

**Monthly Account
Performance Report
1 Jan 2020 — 31 Jan 2020**

Gilbert Skinovative

977-607-5507

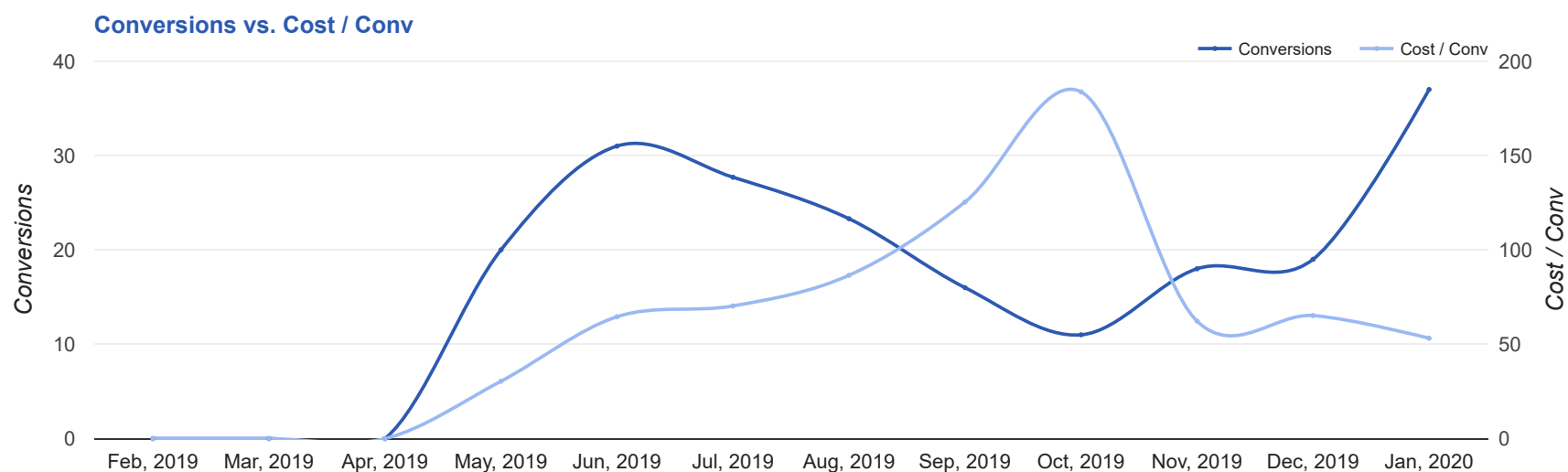
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,968	37	17.54%	\$53.19
↑ 59%	↑ 95%	↓ 56%	↓ 18%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2019 — 31 Dec 2019	626	48	\$1,238.74	\$25.81	7.67%	-	19	39.58%	\$65.20	65.14%
1 Jan 2020 — 31 Jan 2020	3,169	211	\$1,968.19	\$9.33	6.66%	-	37	17.54%	\$53.19	73.4%
Change	2,543 ↑ 406%	163 ↑ 340%	\$729.45 ↑ 59%	\$16.48 ↓ 64%	1.01% ↓ 13%	--	18 ↑ 95%	22.04% ↓ 56%	\$12.01 ↓ 18%	8.26% ↑ 13%

Performance by Month - 1 Feb 2019 — 31 Jan 2020



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%
Dec '19	626	48	\$1,238.74	\$25.81	7.67%	-	19	39.58%	\$65.20	65.14%
Jan '20	3,169	211	\$1,968.19	\$9.33	6.66%	-	37	17.54%	\$53.19	73.41%
Total	32,266	2,310	\$15,205.79	\$6.58	7.16%	-	203	8.79%	\$74.91	69.9%

Campaign Summary - 1 Jan 2020 — 31 Jan 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	2,534	161	\$1,180.34	\$7.33	6.35%	-	25	15.53%	\$47.21	77.61%
search alpha coolsculpting	635	50	\$787.85	\$15.76	7.87%	-	12	24%	\$65.65	60.36%

Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

Top Text Ads

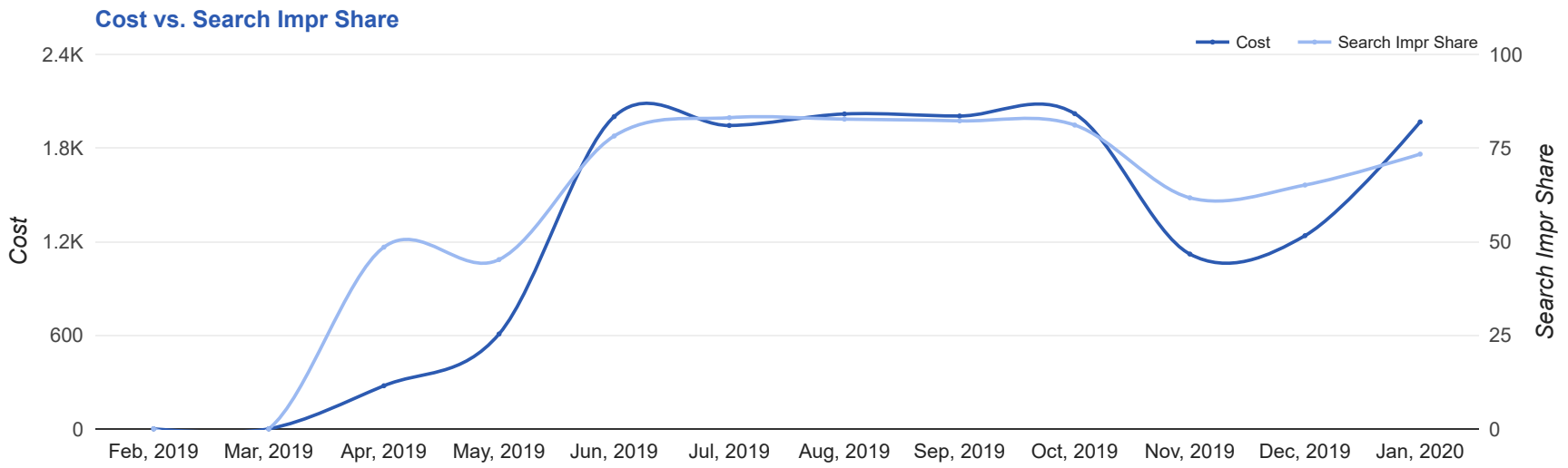
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Best Price in Gilbert} - SKINovative of Gilbert - Flexible Payment Options www.gilbertmedspa.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	165	33	\$227.73	\$6.90	20.00%	-	9	27.27%	\$25.30
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.	740	44	\$312.23	\$7.10	5.95%	-	7	15.91%	\$44.60
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.	526	20	\$166.93	\$8.35	3.80%	-	5	25.00%	\$33.39
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.	113	12	\$242.71	\$20.23	10.62%	-	4	33.33%	\$60.68
25% Off All CoolSculpting® - Best Price in Gilbert - SKINovative of Gilbert www.gilbertmedspa.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	35	5	\$50.98	\$10.20	14.29%	-	3	60.00%	\$16.99

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2020 — 31 Jan 2020

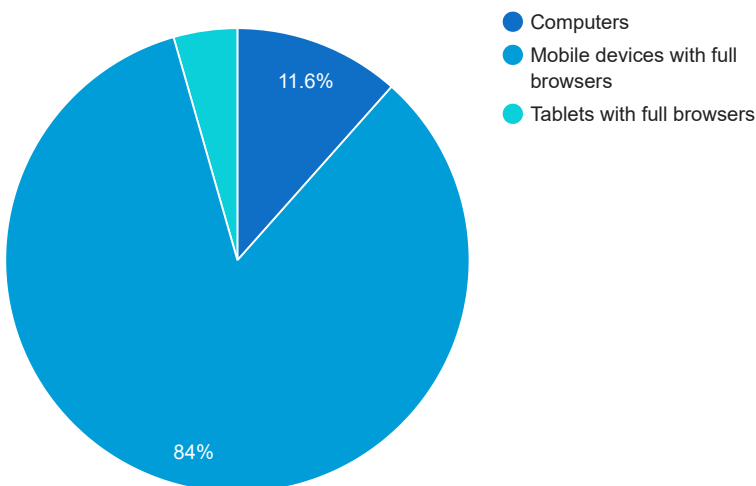
Budget Coverage



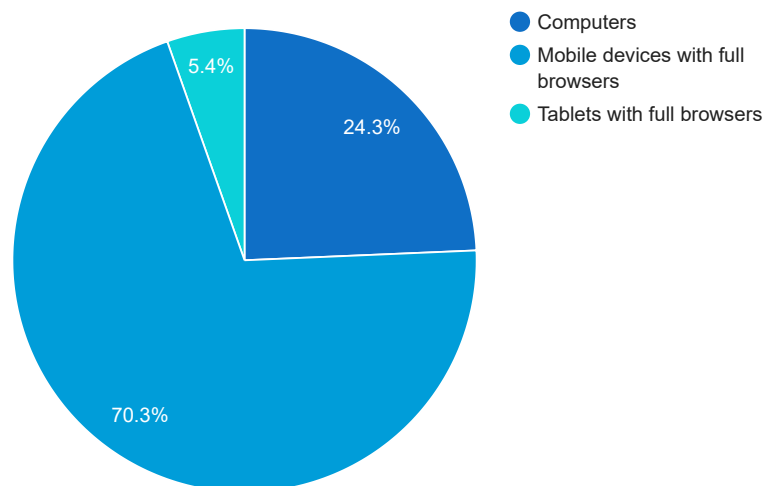
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	276.22	48.54
May, 2019	608	45.22
Jun, 2019	2,001.99	78.24
Jul, 2019	1,945.29	83.14
Aug, 2019	2,019.22	82.75
Sep, 2019	2,006.16	82.29
Oct, 2019	2,021.10	81.17
Nov, 2019	1,120.88	61.74
Dec, 2019	1,238.74	65.14
Jan, 2020	1,968.19	73.41

Cost and Conversions by Device

Cost



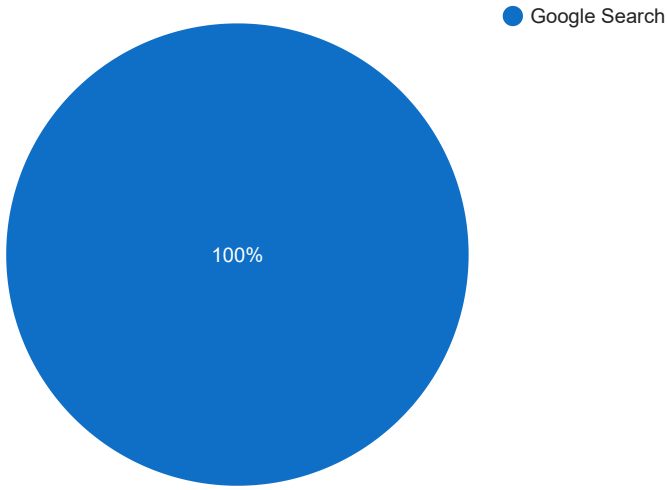
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	2,365	174	\$1,653.25	\$9.50	7.36%	-	26	14.94%	\$63.59
Computers	702	29	\$227.54	\$7.85	4.13%	-	9	31.03%	\$25.28
Tablets with full browsers	102	8	\$87.40	\$10.93	7.84%	-	2	25%	\$43.70

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	3,169	211	\$1,968.19	\$9.33	6.66%	-	37	17.54%	\$53.19

Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE

CONV

Form Submit

35

Phone 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