

**Monthly Account
Performance Report
1 Sep 2020 — 30 Sep 2020**

Sculpt DTLA- Nat

221-345-9917

Key Performance Indicators (KPIs)

Cost

\$1,809

↑ ∞

Conv

12

↑ ∞

Conv Rate

3.52%

↑ ∞

Cost / Conv

\$150.71

↑ ∞

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 Sep 2020 — 30 Sep 2020	9,710	341	\$1,808.56	\$5.30	3.51%	-	12	3.52%	\$150.71	20.68%
Change	9,710 ↑ ∞%	341 ↑ ∞%	\$1,808.56 ↑ ∞%	\$5.30 ↑ ∞%	3.51% ↑ ∞%	--	12 ↑ ∞%	3.52% ↑ ∞%	\$150.71 ↑ ∞%	20.68% ↑ ∞%

Performance by Month - 1 Oct 2019 — 30 Sep 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	20.68%
Total	9,710	341	\$1,808.56	\$5.30	3.51%	-	12	3.52%	\$150.71	20.68%

Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	9,710	341	\$1,808.56	\$5.30	3.51%	-	12	3.52%	\$150.71	20.68%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Sculpt DTLA - Non-Surgical Fat Reduction - Fat Reduction Treatment sculptdtla.com/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	2,246	53	\$330.58	\$6.24	2.36%	-	3	5.66%	\$110.19
CoolSculpting® Deal \$1000 Off - Fat Reduction Treatment - Flexible Payment Options sculptdtla.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	82	1	\$2.62	\$2.62	1.22%	-	1	100.00%	\$2.62
Fat Reduction Treatment - Freeze Fat with CoolSculpting - No Surgery & Minimal Downtime sculptdtla.com// CoolSculpting Is The Top Non-Surgical Fat Reduction Treatment. No Surgery. Quick Results.	139	8	\$42.30	\$5.29	5.76%	-	1	12.50%	\$42.30
Non-Surgical Fat Reduction - CoolSculpting® in Los Angeles - Safe + Effective Fat Reduction sculptdtla.com// CoolSculpting Is The Top Non-Surgical Fat Reduction Treatment. No Surgery. Quick Results.	183	5	\$11.82	\$2.36	2.73%	-	1	20.00%	\$11.82
CoolSculpting® in Los Angeles - Fat Reduction Treatment - Flexible Payment Options sculptdtla.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	22	2	\$16.15	\$8.07	9.09%	-	1	50.00%	\$16.15

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

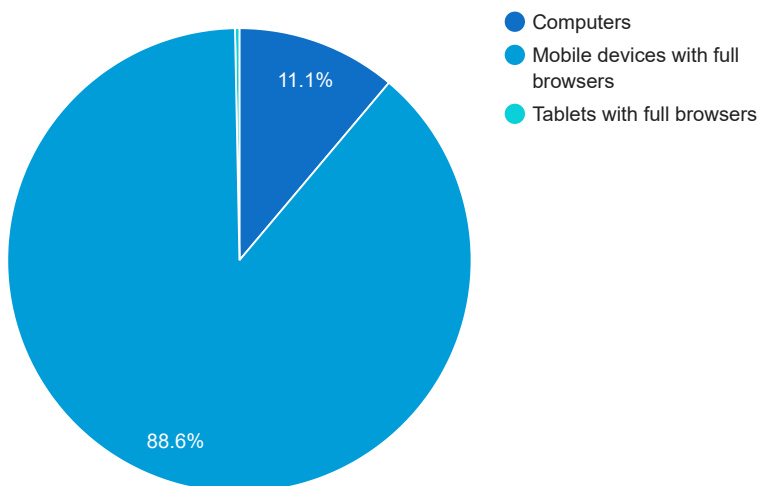
Budget Coverage



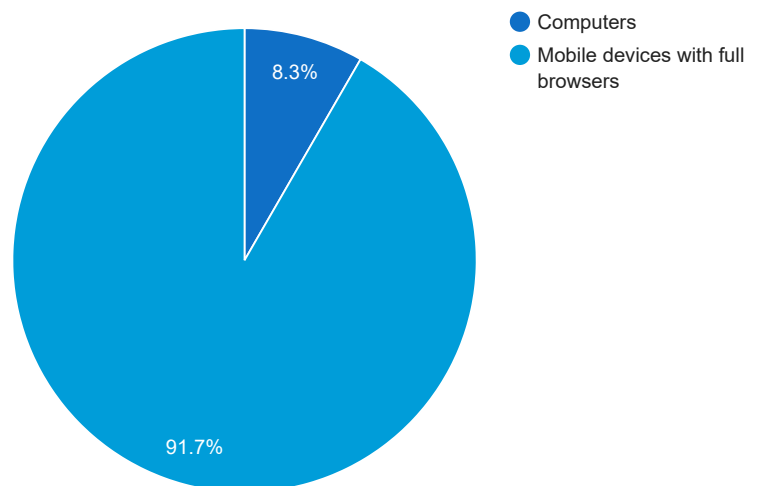
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	1,808.56	20.68

Cost and Conversions by Device

Cost



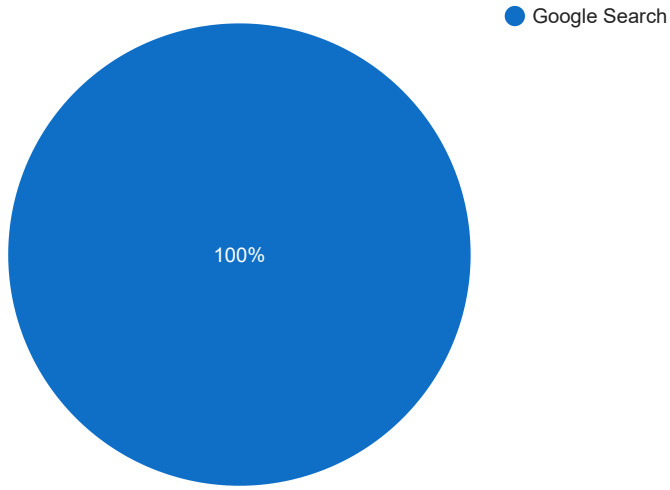
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	8,342	298	\$1,601.56	\$5.37	3.57%	-	11	3.69%	\$145.60
Computers	1,277	41	\$201.48	\$4.91	3.21%	-	1	2.44%	\$201.48
Tablets with full browsers	91	2	\$5.52	\$2.76	2.2%	-	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	9,710	341	\$1,808.56	\$5.30	3.51%	-	12	3.52%	\$150.71

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
Call From Ads (SQDM)	6
Submit lead form	6
Local actions - Directions	0
Local actions - Other engagements	0
Clicks to call	0
Local actions - Website visits	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