

**Monthly Account
Performance Report
1 Nov 2019 — 30 Nov 2019**

Gilbert Skinovative

977-607-5507

Key Performance Indicators (KPIs)

Cost

\$1,121

↓ 45%

Conv

18

↑ 64%

Conv Rate

24.32%

↑ 334%

Cost / Conv

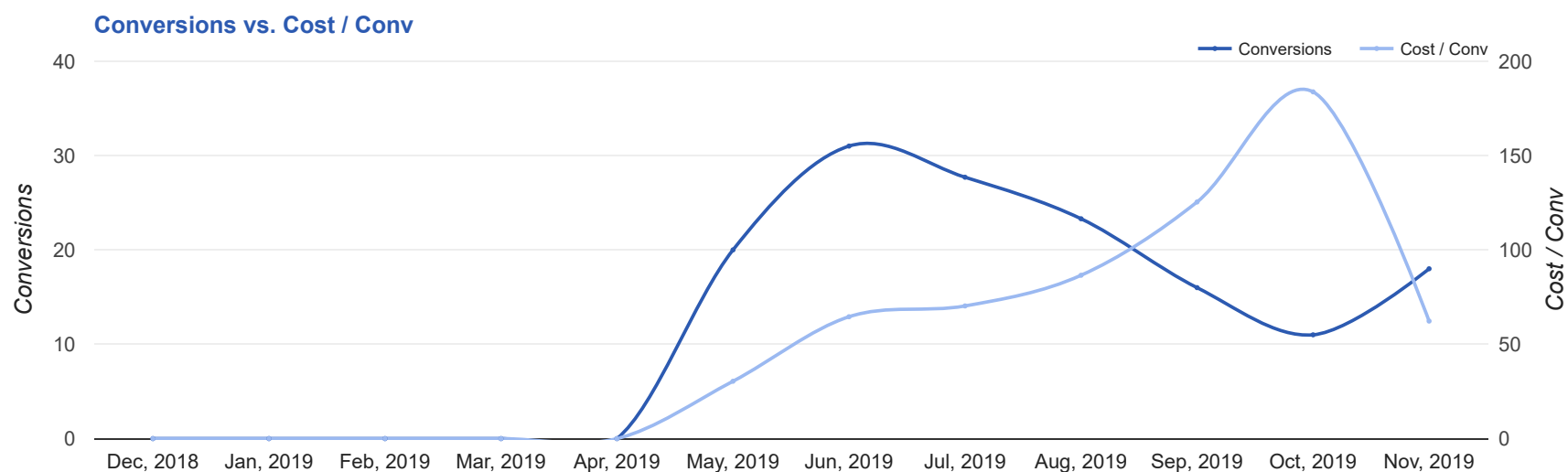
\$62.27

↓ 66%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2019 — 31 Oct 2019	3,277	196	\$2,021.10	\$10.31	5.98%	-	11	5.61%	\$183.74	81.17%
1 Nov 2019 — 30 Nov 2019	1,131	74	\$1,120.88	\$15.15	6.54%	-	18	24.32%	\$62.27	61.74%
Change	2,146 ↓ 65%	122 ↓ 62%	\$900.22 ↓ 45%	\$4.84 ↑ 47%	0.56% ↑ 9%	--	7 ↑ 64%	18.71% ↑ 334%	\$121.47 ↓ 66%	19.43% ↓ 24%

Performance by Month - 1 Dec 2018 — 30 Nov 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
Apr '19	1,326	72	\$276.22	\$3.84	5.43%	-	0	0%	\$0.00	48.54%	
May '19	4,406	200	\$608.00	\$3.04	4.54%	-	20	10%	\$30.40	45.22%	
Jun '19	5,544	458	\$2,001.99	\$4.37	8.26%	-	31	6.77%	\$64.58	78.24%	
Jul '19	5,175	457	\$1,945.29	\$4.26	8.83%	-	27.7	6.05%	\$70.30	83.14%	
Aug '19	3,639	346	\$2,019.22	\$5.84	9.51%	-	23.3	6.74%	\$86.55	82.75%	
Sep '19	3,973	248	\$2,006.16	\$8.09	6.24%	-	16	6.45%	\$125.39	82.29%	
Oct '19	3,277	196	\$2,021.10	\$10.31	5.98%	-	11	5.61%	\$183.74	81.17%	
Nov '19	1,131	74	\$1,120.88	\$15.15	6.54%	-	18	24.32%	\$62.27	61.74%	
Total	28,471	2,051	\$11,998.86	\$5.85	7.2%	-	147	7.17%	\$81.62	69.64%	

Campaign Summary - 1 Nov 2019 — 30 Nov 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	827	53	\$668.61	\$12.62	6.41%	-	14	26.42%	\$47.76	59.33%
search alpha coolsculpting	304	21	\$452.27	\$21.54	6.91%	-	4	19.05%	\$113.07	69.41%

Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

Top Text Ads

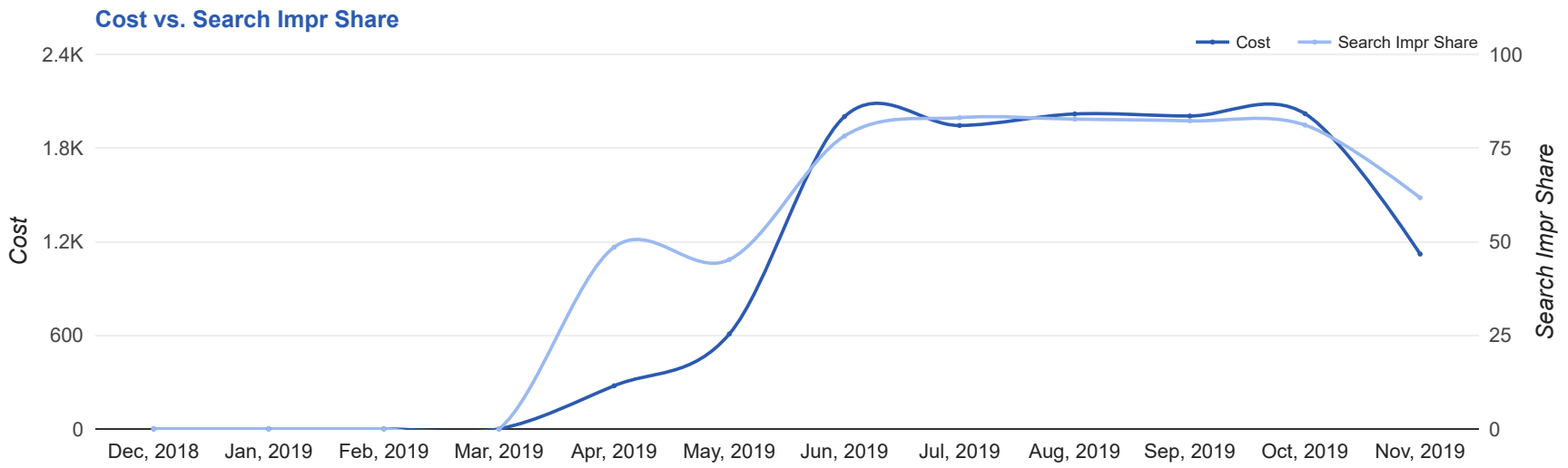
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - SKINovative of Gilbert www.gilbertmedspa.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	101	9	\$80.93	\$8.99	8.91%	-	6	66.67%	\$13.49
#1 Provider in Gilbert - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® www.gilbertmedspa.com/coolsculpting/gilbert #1 CoolSculpting Deal. Freeze Fat. Top Provider in Gilbert, AZ. Free Consult.	56	5	\$131.63	\$26.33	8.93%	-	2	40.00%	\$65.81
CoolSculpting in Gilbert - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime www.gilbertmedspa.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	54	5	\$32.20	\$6.44	9.26%	-	2	40.00%	\$16.10
CoolSculpting in Gilbert - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime www.gilbertmedspa.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	252	17	\$213.72	\$12.57	6.75%	-	2	11.76%	\$106.86
25% Off All CoolSculpting® - SKINovative of Gilbert - #1 Provider in Gilbert www.gilbertmedspa.com/coolsculpting/ #1 CoolSculpting Deal. Freeze Fat. Top Provider in Gilbert, AZ. Free Consult.	67	4	\$78.09	\$19.52	5.97%	-	1	25.00%	\$78.09

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2019 — 30 Nov 2019

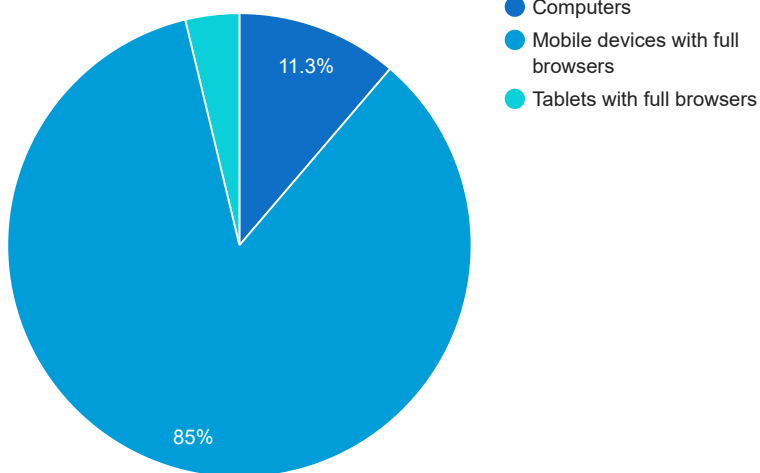
Budget Coverage



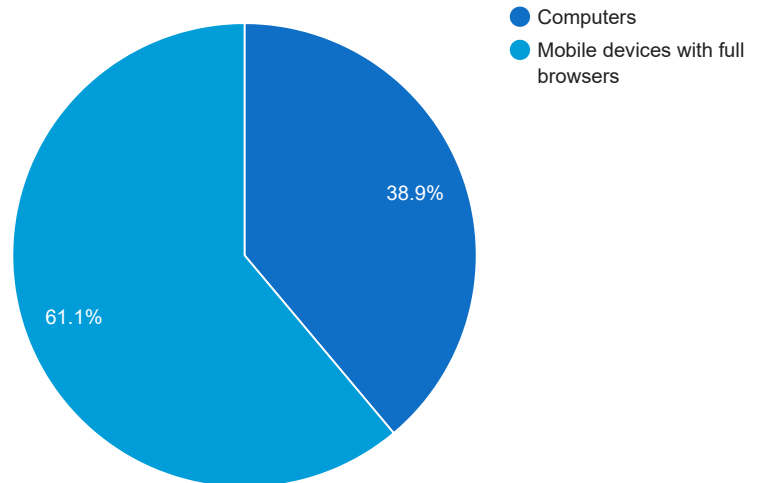
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	0	0
Jan, 2019	0	0
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	276.22	48.54
May, 2019	608	45.22
Jun, 2019	2,001.99	78.24
Jul, 2019	1,945.29	83.14
Aug, 2019	2,019.22	82.75
Sep, 2019	2,006.16	82.29
Oct, 2019	2,021.10	81.17
Nov, 2019	1,120.88	61.74

Cost and Conversions by Device

Cost



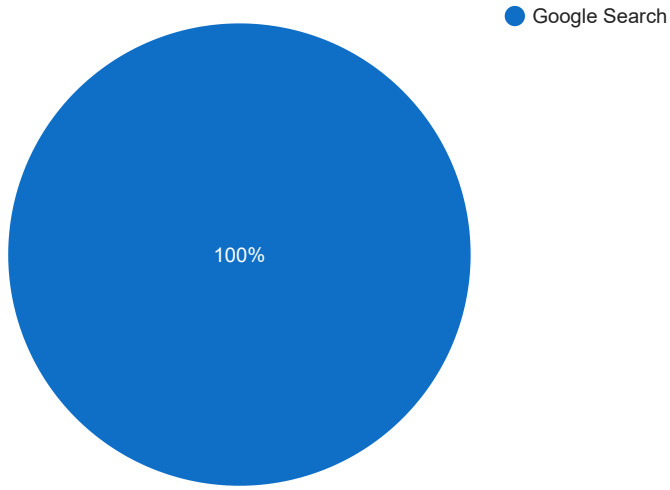
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	774	58	\$952.62	\$16.42	7.49%	-	11	18.97%	\$86.60
Computers	302	13	\$126.11	\$9.70	4.3%	-	7	53.85%	\$18.02
Tablets with full browsers	55	3	\$42.15	\$14.05	5.45%	-	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	1,131	74	\$1,120.88	\$15.15	6.54%	-	18	24.32%	\$62.27

Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE	CONV
Form Submit	13
Phone Call	3
Calls from ads	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