

**Monthly Account
Performance Report
1 Feb 2020 — 29 Feb 2020**

Monarch Aesthetics

349-677-9249

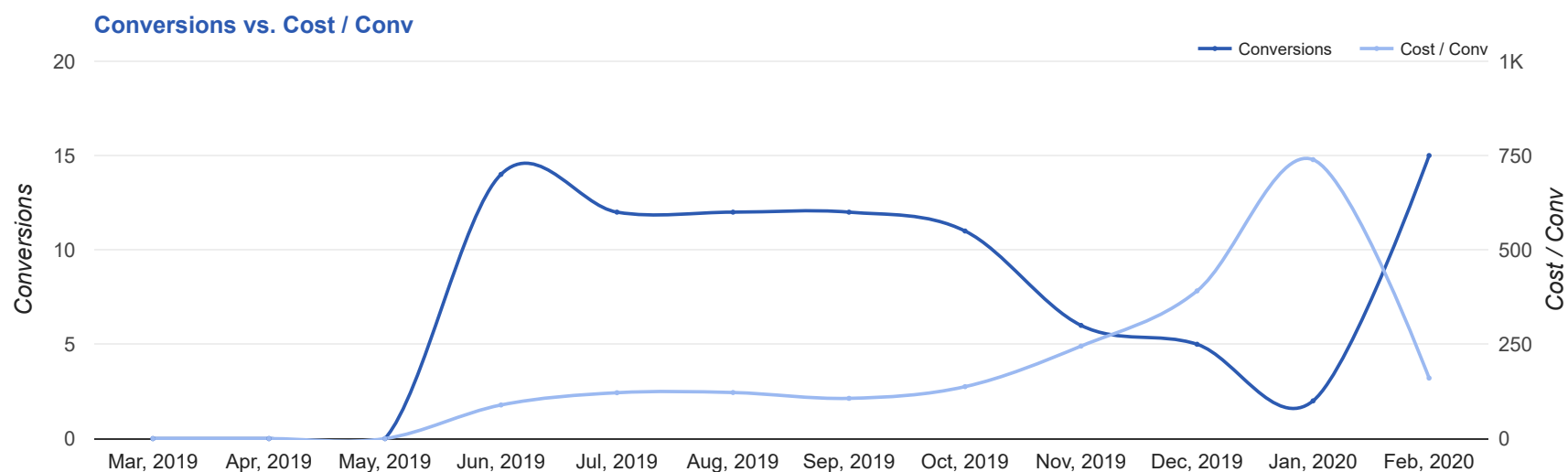
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,406	15	6.2%	\$160.39
↑ 63%	↑ 650%	↑ 151%	↓ 78%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2020 — 31 Jan 2020	1,975	81	\$1,478.19	\$18.25	4.1%	-	2	2.47%	\$739.10	76.42%
1 Feb 2020 — 29 Feb 2020	3,610	242	\$2,405.81	\$9.94	6.7%	-	15	6.2%	\$160.39	69.79%
Change	1,635 ↑ 83%	161 ↑ 199%	\$927.62 ↑ 63%	\$8.31 ↓ 46%	2.60% ↑ 63%	--	13 ↑ 650%	3.73% ↑ 151%	\$578.71 ↓ 78%	6.63% ↓ 9%

Performance by Month - 1 Mar 2019 — 29 Feb 2020



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	27.32%
Dec '19	1,820	122	\$1,956.61	\$16.04	6.7%	-	5	4.1%	\$391.32	74.84%
Jan '20	1,975	81	\$1,478.19	\$18.25	4.1%	-	2	2.47%	\$739.10	76.42%
Feb '20	3,610	242	\$2,405.81	\$9.94	6.7%	-	15	6.2%	\$160.39	69.79%
Total	24,833	1,745	\$14,277.22	\$8.18	7.03%	-	89	5.1%	\$160.42	59.84%

Campaign Summary - 1 Feb 2020 — 29 Feb 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	2,428	168	\$1,950.26	\$11.61	6.92%	-	14	8.33%	\$139.30	70.72%
search beta bellafill	1,129	72	\$399.23	\$5.54	6.38%	-	1	1.39%	\$399.23	67.26%
search alpha coolsculpting	53	2	\$56.32	\$28.16	3.77%	-	0	0%	\$0.00	88.14%

Top Performing Ads - 1 Feb 2020 — 29 Feb 2020

Top Text Ads

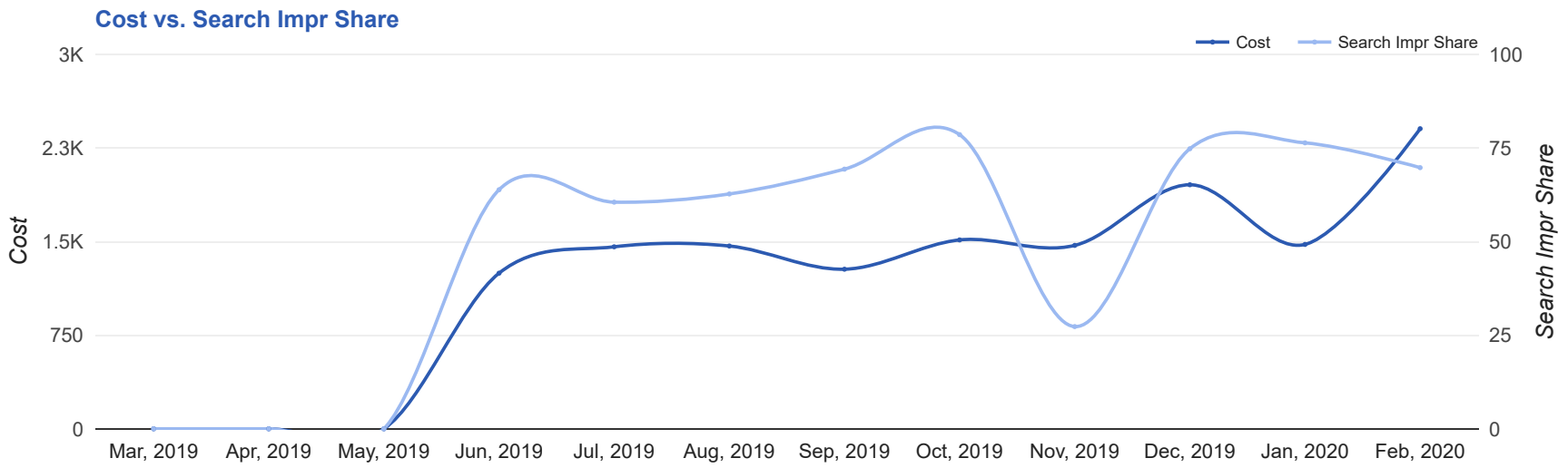
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Columbus - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® monarch-aesthetic.com/coolsculpting/columbus #1 CoolSculpting Deal. Freeze Fat. Top Provider in Columbus, OH. Free Consult.	917	57	\$784.02	\$13.75	6.22%	-	4	7.02%	\$196.00
25% Off All CoolSculpting® - Best Price in Columbus - Monarch Aesthetics monarch-aesthetic.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	179	17	\$196.53	\$11.56	9.50%	-	2.5	14.71%	\$78.61
#1 Provider in Columbus - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® monarch-aesthetic.com/coolsculpting/columbus #1 CoolSculpting Deal. Freeze Fat. Top Provider in Columbus, OH. Free Consult.	80	11	\$86.60	\$7.87	13.75%	-	2	18.18%	\$43.30
CoolSculpting in Columbus - Freeze Away Stubborn Fat - Monarch Aesthetics monarch-aesthetic.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	426	29	\$303.71	\$10.47	6.81%	-	1.5	5.17%	\$202.47
{Keyword:Monarch Aesthetics} - Fill in Pitted Acne Scars - Longest Lasting Facial Filler monarch-aesthetic.com/ --/ -- Bellafill Acne Treatments from Leading Skin Spa in Columbus, OH. Schedule a Free Consult.	155	12	\$63.50	\$5.29	7.74%	-	1	8.33%	\$63.50

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2020 — 29 Feb 2020

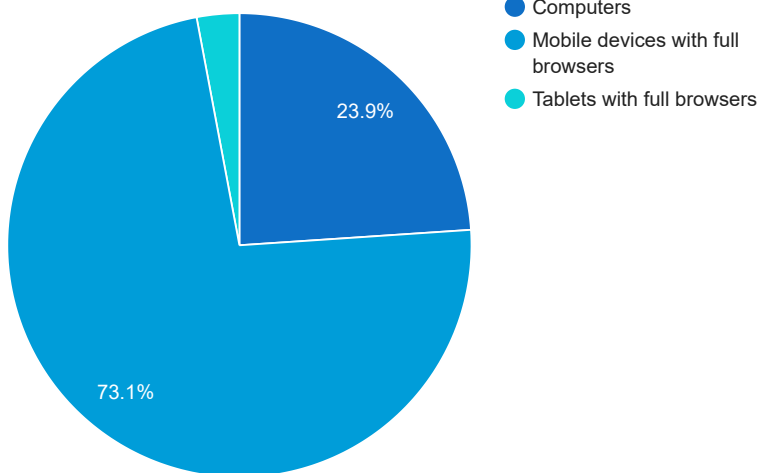
Budget Coverage



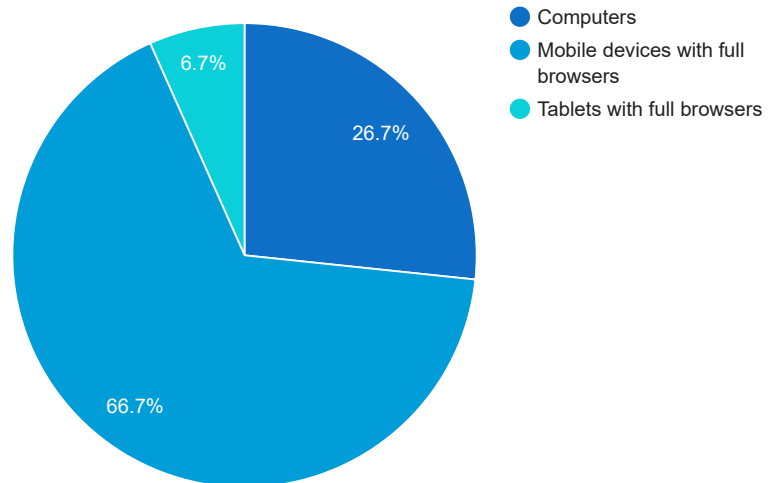
DATE	COST	SEARCH IMPR SHARE
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	1,247.56	63.88
Jul, 2019	1,459.20	60.57
Aug, 2019	1,465.48	62.76
Sep, 2019	1,279.60	69.39
Oct, 2019	1,514.28	78.61
Nov, 2019	1,470.49	27.32
Dec, 2019	1,956.61	74.84
Jan, 2020	1,478.19	76.42
Feb, 2020	2,405.81	69.79

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	2,758	185	\$1,758.67	\$9.51	6.71%	-	10	5.41%	\$175.87
Computers	774	49	\$575.94	\$11.75	6.33%	-	4	8.16%	\$143.99
Tablets with full browsers	78	8	\$71.20	\$8.90	10.26%	-	1	12.5%	\$71.20

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	3,610	242	\$2,405.81	\$9.94	6.7%	-	15	6.2%	\$160.39

Conversion Types - 1 Feb 2020 — 29 Feb 2020

CONVERSION TYPE

CONV

Form Submission

14

Calls from ads

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