

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

Hollywood Body

224-035-9364

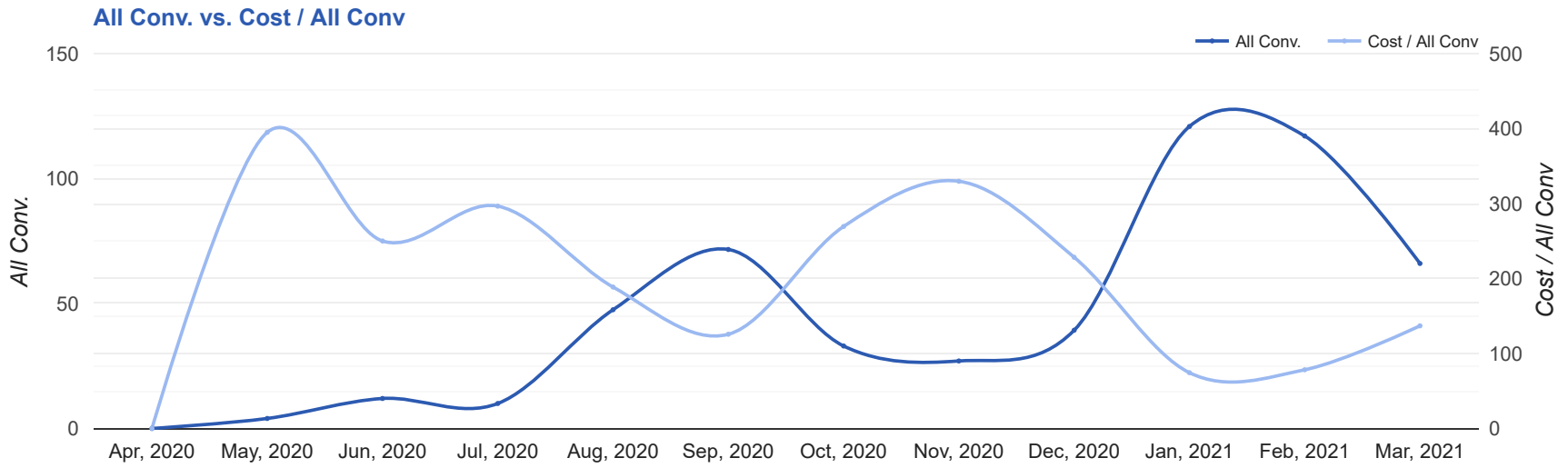
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$9,032	66	11.13%	\$136.84
↓ 1%	↓ 44%	↓ 6%	↑ 75%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Feb 2021 — 28 Feb 2021	26,996	984	\$9,153.68	\$9.30	3.64%	-	11.89%	\$78.27	117
1 Mar 2021 — 31 Mar 2021	11,665	593	\$9,031.72	\$15.23	5.08%	-	11.13%	\$136.84	66
<b>Change</b>	15,331 ↓ 57%	391 ↓ 40%	\$121.96 ↓ 1%	\$5.93 ↑ 64%	1.44% ↑ 40%	0 ↔ -	0.76% ↓ 6%	\$58.57 ↑ 75%	50.95 ↓ 44%

# Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
May '20	905	73	\$1,579.43	\$21.64	8.07%	-	4	5.48%	\$394.86
Jun '20	3,963	192	\$2,999.78	\$15.62	4.84%	-	12	6.25%	\$249.98
Jul '20	10,836	294	\$2,964.56	\$10.08	2.71%	-	10	3.4%	\$296.46
Aug '20	47,301	951	\$8,948.06	\$9.41	2.01%	-	47.5	4.99%	\$188.58
Sep '20	42,536	902	\$8,989.23	\$9.97	2.12%	-	71.6	7.93%	\$125.64
Oct '20	20,999	488	\$8,887.42	\$18.21	2.32%	-	33	6.76%	\$269.32
Nov '20	24,471	695	\$8,899.92	\$12.81	2.84%	-	27	3.88%	\$329.63
Dec '20	23,065	741	\$8,959.62	\$12.09	3.21%	-	39.3	5.3%	\$228.27
Jan '21	28,967	1,035	\$8,985.06	\$8.68	3.57%	-	120.8	11.67%	\$74.38
Feb '21	26,996	984	\$9,153.68	\$9.30	3.64%	-	117	11.89%	\$78.27
Mar '21	11,665	593	\$9,031.72	\$15.23	5.08%	-	66	11.13%	\$136.84
<b>Total</b>	<b>241,704</b>	<b>6,948</b>	<b>\$79,398.48</b>	<b>\$11.43</b>	<b>2.87%</b>	<b>-</b>	<b>548</b>	<b>7.89%</b>	<b>\$144.89</b>

## Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   coolsculpting   colorado springs	2,220	187	\$2,631.56	\$14.07	8.42%	-	34	18.18%	\$77.40
search   beta   coolsculpting   denver	4,004	232	\$5,731.50	\$24.70	5.79%	-	22	9.48%	\$260.52
search   beta   coolsculpting   colorado   exp reach	2,455	84	\$325.61	\$3.88	3.42%	-	8	9.52%	\$40.70
search   beta   coolsculpting   denver   exp reach	2,986	90	\$343.05	\$3.81	3.01%	-	2	2.22%	\$171.53

# Top Keywords & Placements - 1 Mar 2021 — 31 Mar 2021

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting near me	28	11	\$598.27	\$54.39	39.29%	-	7	63.64%	\$85.47
hollywood coolsculpting	4	4	\$8.06	\$2.02	100.00%	-	6	150.00%	\$1.34
coolsculpting colorado springs	30	11	\$159.50	\$14.50	36.67%	-	3	27.27%	\$53.17
cool sculpting colorado springs	16	15	\$320.83	\$21.39	93.75%	-	3	20.00%	\$106.94
body sculpting	10	4	\$66.60	\$16.65	40.00%	-	2	50.00%	\$33.30
coolsculpting coupon	1	1	\$17.63	\$17.63	100.00%	-	2	200.00%	\$8.81
coolsculpting cost	16	15	\$255.29	\$17.02	93.75%	-	2	13.33%	\$127.64
cool sculpting	25	13	\$257.28	\$19.79	52.00%	-	2	15.38%	\$128.64
cool sculpting	156	32	\$1,048.35	\$32.76	20.51%	-	2	6.25%	\$524.17
labiaplasty colorado springs	2	1	\$2.32	\$2.32	50.00%	-	2	200.00%	\$1.16

## Top Display Placements

PLACEMENT	IMPR	CLICKS	COST	AVG CPC	CTR	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
be-beauty-cs-ok.live	1	1	\$5.11	\$5.11	100%	1	100%	\$5.11
coolsculptingtipstoday.info	3	2	\$16.20	\$8.10	66.67%	1	50%	\$16.20
ingetcoolsculptinginfodealok.live	2	2	\$5.19	\$2.60	100%	0	0%	\$0.00
coolsculpting-procedure-today.com	24	16	\$101.08	\$6.32	66.67%	0	0%	\$0.00
zeronasuccess.com	2	2	\$4.43	\$2.22	100%	0	0%	\$0.00

# Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
{Keyword:Hollywood Body Laser Center} - #1 Provider Colorado Springs - Safe & Effective Fat Reduction <a href="http://hollywoodbodylaser.net/">hollywoodbodylaser.net/</a> --/ -- CoolSculpting Freezes Away Stubborn Fat. No Surgery Little to No Downtime. Lasting Results	1,299	108	\$1,707.79	\$15.81	8.31%	-	21	19.44%	\$81.32
{Keyword:Hollywood Body Laser Center} - #1 Provider in Denver - Safe & Effective Fat Reduction <a href="http://hollywoodbodylaser.net/">hollywoodbodylaser.net/</a> --/ -- CoolSculpting Freezes Away Stubborn Fat. No Surgery Little to No Downtime. Lasting Results	1,918	105	\$3,156.70	\$30.06	5.47%	-	5	4.76%	\$631.34
2021 CoolSculpting Discount - Freeze Away Stubborn Fat - Best Prices. FDA-Cleared. <a href="http://hollywoodbodylaser.net/">hollywoodbodylaser.net/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	49	4	\$222.27	\$55.57	8.16%	-	5	125.00%	\$44.45
CoolSculpting® Denver - Non-Surgical Fat Reduction - Best Prices. FDA-Cleared. <a href="http://hollywoodbodylaser.net/">hollywoodbodylaser.net/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	219	12	\$238.32	\$19.86	5.48%	-	4	33.33%	\$59.58
{Keyword:Hollywood Body Laser Center} - #1 Provider in Denver - Safe & Effective Fat Reduction <a href="http://hollywoodbodylaser.net/">hollywoodbodylaser.net/</a> --/ -- CoolSculpting Freezes Away Stubborn Fat. No Surgery Little to No Downtime. Lasting Results	256	26	\$431.93	\$16.61	10.16%	-	3	11.54%	\$143.98

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Mar 2021 — 31 Mar 2021

## Budget Coverage

Display Impr Share

0%

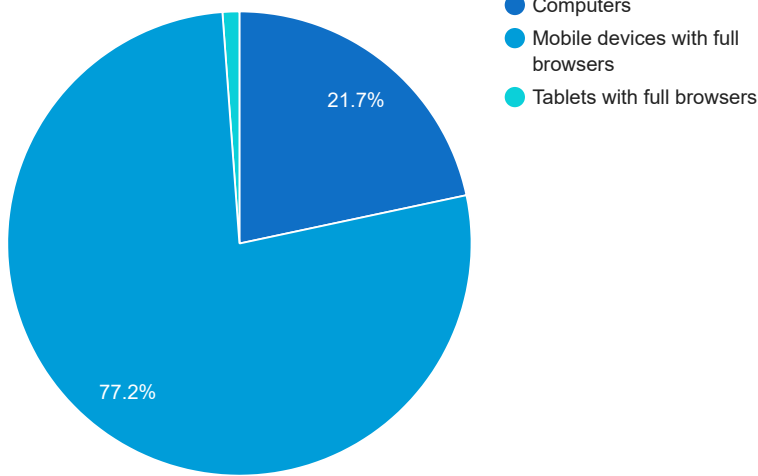
Search Impr Share

14.8%

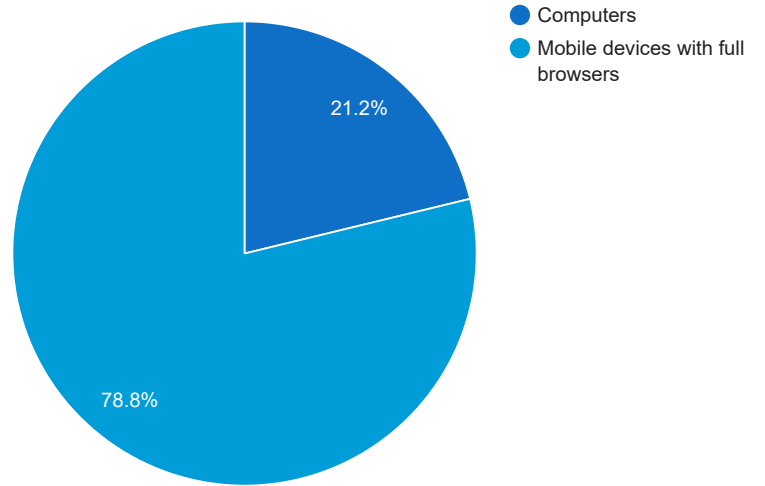
↓ 29%

## Cost and Conversions by Device

### Cost



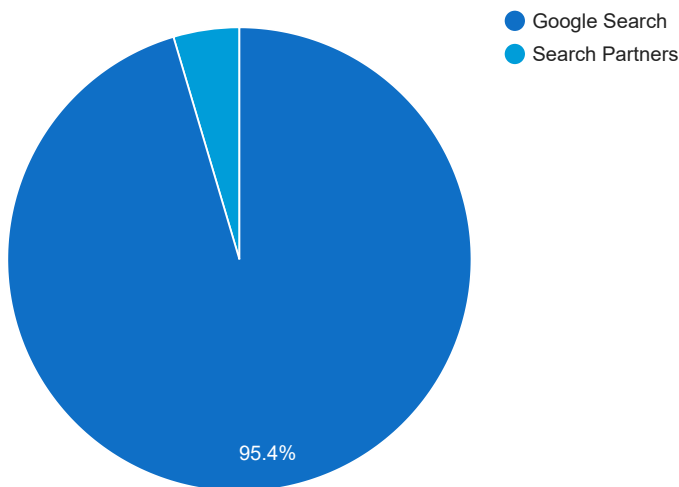
### All Conv.



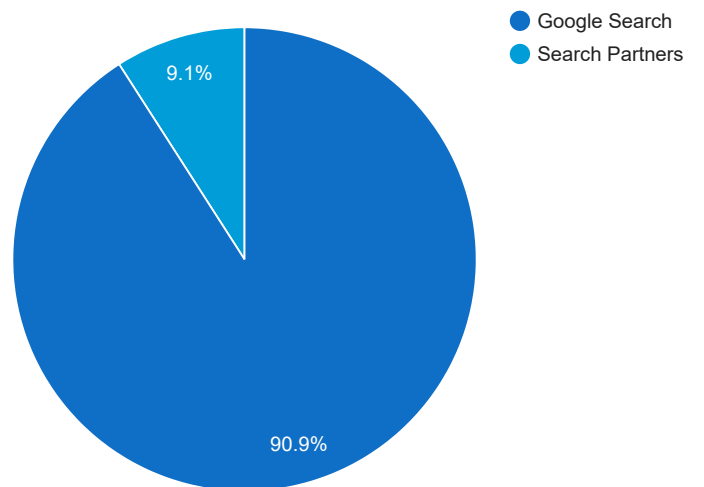
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	9,090	477	\$6,969.68	\$14.61	5.25%	-	52	10.9%	\$134.03
Computers	2,336	104	\$1,956.37	\$18.81	4.45%	-	14	13.46%	\$139.74
Tablets with full browsers	239	12	\$105.67	\$8.81	5.02%	-	0	0%	\$0.00

## Cost and Conversions by Network (Search vs. Display)

### Cost



### All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	10,429	536	\$8,617.17	\$16.08	5.14%	-	60	11.19%	\$143.62
Search partners	1,236	57	\$414.55	\$7.27	4.61%	-	6	10.53%	\$69.09

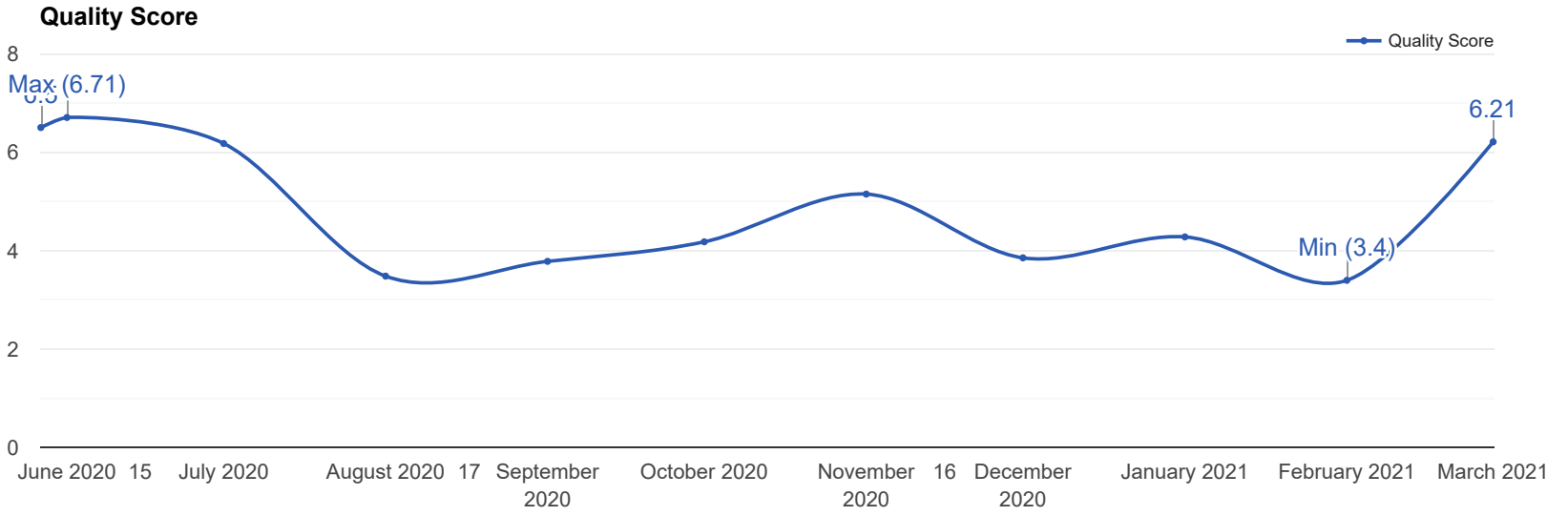
# Account Health - Quality Score

Current Quality Score

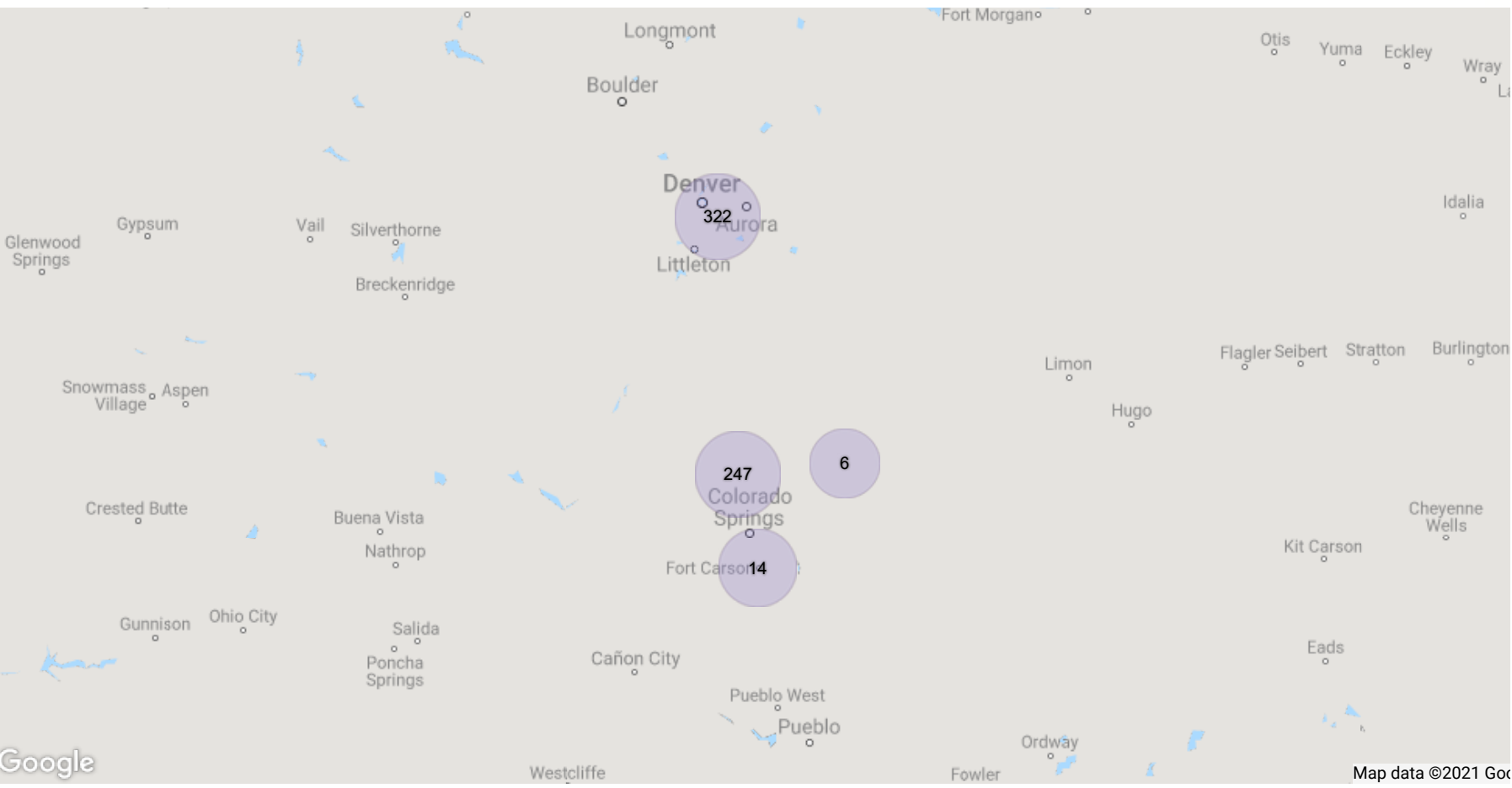
6.5

Quality Score

Quality Score Trend - 1 Apr 2020 — 31 Mar 2021



# Clicks by User Location - 1 Mar 2021 — 31 Mar 2021



# Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	ALL CONV.
Form Submissions	34
Click to Call	5
Calls from Website	2
Local actions - Other engagements	6
Local actions - Directions	2
Clicks to call	5
Local actions - Website visits	12

# 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 page 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