

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

Hollywood Body

224-035-9364

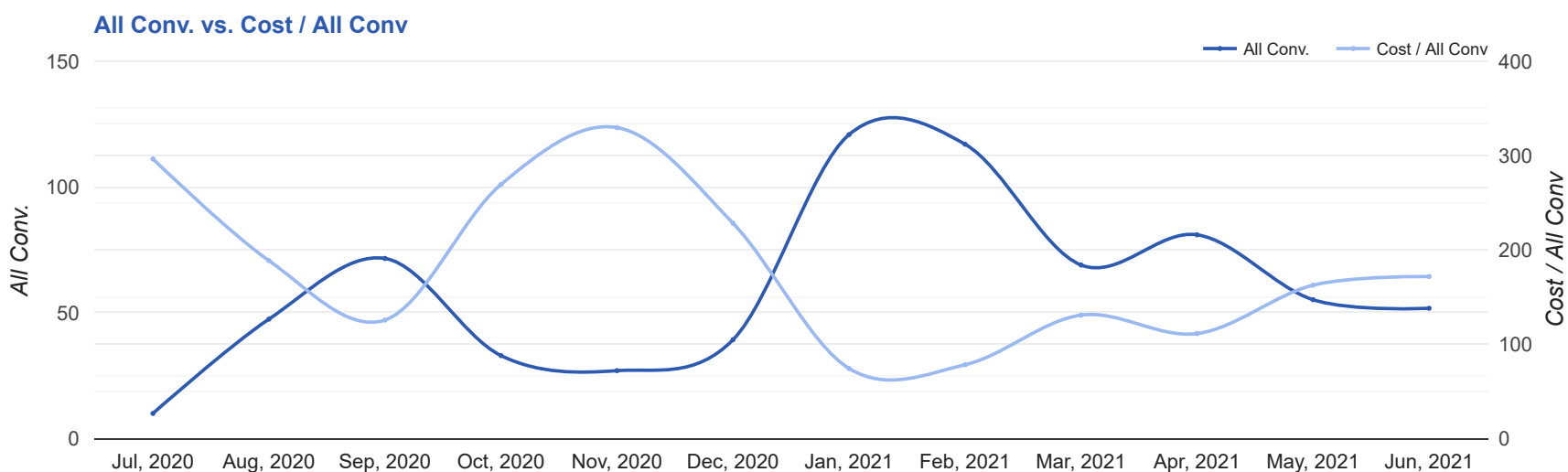
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$8,891	51.8	4.42%	\$171.73
↓ 1%	↓ 6%	↑ 8%	↑ 6%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	44,369	1,349	\$8,980.39	\$6.66	3.04%	-	4.09%	\$162.60	55.2
1 Jun 2021 — 30 Jun 2021	38,319	1,172	\$8,890.62	\$7.59	3.06%	-	4.42%	\$171.73	51.8
Change	6,050 ↓ 14%	177 ↓ 13%	\$89.77 ↓ 1%	\$0.93 ↑ 14%	0.02% ↑ 1%	0 ↔ -	0.33% ↑ 8%	\$9.13 ↑ 6%	3.46 ↓ 6%

Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	81	6.2%	\$111.31
May '21	44,369	1,349	\$8,980.39	\$6.66	3.04%	-	55.2	4.09%	\$162.60
Jun '21	38,319	1,172	\$8,890.62	\$7.59	3.06%	-	51.8	4.42%	\$171.73
Total	358,063	10,511	\$101,706.60	\$9.68	2.94%	-	723	6.88%	\$140.67

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting colorado springs	13,045	468	\$2,899.61	\$6.20	3.59%	-	26.9	5.76%	\$107.63
search beta coolsculpting denver	25,274	704	\$5,991.01	\$8.51	2.79%	-	24.8	3.53%	\$241.28

Top Keywords - 1 Jun 2021 — 30 Jun 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	20	5	\$163.14	\$32.63	25.00%	-	3.3	65.20%	\$50.04
liposuction colorado springs	40	8	\$78.00	\$9.75	20.00%	-	2	25.00%	\$39.00
cold sculpting	4	4	\$32.91	\$8.23	100.00%	-	2	50.00%	\$16.45
coolsculpting tummy	1	1	\$26.84	\$26.84	100.00%	-	2	200.00%	\$13.42
coolsculpting cost	51	11	\$93.64	\$8.51	21.57%	-	2	18.18%	\$46.82
coolsculpting double chin	1	1	\$19.39	\$19.39	100.00%	-	1	100.00%	\$19.39
coolsculpting	102	6	\$84.00	\$14.00	5.88%	-	1	16.67%	\$84.00
body sculpting	59	8	\$60.07	\$7.51	13.56%	-	1	12.50%	\$60.07
best coolsculpting denver	1	1	\$37.73	\$37.73	100.00%	-	1	100.00%	\$37.73
is it possible to lose 20 lbs in 3 weeks	1	1	\$6.99	\$6.99	100.00%	-	1	100.00%	\$6.99

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	COST / ALL CONV.	ALL CONV. RATE	ALL CONV. COST / ALL CONV. CONV
Hollywood Body Laser Center - #1 Provider Colorado Springs - Safe & Effective Fat Reduction hollywoodbodylaser.net/coolsculpting/colorado CoolSculpting Freezes Away Stubborn Fat. No Surgery Little to No Downtime. Lasting Results	5,551	184	\$976.74	\$5.31	3.31%	-	12	6.52%		\$81.39
Hollywood Body Laser Center - #1 Provider Colorado Springs - Safe & Effective Fat Reduction hollywoodbodylaser.net/coolsculpting/colorado CoolSculpting Freezes Away Stubborn Fat. No Surgery Little to No Downtime. Lasting Results	2,667	151	\$1,010.09	\$6.69	5.66%	-	6	3.97%		\$168.35
{Keyword:Hollywood Body Laser Center} - #1 Provider in Denver - Safe & Effective Fat Reduction hollywoodbodylaser.net/coolsculpting/denver Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	1,858	72	\$839.71	\$11.66	3.88%	-	5.3	7.31%		\$159.64
Hollywood Body Laser Center - #1 Provider in Denver - Safe & Effective Fat Reduction hollywoodbodylaser.net/coolsculpting/denver CoolSculpting Freezes Away Stubborn Fat. No Surgery Little to No Downtime. Lasting Results	5,100	181	\$1,695.06	\$9.36	3.55%	-	4.8	2.67%		\$350.94
CoolSculpting® in Denver - Limited Time Offer June 2021 - \$1300 Off 8+ Treatments hollywoodbodylaser.net/coolsculpting/denver Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	179	12	\$186.42	\$15.53	6.70%	-	4.7	39.50%		\$39.33

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

Budget Coverage

Display Impr Share

0%

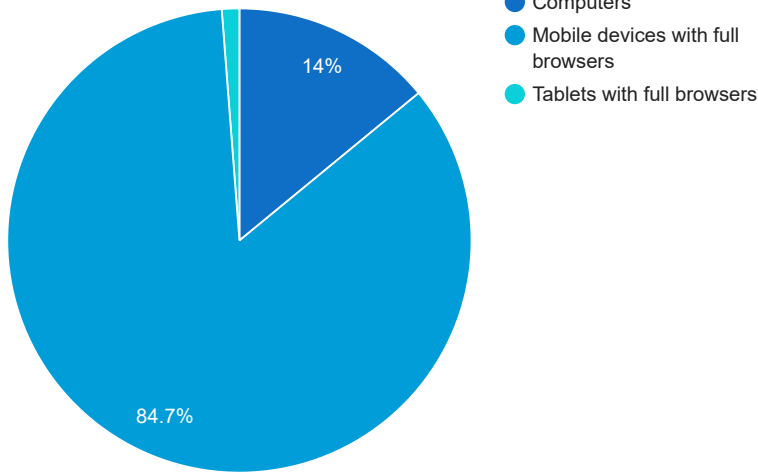
Search Impr Share

26.22%

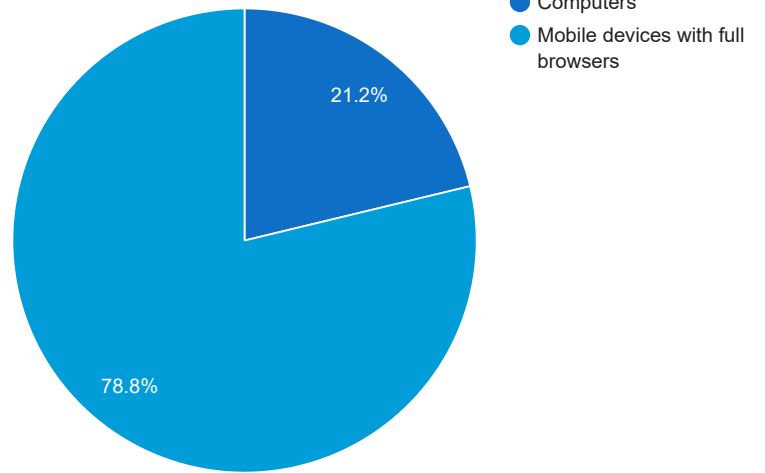
↓ 5%

Cost and Conversions by Device

Cost



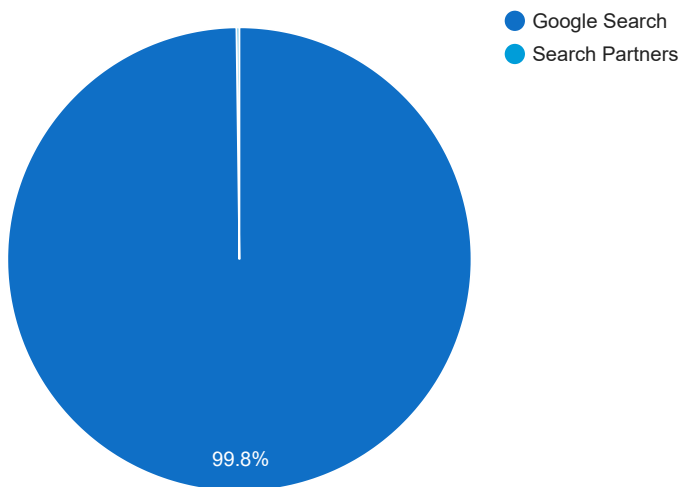
All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	31,655	1,017	\$7,533.64	\$7.41	3.21%	-	40.8	4.01%	\$184.78
Computers	5,948	140	\$1,248.50	\$8.92	2.35%	-	11	7.86%	\$113.50
Tablets with full browsers	716	15	\$108.48	\$7.23	2.09%	-	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	37,183	1,167	\$8,872.43	\$7.60	3.14%	-	51.8	4.44%	\$171.38
Search partners	1,136	5	\$18.19	\$3.64	0.44%	-	0	0%	\$0.00

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Form Submissions	41.8
Click to Call	6
Local actions - Directions	2
Clicks to call	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