

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

Nu Image

605-497-4799

Key Performance Indicators (KPIs)

Cost

\$8,272

↑ 16%

Conv

55.8

↑ 54%

Conv Rate

4.65%

↓ 25%

Cost / Conv

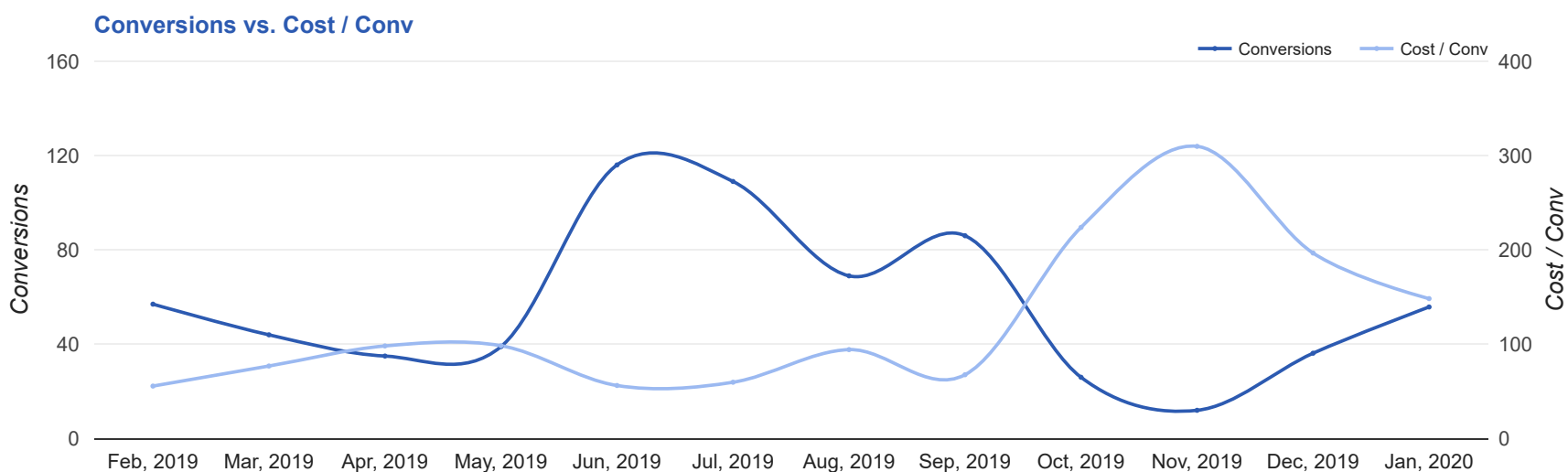
\$148.35

↓ 25%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2019 — 31 Dec 2019	17,851	581	\$7,127.22	\$12.27	3.25%	-	36.2	6.24%	\$196.67	59%
1 Jan 2020 — 31 Jan 2020	113,820	1,200	\$8,272.24	\$6.89	1.05%	-	55.8	4.65%	\$148.35	58.46%
Change	95,969 ↑ 538%	619 ↑ 107%	\$1,145.02 ↑ 16%	\$5.38 ↓ 44%	2.20% ↓ 68%	--	19.52 ↑ 54%	1.59% ↓ 25%	\$48.32 ↓ 25%	0.54% ↓ 1%

Performance by Month - 1 Feb 2019 — 31 Jan 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	12	4.12%	\$309.73	57.94%
Dec '19	17,851	581	\$7,127.22	\$12.27	3.25%	-	36.2	6.24%	\$196.67	59.18%
Jan '20	113,820	1,200	\$8,272.24	\$6.89	1.05%	-	55.8	4.65%	\$148.35	58.64%
Total	1,107,371	15,475	\$64,143.77	\$4.14	1.4%	-	685	4.43%	\$93.64	60.59%

Campaign Summary - 1 Jan 2020 — 31 Jan 2020






CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	4,751	399	\$5,524.19	\$13.85	8.4%	-	25.8	6.46%	\$214.45	86.88%
search beta laser hair removal	6,153	353	\$995.79	\$2.82	5.74%	-	21	5.95%	\$47.42	43.78%
search beta hydrafacial	2,486	169	\$799.91	\$4.73	6.8%	-	6	3.55%	\$133.32	67.03%
display beta coolsculpting	99,858	245	\$135.42	\$0.55	0.25%	-	2	0.82%	\$67.71	0%
search alpha coolsculpting	572	34	\$816.93	\$24.03	5.94%	-	1	2.94%	\$816.93	83.89%

Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

Top Text Ads

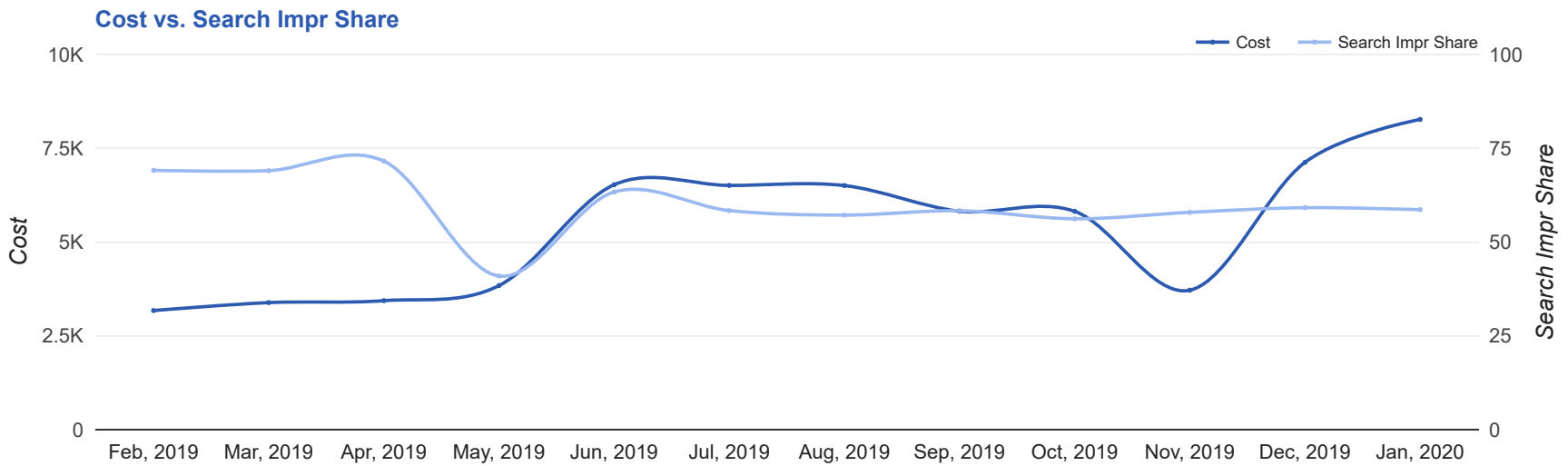
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Laser Hair Removal in Paramus - Permanent Hair Reduction - Nano + Pico Laser Technology nuimagenj.com/ Laser Hair Removal Treatments are Quick, Safe & Permanent. Safe with All Skin Types.	3,220	192	\$561.33	\$2.92	5.96%	-	14	7.29%	\$40.10
#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.	1,708	152	\$2,133.17	\$14.03	8.90%	-	10.7	7.04%	\$199.36
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.	1,363	116	\$1,828.78	\$15.77	8.51%	-	9	7.76%	\$203.20
{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.	2,217	129	\$351.28	\$2.72	5.82%	-	5	3.88%	\$70.26
25% Off All CoolSculpting® - Best Price in Paramus - Nu Image nuimagenj.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	263	46	\$497.27	\$10.81	17.49%	-	4	8.70%	\$124.32

Top Display Ads

IMAGE AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
 <p>https://nuimagenj.com/coolsculpting-nj/ View</p>	1,839	7	\$3.35	\$0.48	0.38%	-	1	14.29%	\$3.35
 <p>https://nuimagenj.com/coolsculpting-nj/ View</p>	7,761	11	\$5.36	\$0.49	0.14%	-	1	9.09%	\$5.36
 <p>https://nuimagenj.com/coolsculpting-nj/ View</p>	302	1	\$0.51	\$0.51	0.33%	-	0	0.00%	-
 <p>https://nuimagenj.com/coolsculpting-nj/ View</p>	1,724	4	\$1.05	\$0.26	0.23%	-	0	0.00%	-
 <p>https://nuimagenj.com/coolsculpting-nj/ View</p>	1,476	3	\$1.58	\$0.53	0.20%	-	0	0.00%	-

Budget Utilization - 1 Jan 2020 — 31 Jan 2020

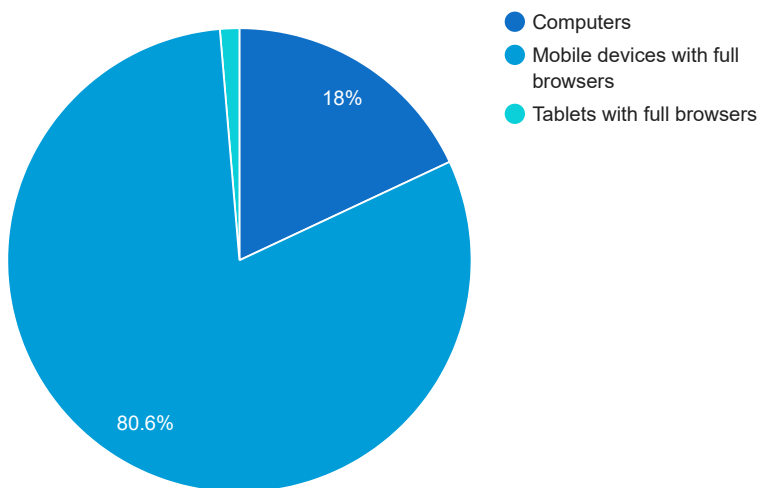
Budget Coverage



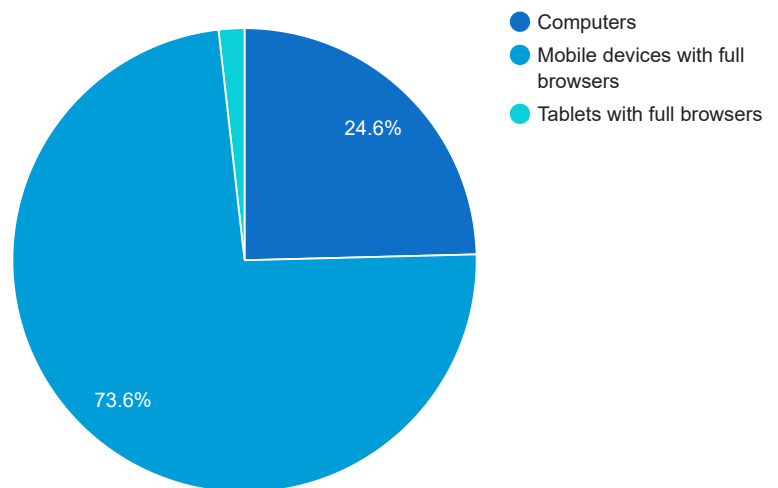
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	3,173.51	69.14
Mar, 2019	3,385.29	69.06
Apr, 2019	3,437.09	71.60
May, 2019	3,839.60	40.95
Jun, 2019	6,530	63.37
Jul, 2019	6,511.55	58.41
Aug, 2019	6,507.33	57.20
Sep, 2019	5,823.37	58.36
Oct, 2019	5,819.85	56.22
Nov, 2019	3,716.72	57.94
Dec, 2019	7,127.22	59.18
Jan, 2020	8,272.24	58.64

Cost and Conversions by Device

Cost



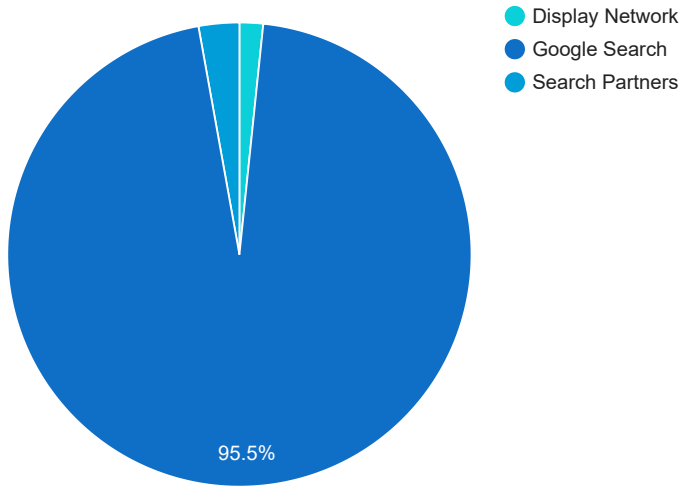
Conversions



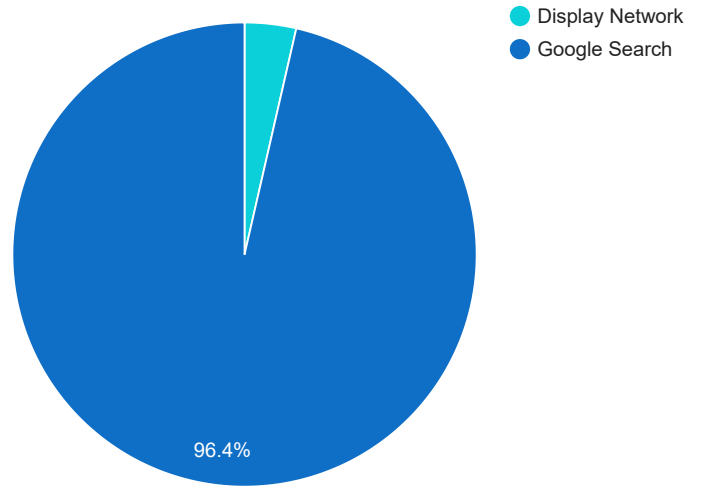
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	84,167	973	\$6,669.16	\$6.85	1.16%	-	41	4.22%	\$162.58
Computers	28,433	203	\$1,491.62	\$7.35	0.71%	-	13.7	6.77%	\$108.56
Tablets with full browsers	1,143	24	\$111.46	\$4.64	2.1%	-	1	4.17%	\$111.46

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	13,226	919	\$7,902.16	\$8.60	6.95%	-	53.8	5.85%	\$146.99
Search partners	609	35	\$234.06	\$6.69	5.75%	-	0	0%	\$0.00
Display Network	99,908	246	\$136.02	\$0.55	0.25%	-	2	0.81%	\$68.01

Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE	CONV
Form Submission	53.8
Calls from ads	2
Clicks to call	0
Local actions - Directions	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