

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

Hollywood Body

224-035-9364

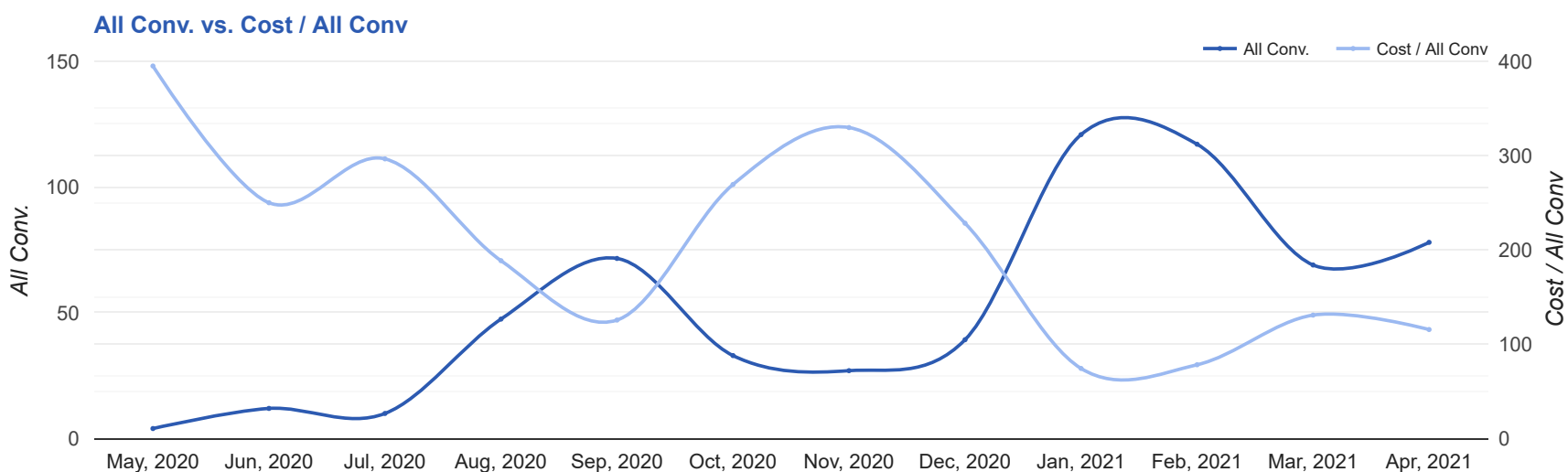
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$9,016	78	5.97%	\$115.59
↔ 0%	↑ 13%	↓ 49%	↓ 12%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	11,665	593	\$9,031.72	\$15.23	5.08%	-	11.64%	\$130.89	69
1 Apr 2021 — 30 Apr 2021	38,539	1,307	\$9,016.32	\$6.90	3.39%	-	5.97%	\$115.59	78
Change	26,874 ↑ 230%	714 ↑ 120%	\$15.40 ↓ 0%	\$8.33 ↓ 55%	1.69% ↓ 33%	0 ↔ -	5.67% ↓ 49%	\$15.30 ↓ 12%	9 ↑ 13%

Performance by Month - 1 May 2020 — 30 Apr 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%	-	69	11.64%	\$130.89
Apr '21	38,539	1,307	\$9,016.32	\$6.90	3.39%	-	78	5.97%	\$115.59
Total	280,243	8,255	\$88,414.80	\$10.71	2.95%	-	629	7.62%	\$140.56

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting denver	24,853	771	\$5,960.63	\$7.73	3.1%	-	43	5.58%	\$138.62
search beta coolsculpting colorado springs	13,300	522	\$2,980.97	\$5.71	3.92%	-	34	6.51%	\$87.68
search beta coolsculpting colorado exp reach	260	9	\$42.79	\$4.75	3.46%	-	1	11.11%	\$42.79
search beta coolsculpting denver exp reach	126	5	\$31.93	\$6.39	3.97%	-	0	0%	\$0.00

Top Keywords - 1 Apr 2021 — 30 Apr 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting	167	23	\$319.29	\$13.88	13.77%	-	4	17.39%	\$79.82
lose weight fast near me	1	2	\$1.00	\$0.50	200.00%	-	3	150.00%	\$0.33
laser lipo colorado springs	15	11	\$110.62	\$10.06	73.33%	-	3	27.27%	\$36.87
what gets rid of double chin	1	1	\$1.91	\$1.91	100.00%	-	2	200.00%	\$0.95
lose 70 pounds in 2 months	1	1	\$13.14	\$13.14	100.00%	-	2	200.00%	\$6.57
golo com	57	17	\$62.93	\$3.70	29.82%	-	2	11.76%	\$31.46
golo	19	5	\$21.16	\$4.23	26.32%	-	1	20.00%	\$21.16
5 star bbl surgeons	1	1	\$5.71	\$5.71	100.00%	-	1	100.00%	\$5.71
remove fat	1	1	\$3.23	\$3.23	100.00%	-	1	100.00%	\$3.23
coolsculpting cost	17	11	\$94.10	\$8.55	64.71%	-	1	9.09%	\$94.10

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL 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	9,856	317	\$1,471.67	\$4.64	3.22%	-	15	4.73%	\$98.11
{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	1,987	114	\$1,668.03	\$14.63	5.74%	-	10	8.77%	\$166.80
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	5,573	198	\$852.13	\$4.30	3.55%	-	7	3.54%	\$121.73
{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	475	52	\$494.17	\$9.50	10.95%	-	6	11.54%	\$82.36
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	1,732	100	\$605.85	\$6.06	5.77%	-	4.5	4.50%	\$134.63

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

Budget Coverage

Display Impr Share

0%

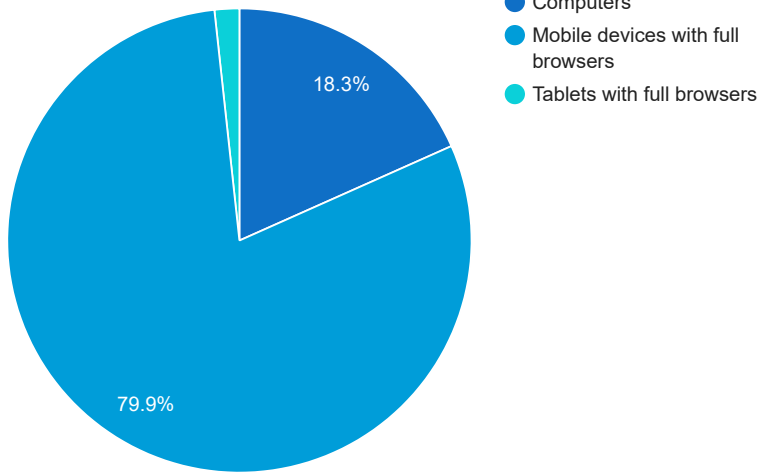
Search Impr Share

25.94%

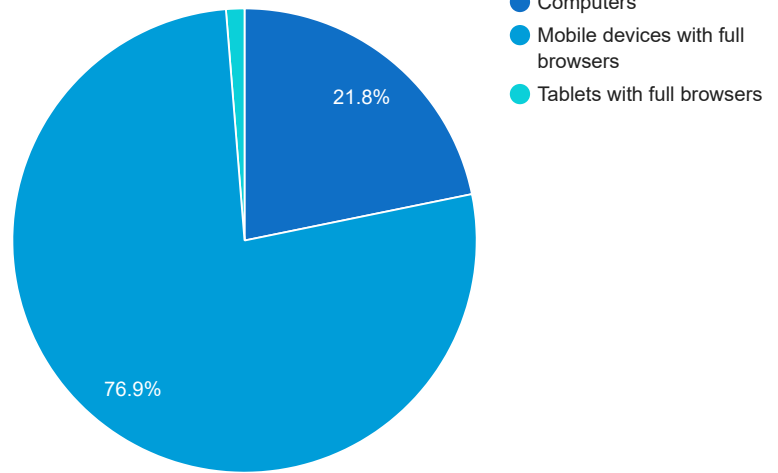
↑ 74%

Cost and Conversions by Device

Cost



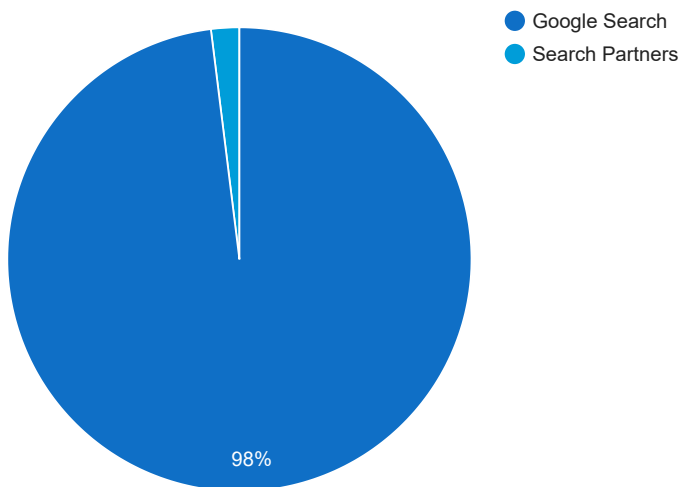
All Conv.



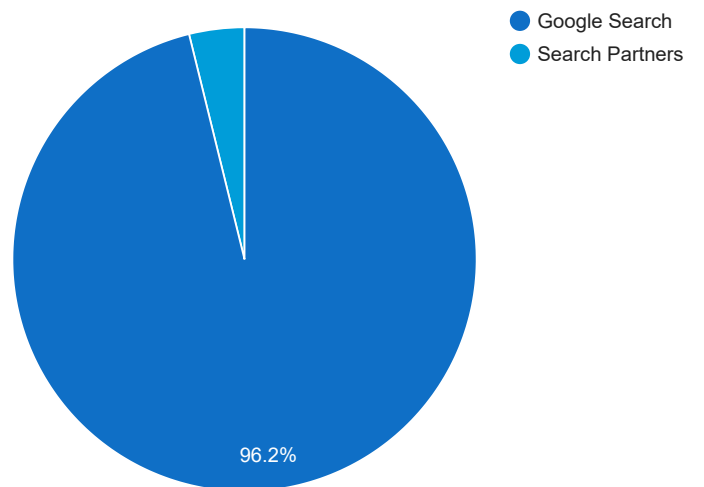
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	30,201	1,073	\$7,208.21	\$6.72	3.55%	-	60	5.59%	\$120.14
Computers	7,445	212	\$1,652.68	\$7.80	2.85%	-	17	8.02%	\$97.22
Tablets with full browsers	893	22	\$155.43	\$7.07	2.46%	-	1	4.55%	\$155.43

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	34,671	1,260	\$8,839.04	\$7.02	3.63%	-	75	5.95%	\$117.85
Search partners	3,868	47	\$177.28	\$3.77	1.22%	-	3	6.38%	\$59.09

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Form Submissions	61
Click to Call	5
Calls from Website	4
Calls from Ads	1
Clicks to call	2
Local actions - Directions	5

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