

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

Monarch Aesthetics

349-677-9249

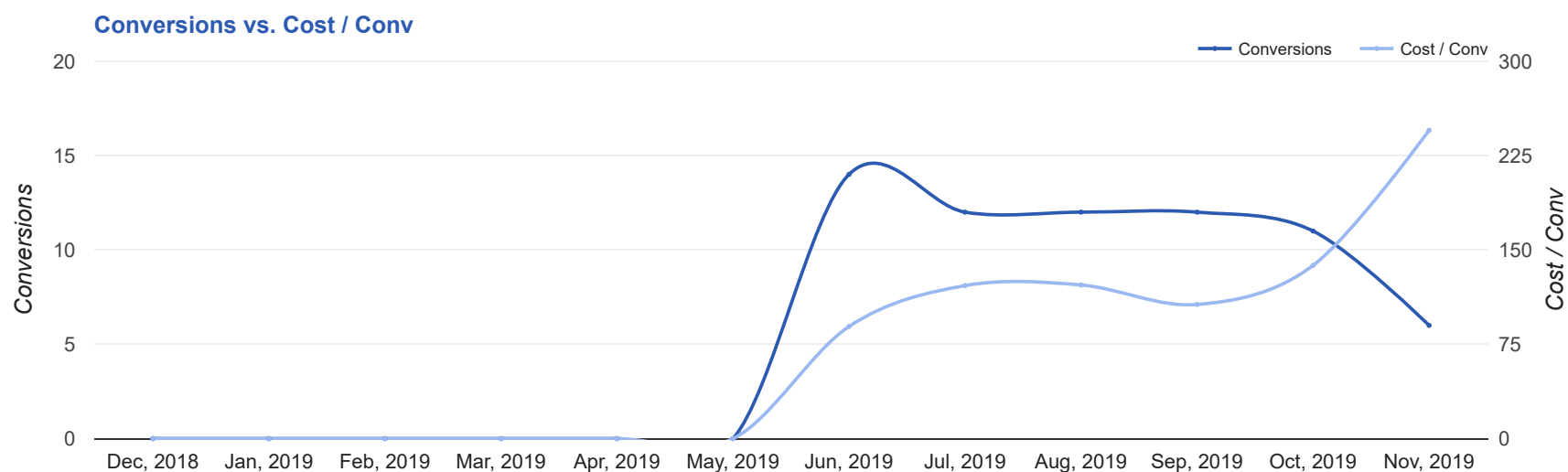
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,470	6	5%	\$245.08
↓ 3%	↓ 45%	↓ 34%	↑ 78%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2019 — 31 Oct 2019	1,973	146	\$1,514.28	\$10.37	7.4%	-	11	7.53%	\$137.66	78.6%
1 Nov 2019 — 30 Nov 2019	2,135	120	\$1,470.49	\$12.25	5.62%	-	6	5%	\$245.08	27.19%
Change	162 ↑ 8%	26 ↓ 18%	\$43.79 ↓ 3%	\$1.88 ↑ 18%	1.78% ↓ 24%	--	5 ↓ 45%	2.53% ↓ 34%	\$107.42 ↑ 78%	51.41% ↓ 65%

Performance by Month - 1 Dec 2018 — 30 Nov 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Jun '19	3,946	302	\$1,247.56	\$4.13	7.65%	-	14	4.64%	\$89.11	63.88%
Jul '19	3,965	319	\$1,459.20	\$4.57	8.05%	-	12	3.76%	\$121.60	60.57%
Aug '19	3,081	253	\$1,465.48	\$5.79	8.21%	-	12	4.74%	\$122.12	62.76%
Sep '19	2,328	160	\$1,279.60	\$8.00	6.87%	-	12	7.5%	\$106.63	69.39%
Oct '19	1,973	146	\$1,514.28	\$10.37	7.4%	-	11	7.53%	\$137.66	78.61%
Nov '19	2,135	120	\$1,470.49	\$12.25	5.62%	-	6	5%	\$245.08	27.2%
Total	17,428	1,300	\$8,436.61	\$6.49	7.46%	-	67	5.15%	\$125.92	55.6%

Campaign Summary - 1 Nov 2019 — 30 Nov 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search alpha coolsculpting	280	37	\$911.51	\$24.64	13.21%	-	3	8.11%	\$303.84	53.17%
search beta PRP	785	36	\$112.30	\$3.12	4.59%	-	2	5.56%	\$56.15	17.61%
search beta coolsculpting	496	26	\$384.26	\$14.78	5.24%	-	1	3.85%	\$384.26	55.16%
search beta bellafill	574	21	\$62.42	\$2.97	3.66%	-	0	0%	\$0.00	29.56%

Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

Top Text Ads

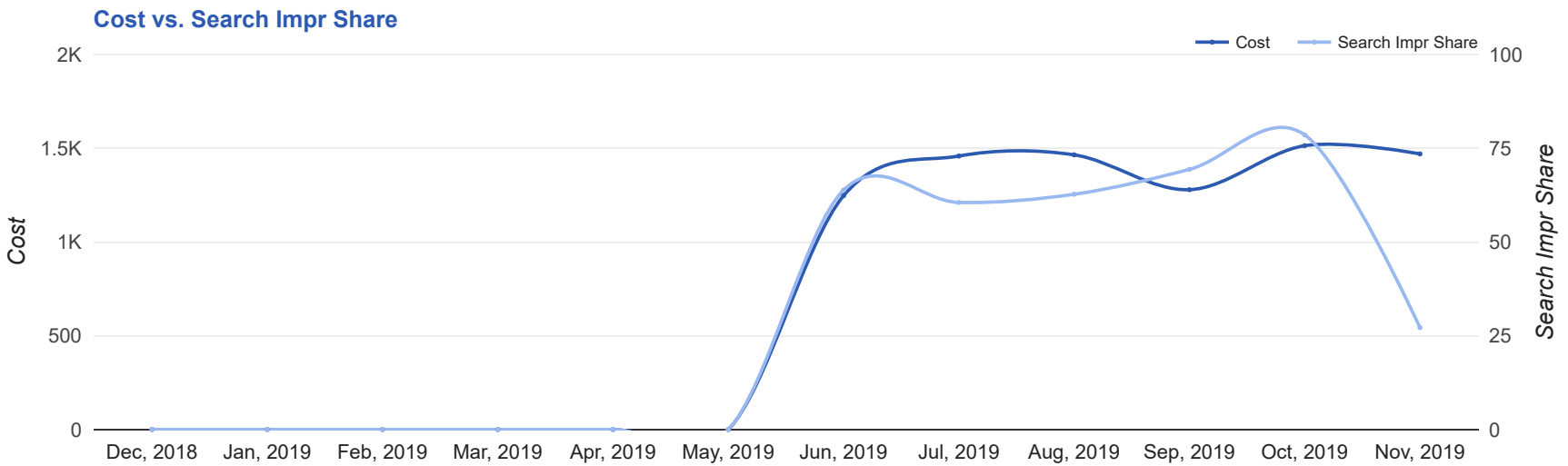
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Columbus - Fat Reduction Treatment - No Surgery & Minimal Downtime monarch-aesthetic.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	161	10	\$118.80	\$11.88	6.21%	-	1	10.00%	\$118.80
25% Off All CoolSculpting® - Affordable & Quick Treatments - Monarch Aesthetics monarch-aesthetic.com/coolsculpting/special Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options.	28	4	\$102.54	\$25.64	14.29%	-	1	25.00%	\$102.54
{Keyword: Hair Loss Treatment in Ohio} - Restore Your Hair with PRP - Non-Surgical Hair Restoration monarch-aesthetic.com/ - / - -- #1 Non-Surgical Hair Loss Treatment using Platelet Rich Plasma PRP. Thicker, Fuller Hair.	445	22	\$70.88	\$3.22	4.94%	-	1	4.55%	\$70.88
{Keyword: #1 CoolSculpting in Columbus} - 25% Off CoolSculpting Cost - #1 CoolSculpting Deal 25% Off monarch-aesthetic.com/coolsculpting/columbus CoolSculpting 25% Off. Save on CoolSculpting Cost in Columbus, OH. Plus Free Consultation.	5	2	\$86.76	\$43.38	40.00%	-	1	50.00%	\$86.76
25% Off Cool Sculpting in OH - Target Belly Fat, Love Handles - Freeze Away Stubborn Fat monarch-aesthetic.com/coolsculpting/ Top CoolSculpting Deal. 25% off. Freeze fat. Top provider in Columbus, OH.	48	8	\$209.12	\$26.14	16.67%	-	1	12.50%	\$209.12

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2019 — 30 Nov 2019

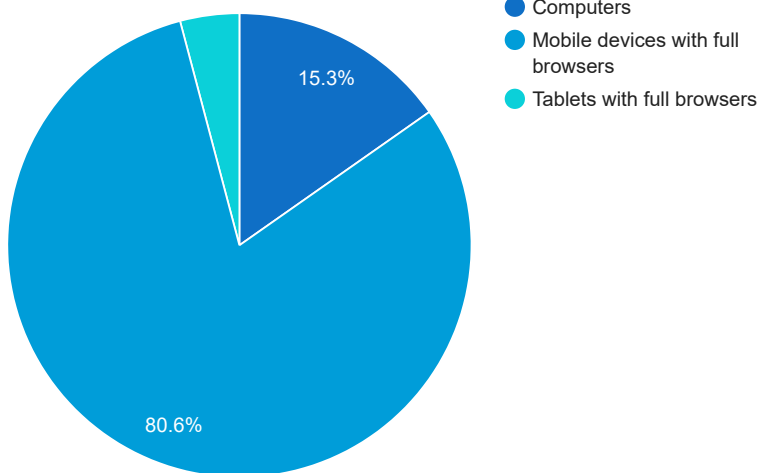
Budget Coverage



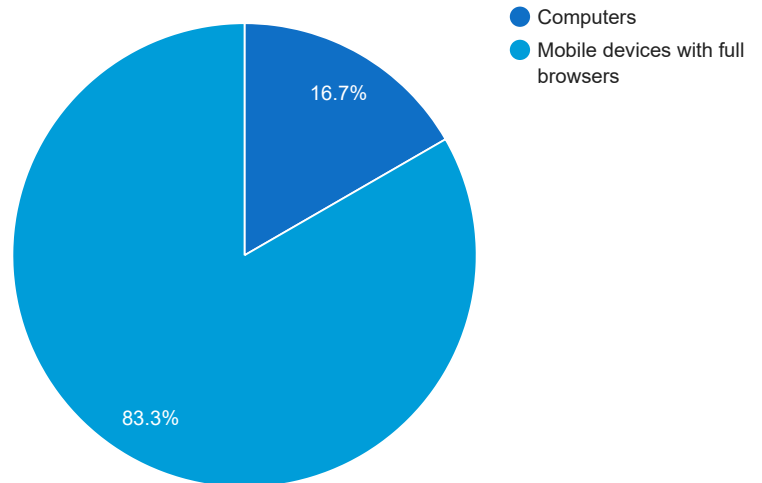
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	0	0
Jan, 2019	0	0
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	1,247.56	63.88
Jul, 2019	1,459.20	60.57
Aug, 2019	1,465.48	62.76
Sep, 2019	1,279.60	69.39
Oct, 2019	1,514.28	78.61
Nov, 2019	1,470.49	27.20

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	1,553	97	\$1,185.52	\$12.22	6.25%	-	5	5.15%	\$237.10
Computers	459	16	\$224.39	\$14.02	3.49%	-	1	6.25%	\$224.39
Tablets with full browsers	123	7	\$60.58	\$8.65	5.69%	-	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	2,135	120	\$1,470.49	\$12.25	5.62%	-	6	5%	\$245.08

Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE

CONV

Form Submission

6

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