

**Monthly Account
Performance Report
1 Sep 2020 — 30 Sep 2020**

Injection Gal

789-638-2262

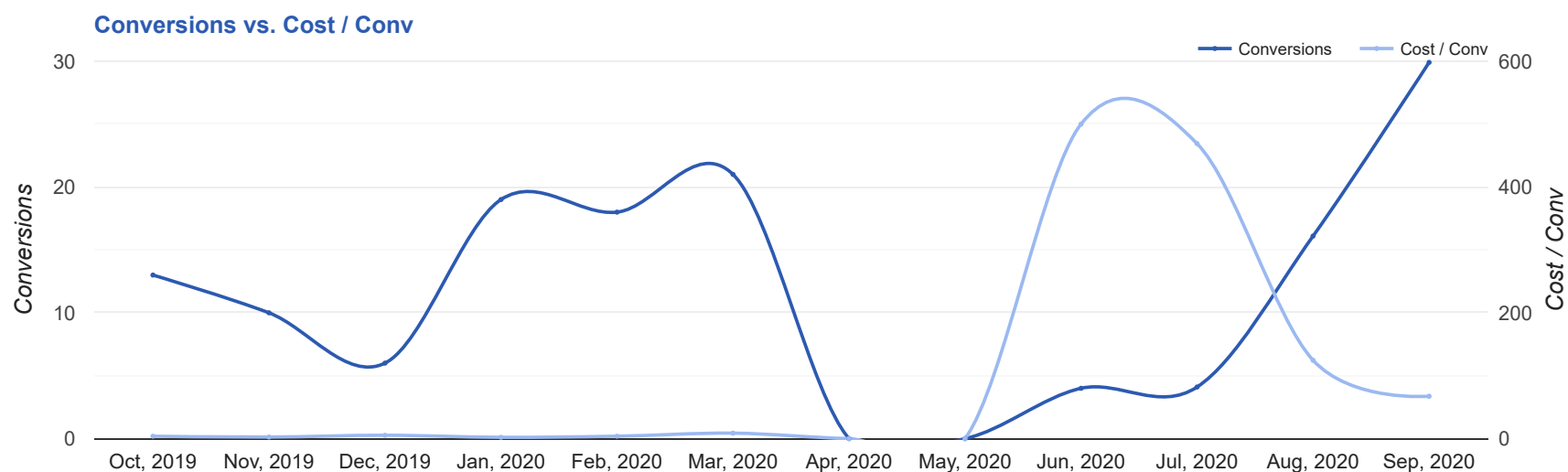
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,013	29.9	6.43%	\$67.34
↑ 1%	↑ 86%	↑ 76%	↓ 46%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	7,375	440	\$1,999.61	\$4.54	5.97%	-	16.1	3.65%	\$124.59	30.59%
1 Sep 2020 — 30 Sep 2020	7,726	465	\$2,013.34	\$4.33	6.02%	-	29.9	6.43%	\$67.34	32.08%
Change	351 ↑ 5%	25 ↑ 6%	\$13.73 ↑ 1%	\$0.21 ↓ 5%	0.05% ↑ 1%	--	13.85 ↑ 86%	2.78% ↑ 76%	\$57.25 ↓ 46%	1.49% ↑ 5%

Performance by Month - 1 Oct 2019 — 30 Sep 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	16.1	3.65%	\$124.59	30.59%
Sep '20	7,726	465	\$2,013.34	\$4.33	6.02%	-	29.9	6.43%	\$67.34	32.08%
Total	28,201	2,295	\$8,567.66	\$3.73	8.14%	-	141	6.14%	\$60.76	43.07%

Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	7,726	465	\$2,013.34	\$4.33	6.02%	-	29.9	6.43%	\$67.34	32.08%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

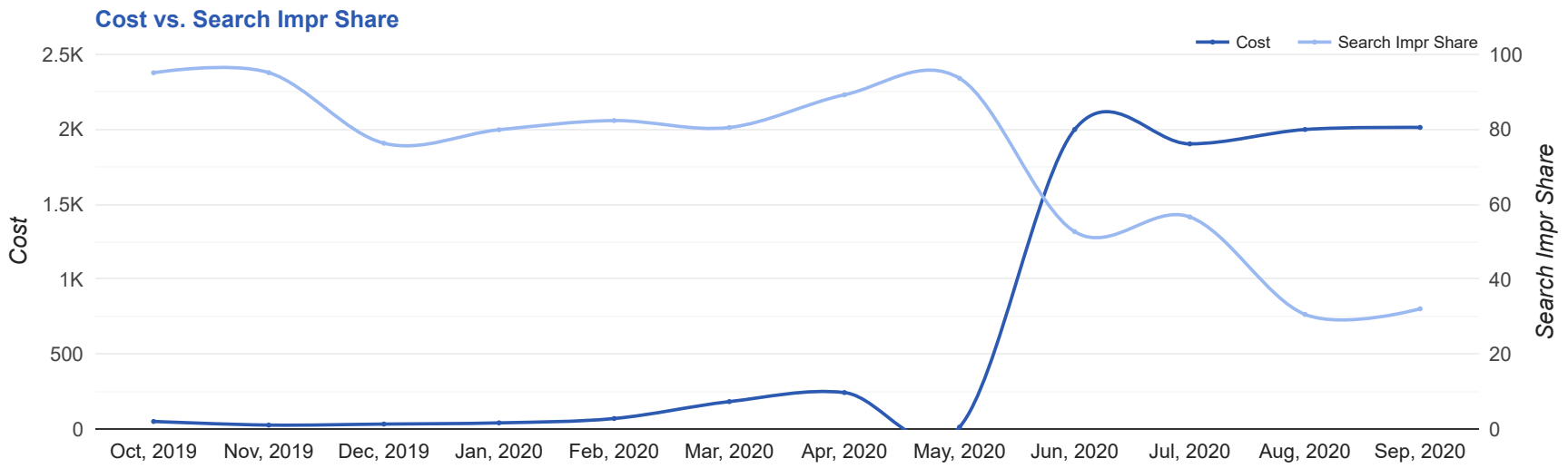
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Injection Gal Aesthetics} - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® injectiongal.mysculpt.net/coolsculpting/reno_nv Leading CoolSculpting Provider in Reno, NV. Schedule a Free Virtual Consultation	1,091	91	\$437.98	\$4.81	8.34%	-	9	9.91%	\$48.56
{Keyword:Injection Gal Aesthetics} - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® injectiongal.mysculpt.net/coolsculpting/reno_nv Leading CoolSculpting Provider in Reno, NV. Schedule a Free Virtual Consultation	574	41	\$283.00	\$6.90	7.14%	-	5.5	13.29%	\$51.93
Injection Gal Aesthetics - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® injectiongal.mysculpt.net/coolsculpting/reno_nv Leading CoolSculpting Provider in Reno, NV. Schedule a Free Virtual Consultation	3,206	196	\$641.16	\$3.27	6.11%	-	5	2.54%	\$128.75
CoolSculpting Deal \$1,000 Off - Freeze Away Stubborn Fat - Virtual Consultation Available injectiongal.mysculpt.net/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	636	25	\$161.53	\$6.46	3.93%	-	3	12.00%	\$53.84
{Keyword:Injection Gal Aesthetics} - Best Price in Reno, NV - 25% Off All CoolSculpting® injectiongal.mysculpt.net/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	119	11	\$46.54	\$4.23	9.24%	-	1.5	13.64%	\$31.03

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

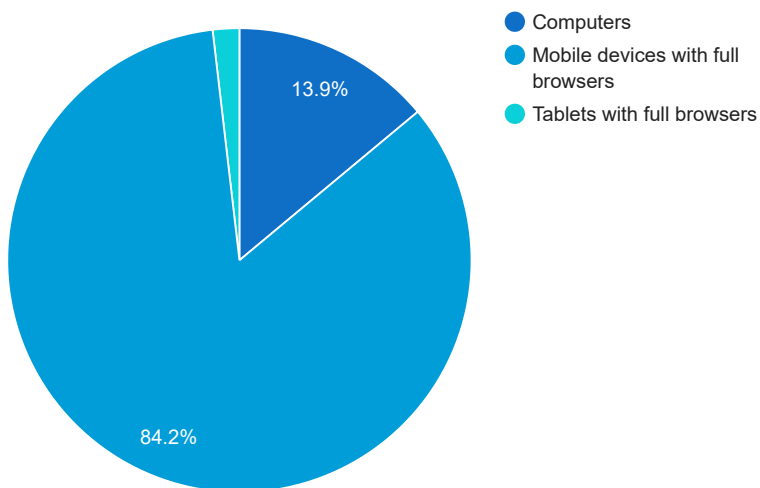
Budget Coverage



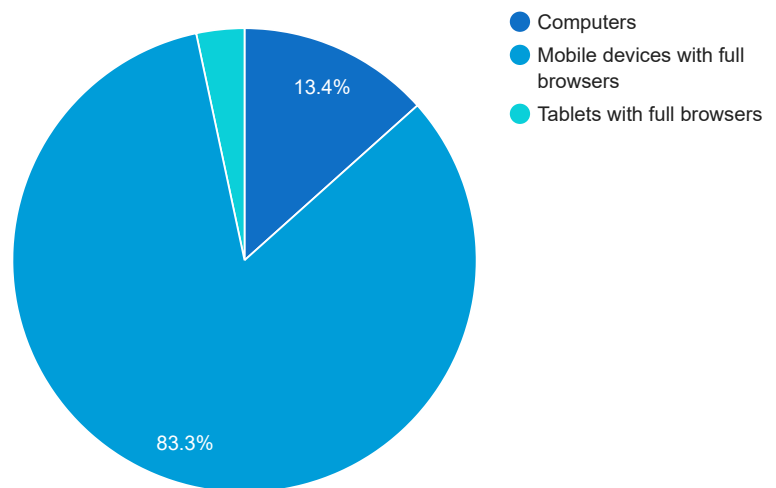
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	49.29	95.15
Nov, 2019	25.10	95.18
Dec, 2019	31.83	76.32
Jan, 2020	39.83	79.92
Feb, 2020	68.88	82.37
Mar, 2020	181.82	80.52
Apr, 2020	242.26	89.25
May, 2020	12.11	93.66
Jun, 2020	1,999.87	52.68
Jul, 2020	1,903.72	56.61
Aug, 2020	1,999.61	30.59
Sep, 2020	2,013.34	32.08

Cost and Conversions by Device

Cost



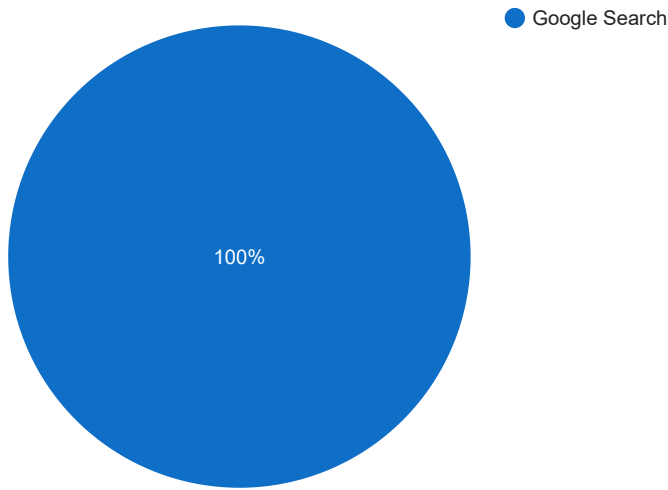
Conversions



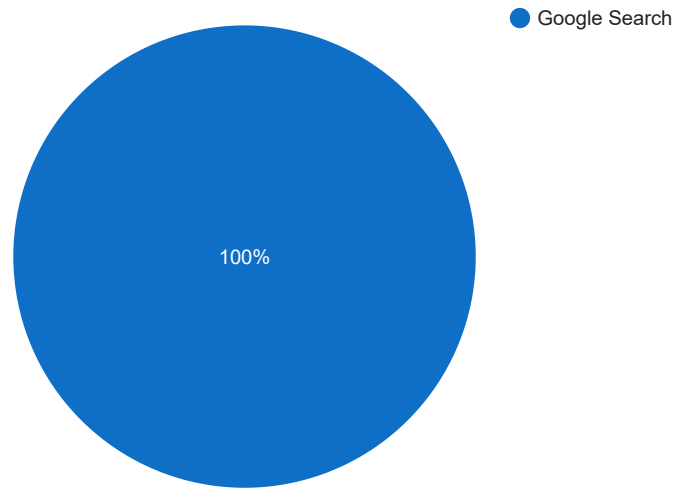
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	6,132	402	\$1,695.30	\$4.22	6.56%	-	24.9	6.19%	\$68.08
Computers	1,407	55	\$280.84	\$5.11	3.91%	-	4	7.27%	\$70.21
Tablets with full browsers	187	8	\$37.20	\$4.65	4.28%	-	1	12.5%	\$37.20

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	7,726	465	\$2,013.34	\$4.33	6.02%	-	29.9	6.43%	\$67.34

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE

CONV

Submit lead form

27.9

Click 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