

**Monthly Account
Performance Report
1 Sep 2019 — 30 Sep 2019**

Your Face MD

195-677-6011

Key Performance Indicators (KPIs)

Cost

\$1,217

↑ 211%

Conv

6

↑ 200%

Conv Rate

6.06%

↑ 91%

Cost / Conv

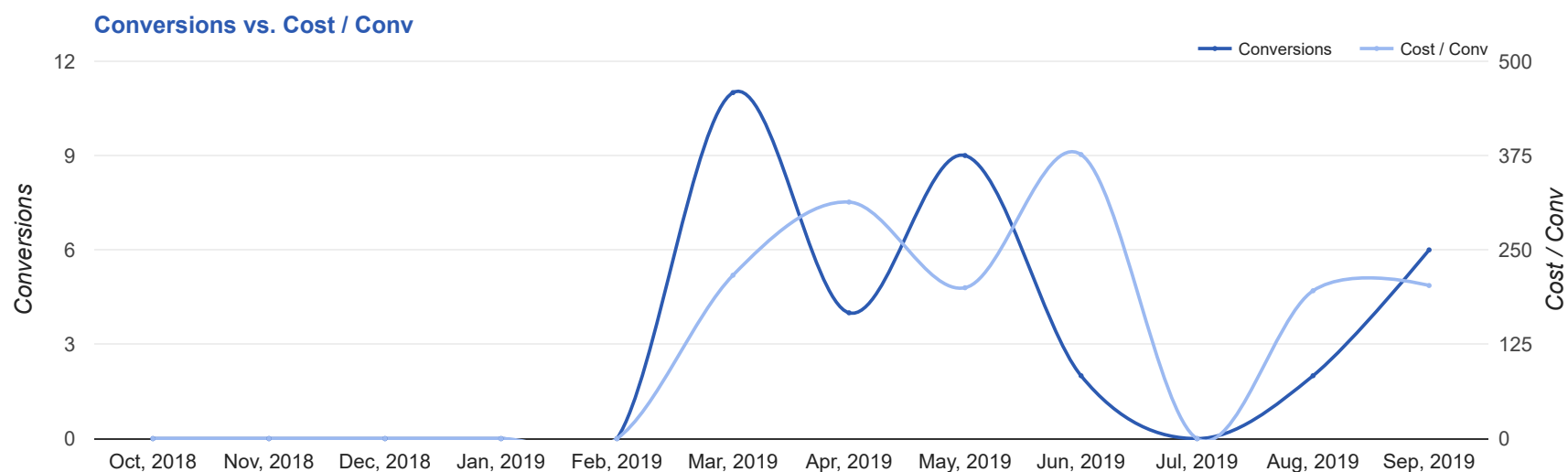
\$202.80

↑ 4%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
1 Aug 2019 — 31 Aug 2019	649	63	\$391.77	\$6.22	9.71%	1.40	2	3.17%	\$195.89
1 Sep 2019 — 30 Sep 2019	978	99	\$1,216.81	\$12.29	10.12%	1.50	6	6.06%	\$202.80
Change	329 ↑ 51%	36 ↑ 57%	\$825.04 ↑ 211%	\$6.07 ↑ 98%	0.41% ↑ 4%	0.10 ↓ 7%	4 ↑ 200%	2.89% ↑ 91%	\$6.91 ↑ 4%

Performance by Month - 1 Oct 2018 — 30 Sep 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Oct '18	5,009	256	\$800.07	\$3.13	5.11%	1.50	0	0%	\$0.00
Nov '18	2,272	164	\$502.26	\$3.06	7.22%	1.30	0	0%	\$0.00
Dec '18	2,385	163	\$459.97	\$2.82	6.83%	1.30	0	0%	\$0.00
Jan '19	2,547	165	\$407.84	\$2.47	6.48%	1.10	0	0%	\$0.00
Feb '19	2,915	327	\$958.78	\$2.93	11.22%	1.20	0	0%	\$0.00
Mar '19	8,153	539	\$2,381.12	\$4.42	6.61%	2.10	11	2.04%	\$216.47
Apr '19	5,448	332	\$1,253.45	\$3.78	6.09%	1.80	4	1.2%	\$313.36
May '19	7,423	485	\$1,798.98	\$3.71	6.53%	2.10	9	1.86%	\$199.89
Jun '19	1,891	170	\$752.66	\$4.43	8.99%	1.20	2	1.18%	\$376.33
Jul '19	6	1	\$0.35	\$0.35	16.67%	4.80	0	0%	\$0.00
Aug '19	649	63	\$391.77	\$6.22	9.71%	1.40	2	3.17%	\$195.89
Sep '19	978	99	\$1,216.81	\$12.29	10.12%	1.50	6	6.06%	\$202.80
Total	39,676	2,764	\$10,924.06	\$3.95	6.97%	1.70	34	1.23%	\$321.30

Campaign Summary - 1 Sep 2019 — 30 Sep 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
search beta coolsculpting	605	45	\$760.54	\$16.90	7.44%	1.50	4	8.89%	\$190.14
search beta emsculpt	303	51	\$438.54	\$8.60	16.83%	1.10	2	3.92%	\$219.27
search alpha coolsculpting	70	3	\$17.73	\$5.91	4.29%	3.20	0	0%	\$0.00

Top Keywords & Placements - 1 Sep 2019 — 30 Sep 2019

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
emsculpt near me	2	1	\$1.28	\$1.28	50.00%	1	1	100.00%	\$1.28
cool sculpting	7	2	\$35.57	\$17.79	28.57%	1.40	1	50.00%	\$35.57
fat freezing	1	1	\$5.36	\$5.36	100.00%	1	1	100.00%	\$5.36
elite body sculpture prices	1	1	\$12.81	\$12.81	100.00%	1	1	100.00%	\$12.81
how much is coolsculpting	1	1	\$30.58	\$30.58	100.00%	1	1	100.00%	\$30.58
trusculpt	1	1	\$10.49	\$10.49	100.00%	1	0.5	50.00%	\$20.98
coolsculpting near me	3	1	\$3.03	\$3.03	33.33%	1.30	0.5	50.00%	\$6.06
coolsculpting advertising ideas	1	1	\$8.47	\$8.47	100.00%	2	0	0.00%	-
coolsculpting cost	1	1	\$22.69	\$22.69	100.00%	1	0	0.00%	-
emsculpt	1	1	\$8.57	\$8.57	100.00%	1	0	0.00%	-

Top Display Placements

No Data Found for this account

Top Performing Ads - 1 Sep 2019 — 30 Sep 2019

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:#1 EmSculpt in Newburgh, NY} - Non-Invasive Body Contouring - Build Muscle and Burn Fat www.yourfacemd.com/ -- -- Body Contouring with EmSculpt Reduces Fat and Builds Muscle Tone in the Abdomen & Buttocks	118	18	\$189.68	\$10.54	15.25%	1.20	1	5.56%	\$189.68
25% Off All CoolSculpting® - Affordable & Quick Treatments - Ran Y. Rubinstein M.D. www.yourfacemd.com/coolsculpting/special Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options.	8	1	\$30.58	\$30.58	12.50%	1.10	1	100.00%	\$30.58
#1 EmSculpt in Newburgh, NY - Non-Invasive Body Contouring - Build Muscle and Burn Fat www.yourfacemd.com/ Body Contouring with EmSculpt Reduces Fat and Builds Muscle Tone in the Abdomen & Buttocks	11	2	\$2.24	\$1.12	18.18%	1	1	50.00%	\$2.24
CoolSculpting in Newburgh - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime www.yourfacemd.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	143	10	\$197.78	\$19.78	6.99%	1.40	1	10.00%	\$197.78
#1 Provider in Newburgh - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® www.yourfacemd.com/coolsculpting/newburgh #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newburgh, NY. Free Consult.	24	1	\$12.81	\$12.81	4.17%	1.30	1	100.00%	\$12.81

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2019 — 30 Sep 2019

Budget Coverage

Display Impr Share

0%

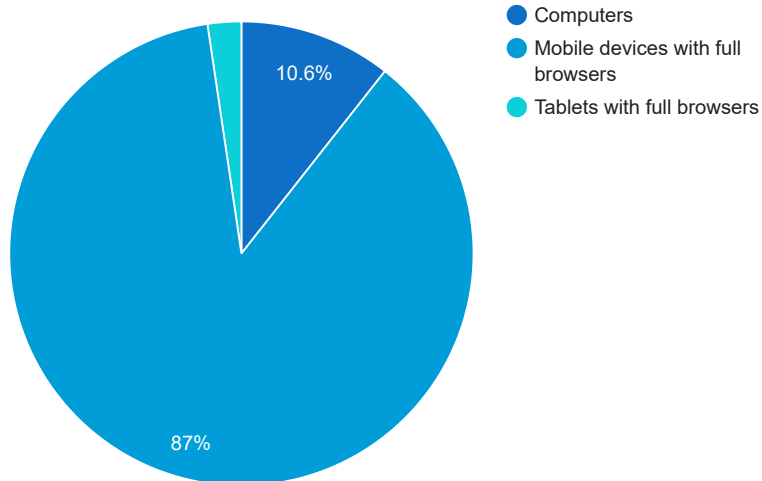
Search Impr Share

96.28%

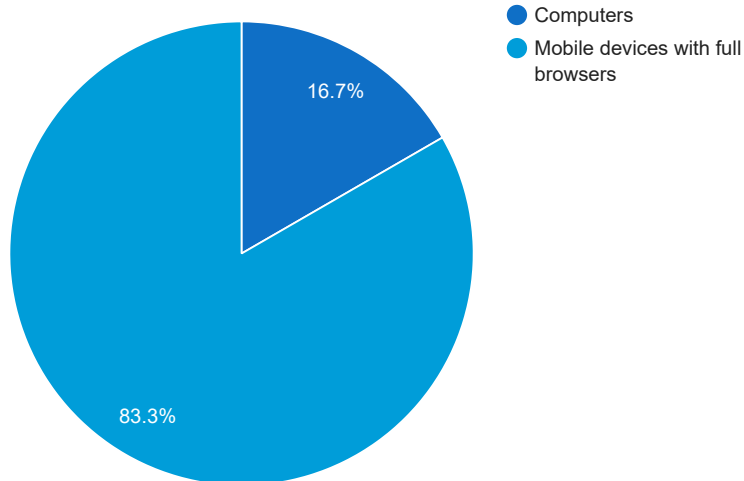
↓ 2%

Cost and Conversions by Device

Cost



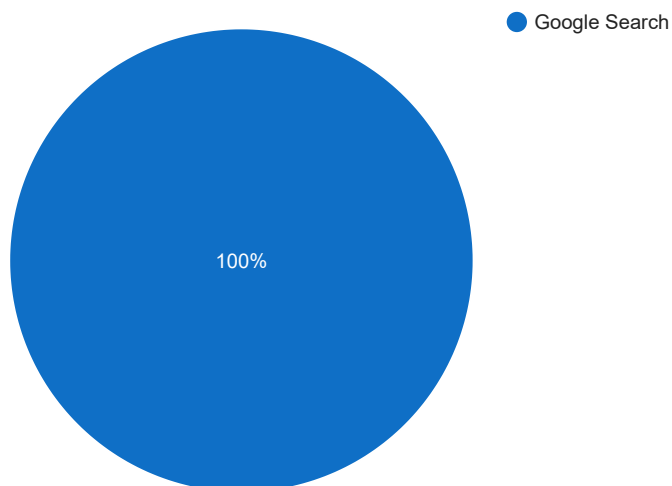
Conversions



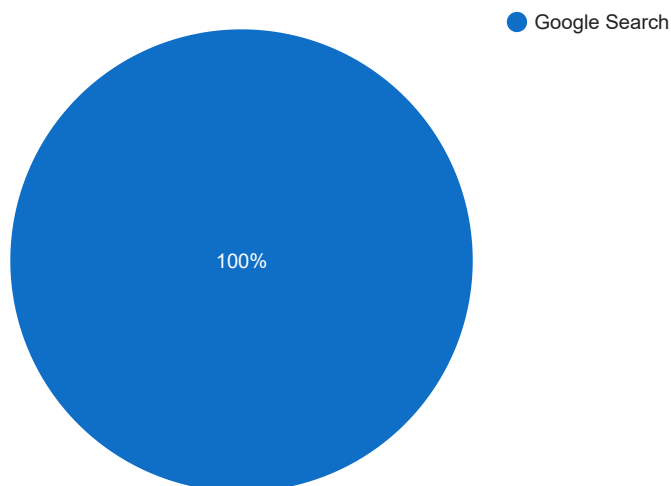
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	774	89	\$1,059.14	\$11.90	11.5%	1.50	5	5.62%	\$211.83
Computers	144	6	\$129.15	\$21.53	4.17%	1.40	1	16.67%	\$129.15
Tablets with full browsers	60	4	\$28.52	\$7.13	6.67%	1.70	0	0%	\$0.00

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	978	99	\$1,216.81	\$12.29	10.12%	1.50	6	6.06%	\$202.80

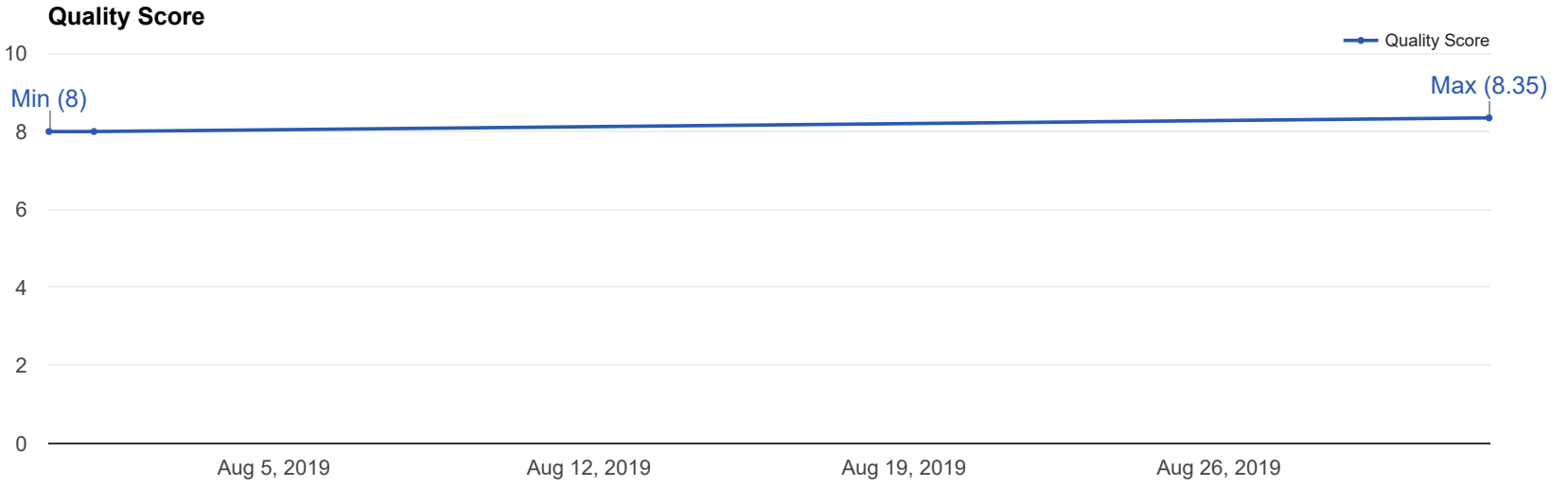
Account Health - Quality Score

Current Quality Score

7.7

Quality Score

Quality Score Trend - 1 Oct 2018 — 30 Sep 2019



Conversion Types - 1 Sep 2019 — 30 Sep 2019

CONVERSION TYPE

CONV

Form Submission

5

Phone Calls from Website

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