

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

OM Medical Aesthetics

544-035-4494

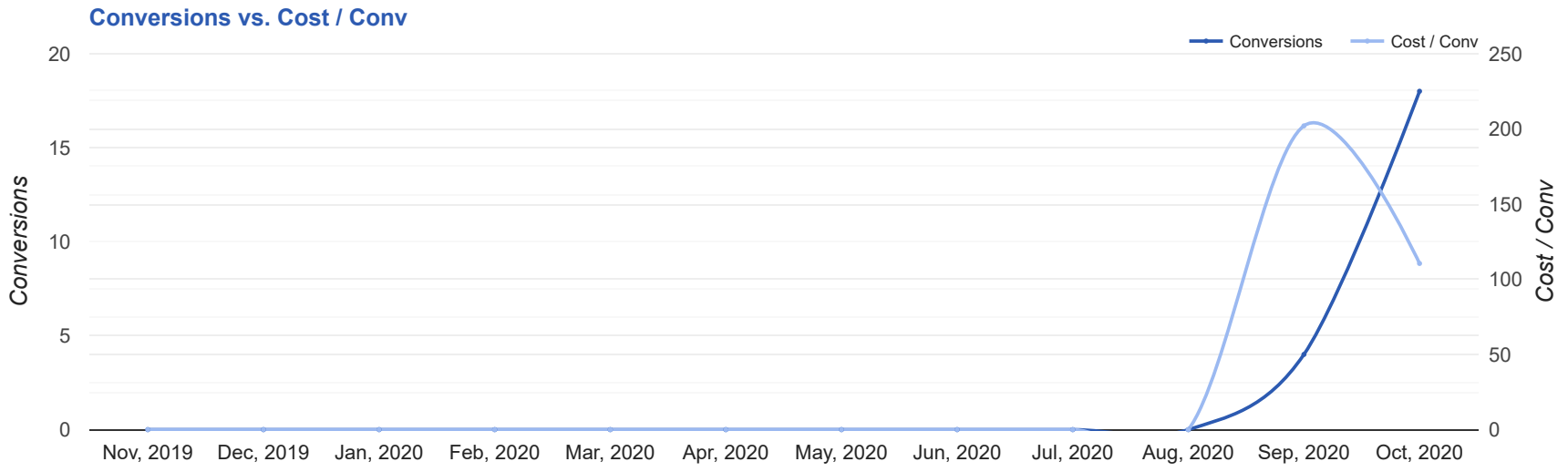
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,989	18	4%	\$110.48
↑ 146%	↑ 350%	↑ 31%	↓ 45%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	3,490	131	\$807.91	\$6.17	3.75%	-	4	3.05%	\$201.98	22.96%
1 Oct 2020 — 31 Oct 2020	8,378	450	\$1,988.58	\$4.42	5.37%	-	18	4%	\$110.48	26.15%
Change	4,888 ↑ 140%	319 ↑ 244%	\$1,180.67 ↑ 146%	\$1.75 ↓ 28%	1.62% ↑ 43%	--	14 ↑ 350%	0.95% ↑ 31%	\$91.50 ↓ 45%	3.19% ↑ 14%

Performance by Month - 1 Nov 2019 — 31 Oct 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Aug '20	289	16	\$68.16	\$4.26	5.54%	-	0	0%	\$0.00	11.3%
Sep '20	3,490	131	\$807.91	\$6.17	3.75%	-	4	3.05%	\$201.98	22.96%
Oct '20	8,378	450	\$1,988.58	\$4.42	5.37%	-	18	4%	\$110.48	26.15%
Total	12,157	597	\$2,864.65	\$4.80	4.91%	-	22	3.69%	\$130.21	24.41%

Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	5,769	267	\$1,489.53	\$5.58	4.63%	-	17	6.37%	\$87.62	22.97%
search beta microneedling	2,609	183	\$499.05	\$2.73	7.01%	-	1	0.55%	\$499.05	37.51%

Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

Top Text Ads

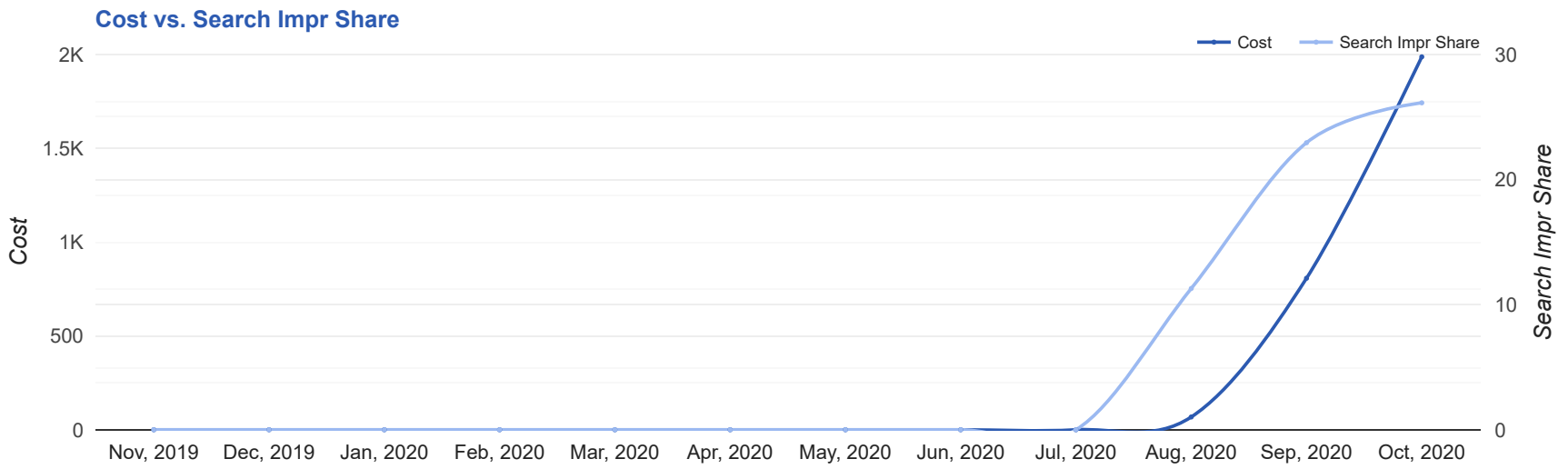
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:New Skin Aesthetics} - CoolSculpting in Henderson, NV - Fat Reduction Treatment newskinaesthetics.com/ --/ -- Leading CoolSculpting Provider in Henderson, NV. Schedule a Free Consultation	2,199	120	\$701.62	\$5.85	5.46%	-	8	6.67%	\$87.70
CoolSculpting in Henderson, NV - Fat Reduction Treatment - Flexible Payment Options newskinaesthetics.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	309	16	\$105.95	\$6.62	5.18%	-	4	25.00%	\$26.49
{Keyword:New Skin Aesthetics} - CoolSculpting in Henderson, NV - Fat Reduction Treatment newskinaesthetics.com/ --/ -- Leading CoolSculpting Provider in Henderson, NV. Schedule a Free Consultation	368	30	\$115.10	\$3.84	8.15%	-	2	6.67%	\$57.55
{Keyword:New Skin Aesthetics} - New Client Special - 25 Off All Fat Freezing newskinaesthetics.com// Best CoolSculpting Deal. Top Provider in Henderson, NV for Fat Freezing. Free Consult.	70	5	\$17.71	\$3.54	7.14%	-	1	20.00%	\$17.71
CoolSculpting Deal \$1,000 Off - Freeze Away Stubborn Fat - Top Provider in Henderson NV newskinaesthetics.com// CoolSculpting Deal. Freeze Fat. Top Provider in Henderson, NV. Free Consultation.	197	5	\$17.76	\$3.55	2.54%	-	1	20.00%	\$17.76

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2020 — 31 Oct 2020

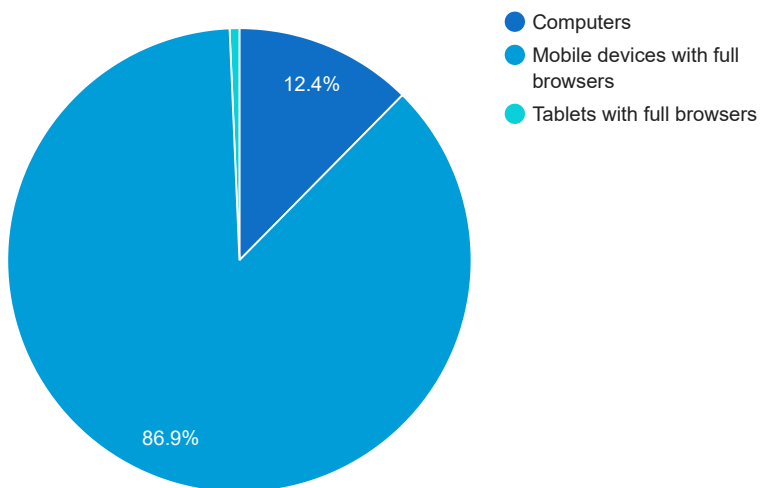
Budget Coverage



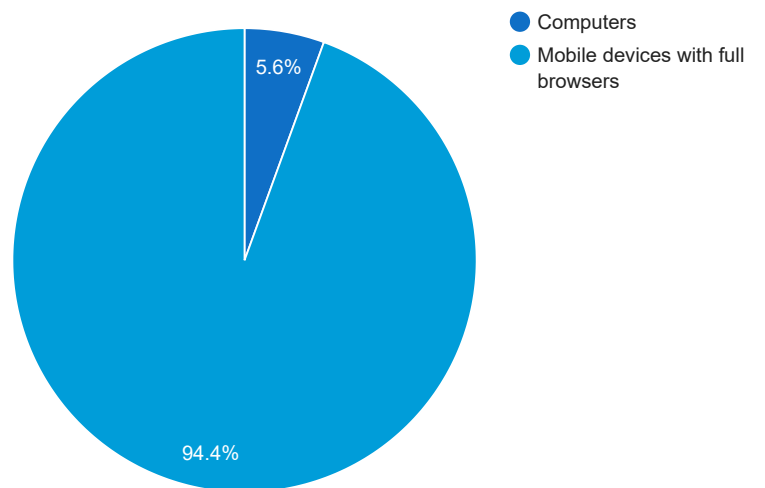
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	68.16	11.30
Sep, 2020	807.91	22.96
Oct, 2020	1,988.58	26.15

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	7,084	384	\$1,728.56	\$4.50	5.42%	-	17	4.43%	\$101.68
Computers	1,141	60	\$246.52	\$4.11	5.26%	-	1	1.67%	\$246.52
Tablets with full browsers	153	6	\$13.50	\$2.25	3.92%	-	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	8,378	450	\$1,988.58	\$4.42	5.37%	-	18	4%	\$110.48

Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE

CONV

Submit lead form

17

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