

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

Injection Gal

789-638-2262

# Key Performance Indicators (KPIs)

Cost

\$1,802

↓ 10%

Conv

12

↓ 60%

Conv Rate

6.09%

↓ 5%

Cost / Conv

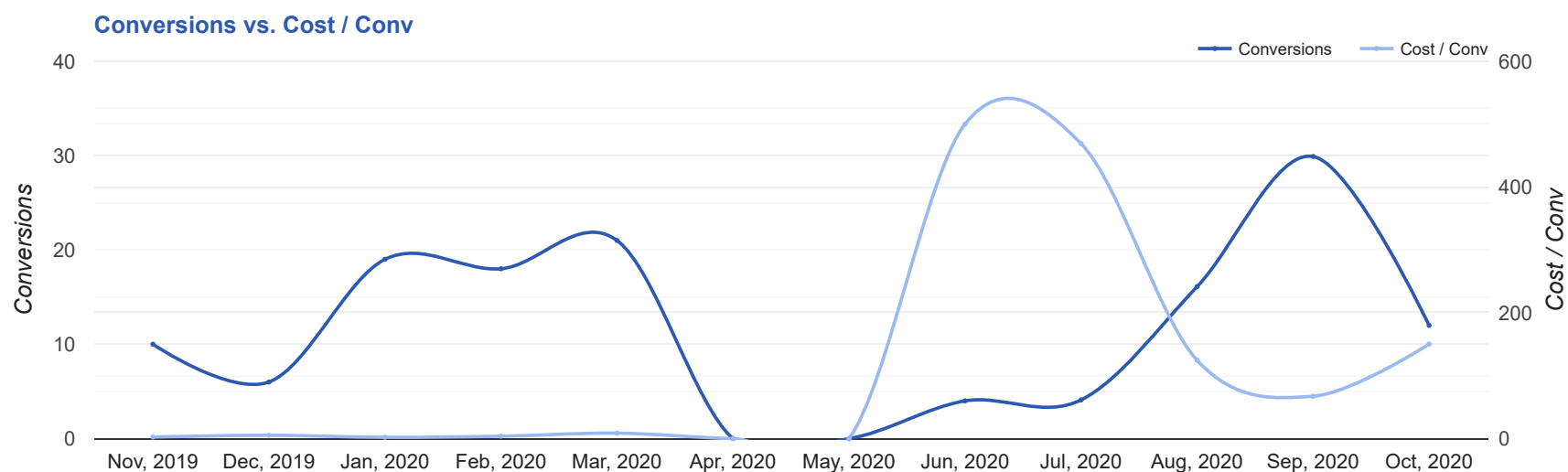
\$150.17

↑ 123%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Sep 2020 — 30 Sep 2020</b>	7,726	465	\$2,013.34	\$4.33	6.02%	-	29.9	6.43%	\$67.34	32.11%
<b>1 Oct 2020 — 31 Oct 2020</b>	2,463	197	\$1,802.02	\$9.15	8%	-	12	6.09%	\$150.17	33.85%
<b>Change</b>	5,263 ↓ 68%	268 ↓ 58%	\$211.32 ↓ 10%	\$4.82 ↑ 111%	1.98% ↑ 33%	--	17.90 ↓ 60%	0.34% ↓ 5%	\$82.83 ↑ 123%	1.74% ↑ 5%

# Performance by Month - 1 Nov 2019 — 31 Oct 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Nov '19	410	102	\$25.10	\$0.25	24.88%	-	10	9.8%	\$2.51	95.16%
Dec '19	551	131	\$31.83	\$0.24	23.77%	-	6	4.58%	\$5.31	77.92%
Jan '20	666	168	\$39.83	\$0.24	25.23%	-	19	11.31%	\$2.10	81.87%
Feb '20	1,060	209	\$68.88	\$0.33	19.72%	-	18	8.61%	\$3.83	83.28%
Mar '20	3,202	193	\$181.82	\$0.94	6.03%	-	21	10.88%	\$8.66	81.07%
Apr '20	3,558	176	\$242.26	\$1.38	4.95%	-	0	0%	\$0.00	89.41%
May '20	327	25	\$12.11	\$0.48	7.65%	-	0	0%	\$0.00	93.62%
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	32.11%
Oct '20	2,463	197	\$1,802.02	\$9.15	8%	-	12	6.09%	\$150.17	33.85%
<b>Total</b>	<b>30,155</b>	<b>2,379</b>	<b>\$10,320.39</b>	<b>\$4.34</b>	<b>7.89%</b>	<b>-</b>	<b>140</b>	<b>5.89%</b>	<b>\$73.71</b>	<b>41.81%</b>

## Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	2,463	197	\$1,802.02	\$9.15	8%	-	12	6.09%	\$150.17	33.85%

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

## Top Text Ads

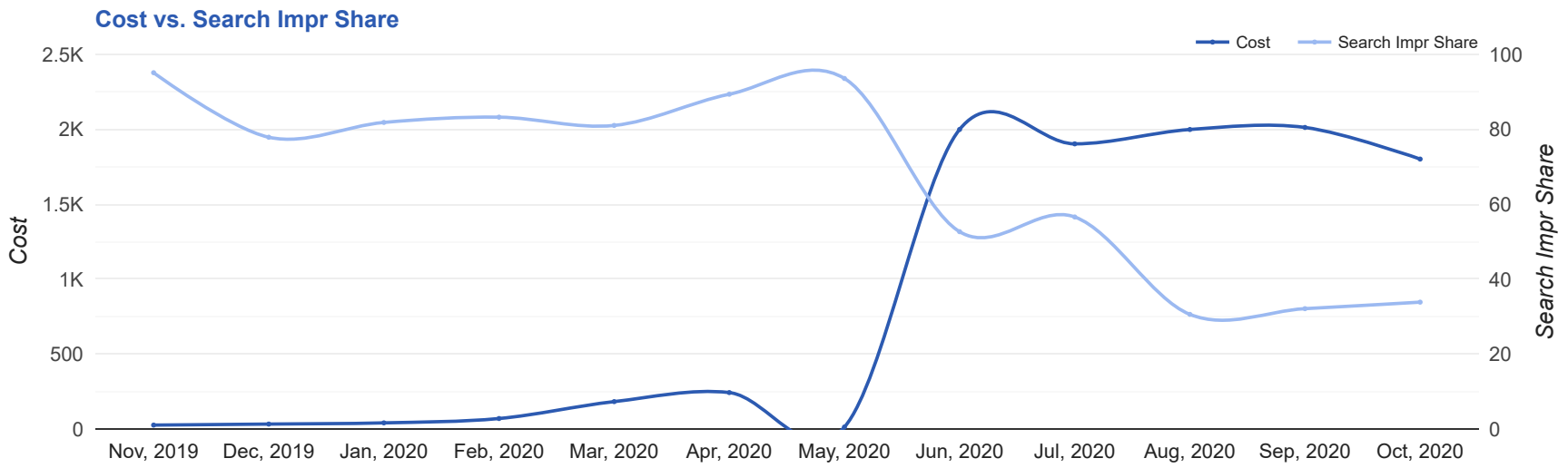
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Injection Gal Aesthetics} - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® <a href="http://injectiongal.mysculpt.net/coolsculpting/reno_nv">injectiongal.mysculpt.net/coolsculpting/reno_nv</a> Leading CoolSculpting Provider in Reno, NV. Schedule a Free Consultation	653	68	\$1,006.14	\$14.80	10.41%	-	6.5	9.56%	\$154.79
{Keyword:Injection Gal Aesthetics} - Best Price in Reno, NV - 25% Off All CoolSculpting® <a href="http://injectiongal.mysculpt.net/coolsculpting/special">injectiongal.mysculpt.net/coolsculpting/special</a> Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	152	23	\$242.61	\$10.55	15.13%	-	3	13.04%	\$80.87
25% Off All CoolSculpting® - Injection Gal Aesthetics - Top Provider in Reno NV <a href="http://injectiongal.mysculpt.net/coolsculpting/">injectiongal.mysculpt.net/coolsculpting/</a> Best CoolSculpting Deal. Freeze Fat. Top Provider in Reno, NV. Free Consult.	6	1	\$10.59	\$10.59	16.67%	-	1	100.00%	\$10.59
Injection Gal Aesthetics - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® <a href="http://injectiongal.mysculpt.net/coolsculpting/reno_nv">injectiongal.mysculpt.net/coolsculpting/reno_nv</a> Leading CoolSculpting Provider in Reno, NV. Schedule a Free Virtual Consultation	885	49	\$154.90	\$3.16	5.54%	-	1	2.04%	\$154.90
CoolSculpting in Reno, NV - Fat Reduction Treatment - Free Virtual Consultation <a href="http://injectiongal.mysculpt.net/coolsculpting/">injectiongal.mysculpt.net/coolsculpting/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	72	7	\$54.66	\$7.81	9.72%	-	0.5	7.14%	\$109.32

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Oct 2020 — 31 Oct 2020

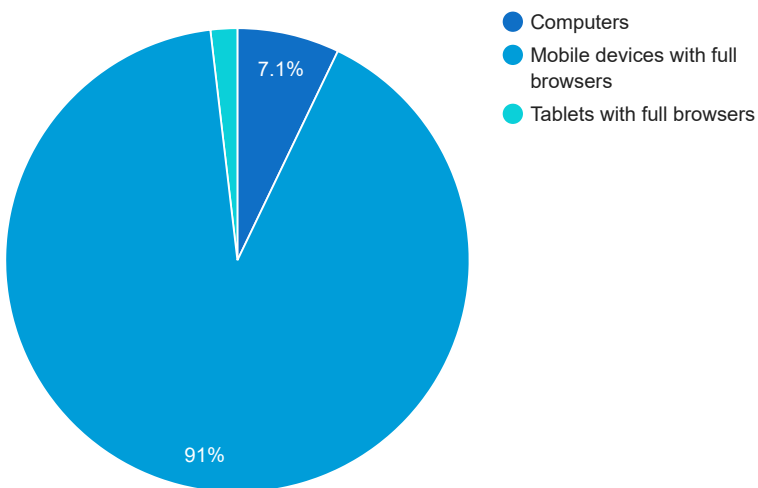
## Budget Coverage



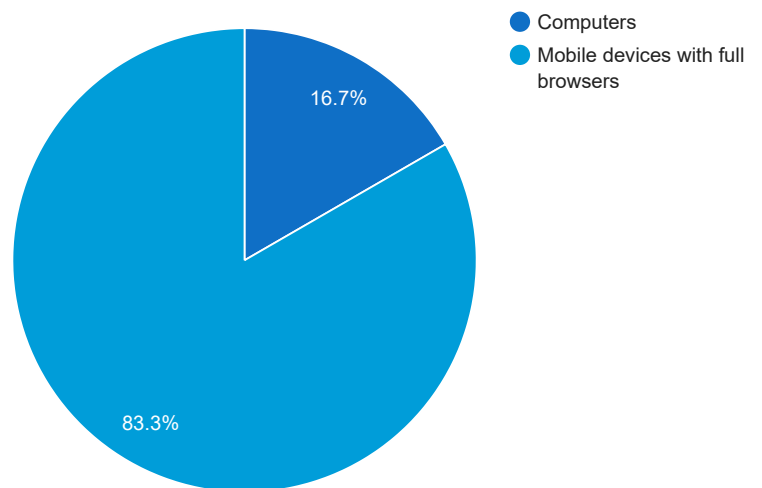
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	25.10	95.16
Dec, 2019	31.83	77.92
Jan, 2020	39.83	81.87
Feb, 2020	68.88	83.28
Mar, 2020	181.82	81.07
Apr, 2020	242.26	89.41
May, 2020	12.11	93.62
Jun, 2020	1,999.87	52.68
Jul, 2020	1,903.72	56.61
Aug, 2020	1,999.61	30.59
Sep, 2020	2,013.34	32.11
Oct, 2020	1,802.02	33.85

## 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	1,966	178	\$1,640.01	\$9.21	9.05%	-	10	5.62%	\$164.00
Computers	419	16	\$128.42	\$8.03	3.82%	-	2	12.5%	\$64.21
Tablets with full browsers	78	3	\$33.59	\$11.20	3.85%	-	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	2,463	197	\$1,802.02	\$9.15	8%	-	12	6.09%	\$150.17

# Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE

CONV

Submit lead form

12

## 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