

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

Grace Medical

101-606-9754

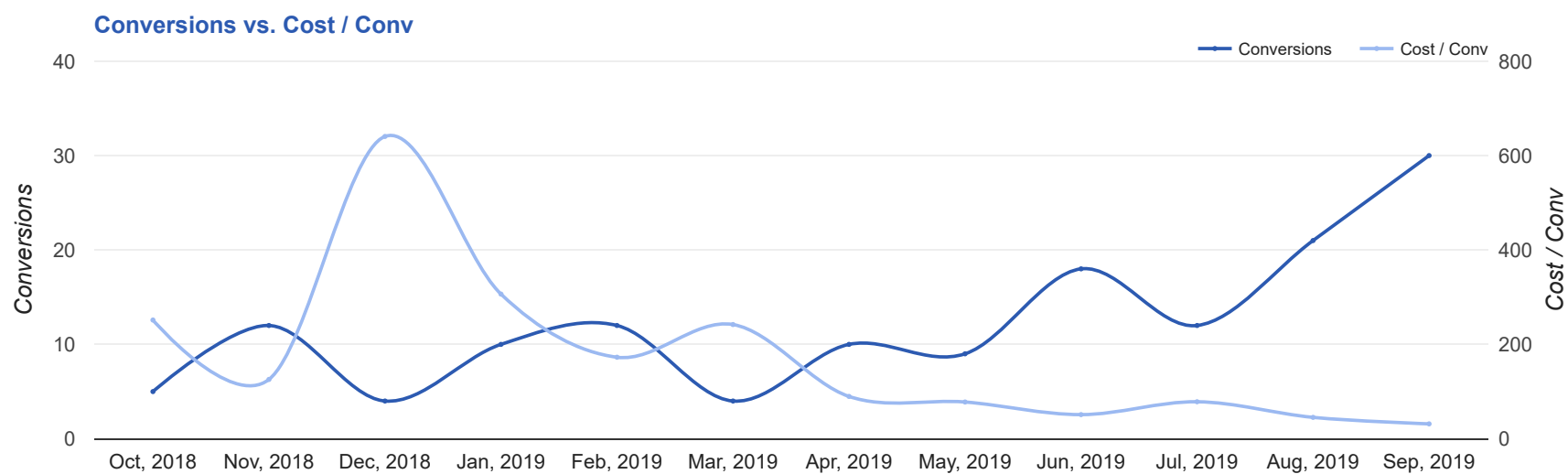
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$948	30	7.33%	\$31.58
↔ 0%	↑ 43%	↓ 7%	↓ 30%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
1 Aug 2019 — 31 Aug 2019	4,098	265	\$952.25	\$3.59	6.47%	1.70	21	7.92%	\$45.35
1 Sep 2019 — 30 Sep 2019	9,761	409	\$947.51	\$2.32	4.19%	3	30	7.33%	\$31.58
Change	5,663 ↑ 138%	144 ↑ 54%	\$4.74 ↓ 0%	\$1.27 ↓ 35%	2.28% ↓ 35%	1.30 ↓ 76%	9 ↑ 43%	0.59% ↓ 7%	\$13.77 ↓ 30%

# Performance by Month - 1 Oct 2018 — 30 Sep 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Oct '18	5,279	231	\$1,258.02	\$5.45	4.38%	1.40	5	2.16%	\$251.60
Nov '18	5,361	242	\$1,508.91	\$6.24	4.51%	1.30	12	4.96%	\$125.74
Dec '18	13,480	427	\$2,562.10	\$6.00	3.17%	2.10	4	0.94%	\$640.53
Jan '19	14,469	447	\$3,065.53	\$6.86	3.09%	2.10	10	2.24%	\$306.55
Feb '19	6,266	258	\$2,073.26	\$8.04	4.12%	1.80	12	4.65%	\$172.77
Mar '19	2,244	110	\$968.08	\$8.80	4.9%	1.10	4	3.64%	\$242.02
Apr '19	2,415	131	\$897.20	\$6.85	5.42%	1.10	10	7.63%	\$89.72
May '19	3,802	188	\$701.24	\$3.73	4.94%	1.60	9	4.79%	\$77.92
Jun '19	3,526	229	\$921.14	\$4.02	6.49%	1.60	18	7.86%	\$51.17
Jul '19	2,894	217	\$941.15	\$4.34	7.5%	1.50	12	5.53%	\$78.43
Aug '19	4,098	265	\$952.25	\$3.59	6.47%	1.70	21	7.92%	\$45.35
Sep '19	9,761	409	\$947.51	\$2.32	4.19%	3	30	7.33%	\$31.58
<b>Total</b>	<b>73,595</b>	<b>3,154</b>	<b>\$16,796.39</b>	<b>\$5.33</b>	<b>4.29%</b>	<b>1.90</b>	<b>147</b>	<b>4.66%</b>	<b>\$114.26</b>

## Campaign Summary - 1 Sep 2019 — 30 Sep 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
search   beta   cryotherapy	5,332	259	\$462.12	\$1.78	4.86%	1.90	24	9.27%	\$19.26
search   beta   coolsculpting	3,742	131	\$372.84	\$2.85	3.5%	4.20	6	4.58%	\$62.14
search   alpha   coolsculpting	687	19	\$112.55	\$5.92	2.77%	4.90	0	0%	\$0.00

# Top Keywords & Placements - 1 Sep 2019 — 30 Sep 2019

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<b>cryotherapy nyc</b>	159	25	\$49.21	\$1.97	15.72%	2	5	20.00%	\$9.84
<b>cryotherapy</b>	519	34	\$59.35	\$1.75	6.55%	1.70	4	11.76%	\$14.84
<b>cryotherapy ct</b>	5	3	\$4.45	\$1.48	60.00%	1	3	100.00%	\$1.48
<b>coolsculpting love handles cost 11235</b>	1	1	\$2.07	\$2.07	100.00%	1	2	200.00%	\$1.03
<b>cryotherapy</b>	750	51	\$80.65	\$1.58	6.80%	1.90	2	3.92%	\$40.33
<b>cryotherapy nyc</b>	4	4	\$6.29	\$1.57	100.00%	1.80	2	50.00%	\$3.15
<b>cryotherapy treatment</b>	1	1	\$1.84	\$1.84	100.00%	4	2	200.00%	\$0.92
<b>nyc cryotherapy</b>	4	2	\$4.53	\$2.27	50.00%	1	2	100.00%	\$2.27
<b>cool sculpting cost</b>	7	2	\$4.00	\$2.00	28.57%	3	1	50.00%	\$4.00
<b>cryo nyc</b>	2	2	\$4.11	\$2.06	100.00%	2.50	1	50.00%	\$4.11

## Top Display Placements

No Data Found for this account

# Top Performing Ads - 1 Sep 2019 — 30 Sep 2019

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:#1 Cryotherapy Special} - Reduce Inflammation - Increase Cell Rejuvenation <a href="http://www.gracemedicalaesthetics.com/">www.gracemedicalaesthetics.com/</a> -- -- Whole Body Cryotherapy Special. Experience the Healing Properties of Cryotherapy.	1,794	93	\$172.02	\$1.85	5.18%	1.90	12	12.90%	\$14.34
{Keyword:#1 Cryotherapy Special} - Reduce Inflammation - Increase Cell Rejuvenation <a href="http://www.gracemedicalaesthetics.com/">www.gracemedicalaesthetics.com/</a> -- -- Whole Body Cryotherapy Special. Experience the Healing Properties of Cryotherapy.	678	38	\$68.75	\$1.81	5.60%	1.70	4	10.53%	\$17.19
Whole Body Cryotherapy Cost - Relieve Pain from Injury - Experience Cold Therapy Today <a href="http://www.gracemedicalaesthetics.com/">www.gracemedicalaesthetics.com/</a> Whole Body Cryotherapy Special. Experience the Healing Properties of Cryotherapy.	196	9	\$16.31	\$1.81	4.59%	2.10	3	33.33%	\$5.44
Whole Body Cryotherapy Cost - Relieve Pain from Injury - Experience Cold Therapy Today <a href="http://www.gracemedicalaesthetics.com/">www.gracemedicalaesthetics.com/</a> Whole Body Cryotherapy Special. Experience the Healing Properties of Cryotherapy.	1,385	66	\$109.46	\$1.66	4.77%	1.90	2	3.03%	\$54.73
{Keyword:#1 Cryotherapy Special} - Reduce Inflammation - Increase Cell Rejuvenation <a href="http://www.gracemedicalaesthetics.com/">www.gracemedicalaesthetics.com/</a> -- -- Whole Body Cryotherapy Special. Experience the Healing Properties of Cryotherapy.	84	5	\$8.51	\$1.70	5.95%	2	2	40.00%	\$4.25

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Sep 2019 — 30 Sep 2019

## Budget Coverage

Display Impr Share

0%

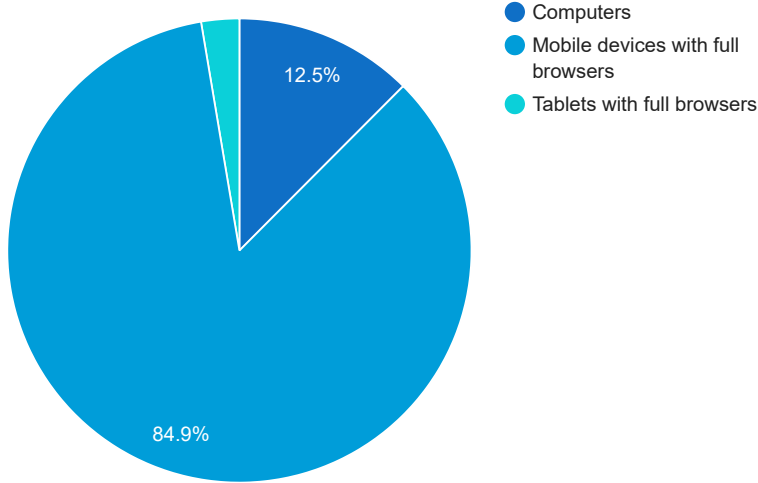
Search Impr Share

21.38%

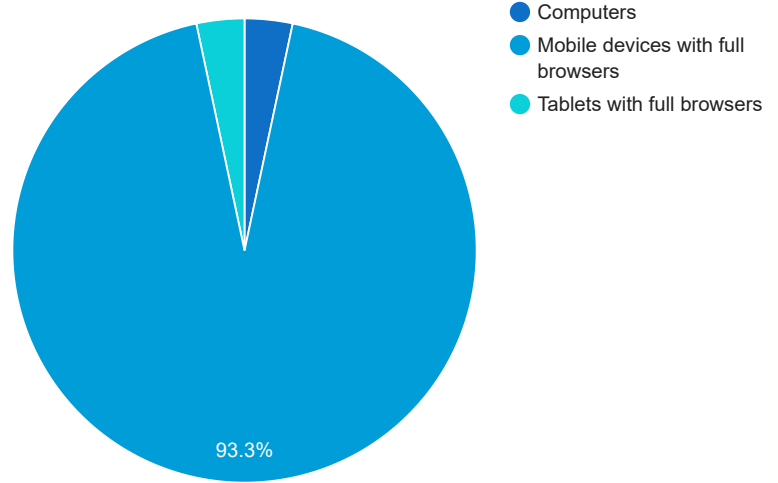
↓ 34%

## Cost and Conversions by Device

### Cost



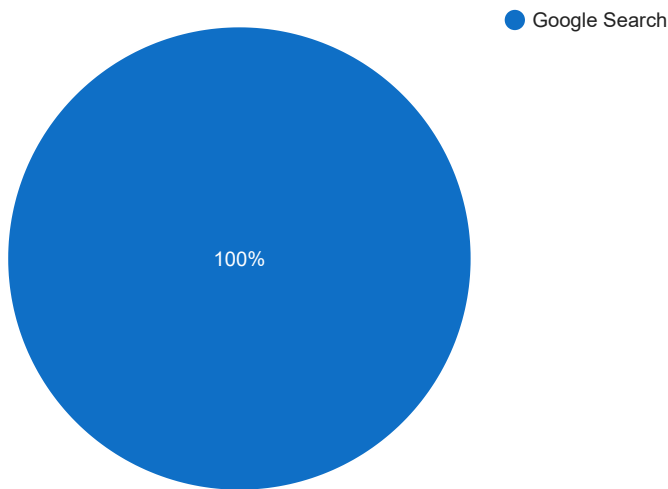
### Conversions



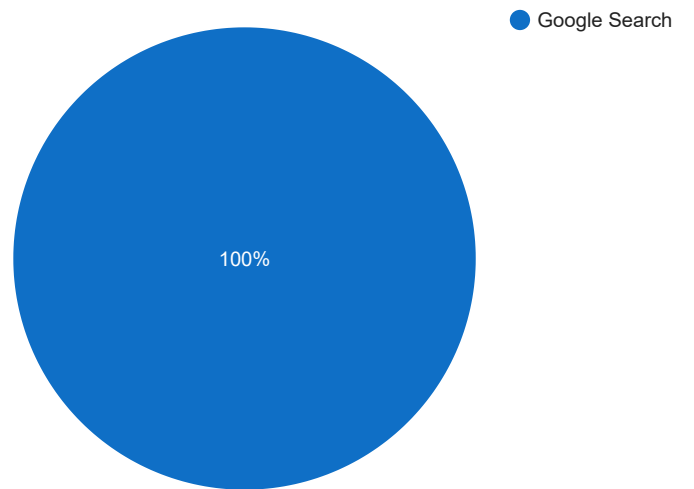
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	7,749	350	\$804.23	\$2.30	4.52%	2.90	28	8%	\$28.72
Computers	1,630	48	\$118.17	\$2.46	2.94%	3.30	1	2.08%	\$118.17
Tablets with full browsers	382	11	\$25.11	\$2.28	2.88%	3.60	1	9.09%	\$25.11

## 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	9,761	409	\$947.51	\$2.32	4.19%	3	30	7.33%	\$31.58

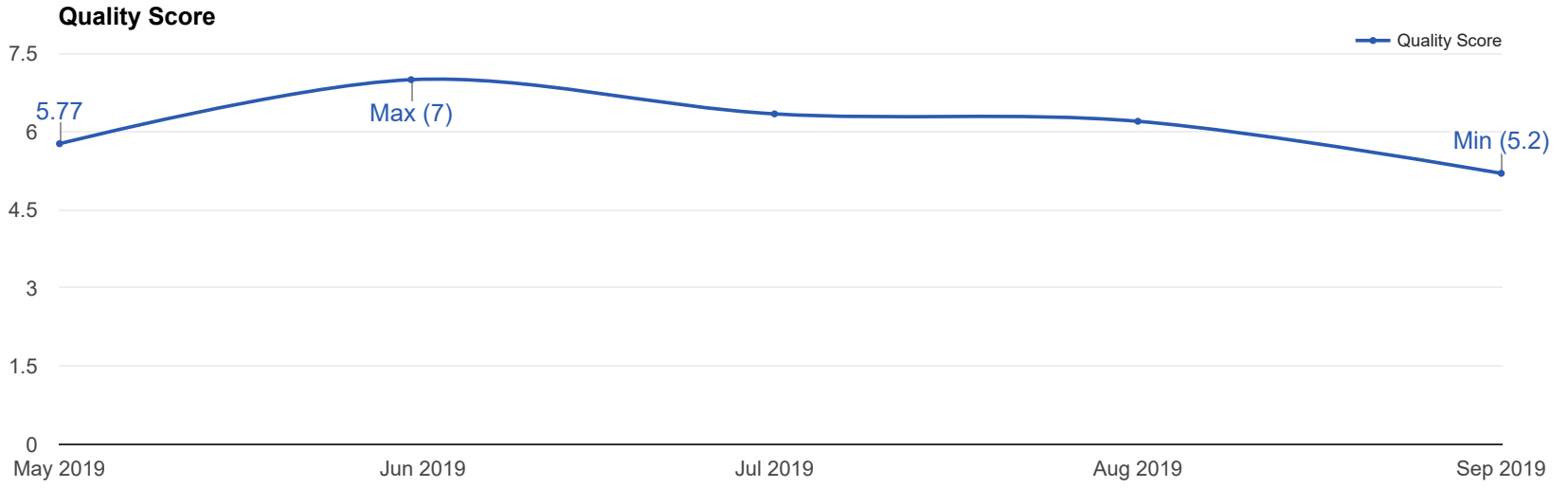
# Account Health - Quality Score

Current Quality Score

5.1

Quality Score

Quality Score Trend - 1 Oct 2018 — 30 Sep 2019



# Conversion Types - 1 Sep 2019 — 30 Sep 2019

CONVERSION TYPE	CONV
Phone Calls - Call Rail (All Web Site Data)	10
Form Submission	10
Phone Call	9
Calls from ads	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