

**Monthly Account
Performance Report
1 Jan 2021 — 31 Jan 2021**

Hollywood Body

224-035-9364

Key Performance Indicators (KPIs)

Cost

\$8,985

↔ 0%

Conv

50.8

↑ 36%

Conv Rate

4.9%

↓ 3%

Cost / Conv

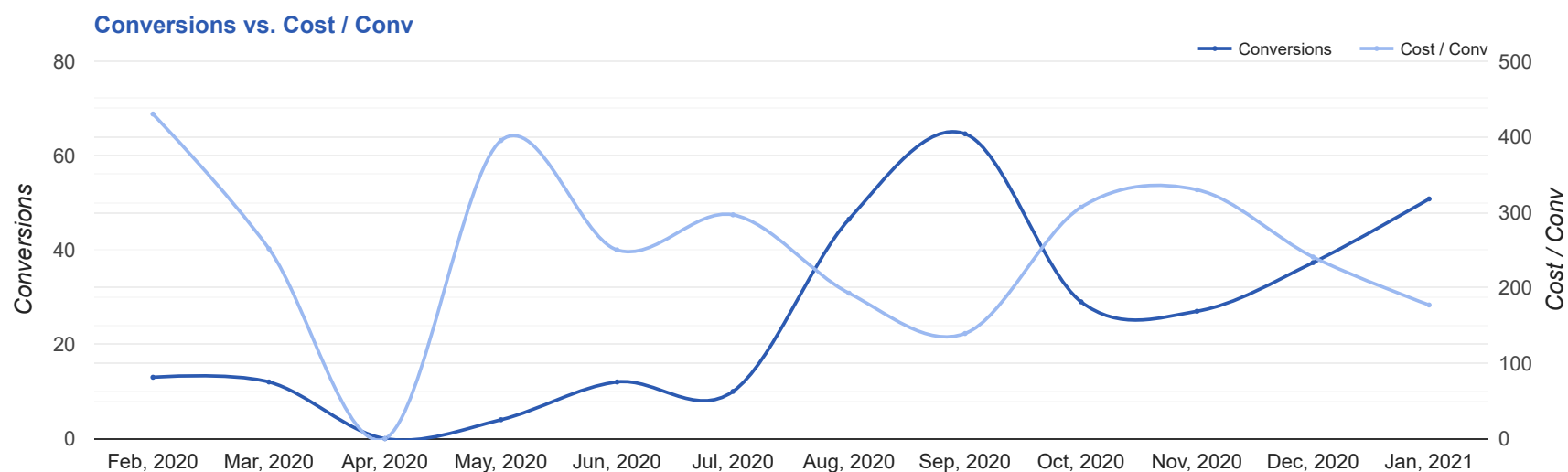
\$177.05

↓ 26%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	23,065	741	\$8,959.62	\$12.09	3.21%	-	37.3	5.03%	\$240.53	21.83%
1 Jan 2021 — 31 Jan 2021	28,967	1,035	\$8,985.06	\$8.68	3.57%	-	50.8	4.9%	\$177.05	19.77%
Change	5,902 ↑ 26%	294 ↑ 40%	\$25.44 ↑ 0%	\$3.41 ↓ 28%	0.36% ↑ 11%	--	13.50 ↑ 36%	0.13% ↓ 3%	\$63.48 ↓ 26%	2.06% ↓ 9%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	37.3	5.03%	\$240.53	21.83%
Jan '21	28,967	1,035	\$8,985.06	\$8.68	3.57%	-	50.8	4.9%	\$177.05	19.77%
Total	211,482	5,807	\$69,821.05	\$12.02	2.75%	-	306	5.27%	\$228.17	28.31%

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting colorado springs	1,758	152	\$2,099.90	\$13.82	8.65%	-	17	11.18%	\$123.52	79.14%
search beta coolsculpting denver exp reach	15,414	439	\$1,799.45	\$4.10	2.85%	-	15	3.42%	\$119.96	16.8%
search beta coolsculpting denver	3,595	189	\$4,182.02	\$22.13	5.26%	-	13.8	7.28%	\$304.15	79.95%
search beta coolsculpting colorado exp reach	8,200	255	\$903.69	\$3.54	3.11%	-	5	1.96%	\$180.74	17.19%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

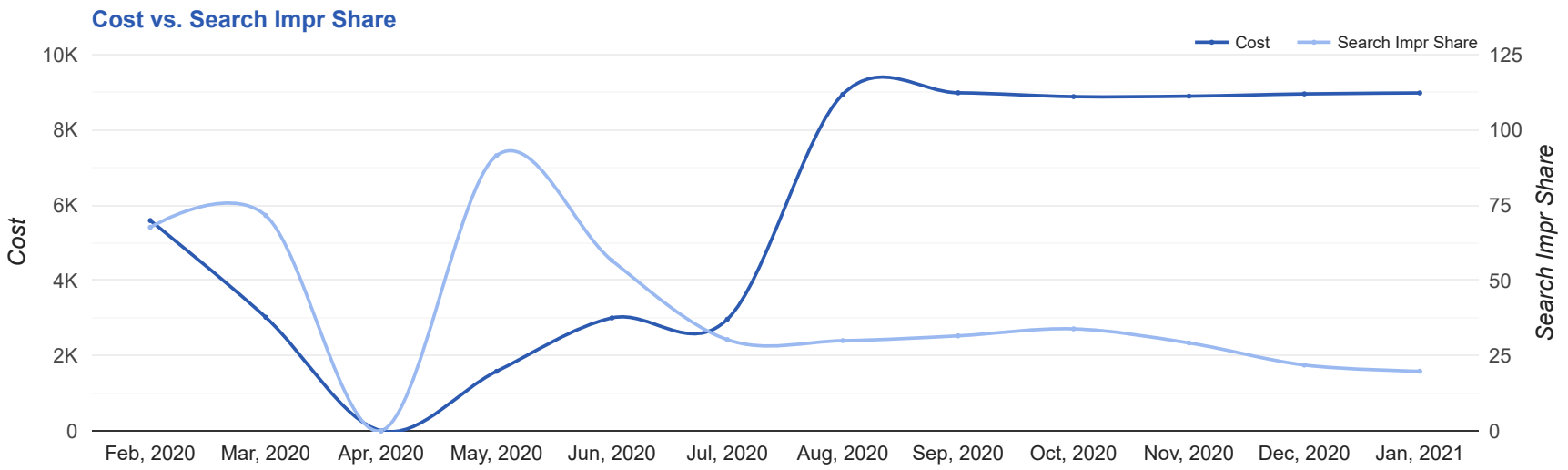
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Hollywood Body Laser Center - #1 Provider in Denver - Safe & Effective Fat Reduction hollywoodbodylaser.net/ --/ -- CoolSculpting Freezes Away Stubborn Fat. No Surgery Little to No Downtime. Lasting Results	7,928	300	\$1,016.09	\$3.39	3.78%	-	10.2	3.39%	\$99.91
{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	929	82	\$1,186.00	\$14.46	8.83%	-	9.3	11.39%	\$126.98
{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	1,932	100	\$2,509.60	\$25.10	5.18%	-	8.3	8.25%	\$304.19
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	4,110	160	\$500.79	\$3.13	3.89%	-	4	2.50%	\$125.20
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	1,557	49	\$306.68	\$6.26	3.15%	-	2.5	5.10%	\$122.67

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

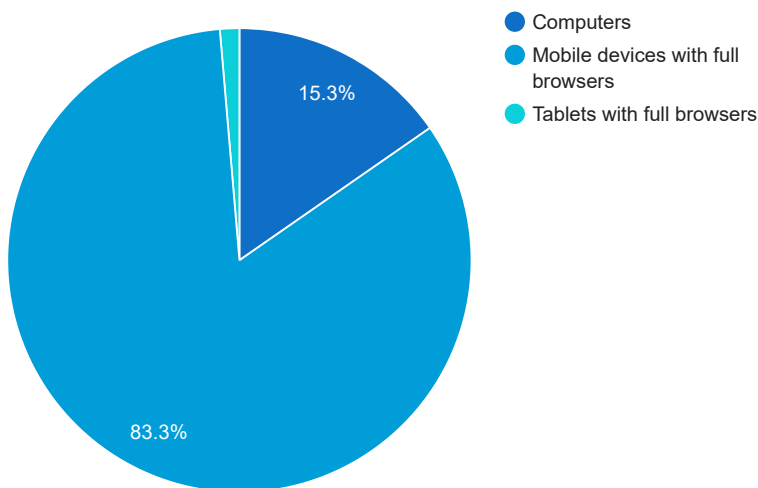
Budget Coverage



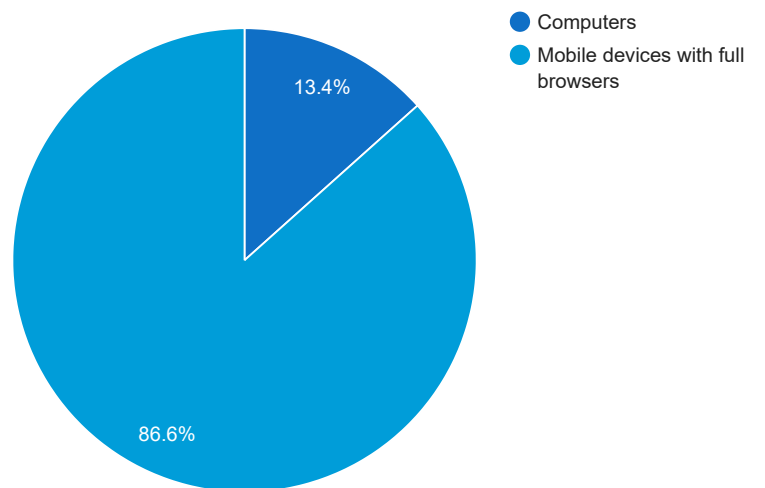
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	5,590.30	67.63
Mar, 2020	3,017.67	71.55
Apr, 2020	0	0
May, 2020	1,579.43	91.48
Jun, 2020	2,999.78	56.59
Jul, 2020	2,964.56	30.28
Aug, 2020	8,948.06	29.93
Sep, 2020	8,989.23	31.54
Oct, 2020	8,887.42	33.86
Nov, 2020	8,899.92	29.17
Dec, 2020	8,959.62	21.83
Jan, 2021	8,985.06	19.77

Cost and Conversions by Device

Cost



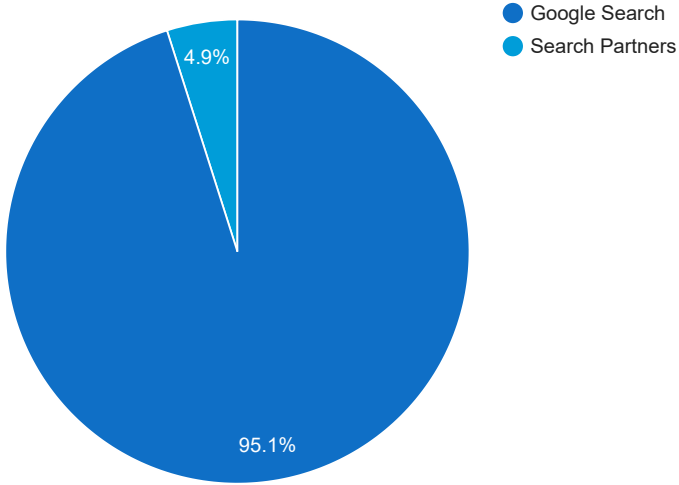
Conversions



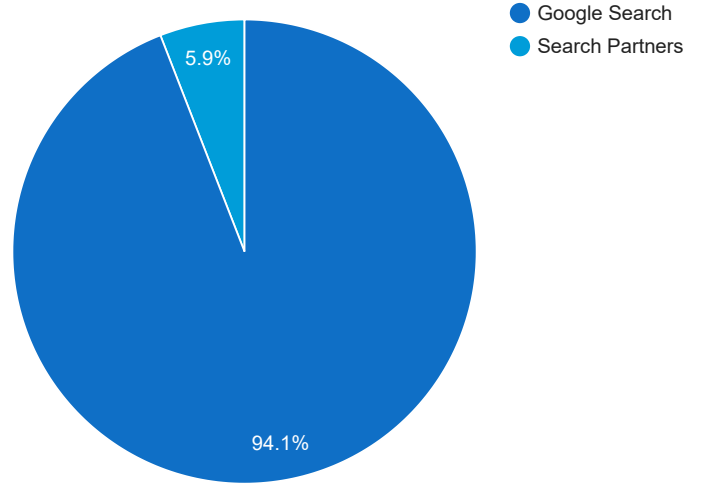
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	23,568	901	\$7,485.66	\$8.31	3.82%	-	44	4.88%	\$170.13
Computers	4,897	123	\$1,377.99	\$11.20	2.51%	-	6.8	5.49%	\$204.15
Tablets with full browsers	502	11	\$121.41	\$11.04	2.19%	-	0	0%	\$0.00

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	25,368	958	\$8,544.01	\$8.92	3.78%	-	47.8	4.98%	\$178.93
Search partners	3,599	77	\$441.05	\$5.73	2.14%	-	3	3.9%	\$147.02

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Form Submissions	46.8
Click to Call	4
Clicks to call	0
Local actions - Website visits	0
Local actions - Other engagements	0
Local actions - Directions	0

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