

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

Laser + Skin Institute

958-339-8119

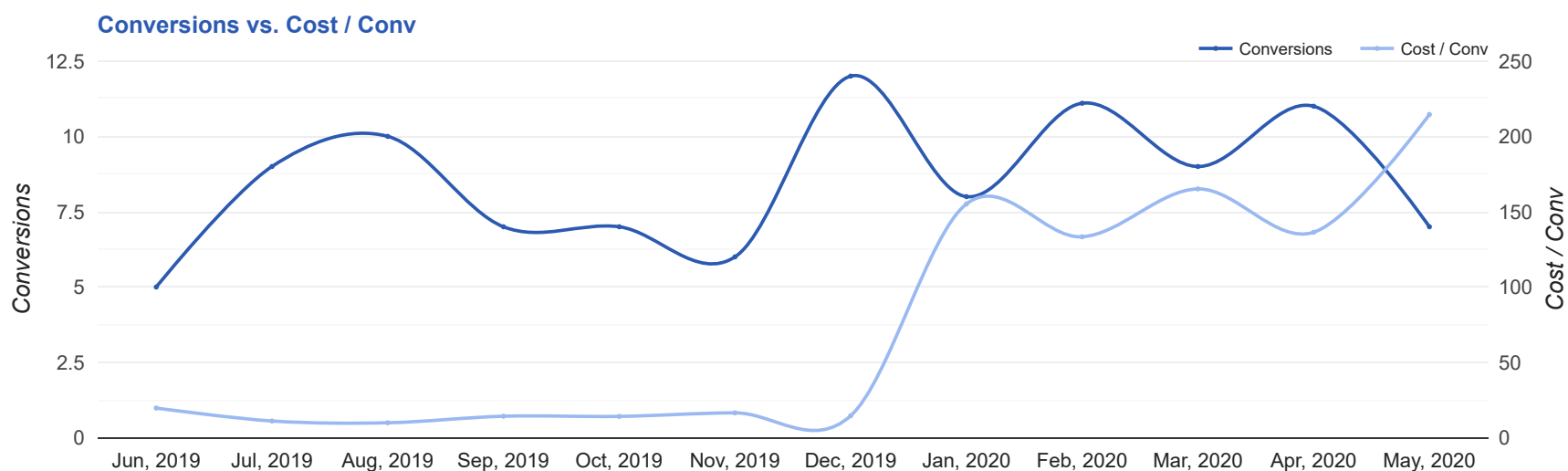
Key Performance Indicators (KPIs)

| | | | |
|---------|-------|-----------|-------------|
| Cost | Conv | Conv Rate | Cost / Conv |
| \$1,502 | 7 | 3.02% | \$214.53 |
| ↔ 0% | ↓ 36% | ↓ 56% | ↑ 57% |

Performance Comparison - Month-over-Month

| | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|--------------------------|--------------|-------------|----------------|-----------------|---------------|---------|------------|----------------|------------------|-------------------|
| 1 Apr 2020 — 30 Apr 2020 | 2,648 | 159 | \$1,499.82 | \$9.43 | 6% | - | 11 | 6.92% | \$136.35 | 81.68% |
| 1 May 2020 — 31 May 2020 | 3,618 | 232 | \$1,501.70 | \$6.47 | 6.41% | - | 7 | 3.02% | \$214.53 | 80.86% |
| Change | 970 ↑ 37% | 73 ↑ 46% | \$1.88 ↑ 0% | \$2.96 ↓ 31% | 0.41% ↑ 7% | -- | 4 ↓ 36% | 3.90% ↓ 56% | \$78.18 ↑ 57% | 0.82% ↓ 1% |

Performance by Month - 1 Jun 2019 — 31 May 2020



| MONTH | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH |
|--------------|---------------|--------------|-------------------|---------------|--------------|----------|------------|-------------|----------------|--------------|
| | | | | | | | | | | IMPR SHARE |
| Jun '19 | 6,244 | 111 | \$98.34 | \$0.89 | 1.78% | - | 5 | 4.5% | \$19.67 | 5% |
| Jul '19 | 5,336 | 113 | \$99.66 | \$0.88 | 2.12% | - | 9 | 7.96% | \$11.07 | 5% |
| Aug '19 | 6,407 | 119 | \$98.95 | \$0.83 | 1.86% | - | 10 | 8.4% | \$9.90 | 5% |
| Sep '19 | 4,144 | 97 | \$99.66 | \$1.03 | 2.34% | - | 7 | 7.22% | \$14.24 | 5% |
| Oct '19 | 5,233 | 113 | \$98.94 | \$0.88 | 2.16% | - | 7 | 6.19% | \$14.13 | 5% |
| Nov '19 | 4,874 | 125 | \$98.91 | \$0.79 | 2.56% | - | 6 | 4.8% | \$16.49 | 5% |
| Dec '19 | 4,462 | 128 | \$174.81 | \$1.37 | 2.87% | - | 12 | 9.38% | \$14.57 | 5% |
| Jan '20 | 2,588 | 105 | \$1,240.93 | \$11.82 | 4.06% | - | 8 | 7.62% | \$155.12 | 62.75% |
| Feb '20 | 6,412 | 196 | \$1,473.59 | \$7.52 | 3.06% | - | 11.1 | 5.64% | \$133.36 | 71.33% |
| Mar '20 | 4,094 | 146 | \$1,477.86 | \$10.12 | 3.57% | - | 9 | 6.13% | \$165.12 | 70.88% |
| Apr '20 | 2,648 | 159 | \$1,499.82 | \$9.43 | 6% | - | 11 | 6.92% | \$136.35 | 81.68% |
| May '20 | 3,618 | 232 | \$1,501.70 | \$6.47 | 6.41% | - | 7 | 3.02% | \$214.53 | 80.86% |
| Total | 56,060 | 1,644 | \$7,963.17 | \$4.84 | 2.93% | - | 102 | 6.2% | \$78.07 | 7.37% |

Campaign Summary - 1 May 2020 — 31 May 2020

| CAMPAIGN | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|----------------------------------|-------|--------|------------|---------|-------|---------|------|-----------|----------------|----------------------|
| search beta coolsculpting | 3,618 | 232 | \$1,501.70 | \$6.47 | 6.41% | - | 7 | 3.02% | \$214.53 | 80.86% |

Top Performing Ads - 1 May 2020 — 31 May 2020

Top Text Ads

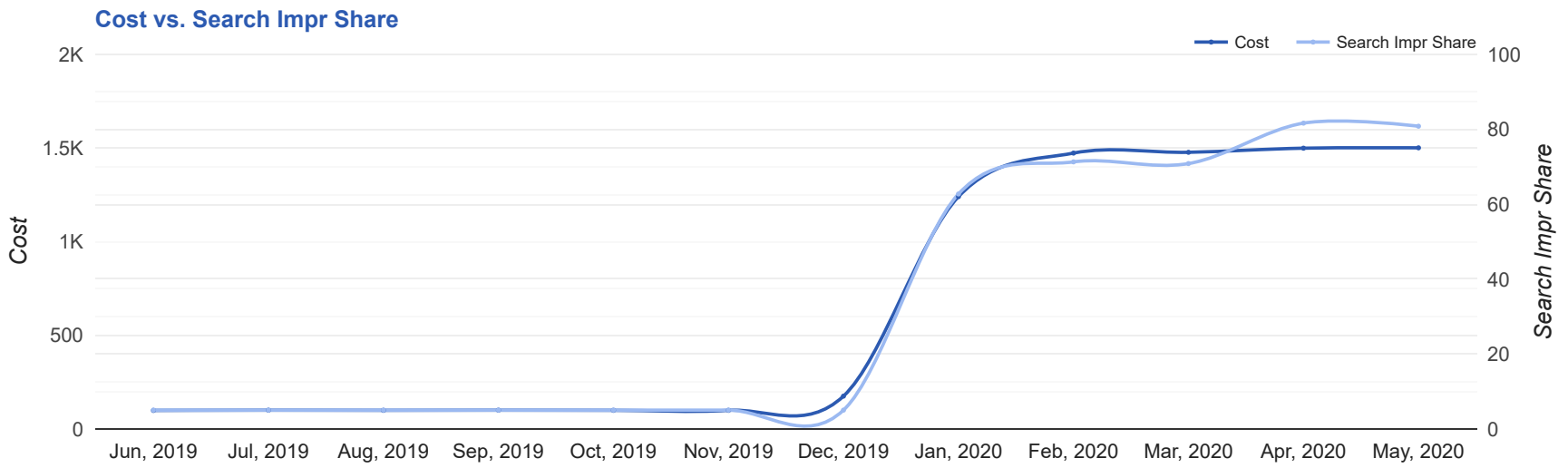
| AD | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV |
|--|-------|--------|----------|---------|--------|---------|------|-----------|-------------|
| 25% Off All CoolSculpting® - Best Price in Chatham - Laser + Skin Institute www.lsinj.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient. | 265 | 35 | \$184.23 | \$5.26 | 13.21% | - | 2 | 5.71% | \$92.11 |
| #1 Provider in Chatham - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® www.lsinj.com/coolsculpting/chatham #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chatham, NJ. Free Consult. | 1,389 | 79 | \$577.62 | \$7.31 | 5.69% | - | 1.5 | 1.90% | \$385.08 |
| #1 Provider in Chatham - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® www.lsinj.com/coolsculpting/chatham #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chatham, NJ. Free Consult. | 122 | 8 | \$53.55 | \$6.69 | 6.56% | - | 1 | 12.50% | \$53.55 |
| CoolSculpting Deal: 25% Off - Freeze Away Stubborn Fat - Virtual Consultation Available www.lsinj.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. | 517 | 27 | \$169.33 | \$6.27 | 5.22% | - | 1 | 3.70% | \$169.33 |
| CoolSculpting in Chatham - Freeze Away Stubborn Fat - Book A Virtual Consultation www.lsinj.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 345 | 20 | \$130.01 | \$6.50 | 5.80% | - | 1 | 5.00% | \$130.01 |

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2020 — 31 May 2020

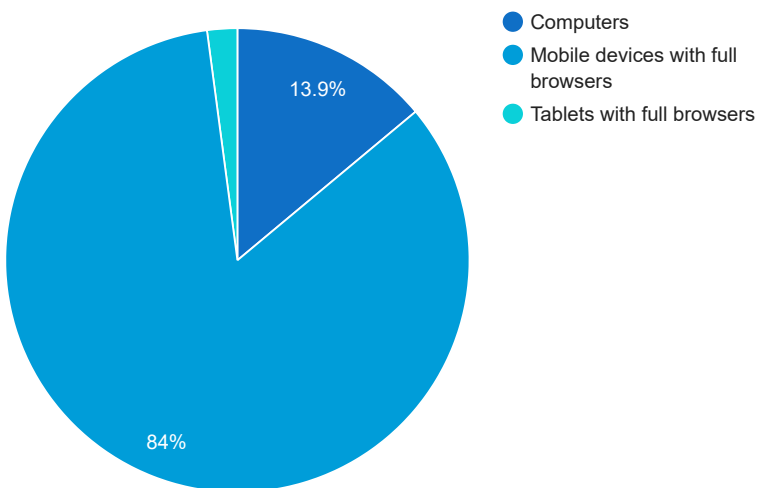
Budget Coverage



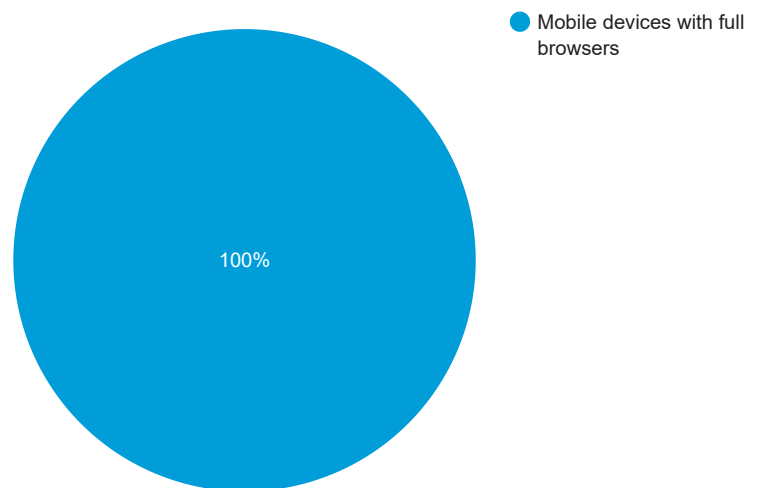
| DATE | COST | SEARCH IMPR SHARE |
|-----------|----------|-------------------|
| Jun, 2019 | 98.34 | 5 |
| Jul, 2019 | 99.66 | 5 |
| Aug, 2019 | 98.95 | 5 |
| Sep, 2019 | 99.66 | 5 |
| Oct, 2019 | 98.94 | 5 |
| Nov, 2019 | 98.91 | 5 |
| Dec, 2019 | 174.81 | 5 |
| Jan, 2020 | 1,240.93 | 62.75 |
| Feb, 2020 | 1,473.59 | 71.33 |
| Mar, 2020 | 1,477.86 | 70.88 |
| Apr, 2020 | 1,499.82 | 81.68 |
| May, 2020 | 1,501.70 | 80.86 |

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 | 2,860 | 202 | \$1,260.90 | \$6.24 | 7.06% | - | 7 | 3.47% | \$180.13 |
| Computers | 692 | 24 | \$209.29 | \$8.72 | 3.47% | - | 0 | 0% | \$0.00 |
| Tablets with full browsers | 66 | 6 | \$31.51 | \$5.25 | 9.09% | - | 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 | 3,618 | 232 | \$1,501.70 | \$6.47 | 6.41% | - | 7 | 3.02% | \$214.53 |

Conversion Types - 1 May 2020 — 31 May 2020

| CONVERSION TYPE | CONV |
|-------------------------------------|------|
| Form Submission | 7 |
| Juvederm Power User (www.lsinj.com) | 0 |

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