

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

Imagine Body

536-389-6590

Key Performance Indicators (KPIs)

Cost

\$1,135

↓ 54%

Conv

3

↓ 57%

Conv Rate

5.56%

↓ 25%

Cost / Conv

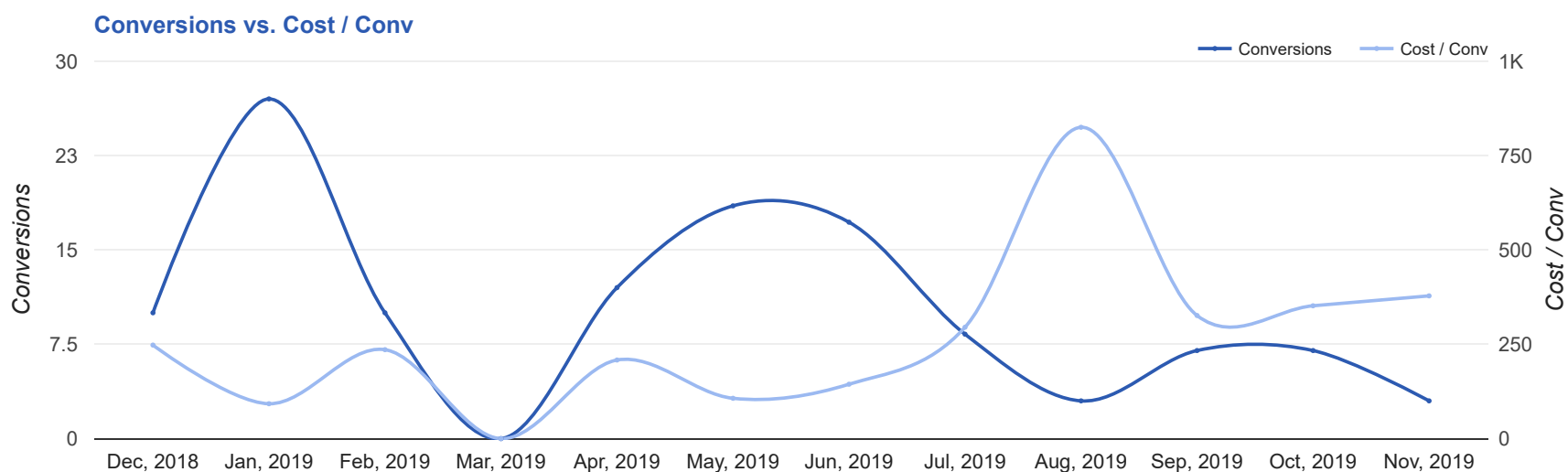
\$378.19

↑ 7%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2019 — 31 Oct 2019	2,065	95	\$2,463.44	\$25.93	4.6%	-	7	7.37%	\$351.92	84.87%
1 Nov 2019 — 30 Nov 2019	1,300	54	\$1,134.57	\$21.01	4.15%	-	3	5.56%	\$378.19	66.56%
Change	765 ↓ 37%	41 ↓ 43%	\$1,328.87 ↓ 54%	\$4.92 ↓ 19%	0.45% ↓ 10%	- -	4 ↓ 57%	1.81% ↓ 25%	\$26.27 ↑ 7%	18.31% ↓ 22%

Performance by Month - 1 Dec 2018 — 30 Nov 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Dec '18	1,557	129	\$2,478.11	\$19.21	8.29%	-	10	7.75%	\$247.81	95%
Jan '19	1,749	144	\$2,495.26	\$17.33	8.23%	-	27	18.75%	\$92.42	84.41%
Feb '19	1,781	160	\$2,356.54	\$14.73	8.98%	-	10	6.25%	\$235.65	69.24%
Mar '19	1,793	162	\$2,360.68	\$14.57	9.04%	-	0	0%	\$0.00	65.73%
Apr '19	2,433	214	\$2,498.71	\$11.68	8.8%	-	12	5.61%	\$208.23	70.67%
May '19	2,035	199	\$1,976.46	\$9.93	9.78%	-	18.5	9.3%	\$106.84	80.03%
Jun '19	1,833	187	\$2,474.34	\$13.23	10.2%	-	17.2	9.18%	\$144.11	82.57%
Jul '19	2,269	195	\$2,458.77	\$12.61	8.59%	-	8.3	4.27%	\$295.17	93.07%
Aug '19	1,933	166	\$2,474.52	\$14.91	8.59%	-	3	1.81%	\$824.84	91.7%
Sep '19	2,496	191	\$2,283.16	\$11.95	7.65%	-	7	3.66%	\$326.17	76.49%
Oct '19	2,065	95	\$2,463.44	\$25.93	4.6%	-	7	7.37%	\$351.92	84.87%
Nov '19	1,300	54	\$1,134.57	\$21.01	4.15%	-	3	5.56%	\$378.19	66.53%
Total	23,244	1,896	\$27,454.56	\$14.48	8.16%	-	123	6.49%	\$223.21	79.03%

Campaign Summary - 1 Nov 2019 — 30 Nov 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search alpha coolsculpting	400	29	\$739.08	\$25.49	7.25%	-	2	6.9%	\$369.54	73.27%
search beta coolsculpting	900	25	\$395.49	\$15.82	2.78%	-	1	4%	\$395.49	63.92%

Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

Top Text Ads

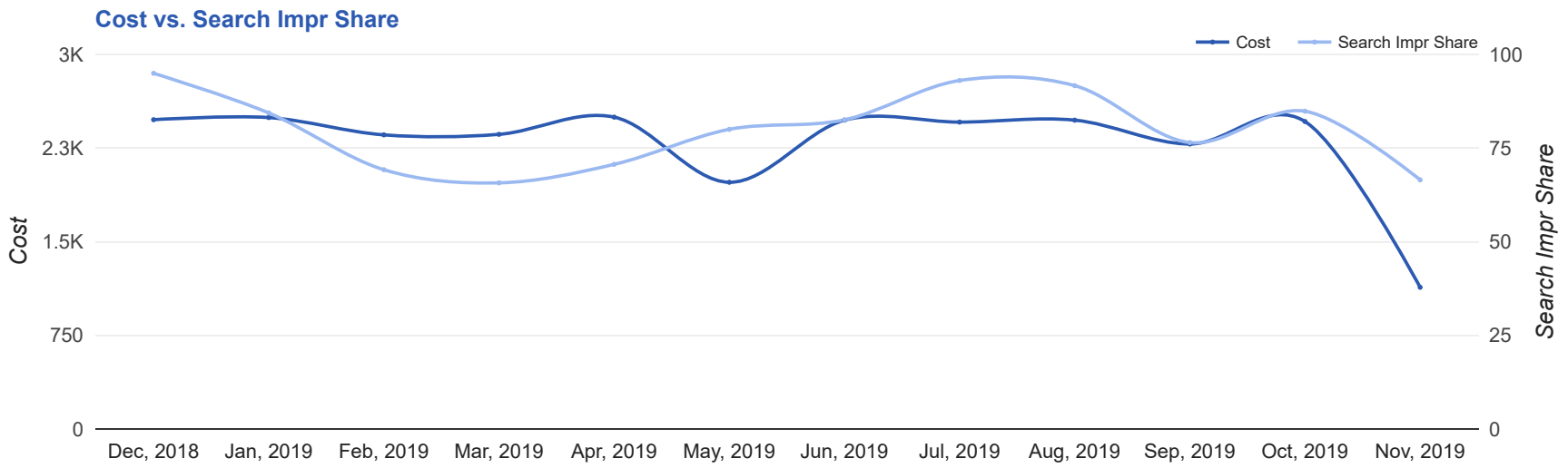
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting Scottsdale - Freeze Away Stubborn Fat - Target Belly Fat Love Handles imaginebody.com/coolsculpting/ Save on Coolsculpting® - Freeze away fat without surgery. New clients save 25%	59	4	\$97.17	\$24.29	6.78%	-	1	25.00%	\$97.17
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.	8	2	\$48.76	\$24.38	25.00%	-	1	50.00%	\$48.76
#1 Provider in Scottsdale - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® imaginebody.com/coolsculpting/scottsdale #1 CoolSculpting Deal. Freeze Fat. Top Provider in Scottsdale, AZ. Free Consult.	183	6	\$43.18	\$7.20	3.28%	-	1	16.67%	\$43.18
{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.	61	5	\$119.83	\$23.97	8.20%	-	0	0.00%	-
{Keyword:Best Price in Scottsdale} - Imagine Body - Flexible Payment Options imaginebody.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	22	4	\$124.58	\$31.14	18.18%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2019 — 30 Nov 2019

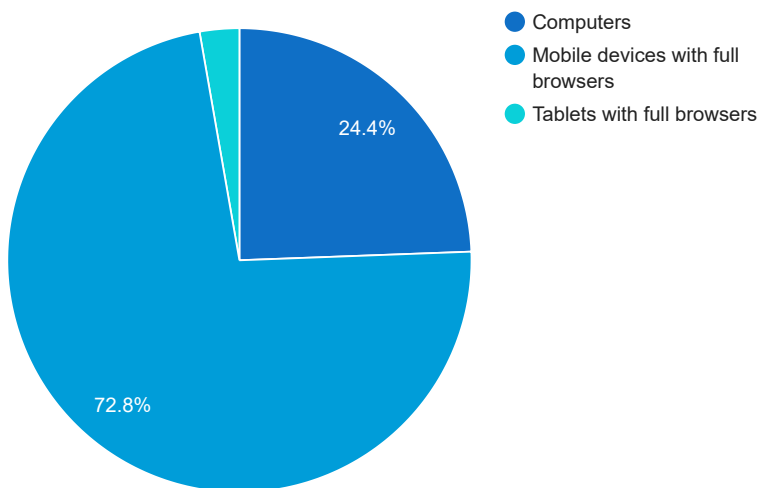
Budget Coverage



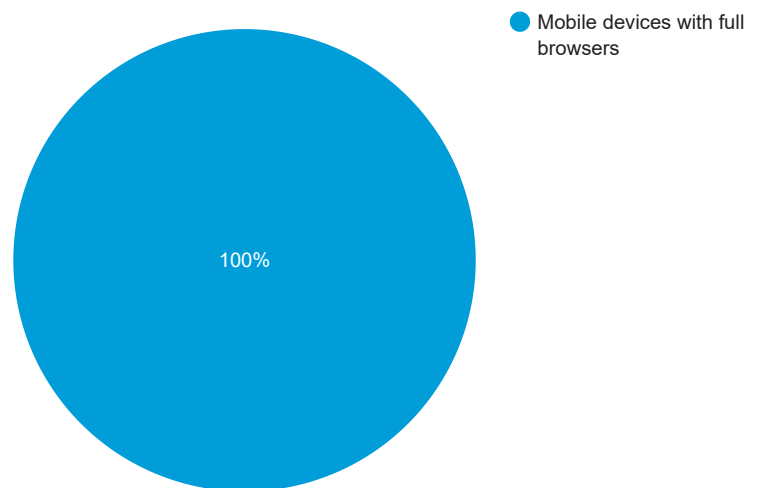
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	2,478.11	95
Jan, 2019	2,495.26	84.41
Feb, 2019	2,356.54	69.24
Mar, 2019	2,360.68	65.73
Apr, 2019	2,498.71	70.67
May, 2019	1,976.46	80.03
Jun, 2019	2,474.34	82.57
Jul, 2019	2,458.77	93.07
Aug, 2019	2,474.52	91.70
Sep, 2019	2,283.16	76.49
Oct, 2019	2,463.44	84.87
Nov, 2019	1,134.57	66.53

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	795	40	\$826.41	\$20.66	5.03%	-	3	7.5%	\$275.47
Computers	426	12	\$276.93	\$23.08	2.82%	-	0	0%	\$0.00
Tablets with full browsers	79	2	\$31.23	\$15.62	2.53%	-	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	1,300	54	\$1,134.57	\$21.01	4.15%	-	3	5.56%	\$378.19

Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE	CONV
Form Submission	3
CoolSculpting Lead (All Web Site Data)	0
Local actions - Website visits	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