

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

Hollywood Body

224-035-9364

# Key Performance Indicators (KPIs)

Cost

\$8,948

↑ 202%

Conv

46

↑ 360%

Conv Rate

4.84%

↑ 42%

Cost / Conv

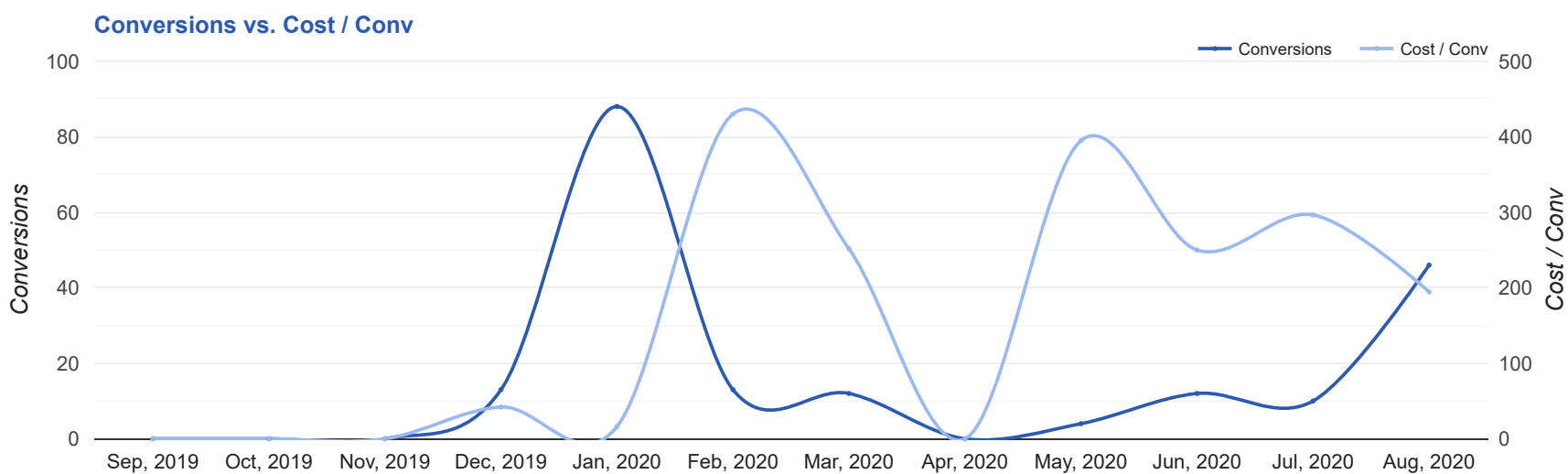
\$194.52

↓ 34%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Jul 2020 — 31 Jul 2020</b>	10,836	294	\$2,964.56	\$10.08	2.71%	-	10	3.4%	\$296.46	30.28%
<b>1 Aug 2020 — 31 Aug 2020</b>	47,301	951	\$8,948.06	\$9.41	2.01%	-	46	4.84%	\$194.52	29.96%
<b>Change</b>	36,465 ↑ 337%	657 ↑ 223%	\$5,983.50 ↑ 202%	\$0.67 ↓ 7%	0.70% ↓ 26%	--	36 ↑ 360%	1.44% ↑ 42%	\$101.94 ↓ 34%	0.32% ↓ 1%

# Performance by Month - 1 Sep 2019 — 31 Aug 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%	
Feb '20	5,662	283	\$5,590.30	\$19.75	5%	-	13	4.59%	\$430.02	67.63%	
Mar '20	2,777	153	\$3,017.67	\$19.72	5.51%	-	12	7.84%	\$251.47	71.55%	
Apr '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%	
May '20	905	73	\$1,579.43	\$21.64	8.07%	-	4	5.48%	\$394.86	91.48%	
Jun '20	3,963	192	\$2,999.78	\$15.62	4.84%	-	12	6.25%	\$249.98	56.59%	
Jul '20	10,836	294	\$2,964.56	\$10.08	2.71%	-	10	3.4%	\$296.46	30.28%	
Aug '20	47,301	951	\$8,948.06	\$9.41	2.01%	-	46	4.84%	\$194.52	29.96%	
<b>Total</b>	<b>75,878</b>	<b>2,124</b>	<b>\$27,072.90</b>	<b>\$12.75</b>	<b>2.8%</b>	<b>-</b>	<b>198</b>	<b>9.32%</b>	<b>\$136.73</b>	<b>34.07%</b>	

# Campaign Summary - 1 Aug 2020 — 31 Aug 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting   denver	35,053	586	\$5,989.83	\$10.22	1.67%	-	25	4.27%	\$239.59	29.92%
search   beta   coolsculpting   colorado springs	12,248	365	\$2,958.23	\$8.10	2.98%	-	21	5.75%	\$140.87	30.11%

# Top Performing Ads - 1 Aug 2020 — 31 Aug 2020

## Top Text Ads

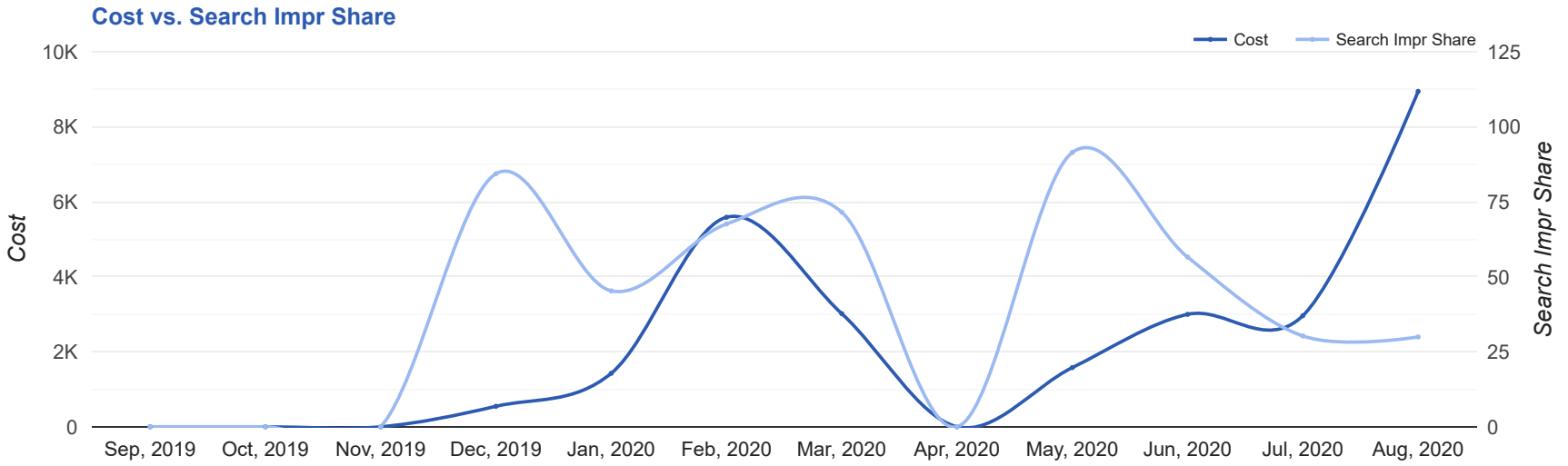
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">CoolSculpting Colorado Springs - 25% Off + Free Consultation - Hollywood Body Laser Center</a> <a href="https://hollywoodbodylaser.net/coolsculpting/">hollywoodbodylaser.net/coolsculpting/</a> Fat Freezing Treatments From the Top CoolSculpting Provider in a State-of-the-Art Facility	6,830	121	\$1,217.63	\$10.06	1.77%	-	9.3	7.69%	\$130.93
<a href="#">CoolSculpting in Denver - 25% Off + Free Consultation - Hollywood Body Laser Center</a> <a href="https://hollywoodbodylaser.net/coolsculpting/">hollywoodbodylaser.net/coolsculpting/</a> Fat Freezing Treatments From the Top CoolSculpting Provider in a State-of-the-Art Facility	16,610	171	\$2,049.06	\$11.98	1.03%	-	7	4.09%	\$292.72
<a href="#">CoolSculpting Colorado Springs - 25% Off + Free Consultation - Hollywood Body Laser Center</a> <a href="https://hollywoodbodylaser.net/coolsculpting/">hollywoodbodylaser.net/coolsculpting/</a> Fat Freezing Treatments From the Top CoolSculpting Provider in a State-of-the-Art Facility	839	64	\$590.10	\$9.22	7.63%	-	5.7	8.91%	\$103.53
<a href="#">CoolSculpting Colorado Springs - 25% Off + Free Consultation - Hollywood Body Laser Center</a> <a href="https://hollywoodbodylaser.net/coolsculpting/">hollywoodbodylaser.net/coolsculpting/</a> Fat Freezing Treatments From the Top CoolSculpting Provider in a State-of-the-Art Facility	1,446	64	\$492.46	\$7.69	4.43%	-	5	7.81%	\$98.49
<a href="#">CoolSculpting in Denver - 25% Off + Free Consultation - Hollywood Body Laser Center</a> <a href="https://hollywoodbodylaser.net/coolsculpting/">hollywoodbodylaser.net/coolsculpting/</a> Fat Freezing Treatments From the Top CoolSculpting Provider in a State-of-the-Art Facility	1,416	56	\$980.59	\$17.51	3.95%	-	4	7.14%	\$245.15

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Aug 2020 — 31 Aug 2020

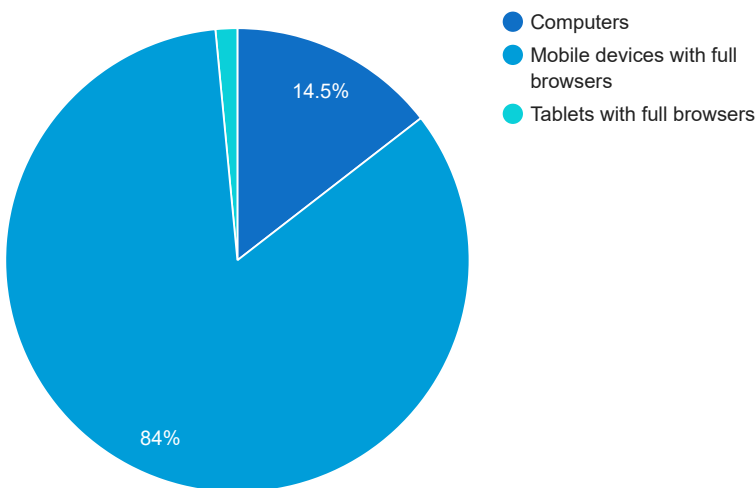
## Budget Coverage



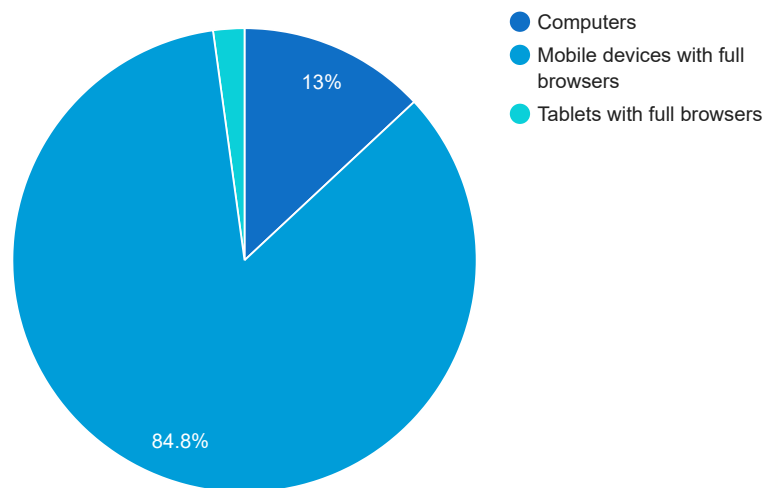
DATE	COST	SEARCH IMPR SHARE
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	546.42	84.39
Jan, 2020	1,426.68	45.33
Feb, 2020	5,590.30	67.63
Mar, 2020	3,017.67	71.55
Apr, 2020	0	0
May, 2020	1,579.43	91.48
Jun, 2020	2,999.78	56.59
Jul, 2020	2,964.56	30.28
Aug, 2020	8,948.06	29.96

## Cost and Conversions by Device

### Cost



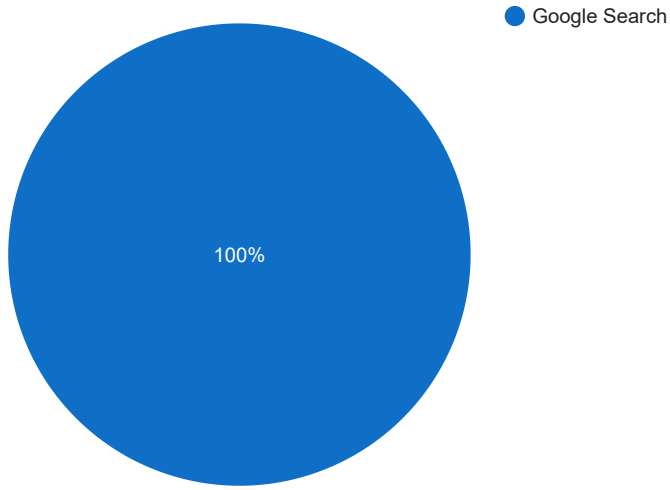
### Conversions



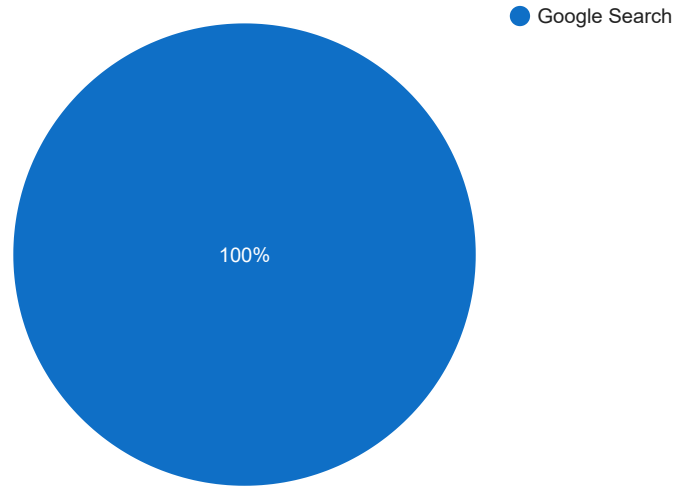
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	38,565	813	\$7,513.99	\$9.24	2.11%	-	39	4.8%	\$192.67
Computers	7,591	120	\$1,298.31	\$10.82	1.58%	-	6	5%	\$216.39
Tablets with full browsers	1,145	18	\$135.76	\$7.54	1.57%	-	1	5.56%	\$135.76

### 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	47,301	951	\$8,948.06	\$9.41	2.01%	-	46	4.84%	\$194.52

# Conversion Types - 1 Aug 2020 — 31 Aug 2020

CONVERSION TYPE

CONV

Form Submissions

44

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