

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

Nu Image

605-497-4799

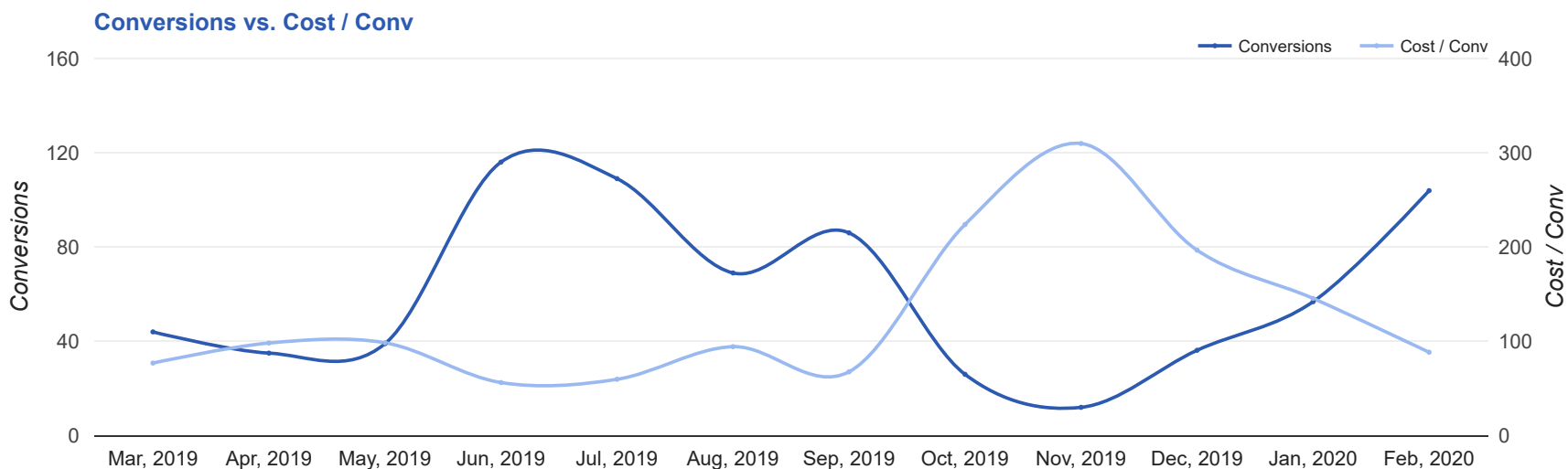
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$9,188	103.9	1.79%	\$88.41
↑ 11%	↑ 83%	↓ 62%	↓ 39%

## 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	113,820	1,200	\$8,272.24	\$6.89	1.05%	-	56.8	4.74%	\$145.54	58.83%
1 Feb 2020 — 29 Feb 2020	2,042,604	5,821	\$9,188.36	\$1.58	0.28%	-	103.9	1.79%	\$88.41	37.47%
Change	1,928,784 ↑ 1,695%	4,621 ↑ 385%	\$916.12 ↑ 11%	\$5.31 ↓ 77%	0.77% ↓ 73%	--	47.09 ↑ 83%	2.95% ↓ 62%	\$57.13 ↓ 39%	21.36% ↓ 36%

# 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	
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%	-	56.8	4.74%	\$145.54	58.83%	
Feb '20	2,042,604	5,821	\$9,188.36	\$1.58	0.28%	-	103.9	1.79%	\$88.41	37.47%	
<b>Total</b>	<b>2,959,577</b>	<b>19,245</b>	<b>\$70,158.62</b>	<b>\$3.65</b>	<b>0.65%</b>	<b>-</b>	<b>733</b>	<b>3.81%</b>	<b>\$95.71</b>	<b>42.26%</b>	

## Campaign Summary - 1 Feb 2020 — 29 Feb 2020

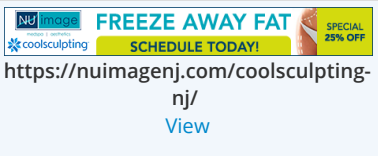

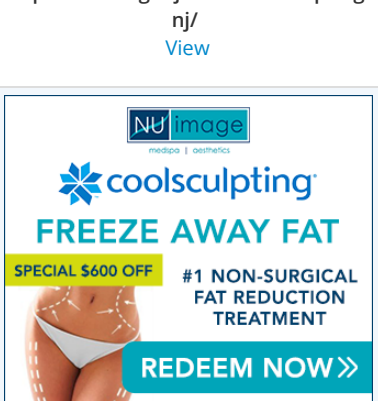
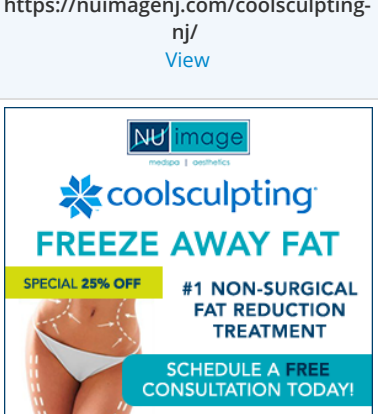
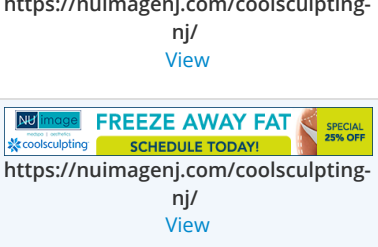
CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
CoolSculpting Smart Search	19,181	264	\$519.93	\$1.97	1.38%	-	27	10.23%	\$19.26	29.12%
search   beta   coolsculpting	5,302	364	\$4,298.56	\$11.81	6.87%	-	21.9	6.02%	\$196.01	80.09%
search   beta   laser hair removal	6,723	340	\$994.56	\$2.93	5.06%	-	17	5%	\$58.50	40.18%
display   beta   coolsculpting	1,279,089	3,224	\$1,979.81	\$0.61	0.25%	-	17	0.53%	\$116.46	0%
CoolSculpting Latin Search	6,945	348	\$471.39	\$1.35	5.01%	-	11	3.16%	\$42.85	25.34%
search   beta   hydrfacial	2,397	164	\$733.11	\$4.47	6.84%	-	10	6.1%	\$73.31	81.68%
CoolSculpting Display Ads	722,967	1,117	\$191.00	\$0.17	0.15%	-	0	0%	\$0.00	0%

# Top Performing Ads - 1 Feb 2020 — 29 Feb 2020

## Top Text Ads

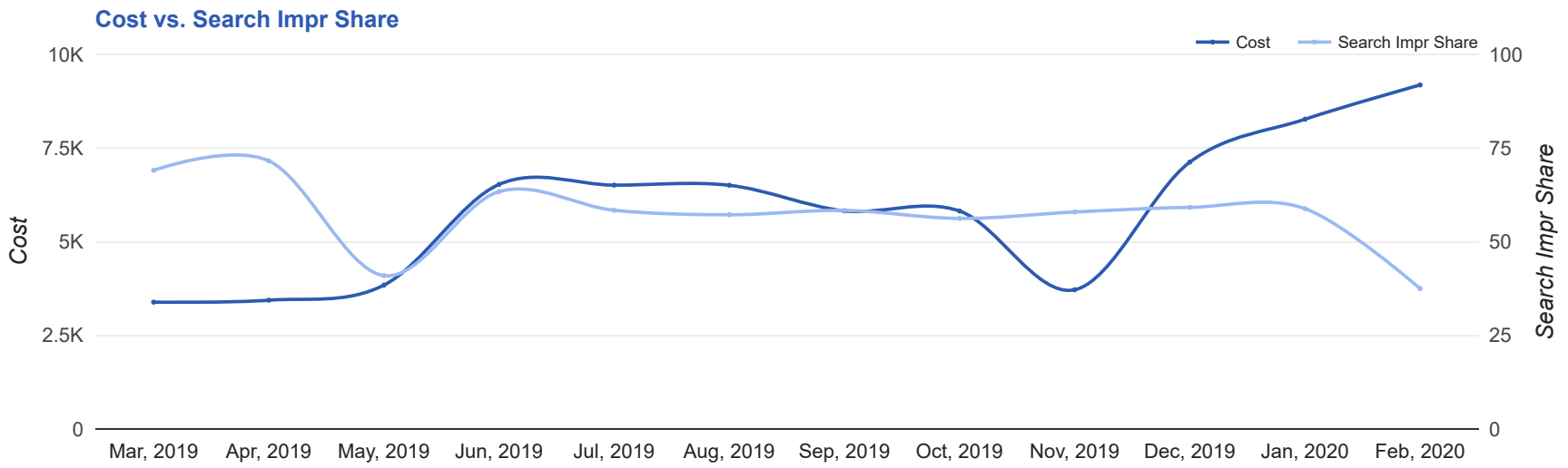
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Laser Hair Removal in Paramus - Permanent Hair Reduction - Nano + Pico Laser Technology <a href="http://nuimagenj.com/">nuimagenj.com/</a> Laser Hair Removal Treatments are Quick, Safe & Permanent. Safe with All Skin Types.	3,198	156	\$501.23	\$3.21	4.88%	-	12	7.69%	\$41.77
#1 Provider in Paramus - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® <a href="http://nuimagenj.com/coolsculpting/paramus">nuimagenj.com/coolsculpting/paramus</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Paramus, NJ. Free Consult.	2,052	125	\$1,680.32	\$13.44	6.09%	-	9.4	7.54%	\$178.19
{Keyword: Best Facial Paramus} - Cleanse + Exfoliate + Hydrate - The Best Skin of Your Life <a href="http://nuimagenj.com/">nuimagenj.com/ -- --</a> Cleanses, Extracts, and Hydrates + Super Serums & Nutrients for Instant Glow.	1,864	129	\$549.82	\$4.26	6.92%	-	6.5	5.00%	\$85.24
CoolSculpting in Paramus - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime <a href="http://nuimagenj.com/coolsculpting/">nuimagenj.com/coolsculpting/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,346	108	\$1,299.16	\$12.03	8.02%	-	6	5.56%	\$216.53
Provedor #1 de CoolSculpting - \$ 600 de descuento - Elimina la Grasa Obstinada <a href="http://nuimagenj.com/">nuimagenj.com/ --/ --</a> Autorizado por la FDA. Eliminación de grasa clínicamente probada.	4,055	178	\$170.42	\$0.96	4.39%	-	5.4	3.06%	\$31.33

# Top Display Ads

IMAGE AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
 <p> <a href="https://nuimagenj.com/coolsculpting-nj/">https://nuimagenj.com/coolsculpting-nj/</a>  <a href="#">View</a> </p>	9,391	43	\$14.50	\$0.34	0.46%	-	4	9.30%	\$3.63
 <p> <a href="https://nuimagenj.com/coolsculpting-nj/">https://nuimagenj.com/coolsculpting-nj/</a>  <a href="#">View</a> </p>	30,909	271	\$112.15	\$0.41	0.88%	-	3	1.11%	\$37.38
 <p> <a href="https://nuimagenj.com/coolsculpting-nj/">https://nuimagenj.com/coolsculpting-nj/</a>  <a href="#">View</a> </p>	17,812	63	\$33.08	\$0.53	0.35%	-	2	3.17%	\$16.54
 <p> <a href="https://nuimagenj.com/coolsculpting-nj/">https://nuimagenj.com/coolsculpting-nj/</a>  <a href="#">View</a> </p>	53,100	95	\$85.71	\$0.90	0.18%	-	1	1.05%	\$85.71
 <p> <a href="https://nuimagenj.com/coolsculpting-nj/">https://nuimagenj.com/coolsculpting-nj/</a>  <a href="#">View</a> </p>	8,339	31	\$12.41	\$0.40	0.37%	-	1	3.23%	\$12.41

# Budget Utilization - 1 Feb 2020 — 29 Feb 2020

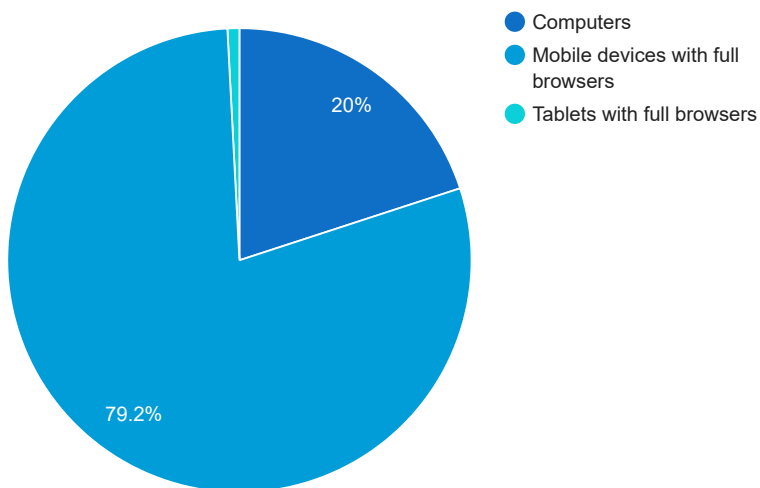
## Budget Coverage



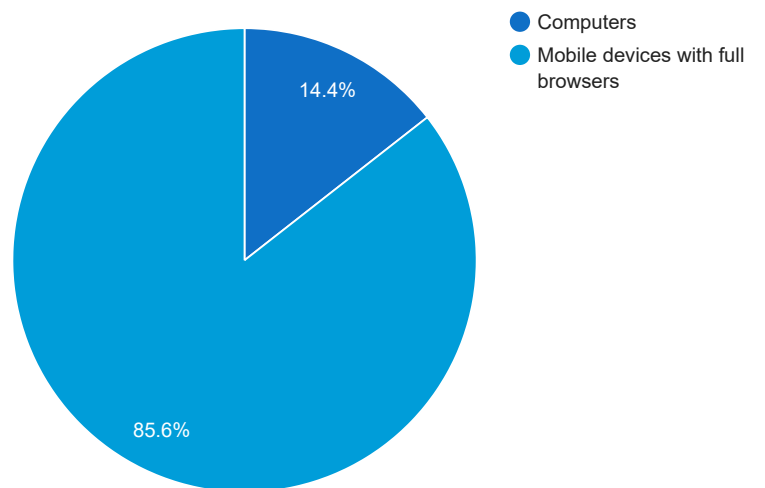
DATE	COST	SEARCH IMPR SHARE
Mar, 2019	3,385.29	69.06
Apr, 2019	3,437.09	71.60
May, 2019	3,839.60	40.95
Jun, 2019	6,530	63.37
Jul, 2019	6,511.55	58.41
Aug, 2019	6,507.33	57.20
Sep, 2019	5,823.37	58.36
Oct, 2019	5,819.85	56.22
Nov, 2019	3,716.72	57.94
Dec, 2019	7,127.22	59.18
Jan, 2020	8,272.24	58.83
Feb, 2020	9,188.36	37.47

## Cost and Conversions by Device

### Cost



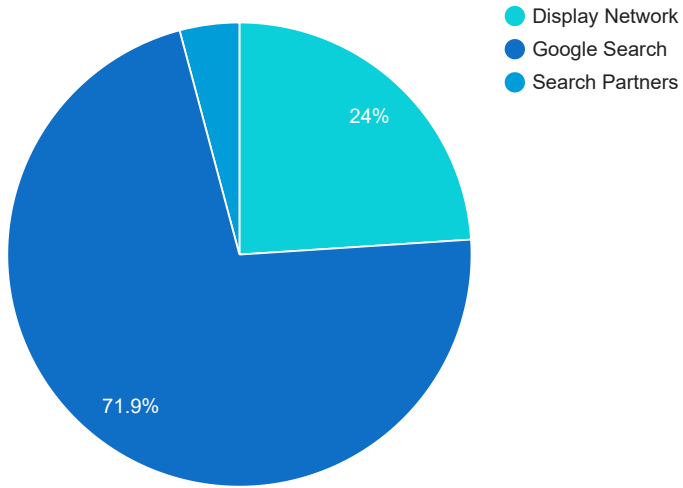
### Conversions



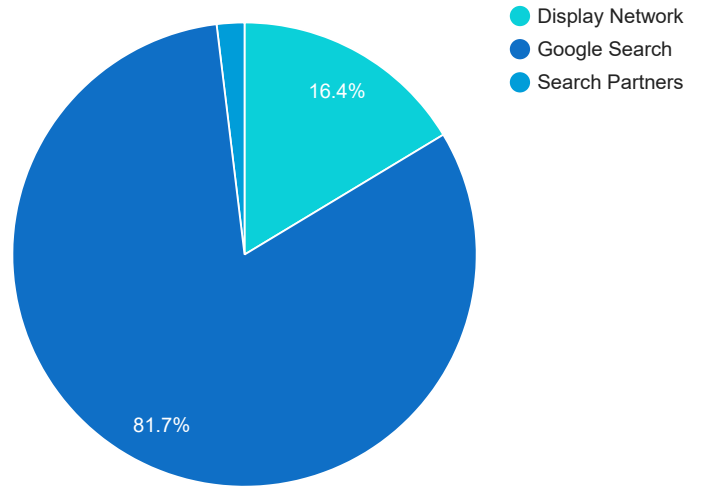
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	1,337,721	4,886	\$7,276.18	\$1.49	0.37%	-	88.9	1.82%	\$81.82
Computers	659,802	816	\$1,836.10	\$2.25	0.12%	-	15	1.84%	\$122.41
Tablets with full browsers	43,088	119	\$76.08	\$0.64	0.28%	-	0	0%	\$0.00

### 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	18,984	1,270	\$6,604.31	\$5.20	6.69%	-	84.9	6.69%	\$77.76
Display Network	2,016,858	4,428	\$2,202.44	\$0.50	0.22%	-	17	0.38%	\$129.56
Search partners	4,769	123	\$381.61	\$3.10	2.58%	-	2	1.63%	\$190.81

## Conversion Types - 1 Feb 2020 — 29 Feb 2020

CONVERSION TYPE	CONV
Form Submission	79.9
Awx Maps Call	9
Awx Maps Directions	8
Calls from ads	5
Phone calls (website)	1
Awx Ad Call	1
Local actions - Other engagements	0
Local actions - Website visits	0
Local actions - Directions	0
Clicks to call	0
CoolSculpting Lead (All Web Site Data)	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 page 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