

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

Sculptology

982-878-9790

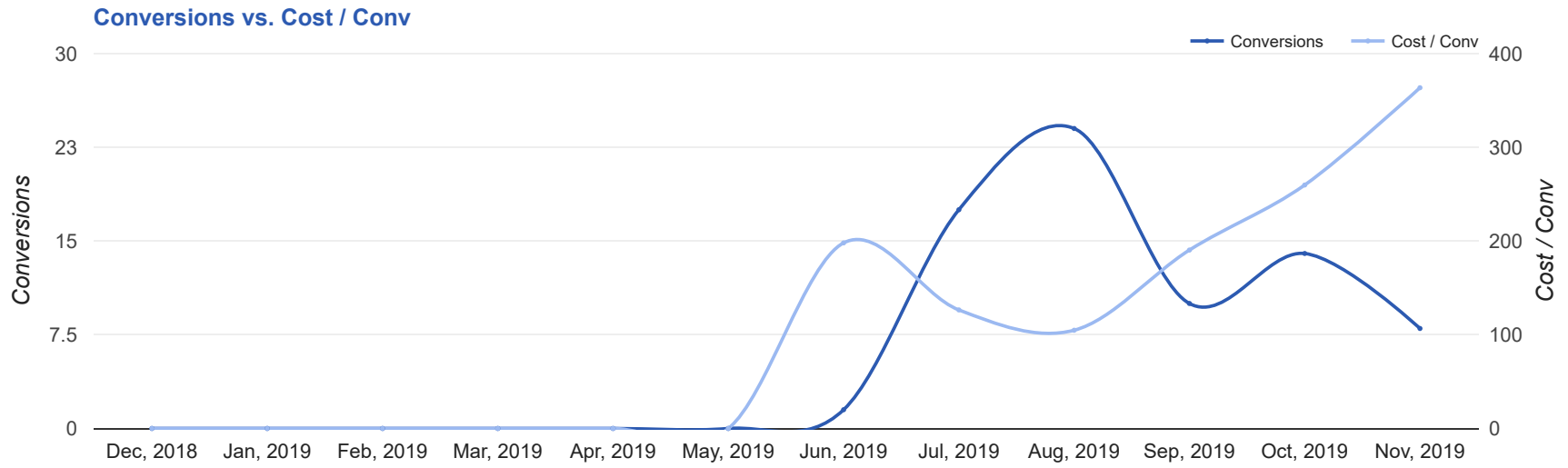
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,908	8	7.14%	\$363.48
↓ 20%	↓ 43%	↓ 14%	↑ 40%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2019 — 31 Oct 2019	3,496	168	\$3,635.85	\$21.64	4.81%	-	14	8.33%	\$259.70	71.13%
1 Nov 2019 — 30 Nov 2019	1,830	112	\$2,907.85	\$25.96	6.12%	-	8	7.14%	\$363.48	82.64%
Change	1,666 ↓ 48%	56 ↓ 33%	\$728.00 ↓ 20%	\$4.32 ↑ 20%	1.31% ↑ 27%	--	6 ↓ 43%	1.19% ↓ 14%	\$103.78 ↑ 40%	11.51% ↑ 16%

Performance by Month - 1 Dec 2018 — 30 Nov 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
Jun '19	525	34	\$296.94	\$8.73	6.48%	-	1.5	4.41%	\$197.96	77.43%	
Jul '19	5,354	296	\$2,213.02	\$7.48	5.53%	-	17.5	5.91%	\$126.46	68.96%	
Aug '19	4,039	256	\$2,515.31	\$9.83	6.34%	-	24	9.38%	\$104.80	85.82%	
Sep '19	2,735	155	\$1,903.31	\$12.28	5.67%	-	10	6.45%	\$190.33	77.9%	
Oct '19	3,496	168	\$3,635.85	\$21.64	4.81%	-	14	8.33%	\$259.70	71.14%	
Nov '19	1,830	112	\$2,907.85	\$25.96	6.12%	-	8	7.14%	\$363.48	82.63%	
Total	17,979	1,021	\$13,472.28	\$13.20	5.68%	-	75	7.35%	\$179.63	75.58%	

Campaign Summary - 1 Nov 2019 — 30 Nov 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	1,235	71	\$1,499.81	\$21.12	5.75%	-	6.5	9.15%	\$230.74	81.8%
search alpha coolsculpting	508	33	\$1,288.00	\$39.03	6.5%	-	1.5	4.55%	\$858.67	82.49%
search awareness botox	87	8	\$120.04	\$15.01	9.2%	-	0	0%	\$0.00	97.65%

Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

Top Text Ads

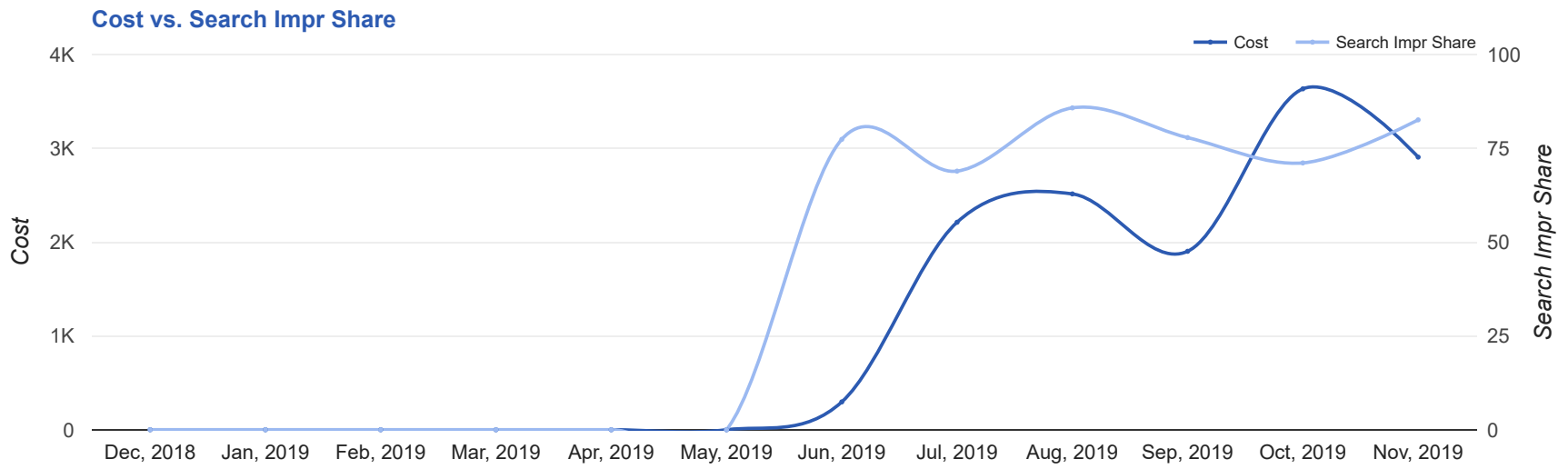
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Pleasanton - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® www.sculptology.com/coolsculpting/pleasanton #1 CoolSculpting Deal. Freeze Fat. Top Provider in Pleasanton, CA. Free Consult.	197	11	\$280.92	\$25.54	5.58%	-	3.5	31.82%	\$80.26
CoolSculpting in Pleasanton - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime www.sculptology.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	481	26	\$438.49	\$16.87	5.41%	-	2	7.69%	\$219.25
#1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Sculptology www.sculptology.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	155	10	\$273.92	\$27.39	6.45%	-	1	10.00%	\$273.92
25% Off CoolSculpting Cost - The CoolSculpting Specialists - Freeze Away Stubborn Fat www.sculptology.com// #1 CoolSculpting Deal. 25% Off. Freeze Fat. Top Provider in Pleasanton, CA. Free Consult.	87	4	\$154.46	\$38.62	4.60%	-	1	25.00%	\$154.46
#1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Target Belly Fat Love Handles www.sculptology.com// #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment. Freeze Away Stubborn Belly Fat.	86	7	\$176.03	\$25.15	8.14%	-	0.5	7.14%	\$352.06

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2019 — 30 Nov 2019

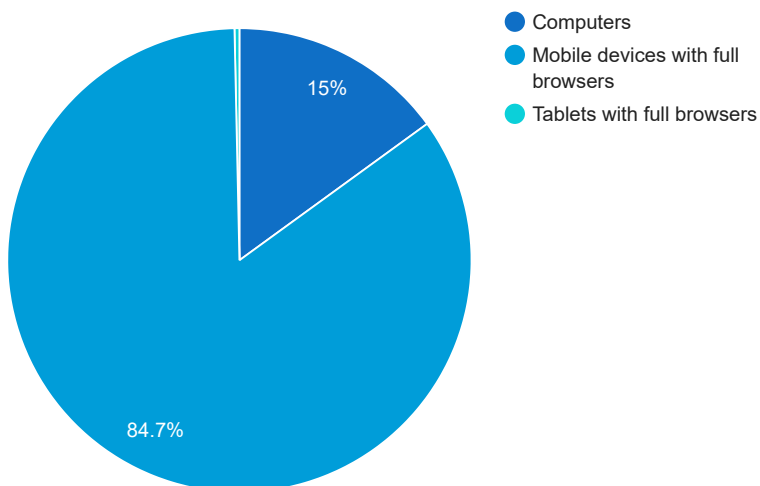
Budget Coverage



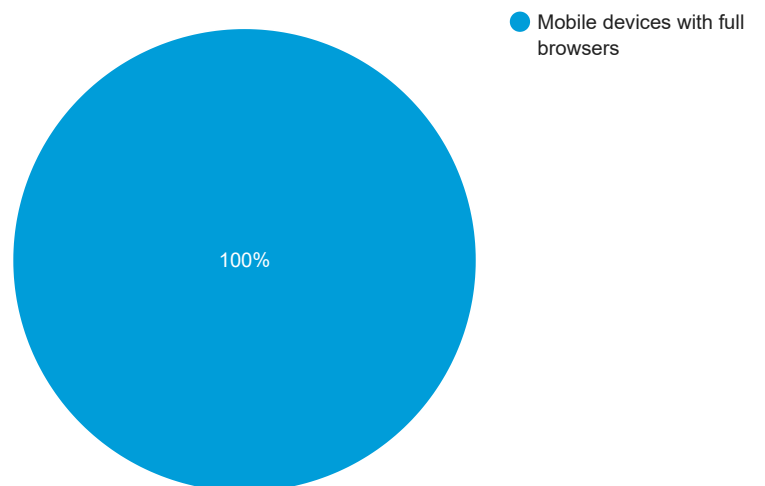
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	0	0
Jan, 2019	0	0
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	296.94	77.43
Jul, 2019	2,213.02	68.96
Aug, 2019	2,515.31	85.82
Sep, 2019	1,903.31	77.90
Oct, 2019	3,635.85	71.14
Nov, 2019	2,907.85	82.63

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	1,280	91	\$2,461.90	\$27.05	7.11%	-	8	8.79%	\$307.74
Computers	493	20	\$436.07	\$21.80	4.06%	-	0	0%	\$0.00
Tablets with full browsers	57	1	\$9.88	\$9.88	1.75%	-	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	1,830	112	\$2,907.85	\$25.96	6.12%	-	8	7.14%	\$363.48

Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE	CONV
Form Submission	4
Phone Call	3
Calls from ads	1

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