

**Monthly Account
Performance Report
1 Nov 2020 — 30 Nov 2020**

Hollywood Body

224-035-9364

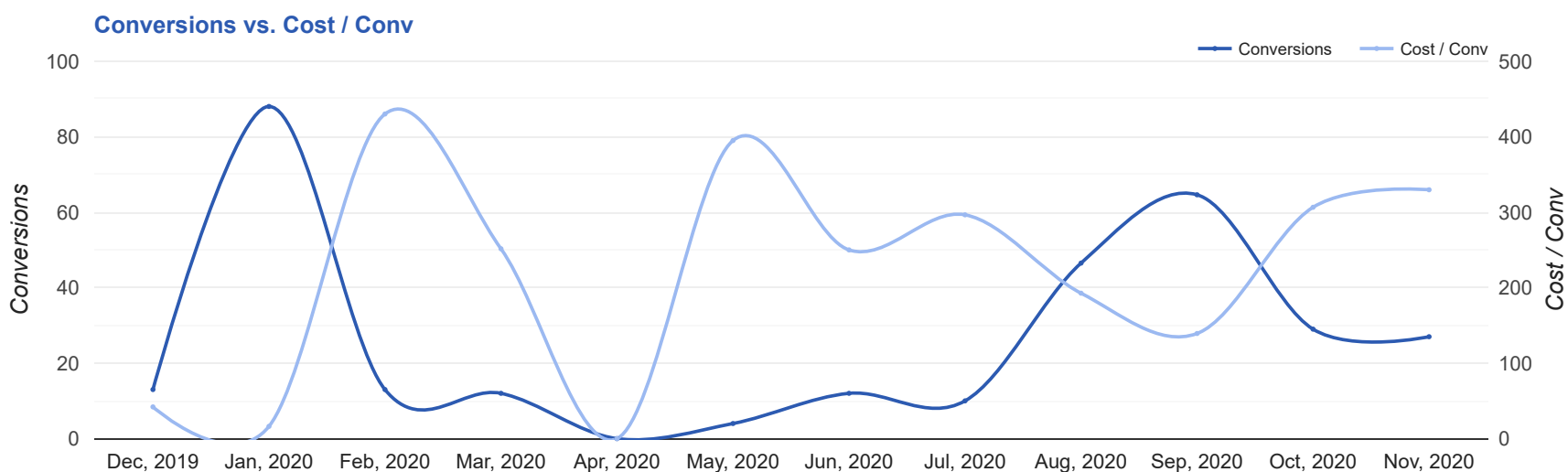
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$8,900	27	3.88%	\$329.63
↔ 0%	↓ 7%	↓ 35%	↑ 8%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	20,999	488	\$8,887.42	\$18.21	2.32%	-	29	5.94%	\$306.46	33.86%
1 Nov 2020 — 30 Nov 2020	24,471	695	\$8,899.92	\$12.81	2.84%	-	27	3.88%	\$329.63	29.17%
Change	3,472 ↑ 17%	207 ↑ 42%	\$12.50 ↑ 0%	\$5.40 ↓ 30%	0.52% ↑ 22%	--	2 ↓ 7%	2.06% ↓ 35%	\$23.17 ↑ 8%	4.69% ↓ 14%

Performance by Month - 1 Dec 2019 — 30 Nov 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%	-	46.5	4.88%	\$192.64	29.93%	
Sep '20	42,536	902	\$8,989.23	\$9.97	2.12%	-	64.6	7.16%	\$139.26	31.54%	
Oct '20	20,999	488	\$8,887.42	\$18.21	2.32%	-	29	5.94%	\$306.46	33.86%	
Nov '20	24,471	695	\$8,899.92	\$12.81	2.84%	-	27	3.88%	\$329.63	29.17%	
Total	163,884	4,209	\$53,849.47	\$12.79	2.57%	-	319	7.58%	\$168.81	32.54%	

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting colorado springs	1,090	111	\$1,441.95	\$12.99	10.18%	-	12	10.81%	\$120.16	76.85%
search beta coolsculpting denver exp reach	13,494	282	\$2,982.20	\$10.58	2.09%	-	7.6	2.71%	\$390.34	26.73%
search beta coolsculpting colorado exp reach	8,157	184	\$1,476.06	\$8.02	2.26%	-	6	3.26%	\$246.01	27.35%
search beta coolsculpting denver	1,730	118	\$2,999.71	\$25.42	6.82%	-	1.4	1.15%	\$2,205.67	72.91%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

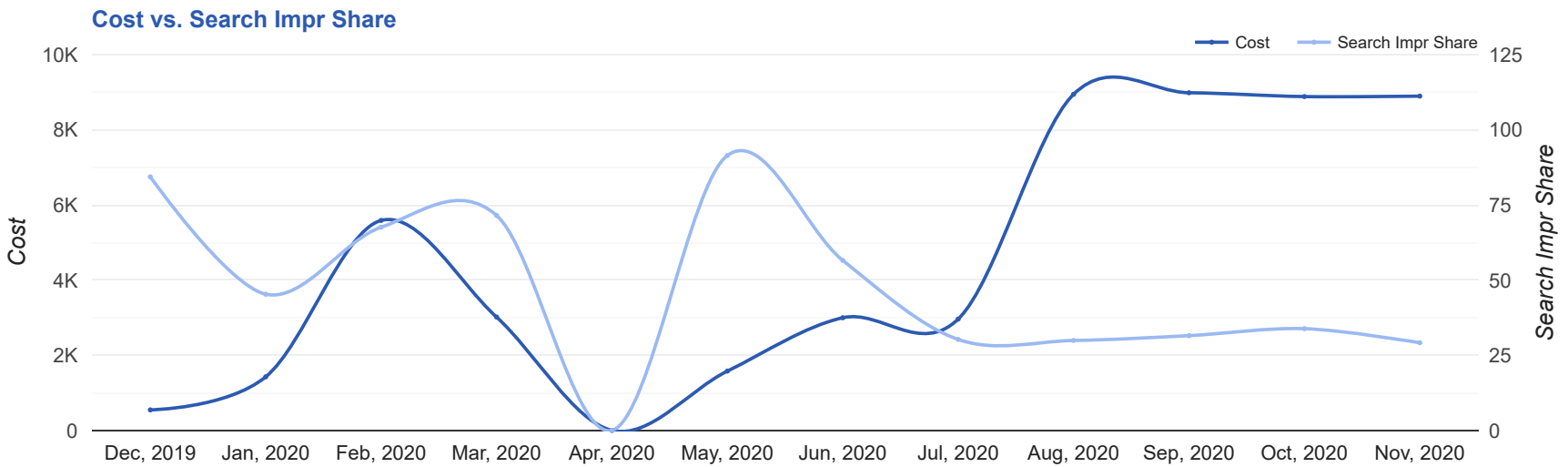
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Hollywood Body Laser Center} - #1 Provider Colorado Springs - Safe & Effective Fat Reduction hollywoodbodylaser.net/ --/ -- CoolSculpting Freezes Away Stubborn Fat. No Surgery Little to No Downtime. Lasting Results	711	63	\$923.91	\$14.67	8.86%	-	9.6	15.27%	\$96.04
Hollywood Body Laser Center - #1 Provider in Denver - Safe & Effective Fat Reduction hollywoodbodylaser.net/ --/ -- CoolSculpting Freezes Away Stubborn Fat. No Surgery Little to No Downtime. Lasting Results	1,395	47	\$791.44	\$16.84	3.37%	-	4.6	9.87%	\$170.57
Hollywood Body Laser Center - #1 Provider Colorado Springs - Safe & Effective Fat Reduction hollywoodbodylaser.net/ --/ -- CoolSculpting Freezes Away Stubborn Fat. No Surgery Little to No Downtime. Lasting Results	1,082	48	\$560.43	\$11.68	4.44%	-	2	4.17%	\$280.21
{Keyword:Hollywood Body Laser Center} - #1 Provider Colorado Springs - Safe & Effective Fat Reduction hollywoodbodylaser.net/ --/ -- CoolSculpting Freezes Away Stubborn Fat. No Surgery Little to No Downtime. Lasting Results	146	27	\$262.17	\$9.71	18.49%	-	1	3.70%	\$262.17
CoolSculpting Colorado Springs - Freeze Away Stubborn Fat - Reduce Fat Without Liposuction hollywoodbodylaser.net/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Colorado Springs, CO	4	1	\$13.16	\$13.16	25.00%	-	1	100.00%	\$13.16

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

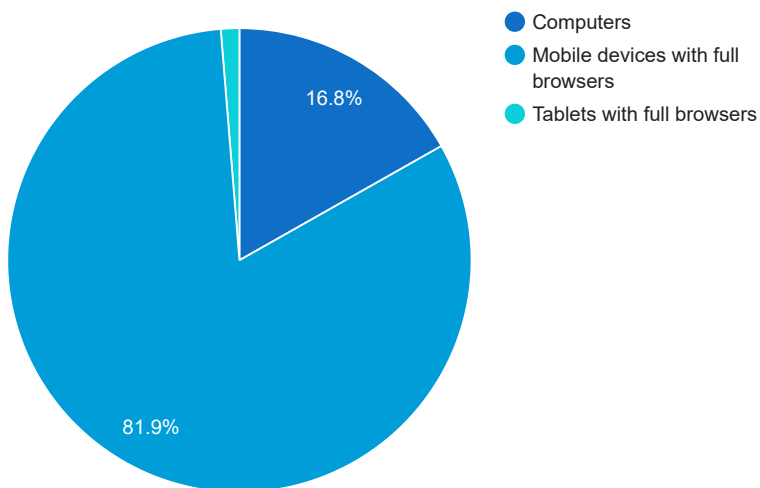
Budget Coverage



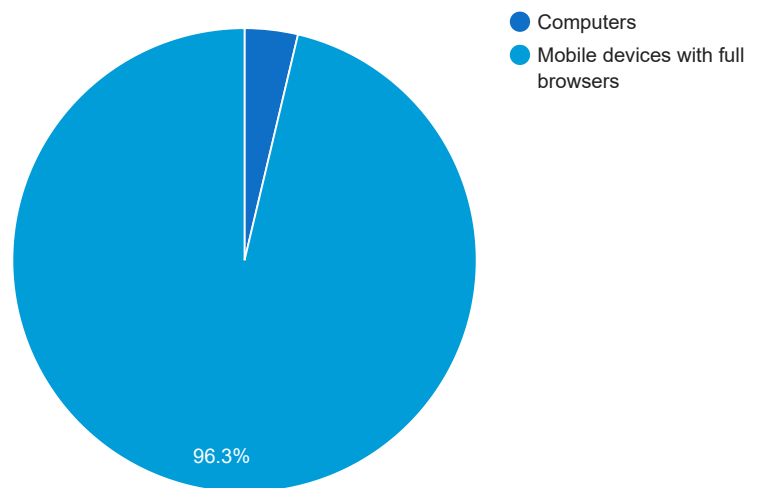
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	546.42	84.39
Jan, 2020	1,426.68	45.33
Feb, 2020	5,590.30	67.63
Mar, 2020	3,017.67	71.55
Apr, 2020	0	0
May, 2020	1,579.43	91.48
Jun, 2020	2,999.78	56.59
Jul, 2020	2,964.56	30.28
Aug, 2020	8,948.06	29.93
Sep, 2020	8,989.23	31.54
Oct, 2020	8,887.42	33.86
Nov, 2020	8,899.92	29.17

Cost and Conversions by Device

Cost



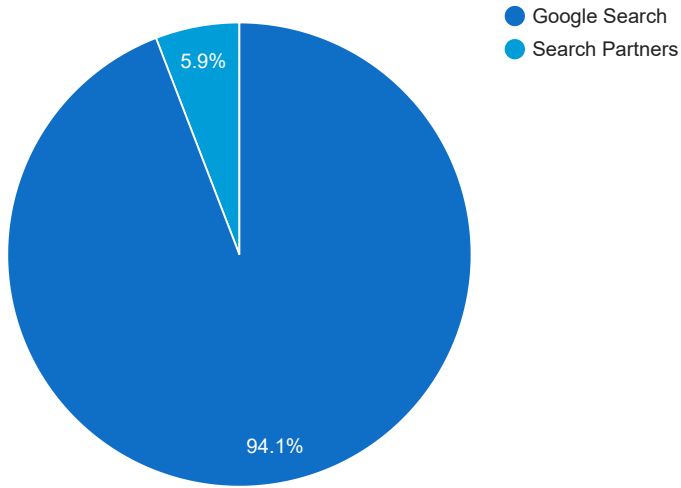
Conversions



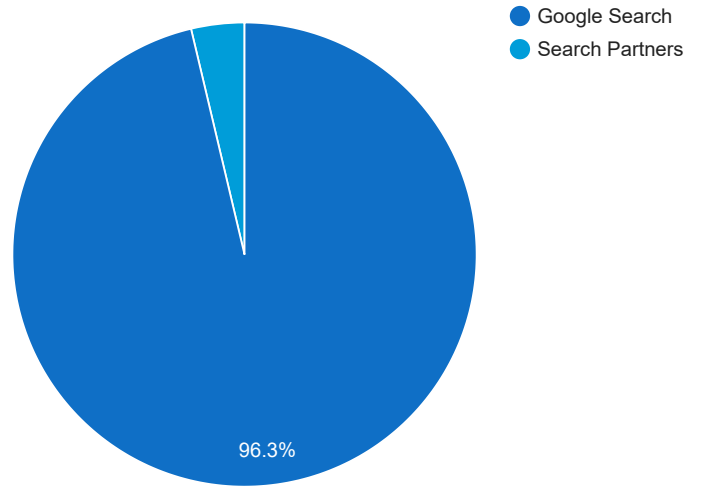
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	18,581	571	\$7,289.53	\$12.77	3.07%	-	26	4.55%	\$280.37
Computers	5,232	108	\$1,495.78	\$13.85	2.06%	-	1	0.93%	\$1,495.78
Tablets with full browsers	658	16	\$114.61	\$7.16	2.43%	-	0	0%	\$0.00

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	21,596	633	\$8,378.96	\$13.24	2.93%	-	26	4.11%	\$322.27
Search partners	2,875	62	\$520.96	\$8.40	2.16%	-	1	1.61%	\$520.96

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Form Submissions	23
Calls from Ads	2
Click to 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