

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

Grace Medical

101-606-9754

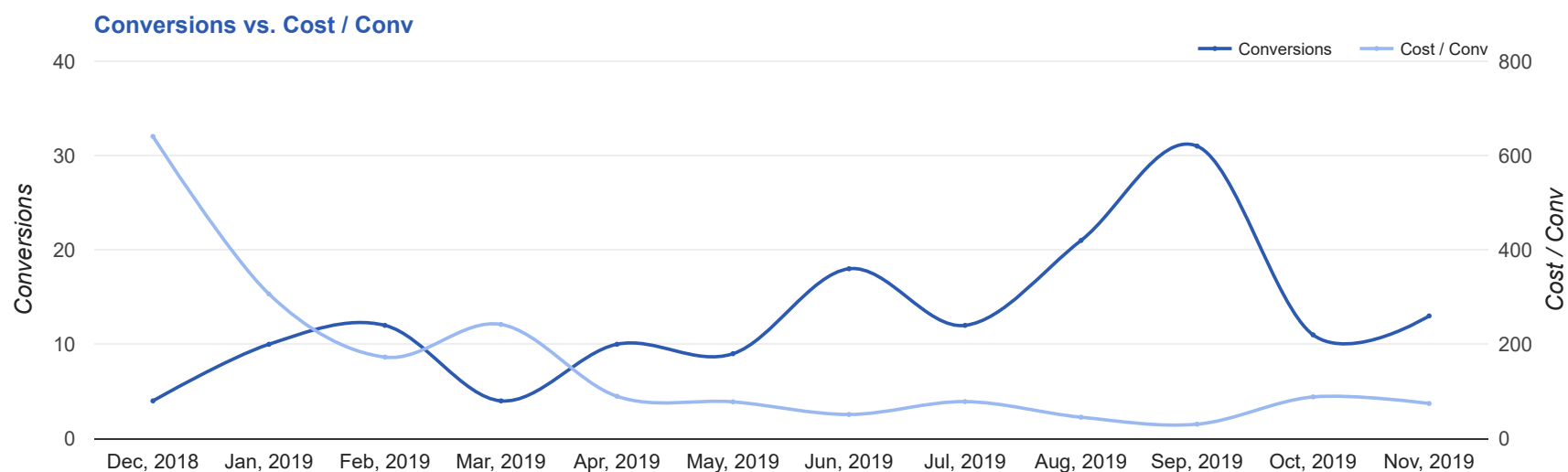
# Key Performance Indicators (KPIs)

|       |       |           |             |
|-------|-------|-----------|-------------|
| Cost  | Conv  | Conv Rate | Cost / Conv |
| \$968 | 13    | 6.77%     | \$74.48     |
| ↔ 0%  | ↑ 18% | ↑ 16%     | ↓ 16%       |

## Performance Comparison - Month-over-Month

|                             | IMPR         | CLICKS    | COST           | AVG CPC        | CTR            | AVG POS | CONV       | CONV RATE      | COST / CONV      | SEARCH<br>IMPR SHARE |
|-----------------------------|--------------|-----------|----------------|----------------|----------------|---------|------------|----------------|------------------|----------------------|
| 1 Oct 2019 —<br>31 Oct 2019 | 5,277        | 189       | \$972.21       | \$5.14         | 3.58%          | -       | 11         | 5.82%          | \$88.38          | 25.88%               |
| 1 Nov 2019 —<br>30 Nov 2019 | 4,571        | 192       | \$968.26       | \$5.04         | 4.2%           | -       | 13         | 6.77%          | \$74.48          | 5.94%                |
| Change                      | 706<br>↓ 13% | 3<br>↑ 2% | \$3.95<br>↓ 0% | \$0.10<br>↓ 2% | 0.62%<br>↑ 17% | --      | 2<br>↑ 18% | 0.95%<br>↑ 16% | \$13.90<br>↓ 16% | 19.94%<br>↓ 77%      |

# 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    |  |
| Dec '18      | 13,480        | 427          | \$2,562.10         | \$6.00        | 3.17%        | -        | 4          | 0.94%        | \$640.53        | 28.56%        |  |
| Jan '19      | 14,469        | 447          | \$3,065.53         | \$6.86        | 3.09%        | -        | 10         | 2.24%        | \$306.55        | 27.57%        |  |
| Feb '19      | 6,266         | 258          | \$2,073.26         | \$8.04        | 4.12%        | -        | 12         | 4.65%        | \$172.77        | 50.81%        |  |
| Mar '19      | 2,244         | 110          | \$968.08           | \$8.80        | 4.9%         | -        | 4          | 3.64%        | \$242.02        | 84.58%        |  |
| Apr '19      | 2,415         | 131          | \$897.20           | \$6.85        | 5.42%        | -        | 10         | 7.63%        | \$89.72         | 86.53%        |  |
| May '19      | 3,802         | 188          | \$701.24           | \$3.73        | 4.94%        | -        | 9          | 4.79%        | \$77.92         | 52.62%        |  |
| Jun '19      | 3,526         | 229          | \$921.14           | \$4.02        | 6.49%        | -        | 18         | 7.86%        | \$51.17         | 59.19%        |  |
| Jul '19      | 2,894         | 217          | \$941.15           | \$4.34        | 7.5%         | -        | 12         | 5.53%        | \$78.43         | 51.99%        |  |
| Aug '19      | 4,098         | 265          | \$952.25           | \$3.59        | 6.47%        | -        | 21         | 7.92%        | \$45.35         | 32.41%        |  |
| Sep '19      | 9,761         | 409          | \$947.51           | \$2.32        | 4.19%        | -        | 31         | 7.58%        | \$30.56         | 21.49%        |  |
| Oct '19      | 5,277         | 189          | \$972.21           | \$5.14        | 3.58%        | -        | 11         | 5.82%        | \$88.38         | 25.88%        |  |
| Nov '19      | 4,571         | 192          | \$968.26           | \$5.04        | 4.2%         | -        | 13         | 6.77%        | \$74.48         | 5%            |  |
| <b>Total</b> | <b>72,803</b> | <b>3,062</b> | <b>\$15,969.93</b> | <b>\$5.22</b> | <b>4.21%</b> | <b>-</b> | <b>155</b> | <b>5.06%</b> | <b>\$103.03</b> | <b>23.79%</b> |  |

## 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   cryotherapy    | 2,713 | 149    | \$268.14 | \$1.80  | 5.49% | -       | 7    | 4.7%      | \$38.31     | 31.32%            |
| search   alpha   coolsculpting | 772   | 21     | \$492.83 | \$23.47 | 2.72% | -       | 4    | 19.05%    | \$123.21    | 5%                |
| search   beta   coolsculpting  | 1,086 | 22     | \$207.29 | \$9.42  | 2.03% | -       | 2    | 9.09%     | \$103.65    | 23.14%            |

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

## Top Text Ads

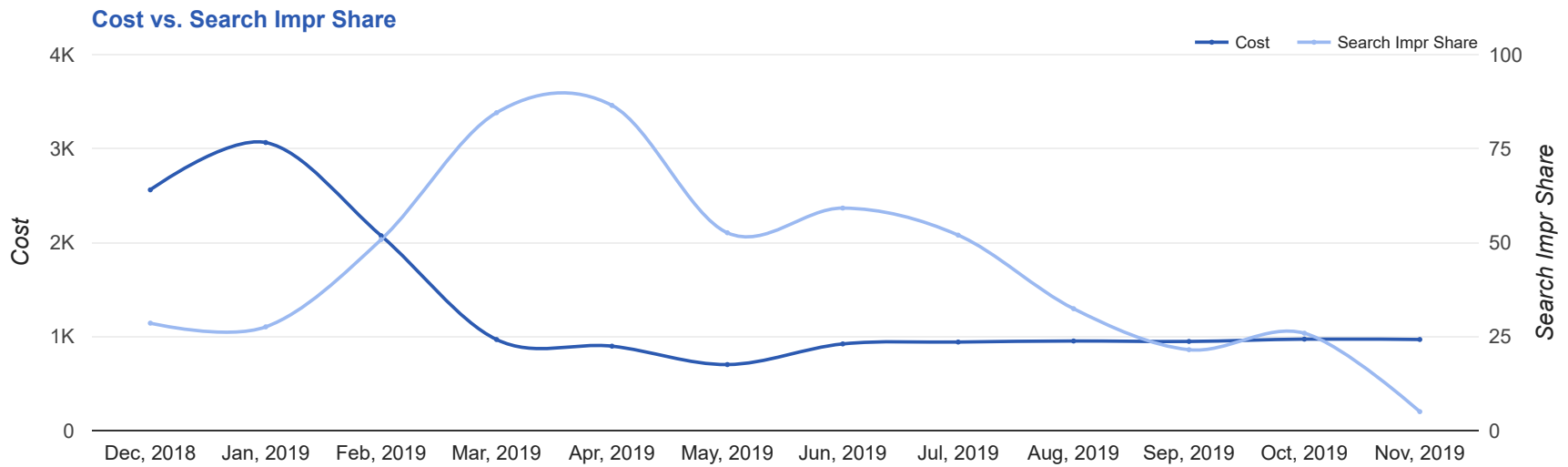
| AD  | IMPR  | CLICKS | COST     | AVG CPC | CTR   | AVG POS | CONV | CONV RATE | COST / CONV |
|---|-------|--------|----------|---------|-------|---------|------|-----------|-------------|
| {Keyword:#1 Cryotherapy Special} - Reduce Inflammation - Increase Cell Rejuvenation<br><a href="http://www.gracemedicalaesthetics.com/">www.gracemedicalaesthetics.com/</a> --/ --<br>Whole Body Cryotherapy Special. Experience the Healing Properties of Cryotherapy.   | 1,510 | 76     | \$155.07 | \$2.04  | 5.03% | -       | 6    | 7.89%     | \$25.84     |
| #1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Grace Medical Aesthetics<br><a href="http://www.gracemedicalaesthetics.com/coolsculpting/">www.gracemedicalaesthetics.com/coolsculpting/</a><br>Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.            | 138   | 2      | \$59.60  | \$29.80 | 1.45% | -       | 2    | 100.00%   | \$29.80     |
| #1 Provider in Southbury - Safe & Effective Fat Reduction - 25% Off All CoolSculpting®<br><a href="http://www.gracemedicalaesthetics.com/coolsculpting/southbury">www.gracemedicalaesthetics.com/coolsculpting/southbury</a><br>#1 CoolSculpting Deal. Freeze Fat. Top Provider in Southbury, CT. Free Consult. | 68    | 3      | \$24.30  | \$8.10  | 4.41% | -       | 2    | 66.67%    | \$12.15     |
| 25% Off All CoolSculpting® - Affordable & Quick Treatments - Grace Medical Aesthetics<br><a href="http://www.gracemedicalaesthetics.com/coolsculpting/special">www.gracemedicalaesthetics.com/coolsculpting/special</a><br>Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options.  | 36    | 3      | \$88.28  | \$29.43 | 8.33% | -       | 2    | 66.67%    | \$44.14     |
| #1 Cryotherapy Special - Reduce Inflammation - Increase Cell Rejuvenation<br><a href="http://www.gracemedicalaesthetics.com//">www.gracemedicalaesthetics.com//</a><br>Utilize the Power of Cold Therapy for Recovery & Pain Relief. Increase Cell Rejuvenation.  | 436   | 23     | \$38.53  | \$1.68  | 5.28% | -       | 1    | 4.35%     | \$38.53     |

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Nov 2019 — 30 Nov 2019

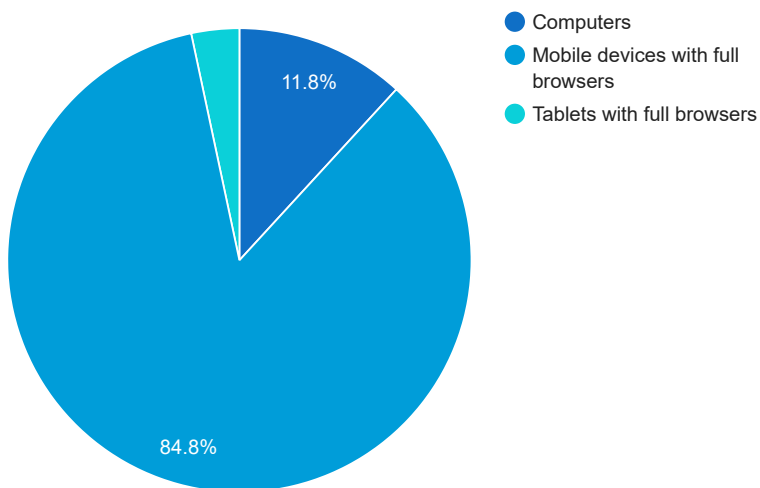
## Budget Coverage



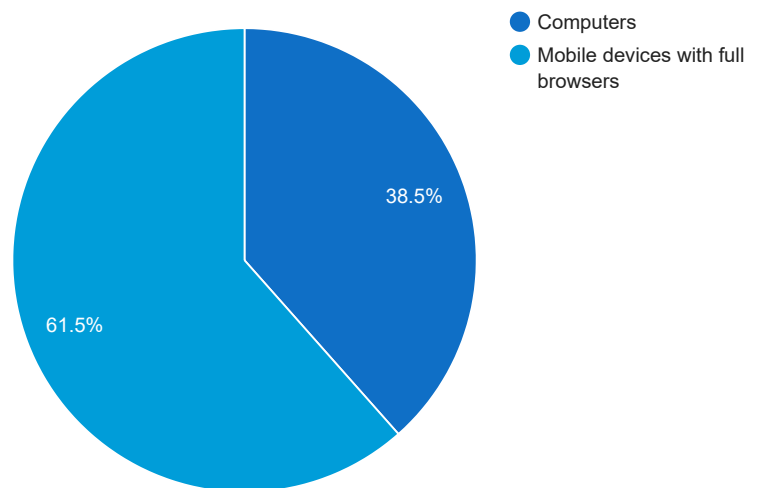
| DATE      | COST     | SEARCH IMPR SHARE |
|-----------|----------|-------------------|
| Dec, 2018 | 2,562.10 | 28.56             |
| Jan, 2019 | 3,065.53 | 27.57             |
| Feb, 2019 | 2,073.26 | 50.81             |
| Mar, 2019 | 968.08   | 84.58             |
| Apr, 2019 | 897.20   | 86.53             |
| May, 2019 | 701.24   | 52.62             |
| Jun, 2019 | 921.14   | 59.19             |
| Jul, 2019 | 941.15   | 51.99             |
| Aug, 2019 | 952.25   | 32.41             |
| Sep, 2019 | 947.51   | 21.49             |
| Oct, 2019 | 972.21   | 25.88             |
| Nov, 2019 | 968.26   | 5                 |

## 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 | 3,637 | 162    | \$821.45 | \$5.07  | 4.45% | -       | 8    | 4.94%     | \$102.68    |
| Computers                         | 799   | 22     | \$114.48 | \$5.20  | 2.75% | -       | 5    | 22.73%    | \$22.90     |
| Tablets with full browsers        | 135   | 8      | \$32.33  | \$4.04  | 5.93% | -       | 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 | 4,571 | 192    | \$968.26 | \$5.04  | 4.2% | -       | 13   | 6.77%     | \$74.48     |

# Conversion Types - 1 Nov 2019 — 30 Nov 2019

| CONVERSION TYPE                             | CONV |
|---|------|
| Phone Call                                  | 5    |
| Phone Calls - Call Rail (All Web Site Data) | 5    |
| Form Submission                             | 3    |

## 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