

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

Hollywood Body

224-035-9364

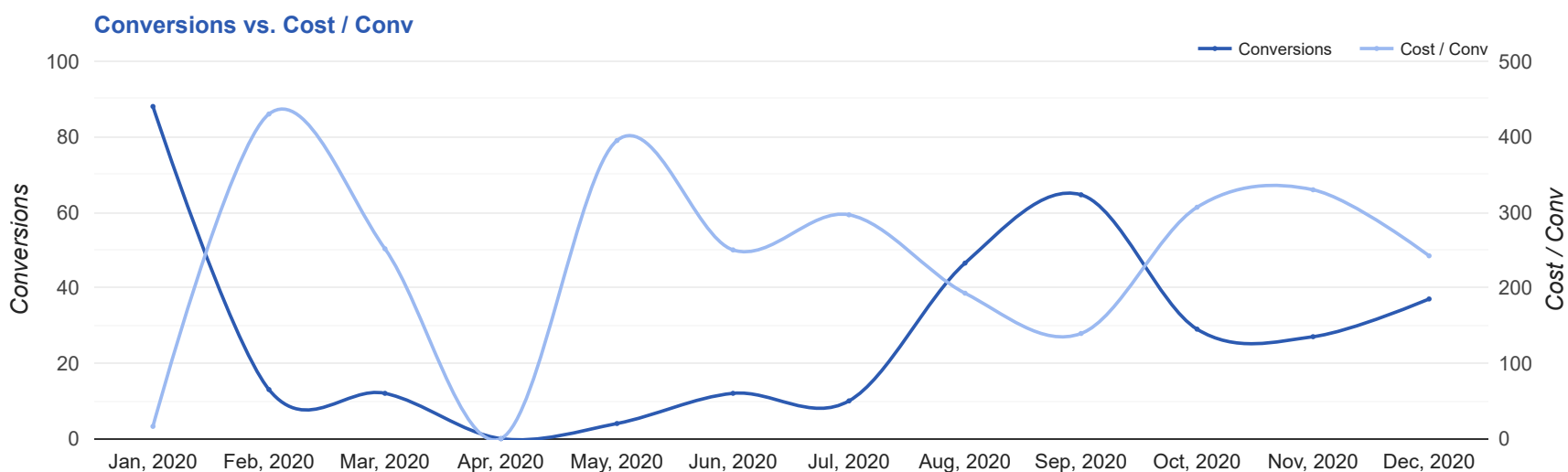
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$8,960	37	4.99%	\$242.15
↑ 1%	↑ 37%	↑ 29%	↓ 27%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	24,471	695	\$8,899.92	\$12.81	2.84%	-	27	3.88%	\$329.63	29.17%
1 Dec 2020 — 31 Dec 2020	23,065	741	\$8,959.62	\$12.09	3.21%	-	37	4.99%	\$242.15	21.96%
Change	1,406 ↓ 6%	46 ↑ 7%	\$59.70 ↑ 1%	\$0.72 ↓ 6%	0.37% ↑ 13%	--	10 ↑ 37%	1.11% ↑ 29%	\$87.48 ↓ 27%	7.21% ↓ 25%

Performance by Month - 1 Jan 2020 — 31 Dec 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%
Dec '20	23,065	741	\$8,959.62	\$12.09	3.21%	-	37	4.99%	\$242.15	21.96%
Total	185,960	4,914	\$62,262.67	\$12.67	2.64%	-	343	6.98%	\$181.52	30.61%

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting colorado springs	1,326	111	\$2,099.80	\$18.92	8.37%	-	12	10.81%	\$174.98	85.94%
search beta coolsculpting denver	2,357	149	\$4,162.94	\$27.94	6.32%	-	12	8.05%	\$346.91	78.54%
search beta coolsculpting denver exp reach	11,862	310	\$1,797.43	\$5.80	2.61%	-	7	2.26%	\$256.78	18.01%
search beta coolsculpting colorado exp reach	7,520	171	\$899.45	\$5.26	2.27%	-	6	3.51%	\$149.91	21.01%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

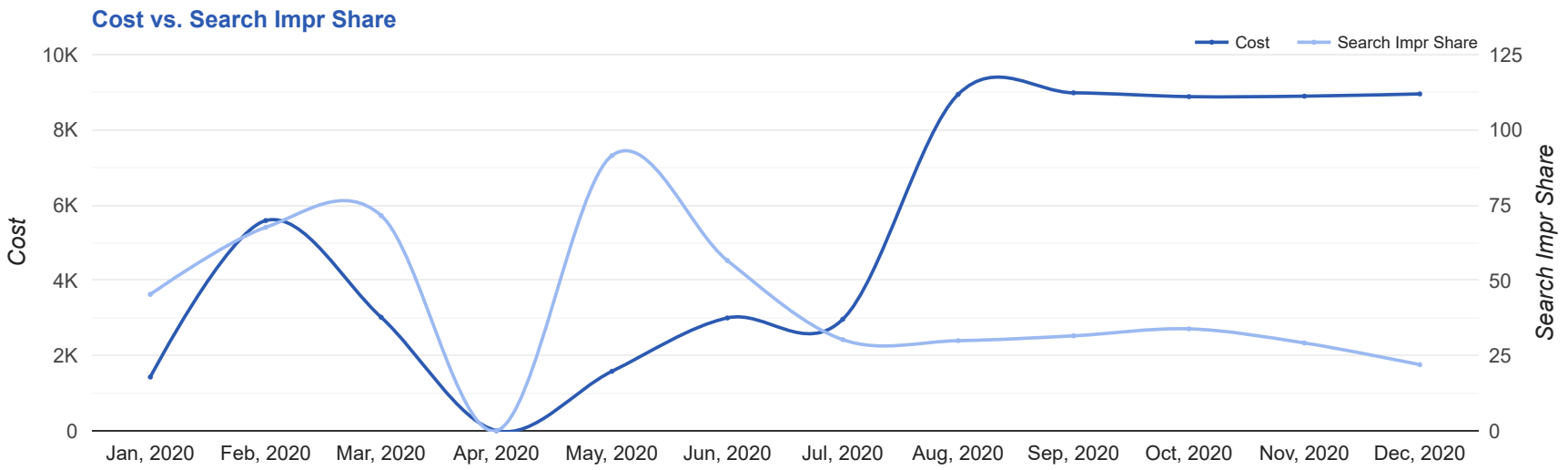
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Hollywood Body Laser Center} - #1 Provider in Denver - Safe & Effective Fat Reduction hollywoodbodylaser.net/ --/ -- CoolSculpting Freezes Away Stubborn Fat. No Surgery Little to No Downtime. Lasting Results	1,544	102	\$3,266.49	\$32.02	6.61%	-	9	8.82%	\$362.94
{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	898	70	\$1,473.48	\$21.05	7.80%	-	7	10.00%	\$210.50
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	2,122	77	\$610.11	\$7.92	3.63%	-	5	6.49%	\$122.02
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	3,503	110	\$476.82	\$4.33	3.14%	-	4	3.64%	\$119.20
CoolSculpting Colorado Springs - Freeze Away Stubborn Fat - Best Prices. FDA-Cleared. hollywoodbodylaser.net/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	21	3	\$51.83	\$17.28	14.29%	-	2	66.67%	\$25.91

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

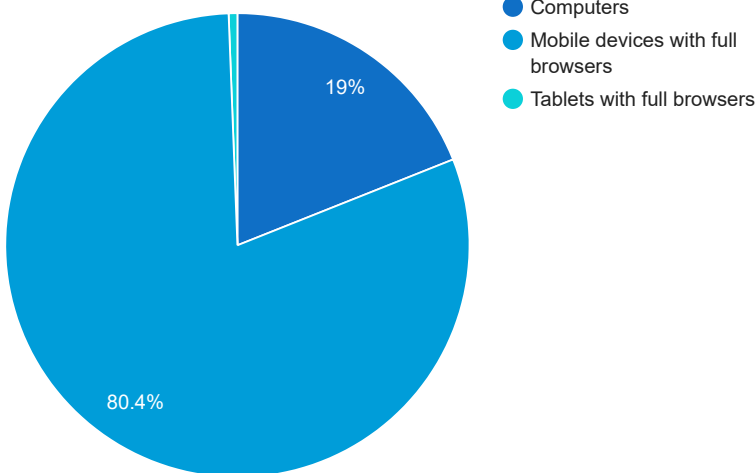
Budget Coverage



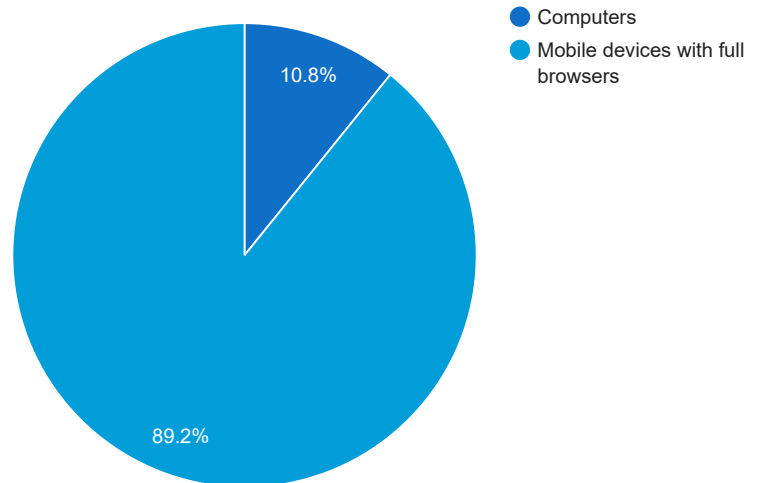
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	1,426.68	45.33
Feb, 2020	5,590.30	67.63
Mar, 2020	3,017.67	71.55
Apr, 2020	0	0
May, 2020	1,579.43	91.48
Jun, 2020	2,999.78	56.59
Jul, 2020	2,964.56	30.28
Aug, 2020	8,948.06	29.93
Sep, 2020	8,989.23	31.54
Oct, 2020	8,887.42	33.86
Nov, 2020	8,899.92	29.17
Dec, 2020	8,959.62	21.96

Cost and Conversions by Device

Cost



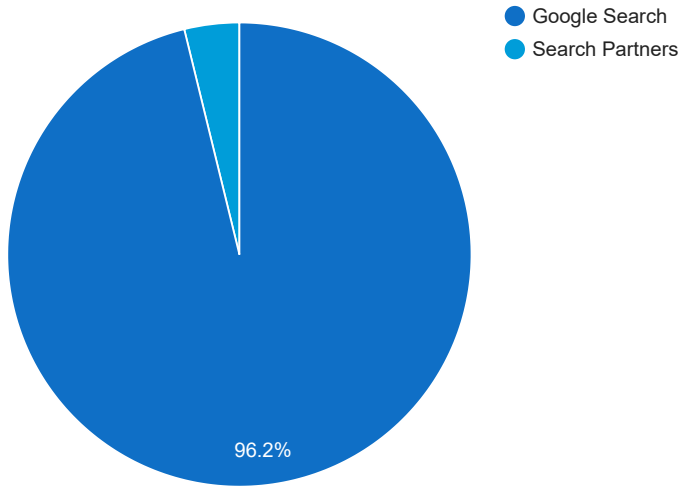
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	18,088	611	\$7,205.45	\$11.79	3.38%	-	33	5.4%	\$218.35
Computers	4,470	118	\$1,699.88	\$14.41	2.64%	-	4	3.39%	\$424.97
Tablets with full browsers	507	12	\$54.29	\$4.52	2.37%	-	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	19,249	693	\$8,617.03	\$12.43	3.6%	-	37	5.34%	\$232.89
Search partners	3,816	48	\$342.59	\$7.14	1.26%	-	0	0%	\$0.00

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE

CONV

Form Submissions

35

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