

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

Hollywood Body

224-035-9364

Key Performance Indicators (KPIs)

Cost

\$9,154

↑ 2%

Conv

61

↑ 20%

Conv Rate

6.19%

↑ 26%

Cost / Conv

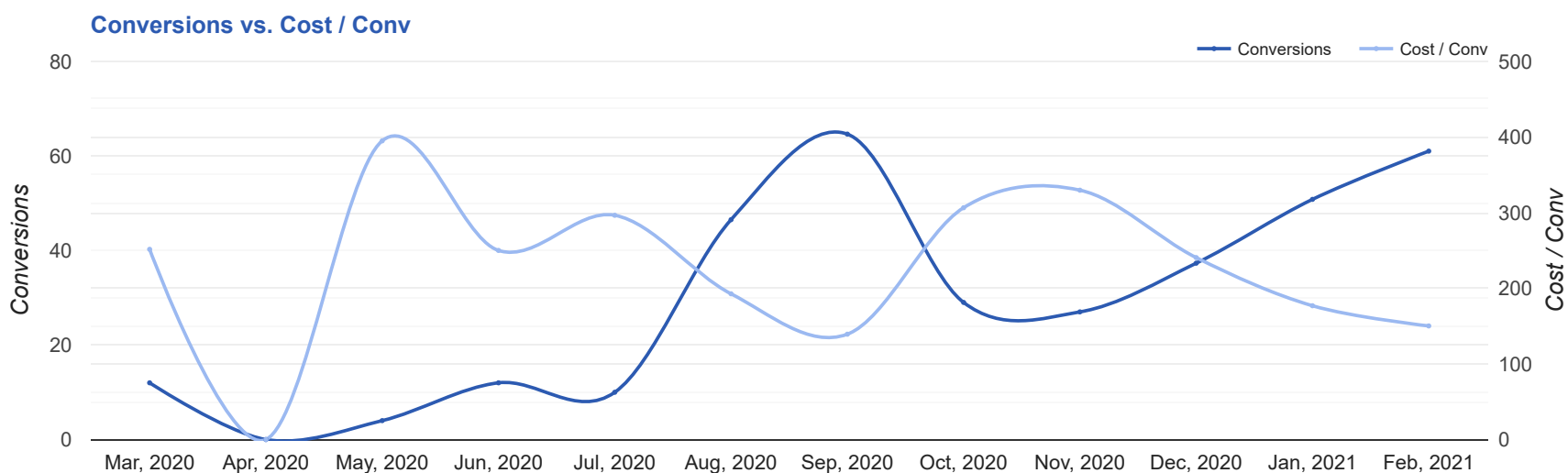
\$150.18

↓ 15%

Performance Comparison - Month-over-Month

| | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|-------------------------------------|---------------|------------|------------------|----------------|---------------|---------|----------------|----------------|------------------|----------------------|
| 1 Jan 2021 — 31 Jan 2021 | 28,967 | 1,035 | \$8,985.06 | \$8.68 | 3.57% | - | 50.8 | 4.91% | \$176.87 | 19.75% |
| 1 Feb 2021 — 28 Feb 2021 | 26,996 | 984 | \$9,153.68 | \$9.30 | 3.64% | - | 61 | 6.19% | \$150.18 | 20.94% |
| Change | 1,971 ↓ 7% | 51 ↓ 5% | \$168.62 ↑ 2% | \$0.62 ↑ 7% | 0.07% ↑ 2% | -- | 10.15 ↑ 20% | 1.28% ↑ 26% | \$26.69 ↓ 15% | 1.19% ↑ 6% |

Performance by Month - 1 Mar 2020 — 28 Feb 2021



| MONTH | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH |
|--------------|----------------|--------------|--------------------|----------------|-------------|----------|------------|--------------|-----------------|---------------|
| | | | | | | | | | | IMPR SHARE |
| 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 | 4.91% | \$176.87 | 19.75% |
| Feb '21 | 26,996 | 984 | \$9,153.68 | \$9.30 | 3.64% | - | 61 | 6.19% | \$150.18 | 20.94% |
| Total | 232,816 | 6,508 | \$73,384.43 | \$11.28 | 2.8% | - | 354 | 5.44% | \$207.30 | 26.83% |

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

| CAMPAIGN | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|---|--------|--------|------------|---------|-------|---------|------|-----------|----------------|----------------------|
| search beta coolsculpting colorado springs | 1,851 | 174 | \$2,198.96 | \$12.64 | 9.4% | - | 19 | 10.92% | \$115.73 | 85.56% |
| search beta coolsculpting denver | 3,256 | 207 | \$4,344.82 | \$20.99 | 6.36% | - | 17 | 8.19% | \$256.33 | 78.88% |
| search beta coolsculpting denver exp reach | 14,441 | 388 | \$1,730.96 | \$4.46 | 2.69% | - | 14 | 3.61% | \$123.64 | 17.8% |
| search beta coolsculpting colorado exp reach | 7,448 | 215 | \$878.94 | \$4.09 | 2.89% | - | 11 | 5.12% | \$79.90 | 17.91% |

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

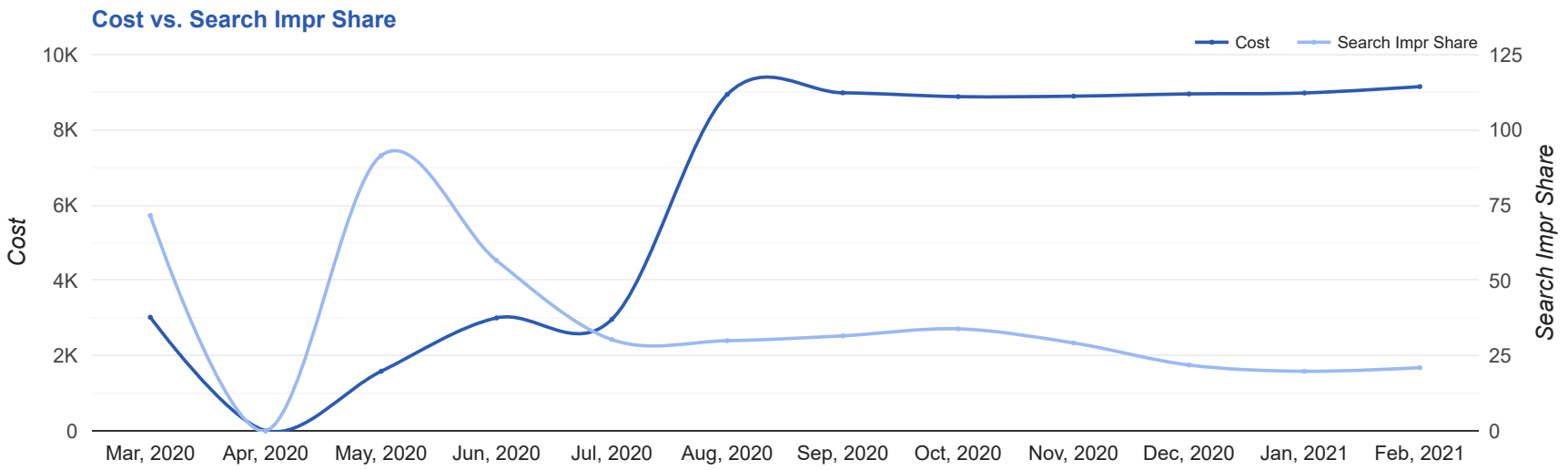
| AD | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV |
|--|-------|--------|------------|---------|--------|---------|------|-----------|-------------|
| {Keyword:Hollywood Body Laser Center} - #1 Provider Colorado Springs - Safe & Effective Fat Reduction hollywoodbodylaser.net/ --/ -- CoolSculpting Freezes Away Stubborn Fat. No Surgery Little to No Downtime. Lasting Results | 1,033 | 102 | \$1,466.39 | \$14.38 | 9.87% | - | 10 | 9.80% | \$146.64 |
| {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 | 1,704 | 114 | \$2,634.97 | \$23.11 | 6.69% | - | 7 | 6.10% | \$379.13 |
| 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 | 7,179 | 245 | \$788.90 | \$3.22 | 3.41% | - | 6.5 | 2.65% | \$121.37 |
| CoolSculpting® Denver - Non-Surgical Fat Reduction - Best Prices. FDA-Cleared. hollywoodbodylaser.net/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. | 152 | 13 | \$221.19 | \$17.01 | 8.55% | - | 3 | 23.08% | \$73.73 |
| 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. | 16 | 4 | \$32.87 | \$8.22 | 25.00% | - | 2 | 50.00% | \$16.43 |

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

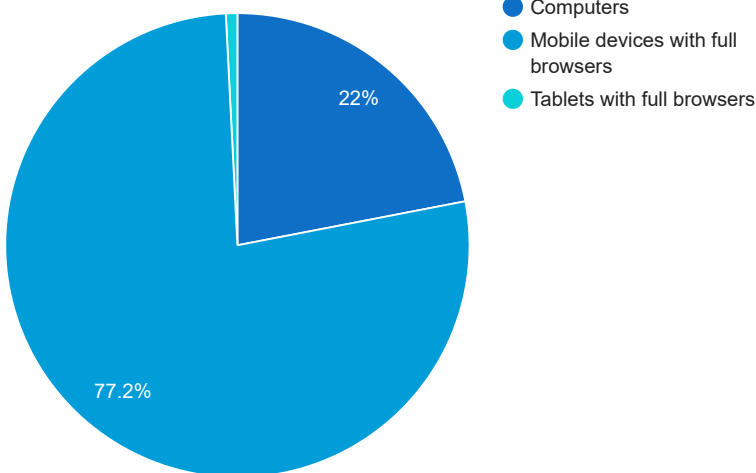
Budget Coverage



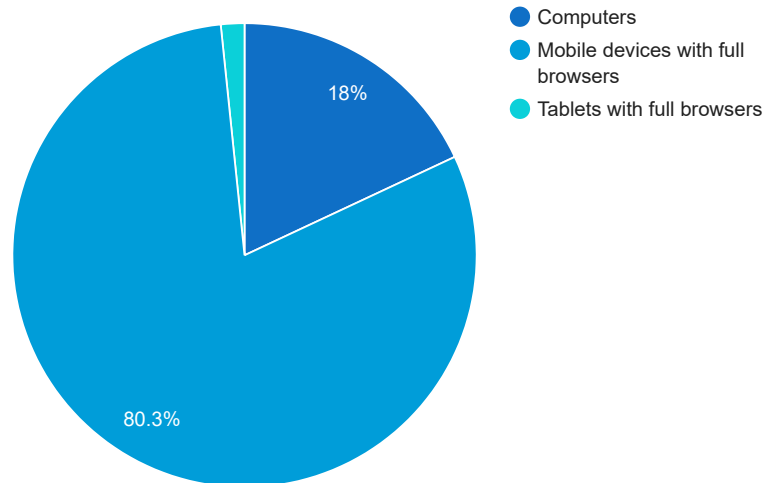
| DATE | COST | SEARCH IMPR SHARE |
|-----------|----------|-------------------|
| Mar, 2020 | 3,017.67 | 71.55 |
| Apr, 2020 | 0 | 0 |
| May, 2020 | 1,579.43 | 91.48 |
| Jun, 2020 | 2,999.78 | 56.59 |
| Jul, 2020 | 2,964.56 | 30.28 |
| Aug, 2020 | 8,948.06 | 29.93 |
| Sep, 2020 | 8,989.23 | 31.54 |
| 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 | 19.75 |
| Feb, 2021 | 9,153.68 | 20.94 |

Cost and Conversions by Device

Cost



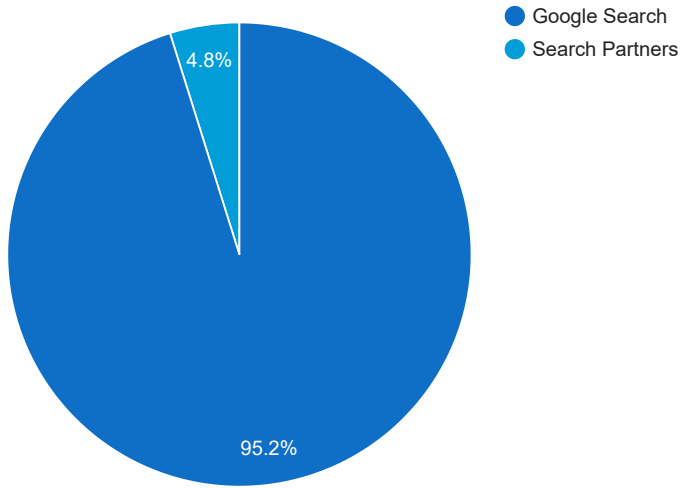
Conversions



| DEVICE | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV |
|-----------------------------------|--------|--------|------------|---------|-------|---------|------|-----------|-------------|
| Mobile devices with full browsers | 21,657 | 816 | \$7,070.04 | \$8.66 | 3.77% | - | 49 | 6% | \$144.29 |
| Computers | 4,879 | 157 | \$2,010.48 | \$12.81 | 3.22% | - | 11 | 6.97% | \$183.61 |
| Tablets with full browsers | 460 | 11 | \$73.16 | \$6.65 | 2.39% | - | 1 | 9.09% | \$73.16 |

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 | 24,005 | 902 | \$8,710.72 | \$9.66 | 3.76% | - | 61 | 6.76% | \$142.92 |
| Search partners | 2,991 | 82 | \$442.96 | \$5.40 | 2.74% | - | 0 | 0% | \$0.00 |

Conversion Types - 1 Feb 2021 — 28 Feb 2021

| CONVERSION TYPE | CONV |
|-----------------------------------|------|
| Form Submissions | 59 |
| Calls from Ads | 1 |
| Click to Call | 1 |
| 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