

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

Hollywood Body

224-035-9364

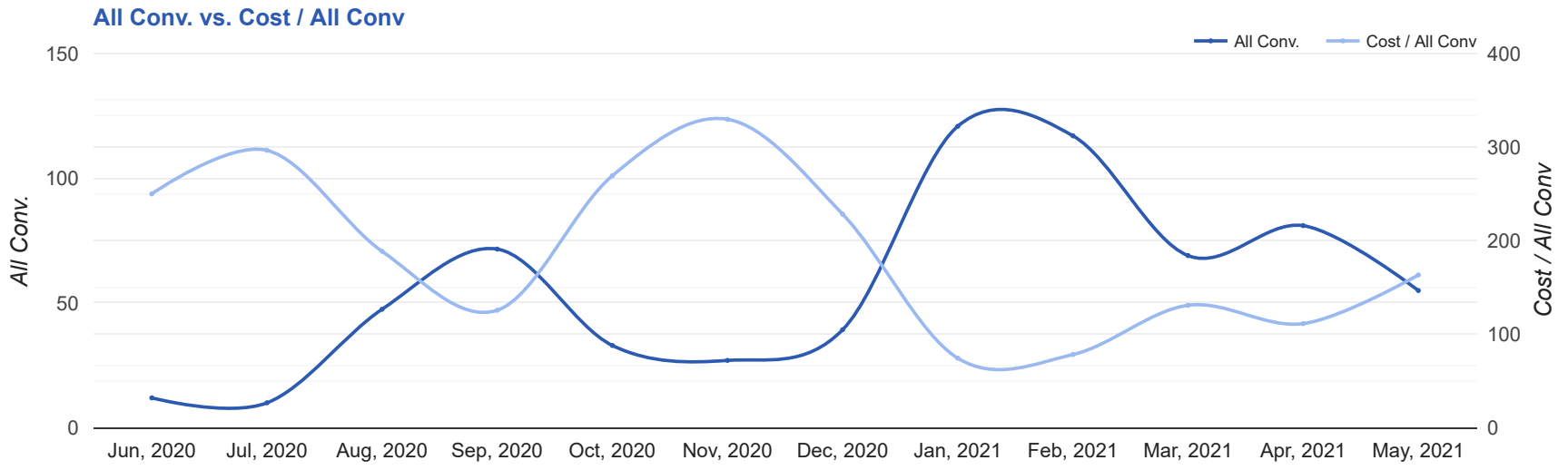
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$8,980	55	4.08%	\$163.28
↔ 0%	↓ 32%	↓ 34%	↑ 47%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	38,539	1,307	\$9,016.32	\$6.90	3.39%	-	6.2%	\$111.31	81
1 May 2021 — 31 May 2021	44,369	1,349	\$8,980.39	\$6.66	3.04%	-	4.08%	\$163.28	55
Change	5,830 ↑ 15%	42 ↑ 3%	\$35.93 ↓ 0%	\$0.24 ↓ 3%	0.35% ↓ 10%	0 ↔ -	2.12% ↓ 34%	\$51.97 ↑ 47%	26 ↓ 32%

Performance by Month - 1 Jun 2020 — 31 May 2021



Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting denver	27,815	793	\$5,984.71	\$7.55	2.85%	-	35	4.41%	\$170.99
search beta coolsculpting colorado springs	16,554	556	\$2,995.68	\$5.39	3.36%	-	20	3.6%	\$149.78

Top Keywords - 1 May 2021 — 31 May 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting cost	2	3	\$64.45	\$21.48	150.00%	-	4	133.33%	\$16.11
what is cool sculpting	1	1	\$8.11	\$8.11	100.00%	-	3	300.00%	\$2.70
liposuction in colorado springs	4	3	\$21.40	\$7.13	75.00%	-	1	33.33%	\$21.40
bbl cost	3	2	\$34.63	\$17.32	66.67%	-	1	50.00%	\$34.63
foods to eat to lose weight	6	3	\$10.80	\$3.60	50.00%	-	1	33.33%	\$10.80
can coolsculpting tighten loose skin	1	1	\$5.55	\$5.55	100.00%	-	1	100.00%	\$5.55
cool fat burner	2	2	\$10.94	\$5.47	100.00%	-	1	50.00%	\$10.94
mommy makeover cost colorado springs	5	3	\$14.49	\$4.83	60.00%	-	1	33.33%	\$14.49
weight loss colorado springs	1	1	\$6.51	\$6.51	100.00%	-	1	100.00%	\$6.51
fat loss extreme	1	1	\$2.89	\$2.89	100.00%	-	1	100.00%	\$2.89

Top Performing Ads - 1 May 2021 — 31 May 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 in Denver - Safe & Effective Fat Reduction hollywoodbodylaser.net/ --/ -- CoolSculpting Freezes Away Stubborn Fat. No Surgery Little to No Downtime. Lasting Results	2,108	95	\$1,173.61	\$12.35	4.51%	-	11	11.58%	\$106.69
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	2,526	145	\$901.52	\$6.22	5.74%	-	7	4.83%	\$128.79
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	2,898	136	\$1,177.38	\$8.66	4.69%	-	7	5.15%	\$168.20
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	11,636	314	\$1,644.50	\$5.24	2.70%	-	5	1.59%	\$328.90
Fat Reduction Treatment - CoolSculpting Colorado Springs - No Surgery & Minimal Downtime hollywoodbodylaser.net/ CoolSculpting Is The Top Non-Surgical Fat Reduction Treatment. No Surgery. Quick Results.	1,045	18	\$112.33	\$6.24	1.72%	-	4	22.22%	\$28.08

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

Budget Coverage

Display Impr Share

0%

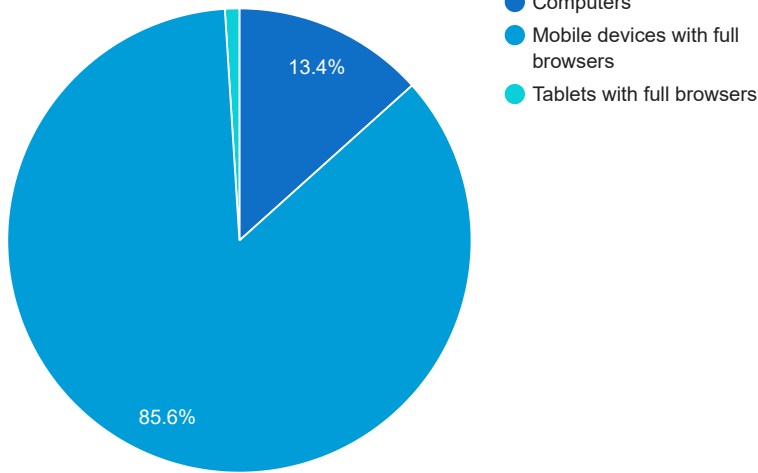
Search Impr Share

27.66%

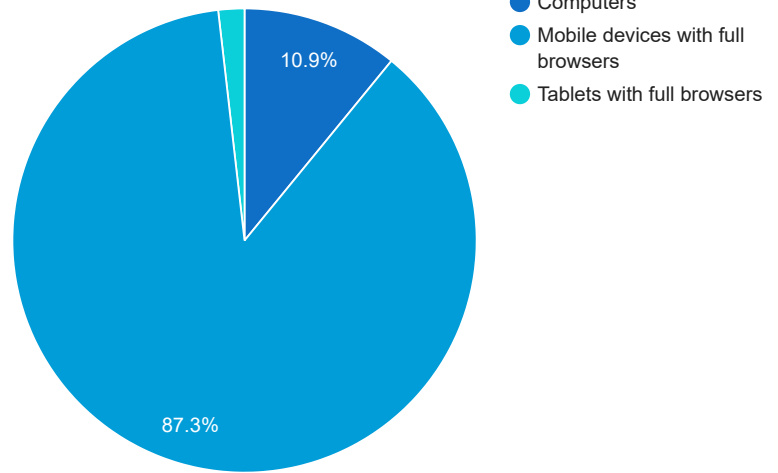
↑ 7%

Cost and Conversions by Device

Cost



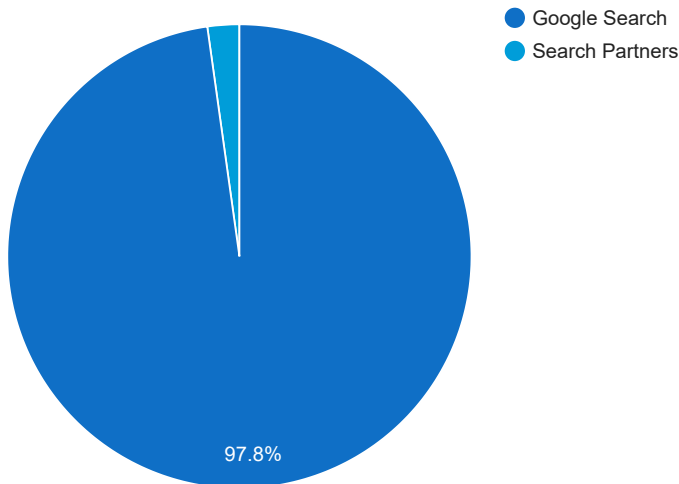
All Conv.



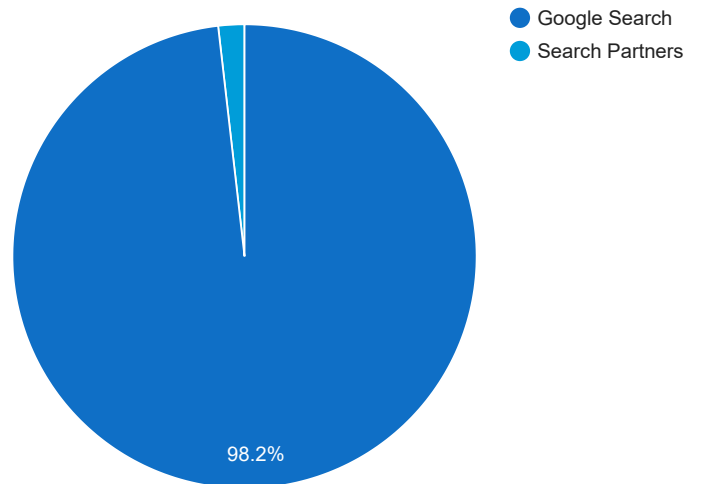
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	35,234	1,165	\$7,691.01	\$6.60	3.31%	-	48	4.12%	\$160.23
Computers	8,172	168	\$1,199.15	\$7.14	2.06%	-	6	3.57%	\$199.86
Tablets with full browsers	963	16	\$90.23	\$5.64	1.66%	-	1	6.25%	\$90.23

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	40,011	1,307	\$8,781.56	\$6.72	3.27%	-	54	4.13%	\$162.62
Search partners	4,358	42	\$198.83	\$4.73	0.96%	-	1	2.38%	\$198.83

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Form Submissions	45
Click to Call	5
Clicks to call	3
Local actions - Directions	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