

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

Sculpt DTLA- Nat

221-345-9917

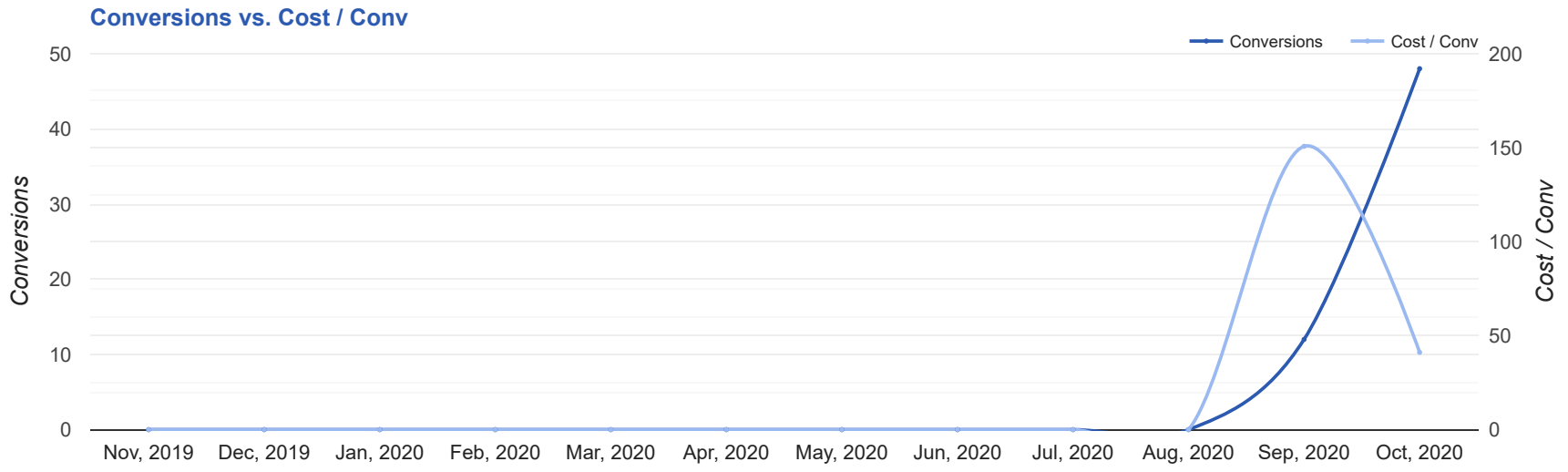
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,974	48	6.77%	\$41.12
↑ 9%	↑ 300%	↑ 92%	↓ 73%

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	9,710	341	\$1,808.56	\$5.30	3.51%	-	12	3.52%	\$150.71	20.66%
1 Oct 2020 — 31 Oct 2020	15,695	709	\$1,973.82	\$2.78	4.52%	-	48	6.77%	\$41.12	33.43%
Change	5,985 ↑ 62%	368 ↑ 108%	\$165.26 ↑ 9%	\$2.52 ↓ 48%	1.01% ↑ 29%	--	36 ↑ 300%	3.25% ↑ 92%	\$109.59 ↓ 73%	12.77% ↑ 62%

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
Sep '20	9,710	341	\$1,808.56	\$5.30	3.51%	-	12	3.52%	\$150.71	20.66%
Oct '20	15,695	709	\$1,973.82	\$2.78	4.52%	-	48	6.77%	\$41.12	33.43%
Total	25,405	1,050	\$3,782.38	\$3.60	4.13%	-	60	5.71%	\$63.04	27.04%

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	15,695	709	\$1,973.82	\$2.78	4.52%	-	48	6.77%	\$41.12	33.43%

Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

Top Text Ads

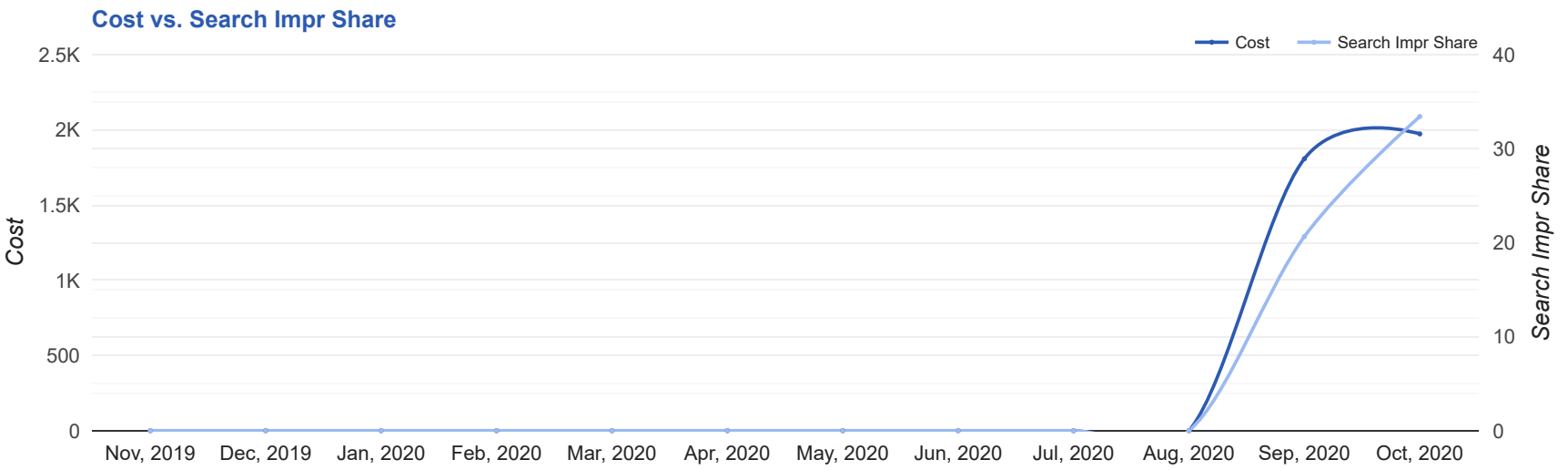
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® in Los Angeles - \$1,000 Off October Special - Flexible Payment Options sculptdtla.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	2,117	81	\$207.65	\$2.56	3.83%	-	7	8.64%	\$29.66
2020 Coolsculpting Discount - \$1,000 Off October Special - Flexible Payment Options sculptdtla.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	630	31	\$81.59	\$2.63	4.92%	-	5	16.13%	\$16.32
CoolSculpting® in Los Angeles - \$1,000 Off October Special - Our Biggest Discount Ever sculptdtla.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	2,134	82	\$227.93	\$2.78	3.84%	-	3	3.66%	\$75.98
CoolSculpting® in Los Angeles - \$1,000 Off October Special - Our Biggest Discount Ever sculptdtla.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	441	39	\$94.41	\$2.42	8.84%	-	3	7.69%	\$31.47
2020 Coolsculpting Discount - \$1,000 Off October Special - Top Provider in Los Angeles sculptdtla.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	636	25	\$62.70	\$2.51	3.93%	-	2	8.00%	\$31.35

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2020 — 31 Oct 2020

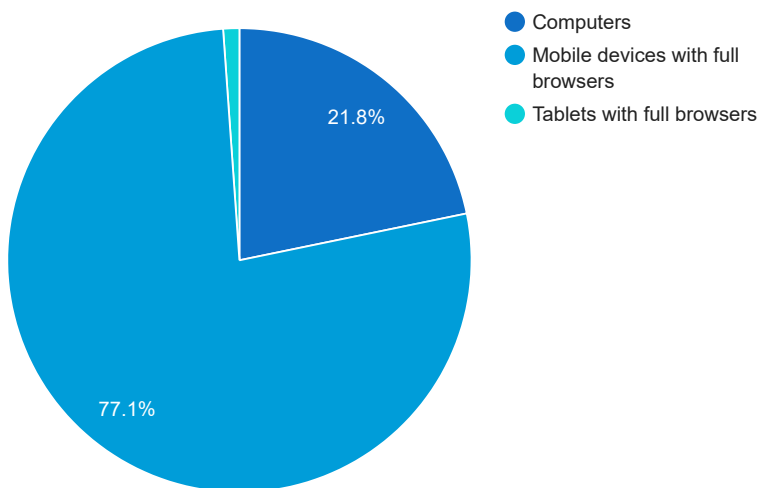
Budget Coverage



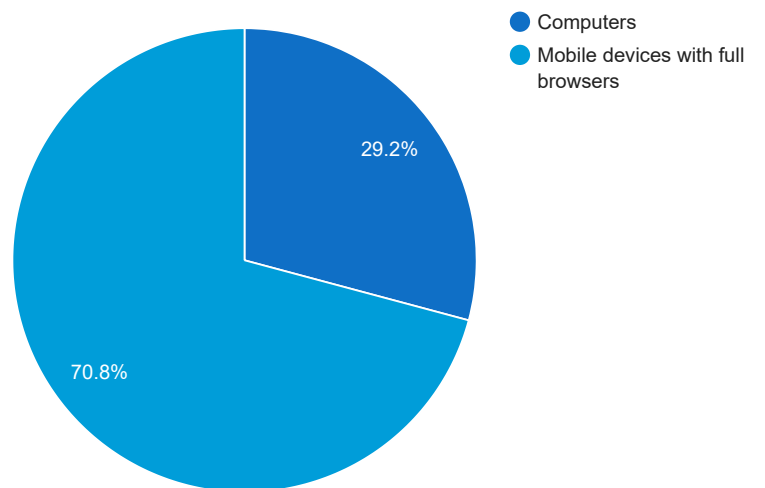
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	1,808.56	20.66
Oct, 2020	1,973.82	33.43

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	12,327	552	\$1,522.02	\$2.76	4.48%	-	34	6.16%	\$44.77
Computers	3,161	149	\$429.63	\$2.88	4.71%	-	14	9.4%	\$30.69
Tablets with full browsers	207	8	\$22.17	\$2.77	3.86%	-	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	15,695	709	\$1,973.82	\$2.78	4.52%	-	48	6.77%	\$41.12

Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
Submit lead form	42
Click to Call	5
Calls from ads	1
Call From Ads (SQDM)	0
Local actions - Other engagements	0
Local actions - Directions	0
Local actions - Website visits	0
Clicks to call	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