

**Monthly Account
Performance Report
1 Jan 2021 — 31 Jan 2021**

Injection Gal

789-638-2262

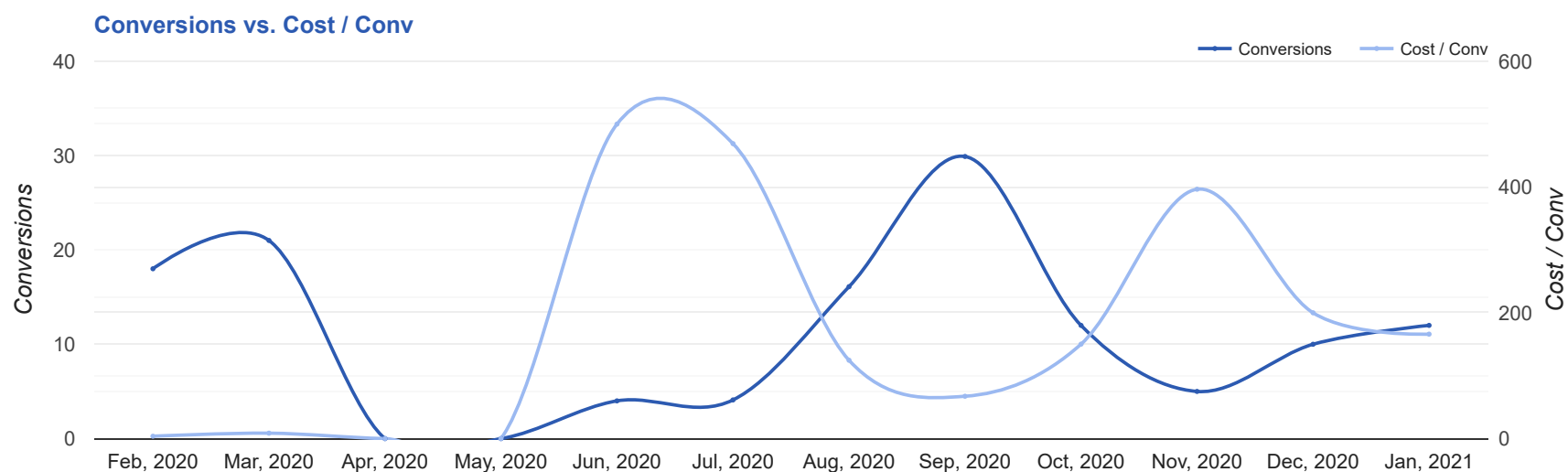
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,993	12	3.8%	\$166.07
↔ 0%	↑ 20%	↓ 24%	↓ 17%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	3,190	199	\$1,999.99	\$10.05	6.24%	-	10	5.03%	\$200.00	36.87%
1 Jan 2021 — 31 Jan 2021	5,266	316	\$1,992.82	\$6.31	6%	-	12	3.8%	\$166.07	26.32%
Change	2,076 ↑ 65%	117 ↑ 59%	\$7.17 ↓ 0%	\$3.74 ↓ 37%	0.24% ↓ 4%	--	2 ↑ 20%	1.23% ↓ 24%	\$33.93 ↓ 17%	10.55% ↓ 29%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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	33.99%	
Nov '20	5,428	250	\$1,982.18	\$7.93	4.61%	-	5	2%	\$396.44	30.87%	
Dec '20	3,190	199	\$1,999.99	\$10.05	6.24%	-	10	5.03%	\$200.00	36.87%	
Jan '21	5,266	316	\$1,992.82	\$6.31	6%	-	12	3.8%	\$166.07	26.32%	
Total	42,412	2,743	\$16,198.62	\$5.91	6.47%	-	132	4.81%	\$122.71	36.44%	

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	5,266	316	\$1,992.82	\$6.31	6%	-	12	3.8%	\$166.07	26.32%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

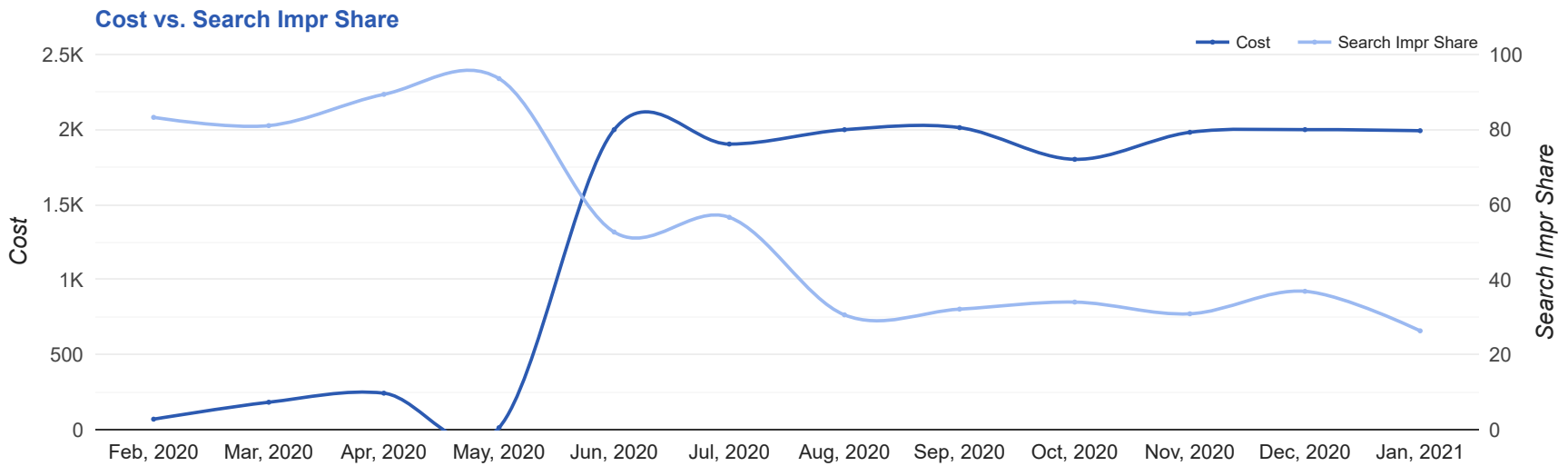
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Huge CoolSculpting Promotion - Limited Time Offer Jan 2021 - Our Biggest Discount Ever injectiongal.mysculpt.net/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	12	4	\$27.43	\$6.86	33.33%	-	2	50.00%	\$13.71
Huge CoolSculpting Promotion - CoolSculpting in Reno, NV - Biggest CoolSculpting® Promo injectiongal.mysculpt.net/ -- -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Reno, NV	105	9	\$102.90	\$11.43	8.57%	-	2	22.22%	\$51.45
Fat Reduction in Reno, NV - Our Biggest Discount Ever - Freeze Away Body Fat injectiongal.mysculpt.net/ Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	122	15	\$79.91	\$5.33	12.30%	-	2	13.33%	\$39.95
Injection Gal Aesthetics - Fat Reduction in Reno, NV - Non-Surgical Fat Reduction injectiongal.mysculpt.net/ -- -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	346	36	\$266.07	\$7.39	10.40%	-	2	5.56%	\$133.03
CoolSculpting® in Reno, NV - Jan Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever injectiongal.mysculpt.net/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	80	9	\$90.04	\$10.00	11.25%	-	1	11.11%	\$90.04

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

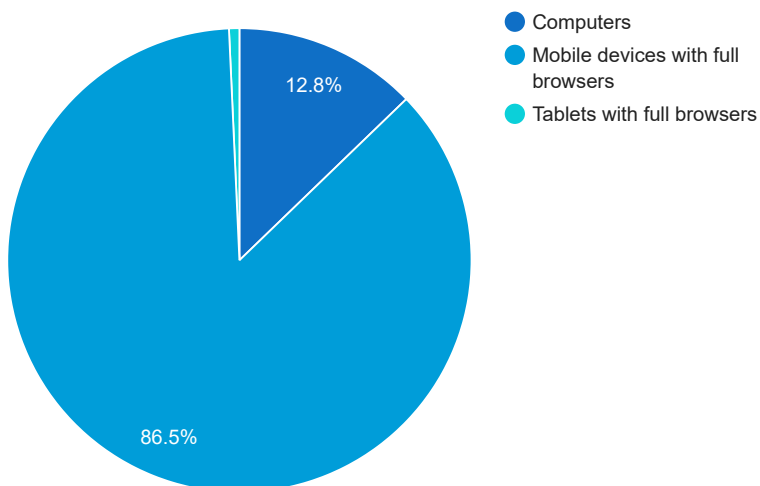
Budget Coverage



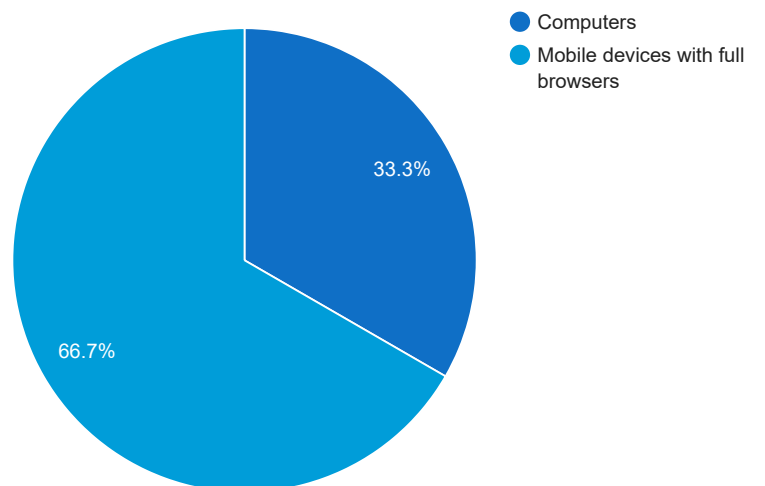
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	68.88	83.28
Mar, 2020	181.82	81.07
Apr, 2020	242.26	89.41
May, 2020	12.11	93.62
Jun, 2020	1,999.87	52.68
Jul, 2020	1,903.72	56.61
Aug, 2020	1,999.61	30.59
Sep, 2020	2,013.34	32.11
Oct, 2020	1,802.02	33.99
Nov, 2020	1,982.18	30.87
Dec, 2020	1,999.99	36.87
Jan, 2021	1,992.82	26.32

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	4,051	271	\$1,723.84	\$6.36	6.69%	-	8	2.95%	\$215.48
Computers	1,073	42	\$254.63	\$6.06	3.91%	-	4	9.52%	\$63.66
Tablets with full browsers	142	3	\$14.35	\$4.78	2.11%	-	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	5,266	316	\$1,992.82	\$6.31	6%	-	12	3.8%	\$166.07

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE

CONV

Submit lead form

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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