

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

Nu Image

605-497-4799

Key Performance Indicators (KPIs)

Cost

\$3,717

↓ 36%

Conv

11

↓ 58%

Conv Rate

3.78%

↓ 11%

Cost / Conv

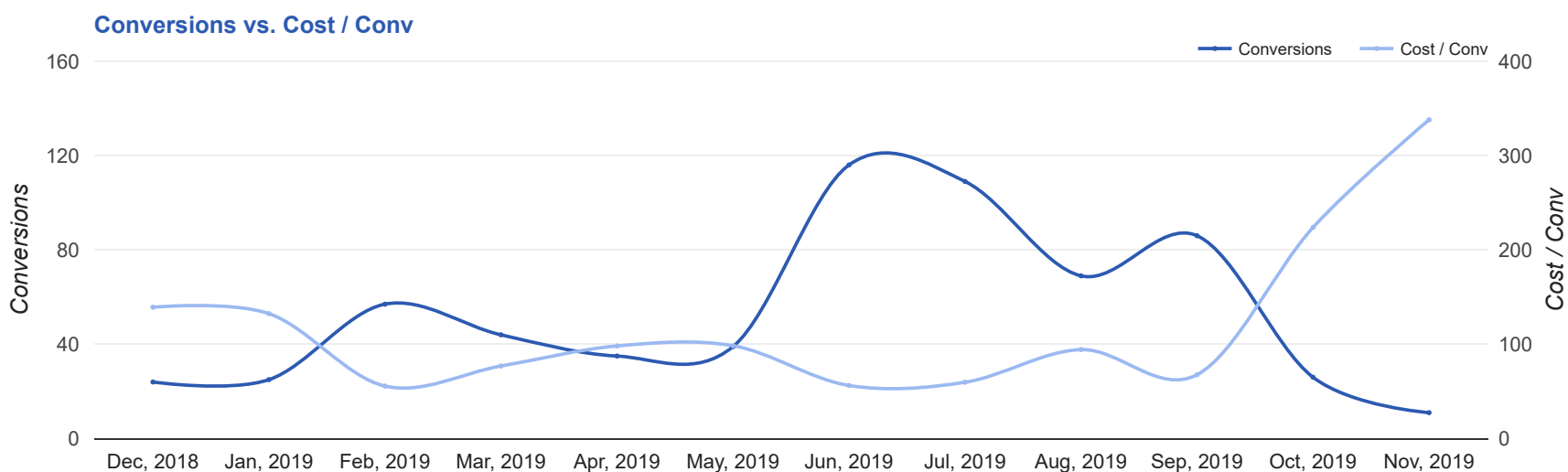
\$337.88

↑ 51%

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	17,107	612	\$5,819.85	\$9.51	3.58%	-	26	4.25%	\$223.84	56.27%
1 Nov 2019 — 30 Nov 2019	6,706	291	\$3,716.72	\$12.77	4.34%	-	11	3.78%	\$337.88	57.71%
Change	10,401 ↓ 61%	321 ↓ 52%	\$2,103.13 ↓ 36%	\$3.26 ↑ 34%	0.76% ↑ 21%	--	15 ↓ 58%	0.47% ↓ 11%	\$114.04 ↑ 51%	1.44% ↑ 3%

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	
Dec '18	129,499	1,605	\$3,341.41	\$2.08	1.24%	-	24	1.5%	\$139.23	79.24%	
Jan '19	176,467	2,145	\$3,311.12	\$1.54	1.22%	-	25	1.17%	\$132.44	86.34%	
Feb '19	190,398	2,051	\$3,173.51	\$1.55	1.08%	-	57	2.78%	\$55.68	69.14%	
Mar '19	175,460	1,979	\$3,385.29	\$1.71	1.13%	-	44	2.22%	\$76.94	69.06%	
Apr '19	197,713	2,150	\$3,437.09	\$1.60	1.09%	-	35	1.63%	\$98.20	71.6%	
May '19	123,852	1,623	\$3,839.60	\$2.37	1.31%	-	39	2.4%	\$98.45	40.95%	
Jun '19	17,466	1,059	\$6,530.00	\$6.17	6.06%	-	116	10.95%	\$56.29	63.37%	
Jul '19	96,374	1,546	\$6,511.55	\$4.21	1.6%	-	109	7.05%	\$59.74	58.41%	
Aug '19	75,311	1,302	\$6,507.33	\$5.00	1.73%	-	69	5.3%	\$94.31	57.2%	
Sep '19	75,313	1,081	\$5,823.37	\$5.39	1.44%	-	86	7.96%	\$67.71	58.36%	
Oct '19	17,107	612	\$5,819.85	\$9.51	3.58%	-	26	4.25%	\$223.84	56.22%	
Nov '19	6,706	291	\$3,716.72	\$12.77	4.34%	-	11	3.78%	\$337.88	57.74%	
Total	1,281,666	17,444	\$55,396.84	\$3.18	1.36%	-	641	3.67%	\$86.42	65.02%	

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 beta coolsculpting	1,534	90	\$2,064.75	\$22.94	5.87%	-	4	4.44%	\$516.19	76.31%
search alpha coolsculpting	353	34	\$983.21	\$28.92	9.63%	-	4	11.76%	\$245.80	88.75%
search beta laser hair removal	1,233	70	\$207.77	\$2.97	5.68%	-	3	4.29%	\$69.26	32.04%
search beta hydrfacial	1,654	88	\$453.73	\$5.16	5.32%	-	0	0%	\$0.00	84.81%
display beta coolsculpting	1,932	9	\$7.26	\$0.81	0.47%	-	0	0%	\$0.00	0%

Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

Top Text Ads

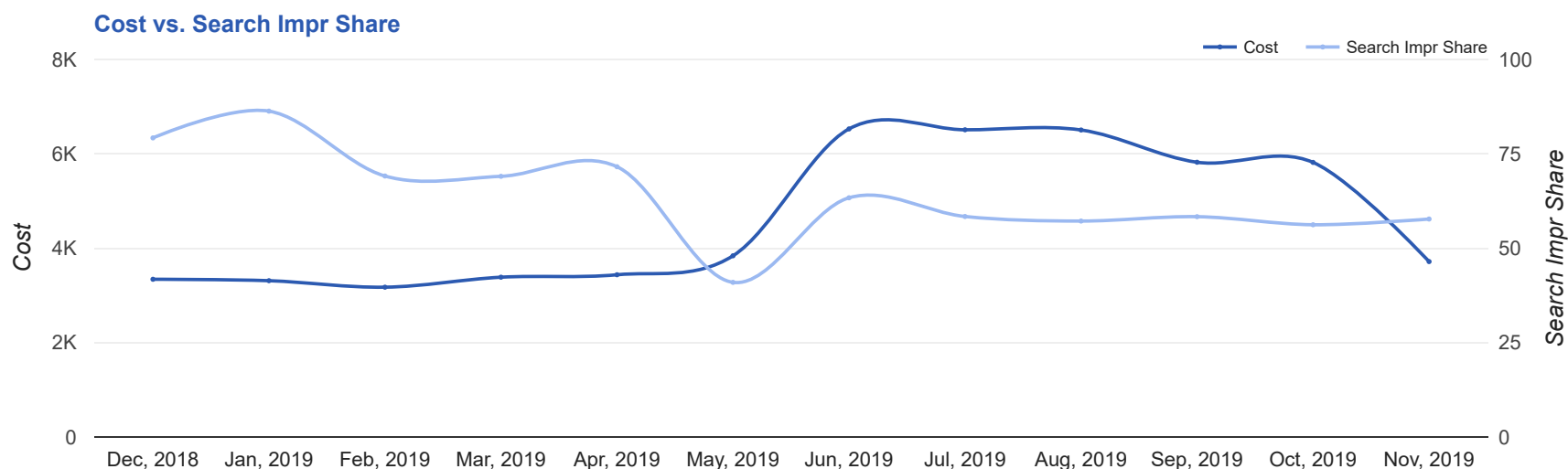
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Best Laser Hair Removal} - 50% Off Laser Hair Removal - Advanced Laser Technology nuimagenj.com/ --/ -- Laser Hair Removal Treatments are Quick, Safe & Permanent. Safe with All Skin Types.	962	56	\$165.92	\$2.96	5.82%	-	2.4	4.34%	\$68.28
25% Off All CoolSculpting® - Best Price in Paramus - Nu Image nuimagenj.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	30	8	\$230.35	\$28.79	26.67%	-	2	25.00%	\$115.17
#1 Provider in Paramus - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® nuimagenj.com/coolsculpting/paramus #1 CoolSculpting Deal. Freeze Fat. Top Provider in Paramus, NJ. Free Consult.	165	6	\$200.58	\$33.43	3.64%	-	1.3	21.50%	\$155.49
CoolSculpting in Paramus - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime nuimagenj.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	50	7	\$192.44	\$27.49	14.00%	-	1	14.29%	\$192.44
25% Off All CoolSculpting® - Nu Image - #1 Provider in Paramus nuimagenj.com/coolsculpting/ #1 CoolSculpting Deal. Freeze Fat. Top Provider in Paramus, NJ. Free Consult.	19	1	\$30.90	\$30.90	5.26%	-	1	100.00%	\$30.90

Top Display Ads

IMAGE AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
 <p>Responsive Ad: nu IMAGE What is CoolSculpting? https://nuimagenj.com/coolsculpting-nj/</p>	223	1	\$1.78	\$1.78	0.45%	-	0	0.00%	-
	1,292	8	\$5.48	\$0.69	0.62%	-	0	0.00%	-

Budget Utilization - 1 Nov 2019 — 30 Nov 2019

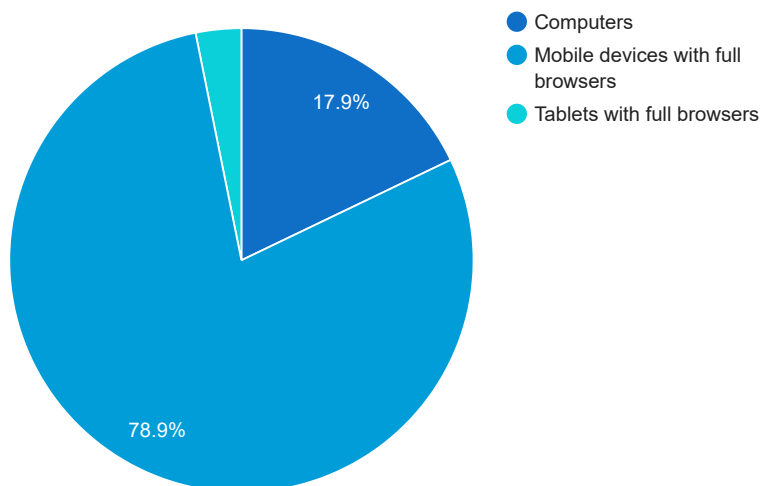
Budget Coverage



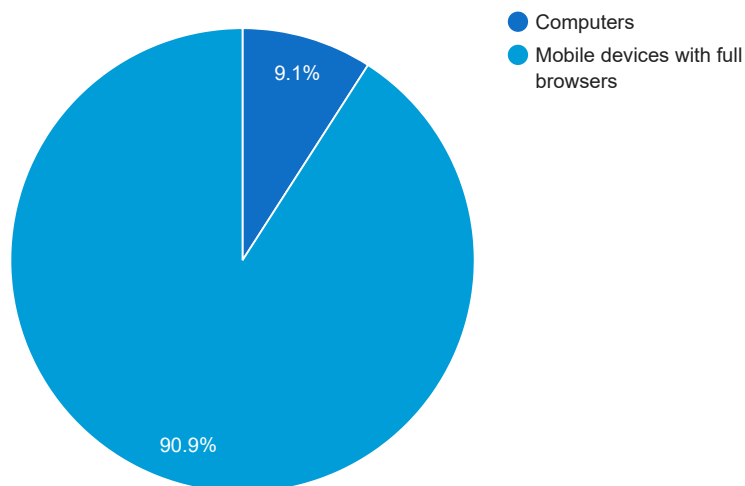
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	3,341.41	79.24
Jan, 2019	3,311.12	86.34
Feb, 2019	3,173.51	69.14
Mar, 2019	3,385.29	69.06
Apr, 2019	3,437.09	71.60
May, 2019	3,839.60	40.95
Jun, 2019	6,530	63.37
Jul, 2019	6,511.55	58.41
Aug, 2019	6,507.33	57.20
Sep, 2019	5,823.37	58.36
Oct, 2019	5,819.85	56.22
Nov, 2019	3,716.72	57.74

Cost and Conversions by Device

Cost



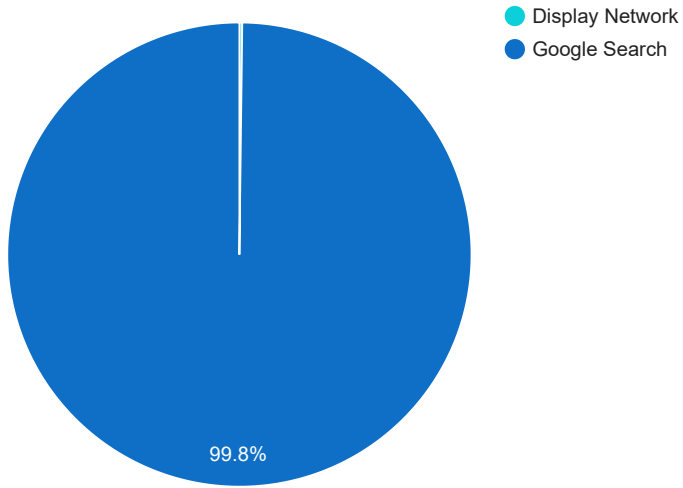
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	4,981	241	\$2,934.19	\$12.18	4.84%	-	10	4.15%	\$293.42
Computers	1,354	44	\$664.60	\$15.10	3.25%	-	1	2.27%	\$664.60
Tablets with full browsers	371	6	\$117.93	\$19.66	1.62%	-	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	4,774	282	\$3,709.46	\$13.15	5.91%	-	11	3.9%	\$337.22
Display Network	1,932	9	\$7.26	\$0.81	0.47%	-	0	0%	\$0.00

Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE	CONV
Form Submission	11
Local actions - Directions	0
Clicks to call	0
Local actions - Website visits	0
CoolSculpting Lead (All Web Site Data)	0
Local actions - Other engagements	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