

**Monthly Account
Performance Report
1 Sep 2019 — 30 Sep 2019**

Imagine Body

536-389-6590

Key Performance Indicators (KPIs)

Cost

\$2,283

↓ 8%

Conv

7

↑ 133%

Conv Rate

3.66%

↑ 102%

Cost / Conv

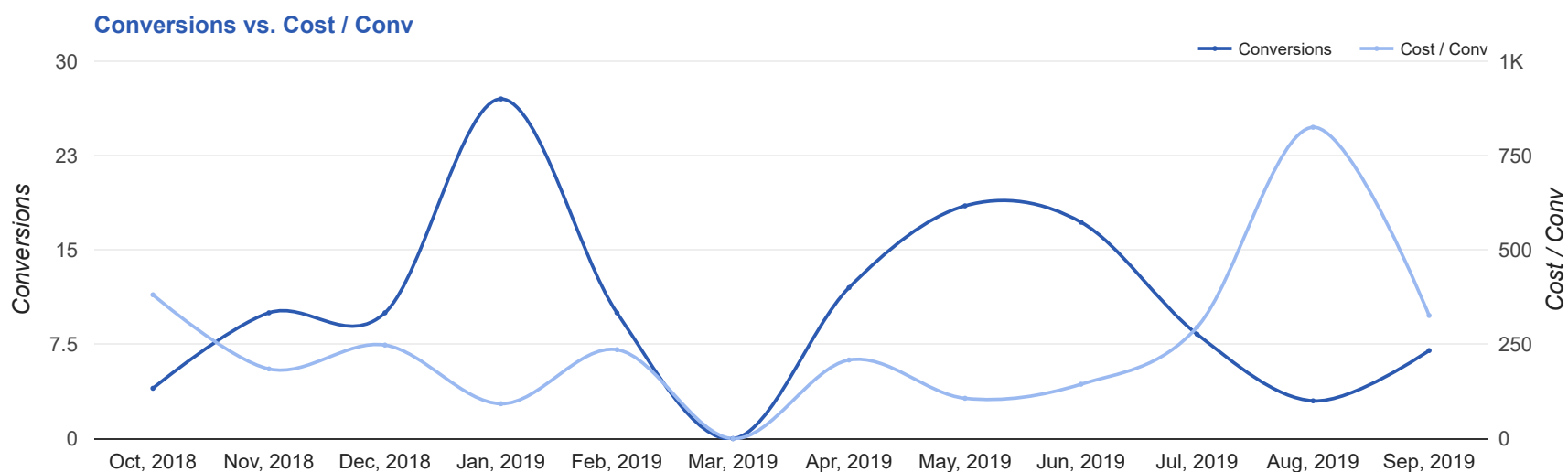
\$326.17

↓ 60%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
1 Aug 2019 — 31 Aug 2019	1,933	166	\$2,474.52	\$14.91	8.59%	1.40	3	1.81%	\$824.84
1 Sep 2019 — 30 Sep 2019	2,496	191	\$2,283.16	\$11.95	7.65%	2.10	7	3.66%	\$326.17
Change	563 ↑ 29%	25 ↑ 15%	\$191.36 ↓ 8%	\$2.96 ↓ 20%	0.94% ↓ 11%	0.70 ↓ 50%	4 ↑ 133%	1.85% ↑ 102%	\$498.67 ↓ 60%

Performance by Month - 1 Oct 2018 — 30 Sep 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Oct '18	1,806	116	\$1,524.22	\$13.14	6.42%	1.60	4	3.45%	\$381.06
Nov '18	1,737	143	\$1,845.97	\$12.91	8.23%	1.50	10	6.99%	\$184.60
Dec '18	1,557	129	\$2,478.11	\$19.21	8.29%	1.30	10	7.75%	\$247.81
Jan '19	1,749	144	\$2,495.26	\$17.33	8.23%	1.40	27	18.75%	\$92.42
Feb '19	1,781	160	\$2,356.54	\$14.73	8.98%	1.90	10	6.25%	\$235.65
Mar '19	1,793	162	\$2,360.68	\$14.57	9.04%	1.90	0	0%	\$0.00
Apr '19	2,433	214	\$2,498.71	\$11.68	8.8%	1.90	12	5.61%	\$208.23
May '19	2,035	199	\$1,976.46	\$9.93	9.78%	1.80	18.5	9.3%	\$106.84
Jun '19	1,833	187	\$2,474.34	\$13.23	10.2%	1.50	17.2	9.18%	\$144.11
Jul '19	2,269	195	\$2,458.77	\$12.61	8.59%	1.50	8.3	4.27%	\$295.17
Aug '19	1,933	166	\$2,474.52	\$14.91	8.59%	1.40	3	1.81%	\$824.84
Sep '19	2,496	191	\$2,283.16	\$11.95	7.65%	2.10	7	3.66%	\$326.17
Total	23,422	2,006	\$27,226.74	\$13.57	8.56%	1.70	127	6.33%	\$214.38

Campaign Summary - 1 Sep 2019 — 30 Sep 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
search beta coolsculpting	2,374	184	\$2,249.98	\$12.23	7.75%	1.90	7	3.8%	\$321.43
search alpha coolsculpting	122	7	\$33.18	\$4.74	5.74%	4.40	0	0%	\$0.00

Top Keywords & Placements - 1 Sep 2019 — 30 Sep 2019

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
bodify phoenix	1	1	\$18.84	\$18.84	100.00%	1	1	100.00%	\$18.84
cool sculpting scottsdale	1	1	\$18.06	\$18.06	100.00%	1	1	100.00%	\$18.06
arizona aesthetics centers	1	2	\$50.40	\$25.20	200.00%	1	1	50.00%	\$50.40
body sculpting near me	2	1	\$20.77	\$20.77	50.00%	1	1	100.00%	\$20.77
cool sculpting cost overland park ks	1	1	\$24.48	\$24.48	100.00%	1	1	100.00%	\$24.48
cool sculpting	4	2	\$50.46	\$25.23	50.00%	1.30	1	50.00%	\$50.46
coolsculpting	15	7	\$116.98	\$16.71	46.67%	1.30	1	14.29%	\$116.98
coolsculpting downtown phoenix	1	1	\$21.05	\$21.05	100.00%	1	0	0.00%	-
cost of cool sculpting	1	1	\$17.51	\$17.51	100.00%	1	0	0.00%	-
best fat removal procedure 2019	1	1	\$8.70	\$8.70	100.00%	1	0	0.00%	-

Top Display Placements

No Data Found for this account

Top Performing Ads - 1 Sep 2019 — 30 Sep 2019

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword: #1 CoolSculpting Scottsdale} - 25% Off CoolSculpting Cost - #1 CoolSculpting Deal 25% Off imaginebody.com/coolsculpting/scottsdale CoolSculpting 25% Off. Save on CoolSculpting Cost in Scottsdale, AZ. + Free Consultation.	899	65	\$747.59	\$11.50	7.23%	1.90	2	3.08%	\$373.80
What is Cool Sculpting? - Safe & Effective Fat Reduction - Freeze Away Stubborn Fat imaginebody.com/coolsculpting/ 25% off CoolSculpting. #1 FDA-Cleared, non-surgical fat reduction treatment.	148	7	\$53.95	\$7.71	4.73%	2.40	1	14.29%	\$53.95
25% Off All CoolSculpting® - Affordable & Quick Treatments - Imagine Body imaginebody.com/coolsculpting/special Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options.	54	6	\$143.12	\$23.85	11.11%	1.70	1	16.67%	\$143.12
25% Off Cool Sculpting in AZ - Target Belly Fat, Love Handles - Freeze Away Stubborn Fat imaginebody.com/coolsculpting/ #1 CoolSculpting Deal. 25% off. Freeze fat. Top provider in Scottsdale, AZ.	14	1	\$20.77	\$20.77	7.14%	1.10	1	100.00%	\$20.77
25% Off All CoolSculpting® - Best Price in Scottsdale - Imagine Body imaginebody.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	214	36	\$485.01	\$13.47	16.82%	1.60	1	2.78%	\$485.01

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2019 — 30 Sep 2019

Budget Coverage

Display Impr Share

0%

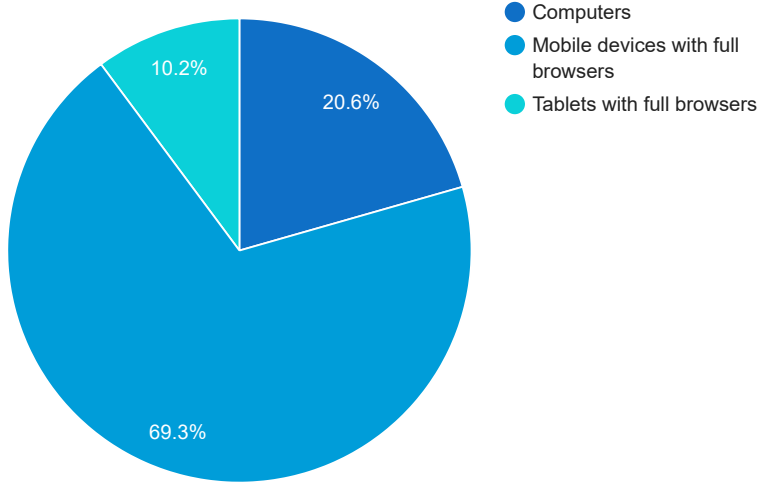
Search Impr Share

76.49%

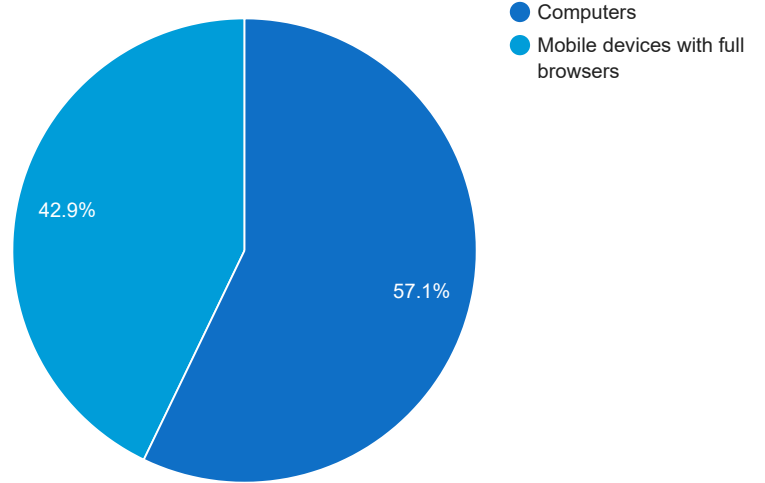
↓ 17%

Cost and Conversions by Device

Cost



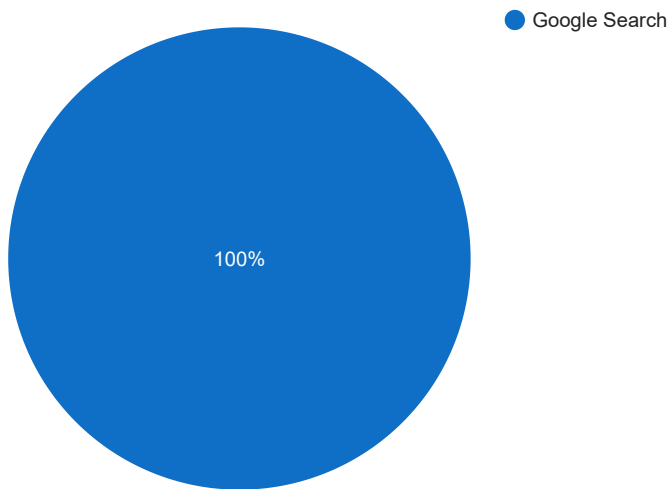
Conversions



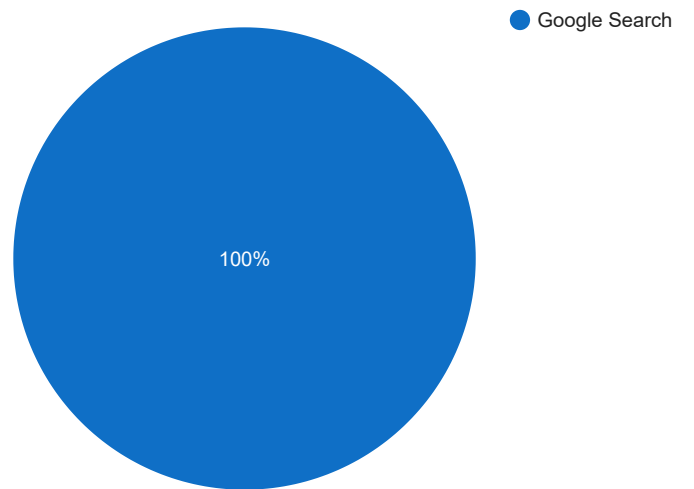
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	1,382	138	\$1,581.18	\$11.46	9.99%	2.20	3	2.17%	\$527.06
Computers	1,002	32	\$469.73	\$14.68	3.19%	1.90	4	12.5%	\$117.43
Tablets with full browsers	112	21	\$232.25	\$11.06	18.75%	2.10	0	0%	\$0.00

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	2,496	191	\$2,283.16	\$11.95	7.65%	2.10	7	3.66%	\$326.17

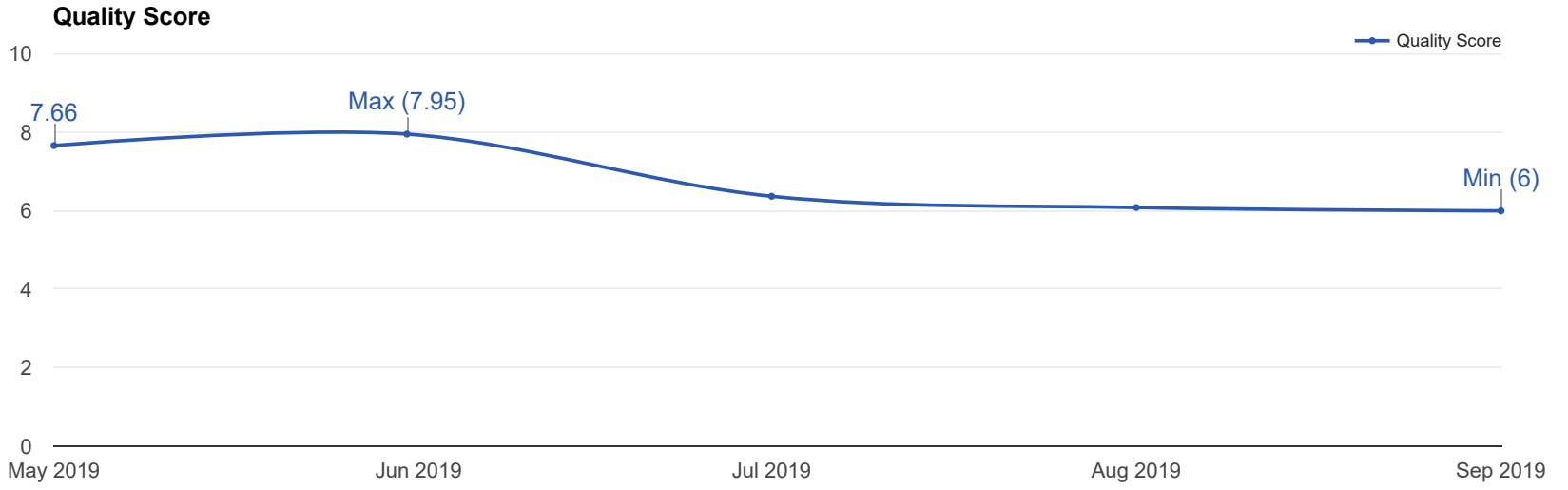
Account Health - Quality Score

Current Quality Score

5.4

Quality Score

Quality Score Trend - 1 Oct 2018 — 30 Sep 2019



Conversion Types - 1 Sep 2019 — 30 Sep 2019

CONVERSION TYPE	CONV
Form Submission	6
Phone Call	1
CoolSculpting Lead (All Web Site Data)	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