

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

Hollywood Body

224-035-9364

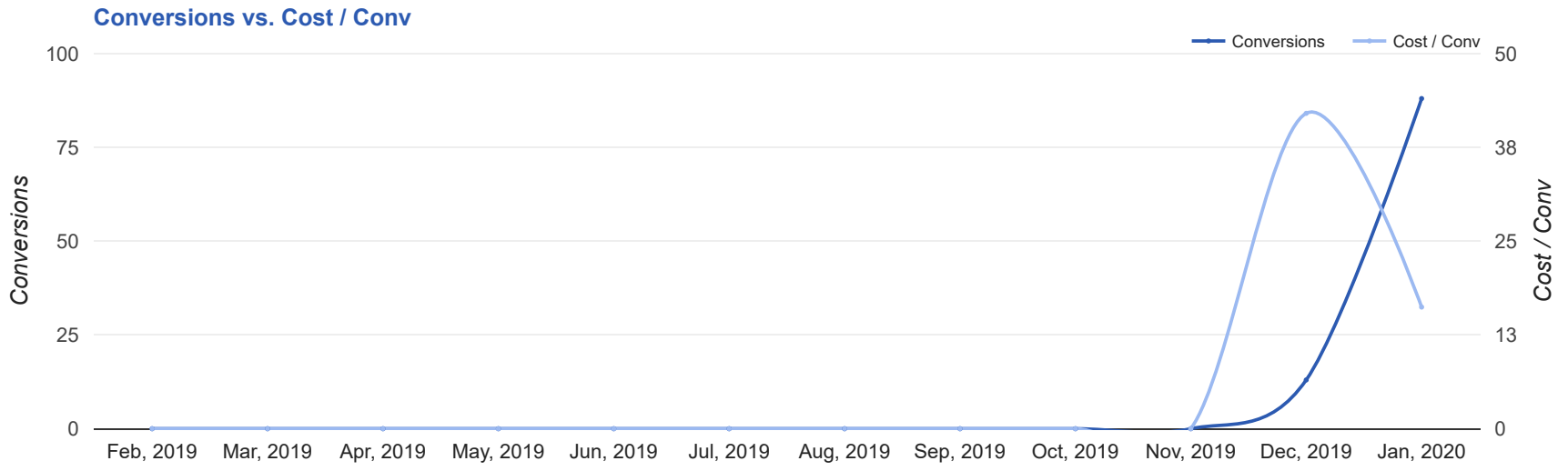
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,427	88	61.97%	\$16.21
↑ 161%	↑ 577%	↑ 72%	↓ 61%

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	989	36	\$546.42	\$15.18	3.64%	-	13	36.11%	\$42.03	84.39%
1 Jan 2020 — 31 Jan 2020	3,445	142	\$1,426.68	\$10.05	4.12%	-	88	61.97%	\$16.21	45.34%
Change	2,456 ↑ 248%	106 ↑ 294%	\$880.26 ↑ 161%	\$5.13 ↓ 34%	0.48% ↑ 13%	--	75 ↑ 577%	25.86% ↑ 72%	\$25.82 ↓ 61%	39.05% ↓ 46%

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
Dec '19	989	36	\$546.42	\$15.18	3.64%	-	13	36.11%	\$42.03	84.39%
Jan '20	3,445	142	\$1,426.68	\$10.05	4.12%	-	88	61.97%	\$16.21	45.33%
Total	4,434	178	\$1,973.10	\$11.08	4.01%	-	101	56.74%	\$19.54	50.55%

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 denver	1,521	55	\$362.68	\$6.59	3.62%	-	33	60%	\$10.99	34.06%
search beta coolsculpting colorado springs	775	41	\$373.27	\$9.10	5.29%	-	24	58.54%	\$15.55	60.03%
search alpha coolsculpting denver	799	28	\$374.46	\$13.37	3.5%	-	17	60.71%	\$22.03	57.69%
search alpha coolsculpting colorado springs	350	18	\$316.27	\$17.57	5.14%	-	14	77.78%	\$22.59	76.42%

Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

Top Text Ads

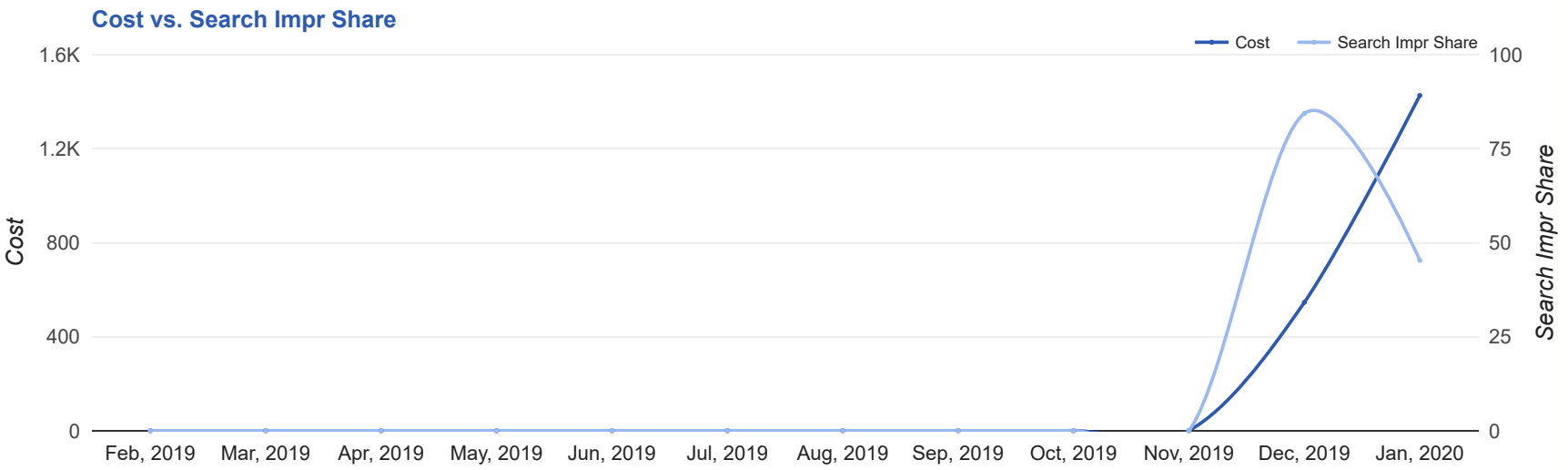
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:25% Off All CoolSculpting®} - Freeze Your Fat Off - Fat Reduction in Denver hollywoodbodylaser.net/ 25% Off CoolSculpting. Top FDA-Cleared, Non-Surgical Fat Reduction Treatment	675	26	\$159.14	\$6.12	3.85%	-	14	53.85%	\$11.37
Leading CoolSculpting Provider - Hollywood Body Laser Center - 25% Off + Free Consultation hollywoodbodylaser.net/ -- -- CoolSculpting Freezes Away Stubborn Fat. No Surgery Little to No Downtime. Lasting Results	342	15	\$142.24	\$9.48	4.39%	-	9.4	62.60%	\$15.15
{Keyword:25% Off All CoolSculpting®} - Hollywood Body Laser Center - 25% Off + Free Consultation hollywoodbodylaser.net/ -- -- Save on CoolSculpting® - Freeze Away Fat Without Surgery. New Clients Save 25%	134	12	\$80.91	\$6.74	8.96%	-	8	66.67%	\$10.11
{Keyword:25% Off All CoolSculpting®} - Freeze Your Fat Off - Fat Reduction in Denver hollywoodbodylaser.net/ 25% Off CoolSculpting. Top FDA-Cleared, Non-Surgical Fat Reduction Treatment	250	11	\$149.25	\$13.57	4.40%	-	8	72.73%	\$18.66
{Keyword:25% Off All CoolSculpting®} - Hollywood Body Laser Center - Cool Sculpt: Freeze Away Fat hollywoodbodylaser.net/ 25% Off CoolSculpting. #1 FDA Cleared, Non-Surgical Fat Reduction Treatment.	114	15	\$124.16	\$8.28	13.16%	-	7.6	50.73%	\$16.32

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2020 — 31 Jan 2020

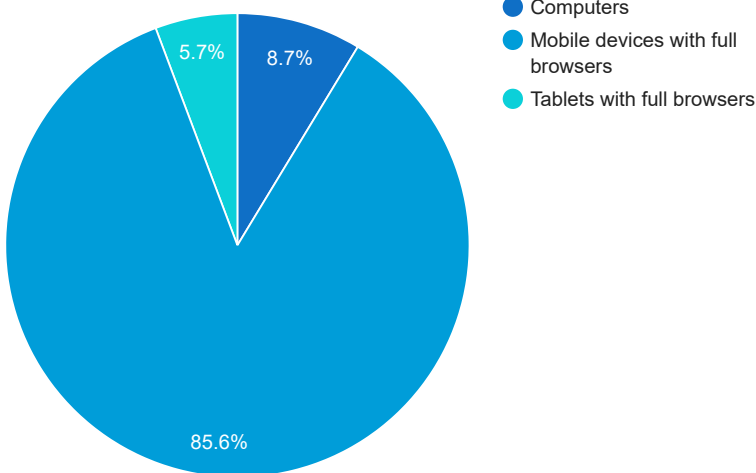
Budget Coverage



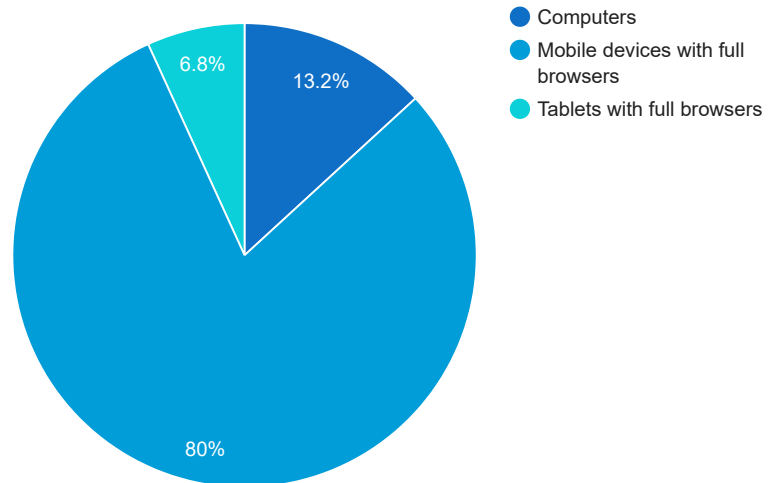
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	546.42	84.39
Jan, 2020	1,426.68	45.33

Cost and Conversions by Device

Cost



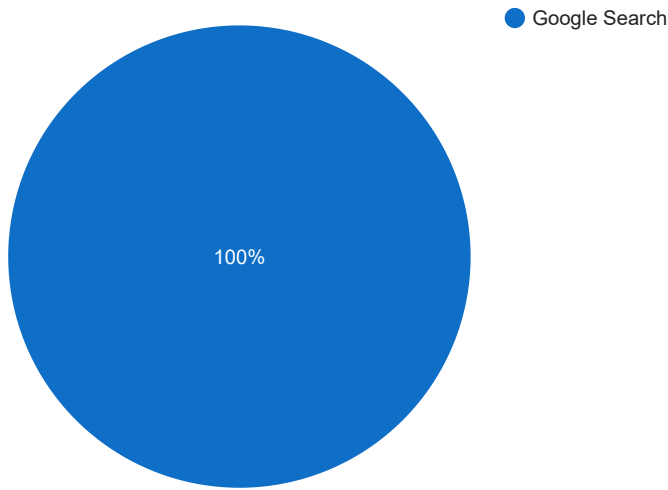
Conversions



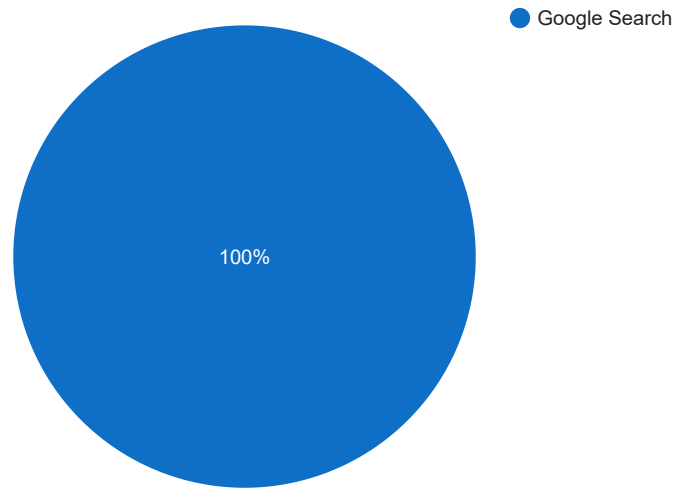
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	2,570	116	\$1,221.10	\$10.53	4.51%	-	70.4	60.72%	\$17.34
Computers	761	17	\$123.81	\$7.28	2.23%	-	11.6	68%	\$10.71
Tablets with full browsers	114	9	\$81.77	\$9.09	7.89%	-	6	66.67%	\$13.63

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	3,445	142	\$1,426.68	\$10.05	4.12%	-	88	61.97%	\$16.21

Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE

CONV

Form Submissions

87

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 page 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