

**Monthly Account  
Performance Report  
1 Apr 2021 — 30 Apr 2021**

Sculpt DTLA- Nat

221-345-9917

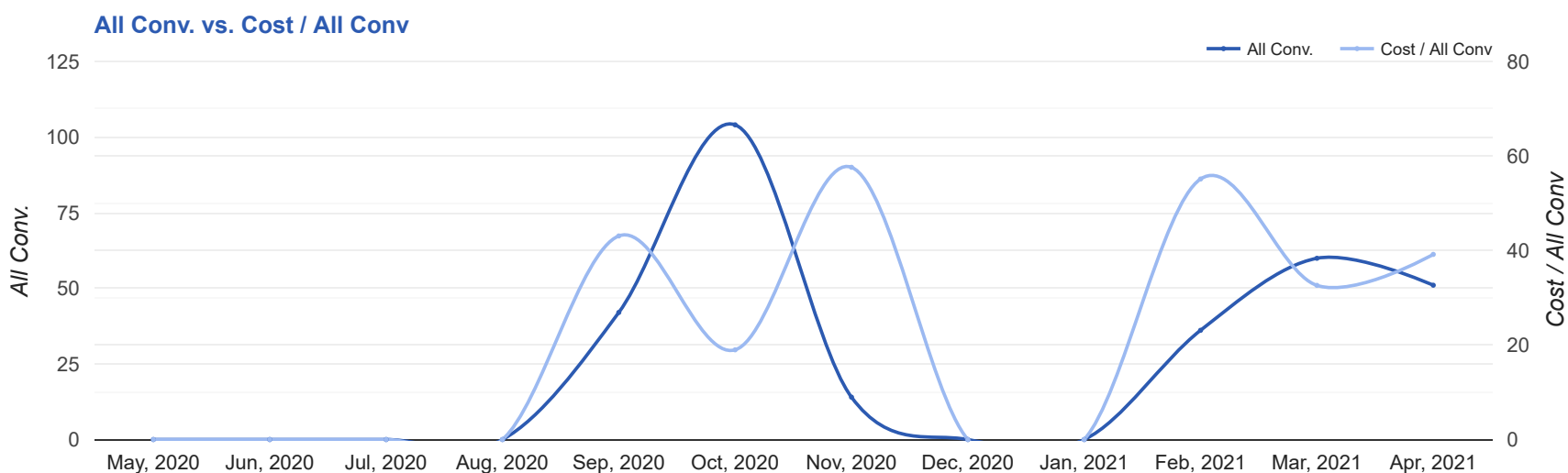
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,997	51	6.9%	\$39.16
↑ 2%	↓ 15%	↓ 27%	↑ 20%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	16,062	634	\$1,952.97	\$3.08	3.95%	-	9.44%	\$32.61	59.9
1 Apr 2021 — 30 Apr 2021	17,170	739	\$1,997.14	\$2.70	4.3%	-	6.9%	\$39.16	51
Change	1,108 ↑ 7%	105 ↑ 17%	\$44.17 ↑ 2%	\$0.38 ↓ 12%	0.35% ↑ 9%	0 ↔ -	2.54% ↓ 27%	\$6.55 ↑ 20%	8.88 ↓ 15%

# Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Sep '20	9,710	341	\$1,808.56	\$5.30	3.51%	-	42	12.32%	\$43.06
Oct '20	15,695	709	\$1,973.82	\$2.78	4.52%	-	104	14.67%	\$18.98
Nov '20	5,352	199	\$806.14	\$4.05	3.72%	-	14	7.04%	\$57.58
Dec '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00
Jan '21	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00
Feb '21	12,052	465	\$1,990.07	\$4.28	3.86%	-	36.1	7.77%	\$55.10
Mar '21	16,062	634	\$1,952.97	\$3.08	3.95%	-	59.9	9.44%	\$32.61
Apr '21	17,170	739	\$1,997.14	\$2.70	4.3%	-	51	6.9%	\$39.16
<b>Total</b>	<b>76,041</b>	<b>3,087</b>	<b>\$10,528.70</b>	<b>\$3.41</b>	<b>4.06%</b>	<b>-</b>	<b>307</b>	<b>9.94%</b>	<b>\$34.30</b>

# Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   coolsculpting	17,170	739	\$1,997.14	\$2.70	4.3%	-	51	6.9%	\$39.16

# Top Keywords - 1 Apr 2021 — 30 Apr 2021

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting	74	20	\$53.74	\$2.69	27.03%	-	5	25.00%	\$10.75
coolsculpting near me	21	15	\$86.55	\$5.77	71.43%	-	3	20.00%	\$28.85
coolsculpting cost	36	17	\$46.63	\$2.74	47.22%	-	2	11.76%	\$23.32
best deals on coolsculpting near me	1	1	\$6.59	\$6.59	100.00%	-	2	200.00%	\$3.29
how many treatments coolsculpting	1	1	\$2.45	\$2.45	100.00%	-	2	200.00%	\$1.23
best weight loss	1	1	\$2.81	\$2.81	100.00%	-	2	200.00%	\$1.41
does coolsculpting work	2	2	\$5.40	\$2.70	100.00%	-	1	50.00%	\$5.40
lipofreeze	1	1	\$4.24	\$4.24	100.00%	-	1	100.00%	\$4.24
cryolipolysis	1	1	\$1.86	\$1.86	100.00%	-	1	100.00%	\$1.86
lipoma removal cost	1	1	\$22.37	\$22.37	100.00%	-	1	100.00%	\$22.37

# Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Biggest CoolSculpting® Promo - Apr Only 50% Off 8+ Treatments - Hurry Offer Ends In {=COUNTDOWN("2021/04/30 00:00:00","en-US",31)} <a href="http://www.sculptdtla.com//">www.sculptdtla.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	279	14	\$48.53	\$3.47	5.02%	-	5	35.71%	\$9.71
Non-Surgical Fat Reduction - Our Biggest Discount Ever - Get Rid of Unwanted Fat <a href="http://www.sculptdtla.com//">www.sculptdtla.com//</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	239	14	\$35.76	\$2.55	5.86%	-	3	21.43%	\$11.92
Sculpt DTLA - Fat Reduction in Los Angeles - Non-Surgical Fat Reduction <a href="http://www.sculptdtla.com/">www.sculptdtla.com/</a> - /- -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	2,393	108	\$238.85	\$2.21	4.51%	-	2	1.85%	\$119.42
Fat Reduction in Los Angeles - Our Biggest Discount Ever - Offering 50% Off 8+ Treatments <a href="http://www.sculptdtla.com//">www.sculptdtla.com//</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	275	12	\$32.76	\$2.73	4.36%	-	2	16.67%	\$16.38
Fat Reduction in Los Angeles - Our Biggest Discount Ever - Get Rid of Unwanted Fat <a href="http://www.sculptdtla.com//">www.sculptdtla.com//</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	220	10	\$28.70	\$2.87	4.55%	-	2	20.00%	\$14.35

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Apr 2021 — 30 Apr 2021

## Budget Coverage

Display Impr Share

0%

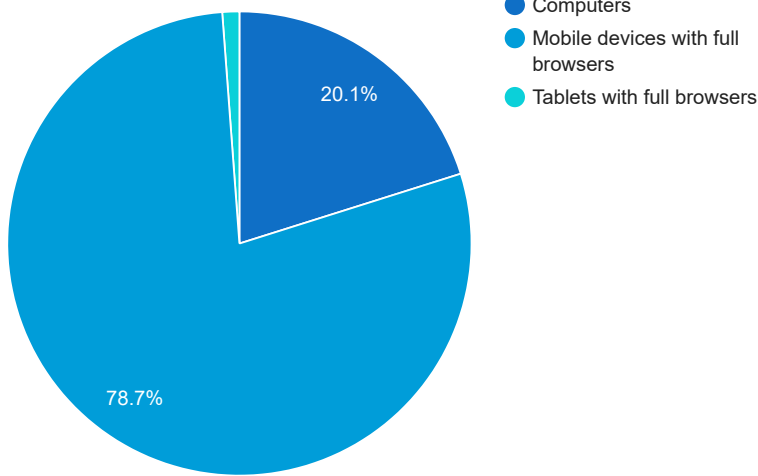
Search Impr Share

14.21%

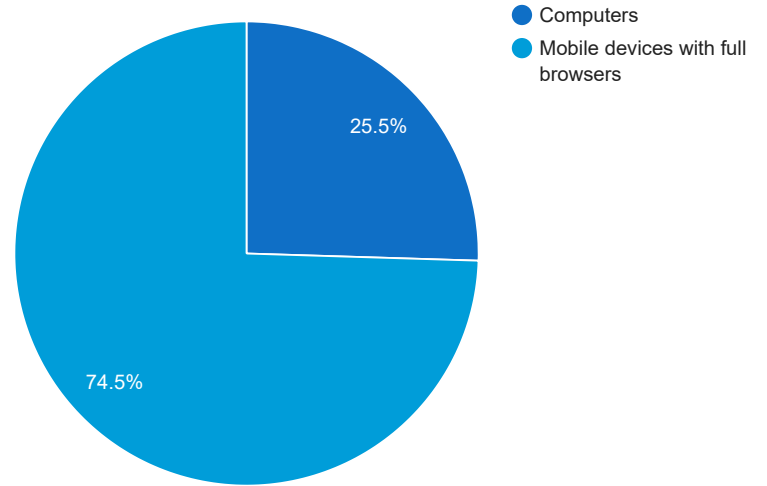
↓ 7%

## Cost and Conversions by Device

### Cost



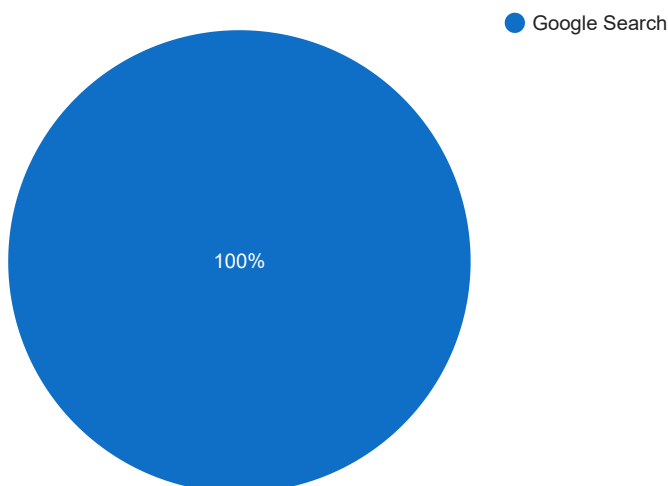
### All Conv.



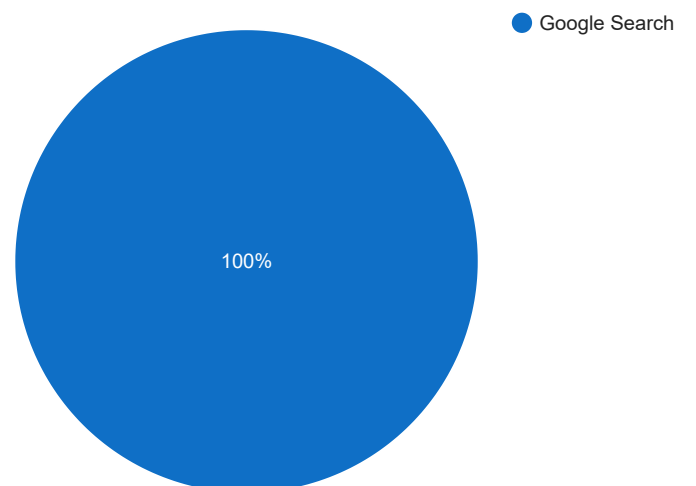
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	13,253	594	\$1,571.32	\$2.65	4.48%	-	38	6.4%	\$41.35
Computers	3,724	133	\$402.16	\$3.02	3.57%	-	13	9.77%	\$30.94
Tablets with full browsers	193	12	\$23.66	\$1.97	6.22%	-	0	0%	\$0.00

## Cost and Conversions by Network (Search vs. Display)

### Cost



### All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	17,150	739	\$1,997.14	\$2.70	4.31%	-	51	6.9%	\$39.16
Search partners	20	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00

# Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	29
Click to Call	9
Call From Ads (MS)	5
Consultation Form (All Web Site Data)	1
Email Form (All Web Site Data)	1
Local actions - Directions	4
Clicks to call	2

## 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