

**Monthly Account
Performance Report
1 May 2021 — 31 May 2021**

Sculpt DTLA- Nat

221-345-9917

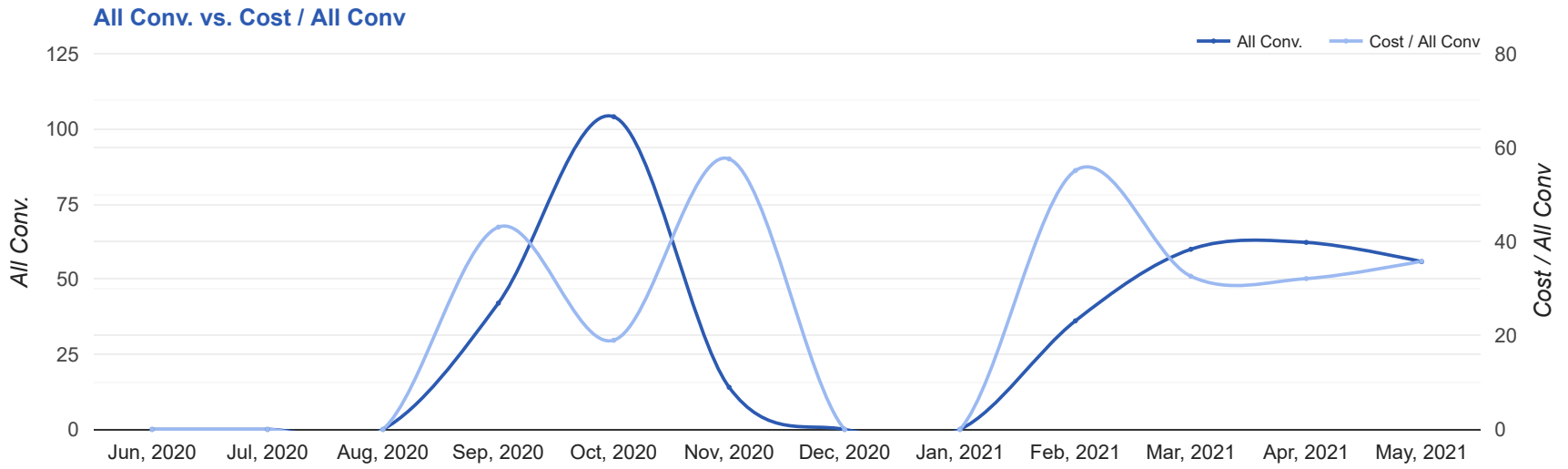
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,997	55.8	8.8%	\$35.80
↔ 0%	↓ 10%	↑ 5%	↑ 12%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	17,170	739	\$1,997.14	\$2.70	4.3%	-	8.42%	\$32.10	62.2
1 May 2021 — 31 May 2021	15,286	634	\$1,996.85	\$3.15	4.15%	-	8.8%	\$35.80	55.8
Change	1,884 ↓ 11%	105 ↓ 14%	\$0.29 ↓ 0%	\$0.45 ↑ 17%	0.15% ↓ 3%	0 ↔ -	0.38% ↑ 5%	\$3.70 ↑ 12%	6.44 ↓ 10%

Performance by Month - 1 Jun 2020 — 31 May 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%	-	62.2	8.42%	\$32.10
May '21	15,286	634	\$1,996.85	\$3.15	4.15%	-	55.8	8.8%	\$35.80
Total	91,327	3,721	\$12,525.55	\$3.37	4.07%	-	374	10.05%	\$33.49

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	15,286	634	\$1,996.85	\$3.15	4.15%	-	55.8	8.8%	\$35.80

Top Keywords - 1 May 2021 — 31 May 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
male chest reduction	1	1	\$3.41	\$3.41	100.00%	-	3	300.00%	\$1.14
coolsculpting near me	31	17	\$112.55	\$6.62	54.84%	-	2.5	14.47%	\$45.75
cool sculpting	19	10	\$39.60	\$3.96	52.63%	-	2	20.00%	\$19.80
cool sculpting cost	23	14	\$59.09	\$4.22	60.87%	-	2	14.29%	\$29.55
lose fat gain life m&b	2	2	\$12.05	\$6.03	100.00%	-	1	50.00%	\$12.05
freeze the fat	2	2	\$8.54	\$4.27	100.00%	-	1	50.00%	\$8.54
coolsculpting los angeles	8	6	\$34.14	\$5.69	75.00%	-	1	16.67%	\$34.14
cool sculpting reviews	3	3	\$9.62	\$3.21	100.00%	-	1	33.33%	\$9.62
non invasive lipo	3	2	\$6.31	\$3.15	66.67%	-	1	50.00%	\$6.31
cryo fat freezing near me	1	1	\$2.08	\$2.08	100.00%	-	1	100.00%	\$2.08

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Sculpt DTLA - Fat Reduction in Los Angeles - Non-Surgical Fat Reduction www.sculptdtla.com/ --/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,846	82	\$198.67	\$2.42	4.44%	-	5.5	6.67%	\$36.32
Sculpt DTLA - Fat Reduction in Los Angeles - Non-Surgical Fat Reduction www.sculptdtla.com/ --/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,821	76	\$194.61	\$2.56	4.17%	-	4.9	6.41%	\$39.96
Biggest CoolSculpting® Promo - May Only 50% Off 8+ Treatments - Flexible Payment Options www.sculptdtla.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	390	19	\$135.02	\$7.11	4.87%	-	4.5	23.47%	\$30.27
CoolSculpting® in Los Angeles - May Only 50% Off 8+ Treatments - Flexible Payment Options www.sculptdtla.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	93	7	\$22.12	\$3.16	7.53%	-	2	28.57%	\$11.06
Sculpt DTLA - Freezing Fat Really Works - Safe + Effective Fat Reduction www.sculptdtla.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	283	10	\$32.70	\$3.27	3.53%	-	2	20.00%	\$16.35

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

Budget Coverage

Display Impr Share

0%

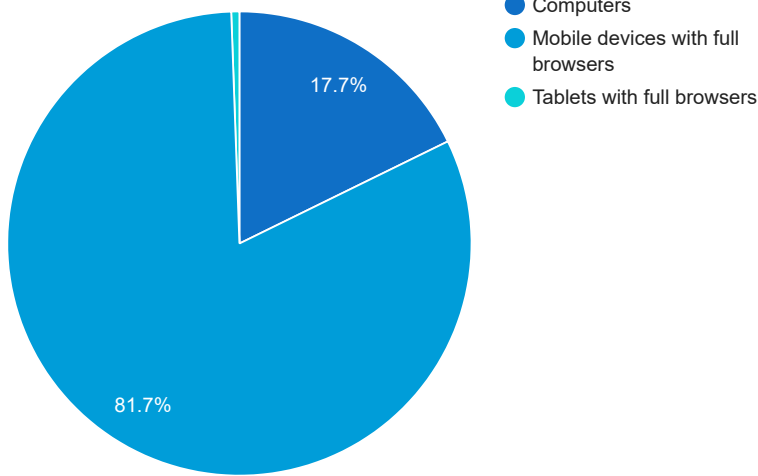
Search Impr Share

12.93%

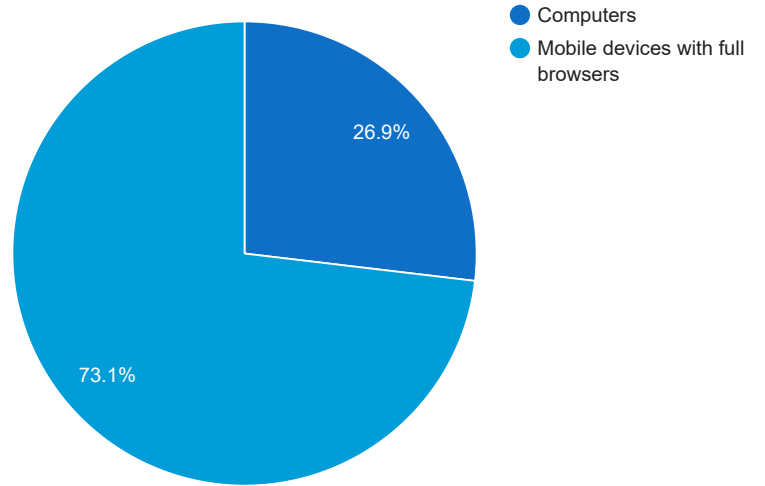
↓ 9%

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	12,258	530	\$1,631.18	\$3.08	4.32%	-	40.8	7.7%	\$39.99
Computers	2,884	102	\$354.40	\$3.47	3.54%	-	15	14.7%	\$23.64
Tablets with full browsers	144	2	\$11.27	\$5.64	1.39%	-	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	15,286	634	\$1,996.85	\$3.15	4.15%	-	55.8	8.8%	\$35.80

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	40.8
Click to Call	5
Call From Ads (MS)	8
Contact Us Form (All Web Site Data)	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