

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

Injection Gal

789-638-2262

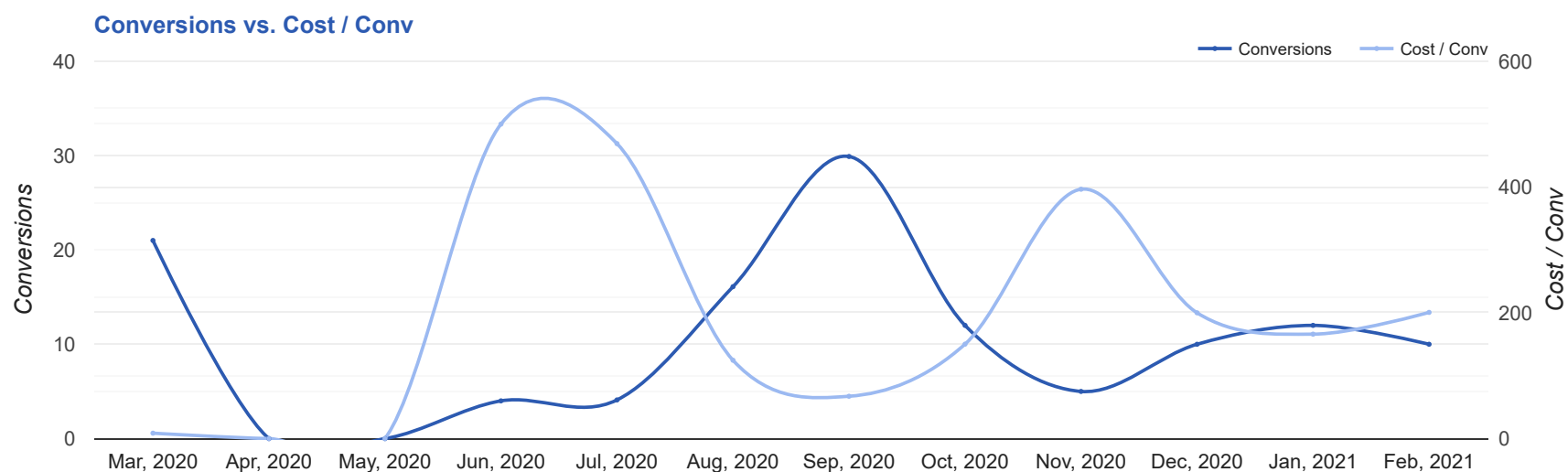
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,007	10	2.96%	\$200.65
↑ 1%	↓ 17%	↓ 22%	↑ 21%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	5,266	316	\$1,992.82	\$6.31	6%	-	12	3.8%	\$166.07	26.42%
1 Feb 2021 — 28 Feb 2021	6,807	338	\$2,006.50	\$5.94	4.97%	-	10	2.96%	\$200.65	24.63%
Change	1,541 ↑ 29%	22 ↑ 7%	\$13.68 ↑ 1%	\$0.37 ↓ 6%	1.03% ↓ 17%	--	2 ↓ 17%	0.84% ↓ 22%	\$34.58 ↑ 21%	1.79% ↓ 7%

Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	26.42%
Feb '21	6,807	338	\$2,006.50	\$5.94	4.97%	-	10	2.96%	\$200.65	24.63%
Total	48,159	2,872	\$18,136.24	\$6.31	5.96%	-	124	4.32%	\$146.25	33.76%

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	6,807	338	\$2,006.50	\$5.94	4.97%	-	10	2.96%	\$200.65	24.63%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

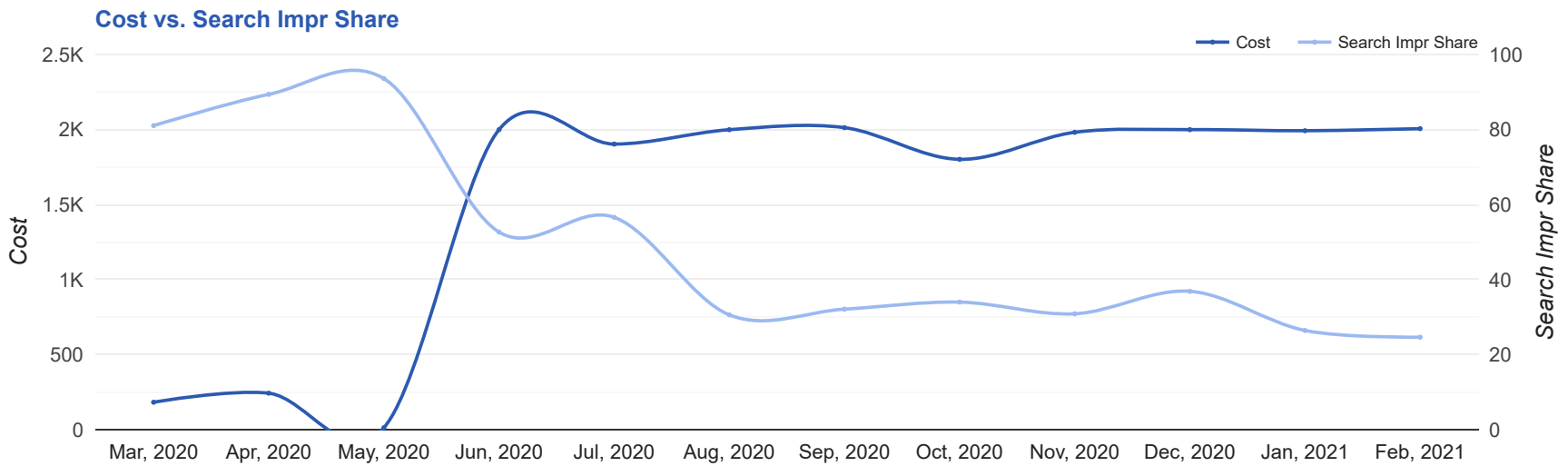
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Injection Gal Aesthetics - Fat Reduction in Reno, NV - Non-Surgical Fat Reduction injectiongal.mysculpt.net/--/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,349	62	\$276.82	\$4.46	4.60%	-	3	4.84%	\$92.27
CoolSculpting® in Reno, NV - Feb Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In {=COUNTDOWN("2021/02/28 00:00:00","en-US",31)} injectiongal.mysculpt.net/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	16	6	\$39.50	\$6.58	37.50%	-	1	16.67%	\$39.50
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	258	27	\$242.59	\$8.98	10.47%	-	1	3.70%	\$242.59
CoolSculpting® in Reno, NV - Limited Time Offer Feb 2021 - Hurry Offer Ends In {=COUNTDOWN("2021/02/28 00:00:00","en-US",31)} injectiongal.mysculpt.net/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Reno, NV	2	1	\$1.93	\$1.93	50.00%	-	1	100.00%	\$1.93
CoolSculpting® in Reno, NV - Limited Time Offer Feb 2021 - Our Biggest Discount Ever injectiongal.mysculpt.net/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	12	1	\$7.79	\$7.79	8.33%	-	1	100.00%	\$7.79

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

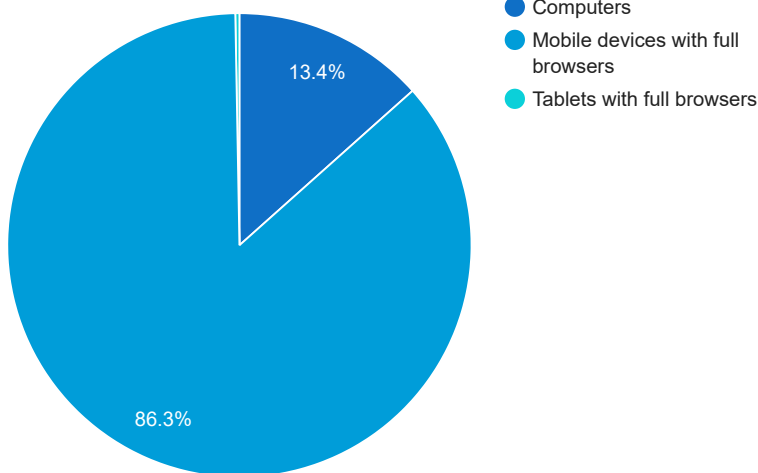
Budget Coverage



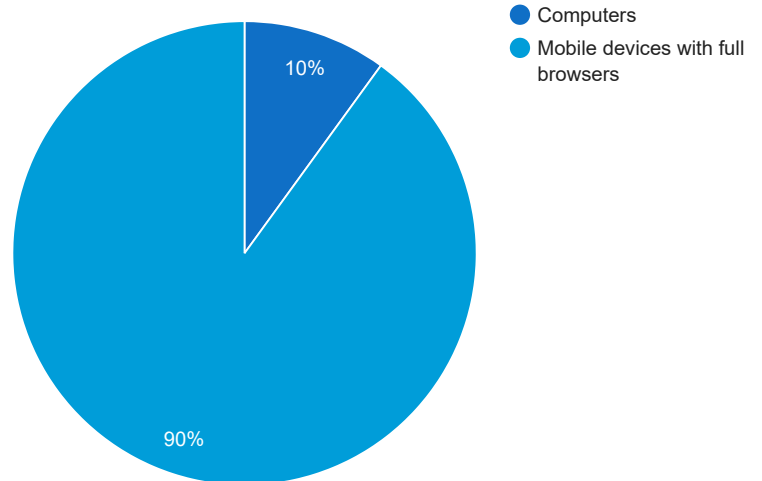
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	181.82	81.07
Apr, 2020	242.26	89.41
May, 2020	12.11	93.62
Jun, 2020	1,999.87	52.68
Jul, 2020	1,903.72	56.61
Aug, 2020	1,999.61	30.59
Sep, 2020	2,013.34	32.11
Oct, 2020	1,802.02	33.99
Nov, 2020	1,982.18	30.87
Dec, 2020	1,999.99	36.87
Jan, 2021	1,992.82	26.42
Feb, 2021	2,006.50	24.63

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	5,396	291	\$1,731.80	\$5.95	5.39%	-	9	3.09%	\$192.42
Computers	1,236	44	\$269.00	\$6.11	3.56%	-	1	2.27%	\$269.00
Tablets with full browsers	175	3	\$5.70	\$1.90	1.71%	-	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	6,807	338	\$2,006.50	\$5.94	4.97%	-	10	2.96%	\$200.65

Conversion Types - 1 Feb 2021 — 28 Feb 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