

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

Forever Young

387-874-1103

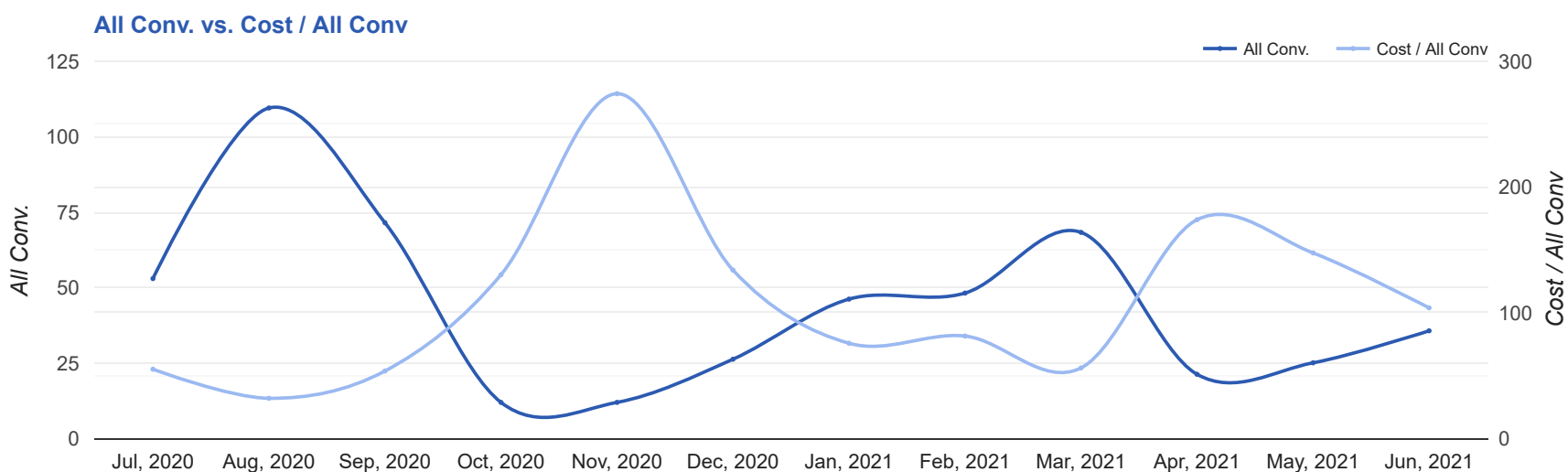
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$3,710	35.7	12.61%	\$103.95
↔ 0%	↑ 42%	↑ 55%	↓ 30%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	5,974	308	\$3,698.45	\$12.01	5.16%	-	8.14%	\$147.58	25.1
1 Jun 2021 — 30 Jun 2021	5,115	283	\$3,709.90	\$13.11	5.53%	-	12.61%	\$103.95	35.7
Change	859 ↓ 14%	25 ↓ 8%	\$11.45 ↑ 0%	\$1.10 ↑ 9%	0.37% ↑ 7%	0 ↔ -	4.47% ↑ 55%	\$43.63 ↓ 30%	10.63 ↑ 42%

Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	25.1	8.14%	\$147.58
Jun '21	5,115	283	\$3,709.90	\$13.11	5.53%	-	35.7	12.61%	\$103.95
Total	98,502	4,238	\$41,027.72	\$9.68	4.3%	-	529	12.48%	\$77.56

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	1,505	135	\$2,818.19	\$20.88	8.97%	-	22.2	16.44%	\$127.00
search beta coolsculpting exp reach	3,610	148	\$891.71	\$6.03	4.1%	-	13.5	9.12%	\$66.05

Top Keywords - 1 Jun 2021 — 30 Jun 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting near me	13	12	\$408.62	\$34.05	92.31%	-	3	25.00%	\$136.21
coolsculpting reviews	1	1	\$14.04	\$14.04	100.00%	-	2	200.00%	\$7.02
cool sculpting	20	19	\$402.32	\$21.17	95.00%	-	2	10.53%	\$201.16
upper arm liposuction cost	1	1	\$3.58	\$3.58	100.00%	-	2	200.00%	\$1.79
what is the best non invasive liposuction	1	1	\$17.83	\$17.83	100.00%	-	2	200.00%	\$8.91
arm liposuction	1	1	\$3.43	\$3.43	100.00%	-	1	100.00%	\$3.43
coolsculpting elite cost	1	1	\$11.74	\$11.74	100.00%	-	1	100.00%	\$11.74
liposuction cost	3	2	\$23.35	\$11.68	66.67%	-	1	50.00%	\$23.35
non invasive body contouring	1	1	\$8.67	\$8.67	100.00%	-	1	100.00%	\$8.67
fda approved weight loss drug	7	1	\$4.73	\$4.73	14.29%	-	1	100.00%	\$4.73

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL 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	538	38	\$257.78	\$6.78	7.06%	-	6.5	17.11%	\$39.66
#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.	260	18	\$431.33	\$23.96	6.92%	-	5	27.78%	\$86.27
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	1,540	68	\$411.38	\$6.05	4.42%	-	4	5.88%	\$102.84
CoolSculpting® in Chicago - Limited Time Offer June 2021 - Our Biggest Discount Ever myfyms.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	191	13	\$234.24	\$18.02	6.81%	-	3	23.08%	\$78.08
Fat Reduction in Chicago - Eliminate Fat & Feel Great - 33% Off All CoolSculpting myfyms.com// CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	16	2	\$20.02	\$10.01	12.50%	-	2	100.00%	\$10.01

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

Budget Coverage

Display Impr Share

0%

-

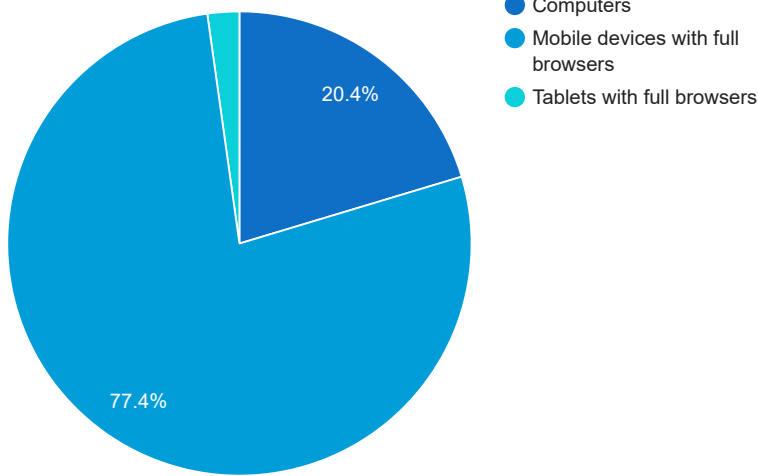
Search Impr Share

23.98%

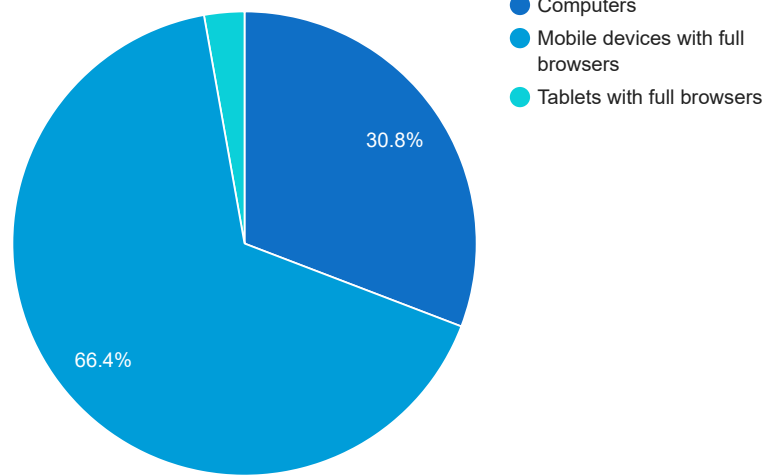
↔ 0%

Cost and Conversions by Device

Cost



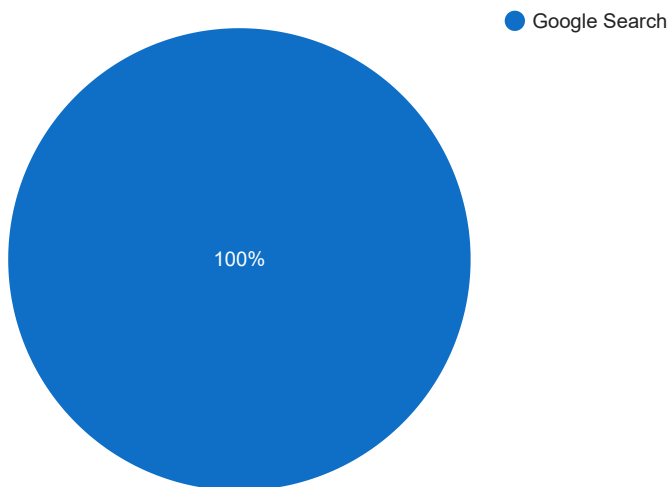
All Conv.



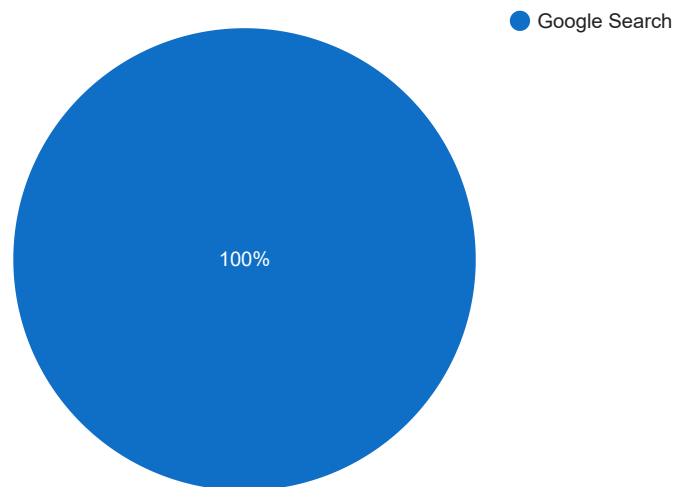
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	3,857	221	\$2,872.75	\$13.00	5.73%	-	23.7	10.72%	\$121.26
Computers	1,147	55	\$754.97	\$13.73	4.8%	-	11	20%	\$68.63
Tablets with full browsers	111	7	\$82.18	\$11.74	6.31%	-	1	14.29%	\$82.18

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	5,115	283	\$3,709.90	\$13.11	5.53%	-	35.7	12.61%	\$103.95

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Form Submission	23.3
Click to Call	9.4
Call From Ads (MS)	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