

**Monthly Account  
Performance Report  
1 Sep 2019 — 30 Sep 2019**

Sculptology

982-878-9790

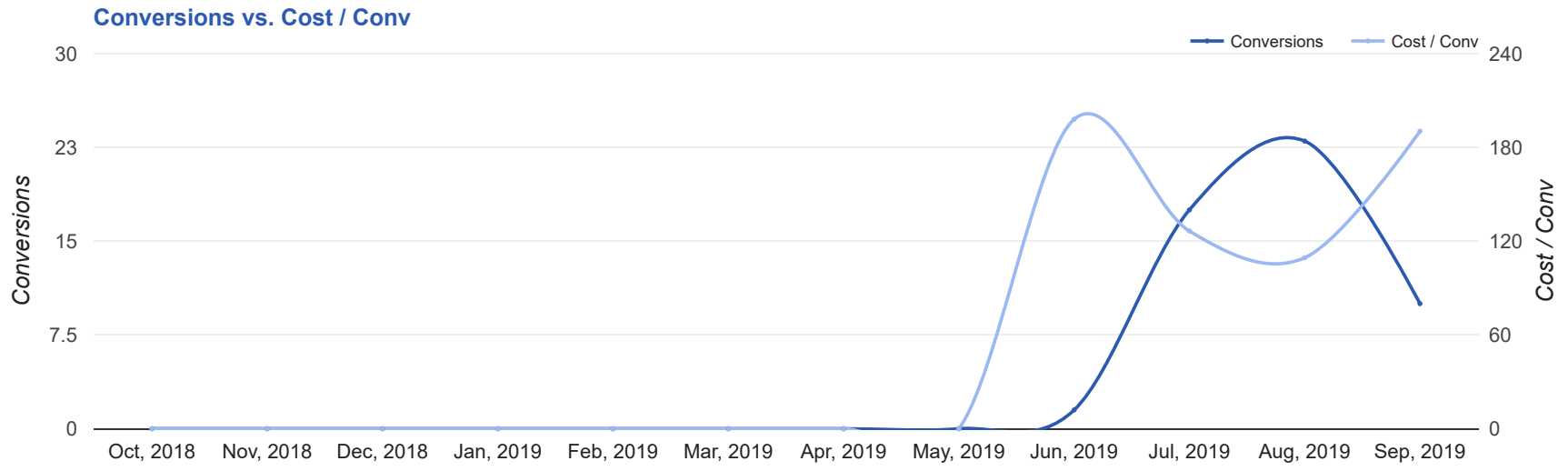
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,903	10	6.45%	\$190.33
↓ 24%	↓ 57%	↓ 28%	↑ 74%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<b>1 Aug 2019 — 31 Aug 2019</b>	4,039	256	\$2,515.31	\$9.83	6.34%	1.70	23	8.98%	\$109.36
<b>1 Sep 2019 — 30 Sep 2019</b>	2,735	155	\$1,903.31	\$12.28	5.67%	2	10	6.45%	\$190.33
<b>Change</b>	1,304 ↓ 32%	101 ↓ 39%	\$612.00 ↓ 24%	\$2.45 ↑ 25%	0.67% ↓ 11%	0.30 ↓ 18%	13 ↓ 57%	2.53% ↓ 28%	\$80.97 ↑ 74%

# Performance by Month - 1 Oct 2018 — 30 Sep 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Jun '19	525	34	\$296.94	\$8.73	6.48%	1.90	1.5	4.41%	\$197.96
Jul '19	5,354	296	\$2,213.02	\$7.48	5.53%	2.40	17.5	5.91%	\$126.46
Aug '19	4,039	256	\$2,515.31	\$9.83	6.34%	1.70	23	8.98%	\$109.36
Sep '19	2,735	155	\$1,903.31	\$12.28	5.67%	1.90	10	6.45%	\$190.33
<b>Total</b>	<b>12,653</b>	<b>741</b>	<b>\$6,928.58</b>	<b>\$9.35</b>	<b>5.86%</b>	<b>2</b>	<b>52</b>	<b>7.02%</b>	<b>\$133.24</b>

## Campaign Summary - 1 Sep 2019 — 30 Sep 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
search   beta   coolsculpting	2,561	149	\$1,873.33	\$12.57	5.82%	1.80	10	6.71%	\$187.33
search   alpha   coolsculpting	174	6	\$29.98	\$5.00	3.45%	3.70	0	0%	\$0.00

# Top Keywords & Placements - 1 Sep 2019 — 30 Sep 2019

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
cool sculpting	56	12	\$232.84	\$19.40	21.43%	1.60	3	25.00%	\$77.61
coolsculpting near me	5	5	\$90.16	\$18.03	100.00%	1.80	3	60.00%	\$30.05
coolsculptinggroupon	1	1	\$8.06	\$8.06	100.00%	1	1	100.00%	\$8.06
coolsculpting	62	9	\$127.38	\$14.15	14.52%	1.60	1	11.11%	\$127.38
cool sculpting cost	10	4	\$35.53	\$8.88	40.00%	1.50	1	25.00%	\$35.53
coolsculpting walnut creek	1	1	\$32.08	\$32.08	100.00%	1	1	100.00%	\$32.08
coolsculpting cost	6	3	\$42.92	\$14.31	50.00%	1.30	0	0.00%	-
coolsculpting mini cost	1	1	\$10.83	\$10.83	100.00%	2	0	0.00%	-
zeltiq	1	1	\$18.81	\$18.81	100.00%	1	0	0.00%	-
how mich is cool sculpting	1	1	\$6.05	\$6.05	100.00%	2	0	0.00%	-

## Top Display Placements

No Data Found for this account

# Top Performing Ads - 1 Sep 2019 — 30 Sep 2019

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">#1 CoolSculpting Deal 25% Off - CoolSculpting is All We Do - Target Belly Fat Love Handles</a> <a href="http://www.sculptology.com//">www.sculptology.com//</a> #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Freeze Away Stubborn Belly Fat.	944	57	\$1,016.66	\$17.84	6.04%	1.60	7	12.28%	\$145.24
25% Off All CoolSculpting® - Affordable & Quick Treatments - Sculptology <a href="http://www.sculptology.com/coolsculpting/special">www.sculptology.com/coolsculpting/special</a> Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options.	68	10	\$157.33	\$15.73	14.71%	1.70	1	10.00%	\$157.33
25% Off All CoolSculpting® - Best Price in Pleasanton, CA - Sculptology <a href="http://www.sculptology.com/coolsculpting/special">www.sculptology.com/coolsculpting/special</a> Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	164	26	\$182.52	\$7.02	15.85%	1.60	1	3.85%	\$182.52
25% Off CoolSculpting Cost - The CoolSculpting Specialists - Freeze Away Stubborn Fat <a href="http://www.sculptology.com//">www.sculptology.com//</a> #1 CoolSculpting Deal. 25% Off. Freeze Fat. Top Provider in Pleasanton, CA. Free Consult.	132	3	\$55.37	\$18.46	2.27%	1.60	1	33.33%	\$55.37
25% Off CoolSculpting Cost - The CoolSculpting Specialists - Freeze Away Stubborn Fat <a href="http://www.sculptology.com//">www.sculptology.com//</a> #1 CoolSculpting Deal. 25% Off. Freeze Fat. Top Provider in Pleasanton, CA. Free Consult.	4	2	\$9.72	\$4.86	50.00%	2.30	0	0.00%	-

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Sep 2019 — 30 Sep 2019

## Budget Coverage

Display Impr Share

0%

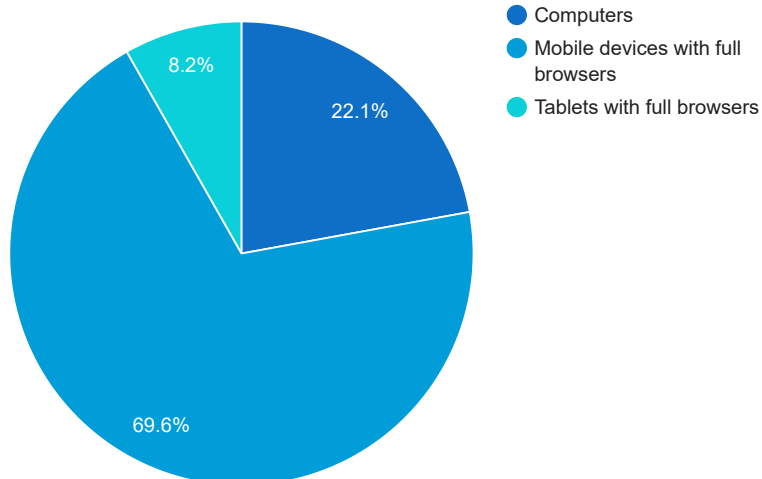
Search Impr Share

77.91%

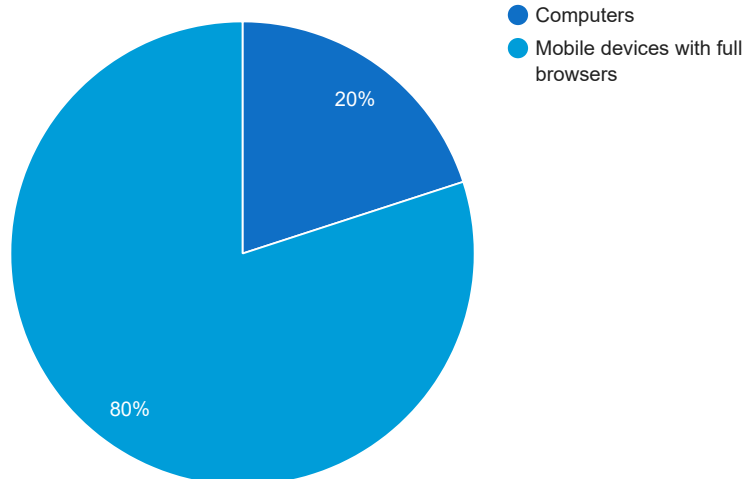
↓ 9%

## Cost and Conversions by Device

### Cost



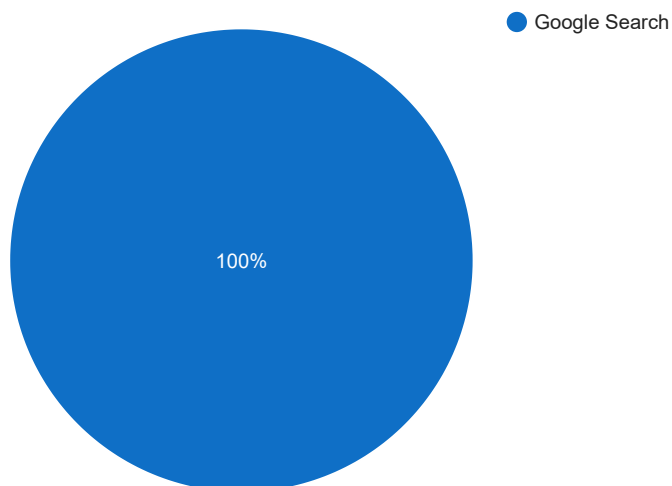
### Conversions



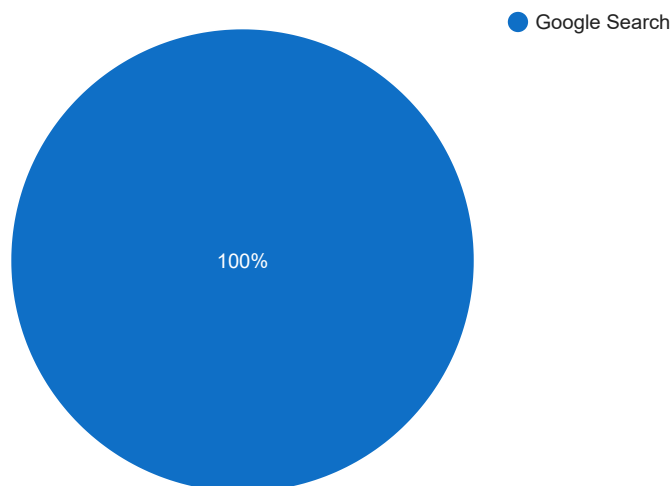
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	1,775	120	\$1,325.42	\$11.05	6.76%	2	8	6.67%	\$165.68
Computers	797	24	\$421.21	\$17.55	3.01%	1.90	2	8.33%	\$210.61
Tablets with full browsers	163	11	\$156.68	\$14.24	6.75%	1.90	0	0%	\$0.00

## 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	2,735	155	\$1,903.31	\$12.28	5.67%	2	10	6.45%	\$190.33

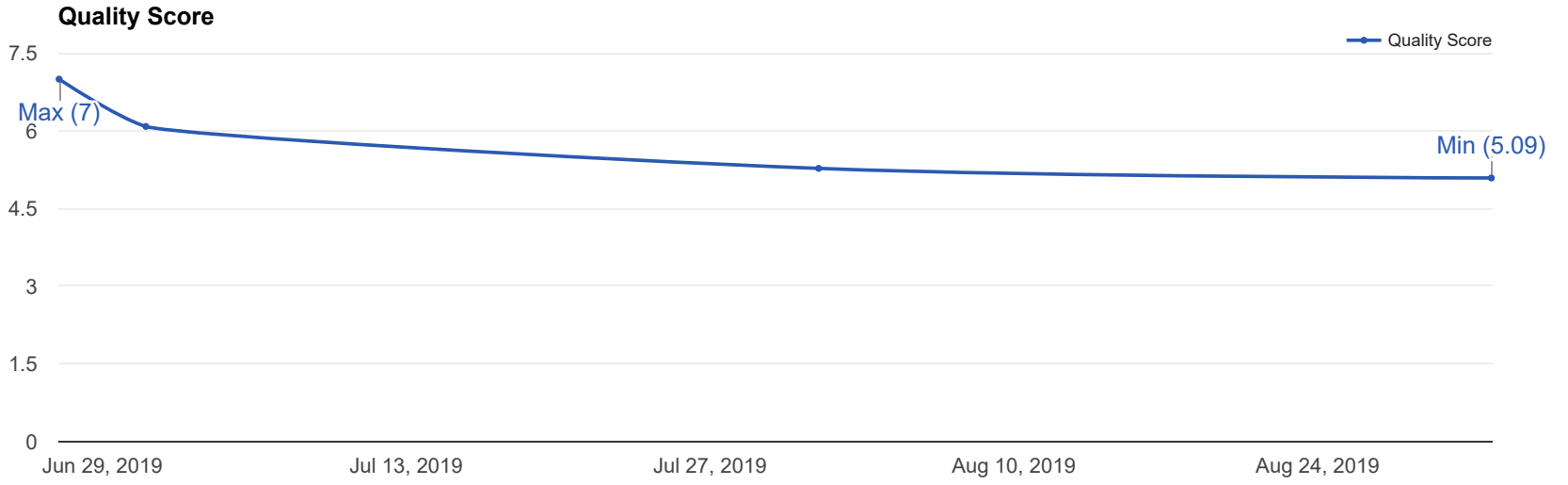
# Account Health - Quality Score

Current Quality Score

5.1

Quality Score

Quality Score Trend - 1 Oct 2018 — 30 Sep 2019



# Conversion Types - 1 Sep 2019 — 30 Sep 2019

CONVERSION TYPE

CONV

Form Submission

7

Phone Call

3

## 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