

**Monthly Account  
Performance Report  
1 Aug 2020 — 31 Aug 2020**

Injection Gal

789-638-2262

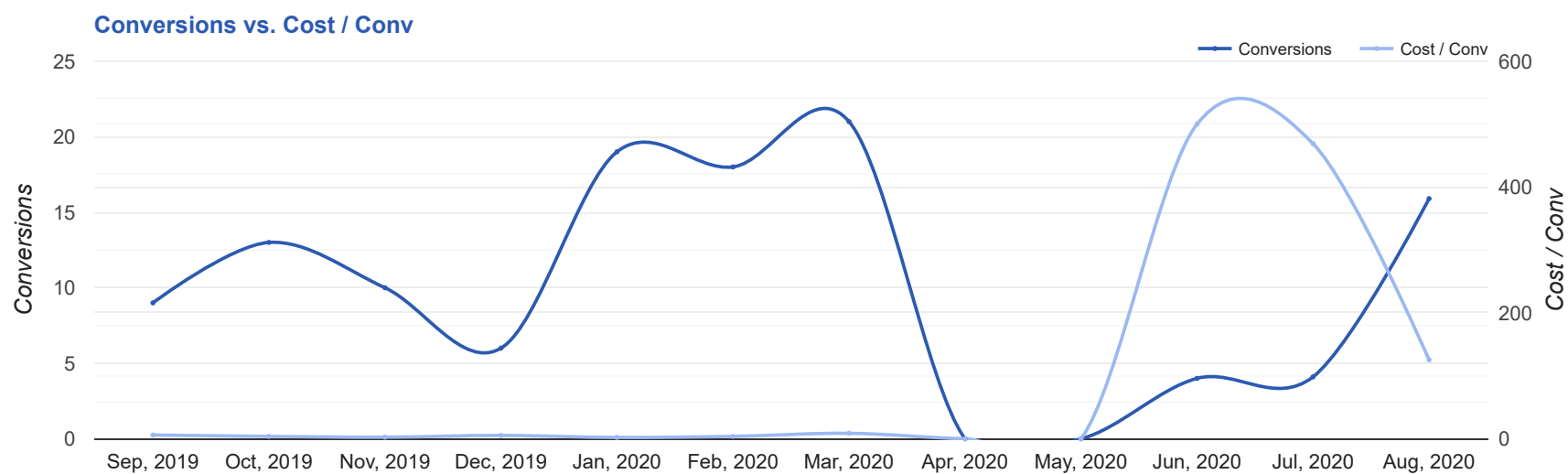
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,000	15.9	3.62%	\$125.45
↑ 5%	↑ 290%	↑ 31%	↓ 73%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jul 2020 — 31 Jul 2020	1,352	147	\$1,903.72	\$12.95	10.87%	-	4.1	2.76%	\$468.90	56.61%
1 Aug 2020 — 31 Aug 2020	7,375	440	\$1,999.61	\$4.54	5.97%	-	15.9	3.62%	\$125.45	30.65%
<b>Change</b>	6,023 ↑ 445%	293 ↑ 199%	\$95.89 ↑ 5%	\$8.41 ↓ 65%	4.90% ↓ 45%	--	11.88 ↑ 290%	0.86% ↑ 31%	\$343.45 ↓ 73%	25.96% ↓ 46%

# Performance by Month - 1 Sep 2019 — 31 Aug 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Sep '19	543	103	\$53.85	\$0.52	18.97%	-	9	8.74%	\$5.98	96.89%
Oct '19	509	113	\$49.29	\$0.44	22.2%	-	13	11.5%	\$3.79	95.15%
Nov '19	410	102	\$25.10	\$0.25	24.88%	-	10	9.8%	\$2.51	95.18%
Dec '19	551	131	\$31.83	\$0.24	23.77%	-	6	4.58%	\$5.31	76.32%
Jan '20	666	168	\$39.83	\$0.24	25.23%	-	19	11.31%	\$2.10	79.92%
Feb '20	1,060	209	\$68.88	\$0.33	19.72%	-	18	8.61%	\$3.83	82.37%
Mar '20	3,202	193	\$181.82	\$0.94	6.03%	-	21	10.88%	\$8.66	80.52%
Apr '20	3,558	176	\$242.26	\$1.38	4.95%	-	0	0%	\$0.00	89.25%
May '20	327	25	\$12.11	\$0.48	7.65%	-	0	0%	\$0.00	93.66%
Jun '20	1,465	126	\$1,999.87	\$15.87	8.6%	-	4	3.17%	\$499.97	52.68%
Jul '20	1,352	147	\$1,903.72	\$12.95	10.87%	-	4.1	2.76%	\$468.90	56.61%
Aug '20	7,375	440	\$1,999.61	\$4.54	5.97%	-	15.9	3.62%	\$125.45	30.65%
<b>Total</b>	<b>21,018</b>	<b>1,933</b>	<b>\$6,608.17</b>	<b>\$3.42</b>	<b>9.2%</b>	<b>-</b>	<b>120</b>	<b>6.21%</b>	<b>\$55.07</b>	<b>50.15%</b>

# Campaign Summary - 1 Aug 2020 — 31 Aug 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	7,375	440	\$1,999.61	\$4.54	5.97%	-	15.9	3.62%	\$125.45	30.65%

# Top Performing Ads - 1 Aug 2020 — 31 Aug 2020

## Top Text Ads

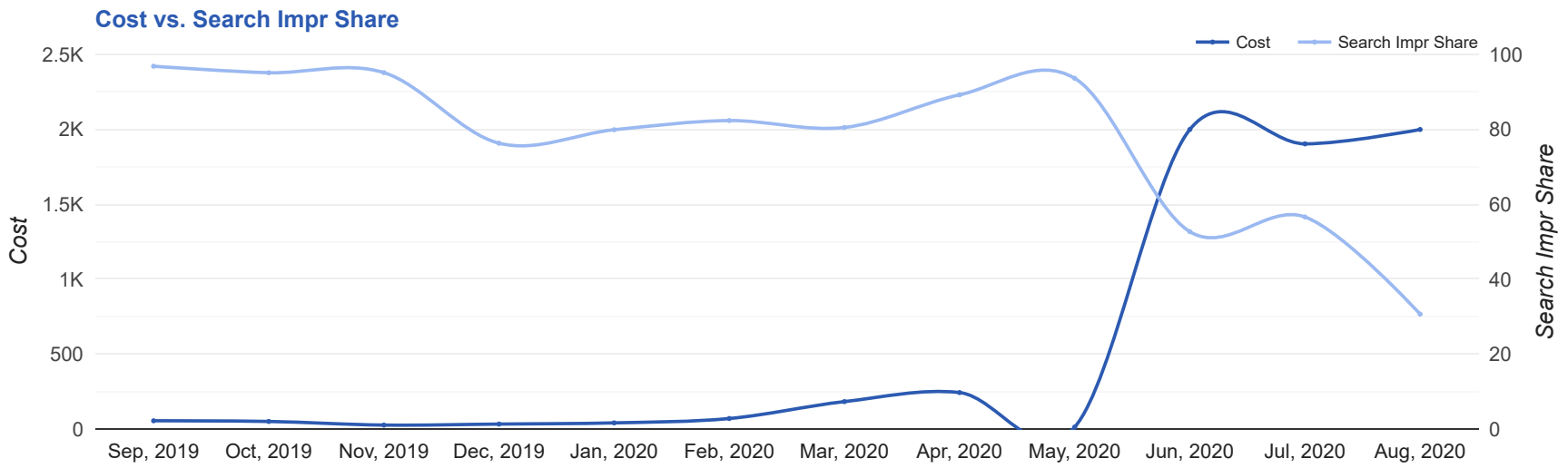
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Injection Gal Aesthetics - Safe &amp; Effective Fat Reduction - 25% Off All CoolSculpting®</a> <a href="https://injectiongal.mysculpt.net/coolsculpting/reno_nv">injectiongal.mysculpt.net/coolsculpting/reno_nv</a> Leading CoolSculpting Provider in Reno, NV. Schedule a Free Virtual Consultation	2,260	147	\$539.66	\$3.67	6.50%	-	4	2.72%	\$134.91
{Keyword:Injection Gal Aesthetics} - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® <a href="https://injectiongal.mysculpt.net/coolsculpting/reno_nv">injectiongal.mysculpt.net/coolsculpting/reno_nv</a> Leading CoolSculpting Provider in Reno, NV. Schedule a Free Virtual Consultation	589	66	\$247.90	\$3.76	11.21%	-	4	6.06%	\$61.98
<a href="#">CoolSculpting in Reno, NV - Fat Reduction Treatment - Free Virtual Consultation</a> <a href="https://injectiongal.mysculpt.net/coolsculpting/">injectiongal.mysculpt.net/coolsculpting/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	2,089	62	\$287.80	\$4.64	2.97%	-	2.7	4.31%	\$107.79
<a href="#">CoolSculpting in Reno, NV - Fat Reduction Treatment - Free Virtual Consultation</a> <a href="https://injectiongal.mysculpt.net/coolsculpting/">injectiongal.mysculpt.net/coolsculpting/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	473	53	\$210.47	\$3.97	11.21%	-	2.3	4.40%	\$90.33
<a href="#">CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Virtual Consultation Available</a> <a href="https://injectiongal.mysculpt.net/coolsculpting/">injectiongal.mysculpt.net/coolsculpting/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	279	8	\$49.11	\$6.14	2.87%	-	1	12.50%	\$49.11

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Aug 2020 — 31 Aug 2020

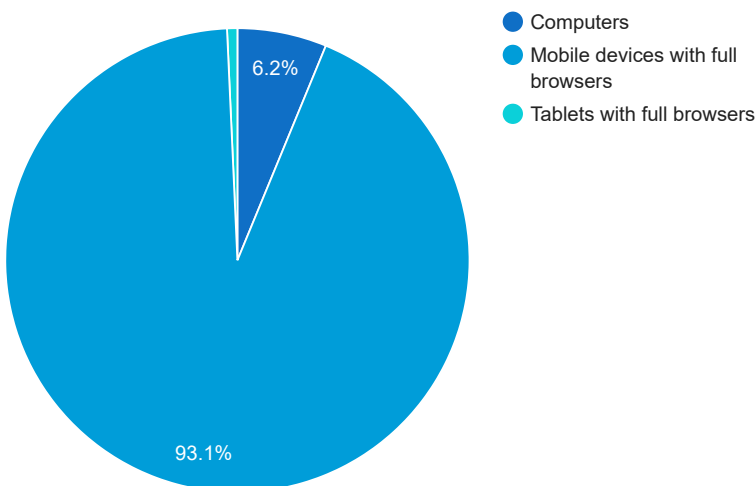
## Budget Coverage



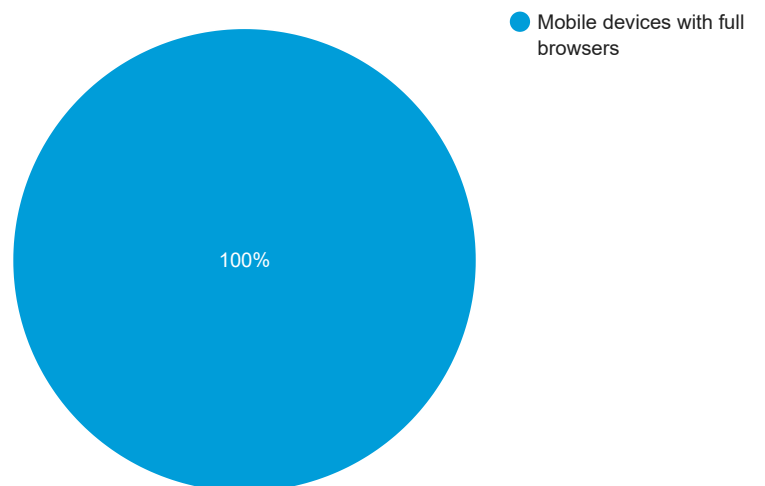
DATE	COST	SEARCH IMPR SHARE
Sep, 2019	53.85	96.89
Oct, 2019	49.29	95.15
Nov, 2019	25.10	95.18
Dec, 2019	31.83	76.32
Jan, 2020	39.83	79.92
Feb, 2020	68.88	82.37
Mar, 2020	181.82	80.52
Apr, 2020	242.26	89.25
May, 2020	12.11	93.66
Jun, 2020	1,999.87	52.68
Jul, 2020	1,903.72	56.61
Aug, 2020	1,999.61	30.65

## 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	6,034	407	\$1,860.81	\$4.57	6.75%	-	15.9	3.92%	\$116.74
Computers	1,165	27	\$124.46	\$4.61	2.32%	-	0	0%	\$0.00
Tablets with full browsers	176	6	\$14.34	\$2.39	3.41%	-	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	7,375	440	\$1,999.61	\$4.54	5.97%	-	15.9	3.62%	\$125.45

# Conversion Types - 1 Aug 2020 — 31 Aug 2020

CONVERSION TYPE

CONV

Submit lead form

14.9

Calls from ads

1

## 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