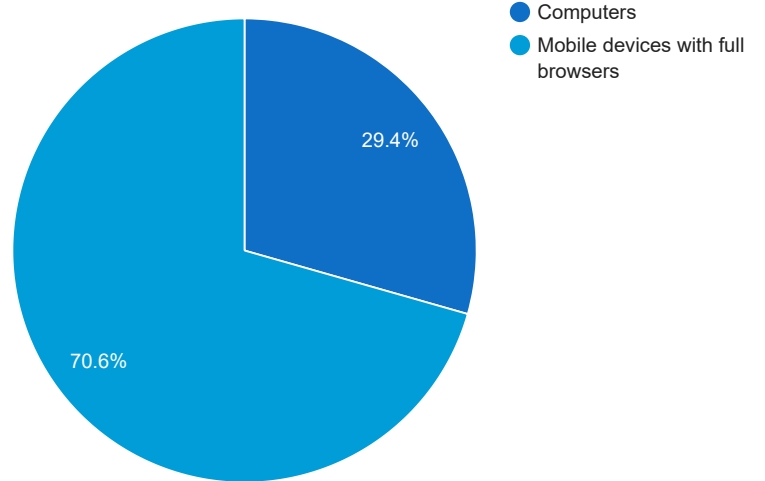
↔ 0%

## Cost and Conversions by Device

### Cost



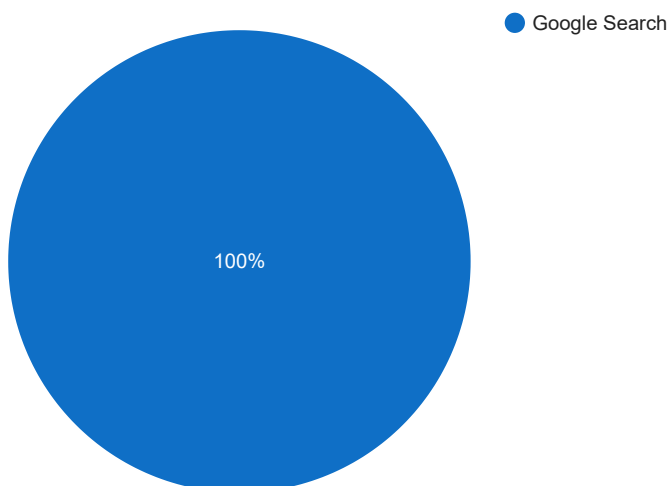
### All Conv.



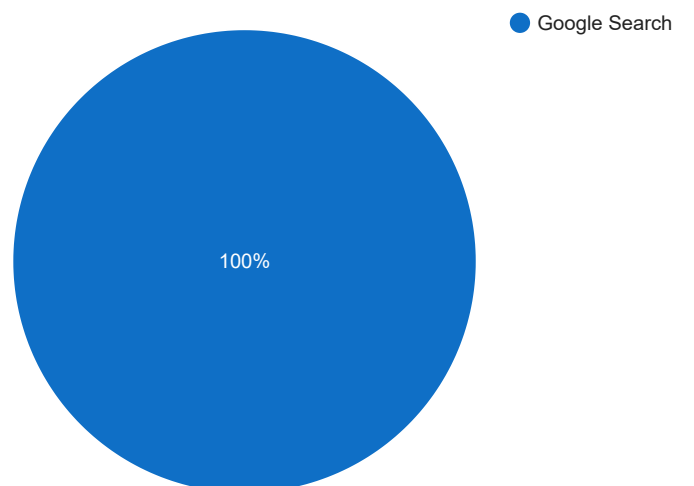
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	4,519	244	\$3,040.31	\$12.46	5.4%	-	16.8	6.86%	\$181.51
Computers	1,317	61	\$625.82	\$10.26	4.63%	-	7	11.48%	\$89.40
Tablets with full browsers	138	3	\$32.32	\$10.77	2.17%	-	0	0%	\$0.00

## 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	5,974	308	\$3,698.45	\$12.01	5.16%	-	23.8	7.71%	\$155.72

# Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Form Submission	14.8
Click to Call	5
Calls from Website	1
Local actions - Directions	1
Clicks to call	2

## 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