

**Monthly Account  
Performance Report  
1 Jan 2020 — 31 Jan 2020**

Sculptology

982-878-9790

# Key Performance Indicators (KPIs)

Cost

\$4,318

↑ 7%

Conv

12

↑ 20%

Conv Rate

5.22%

↓ 6%

Cost / Conv

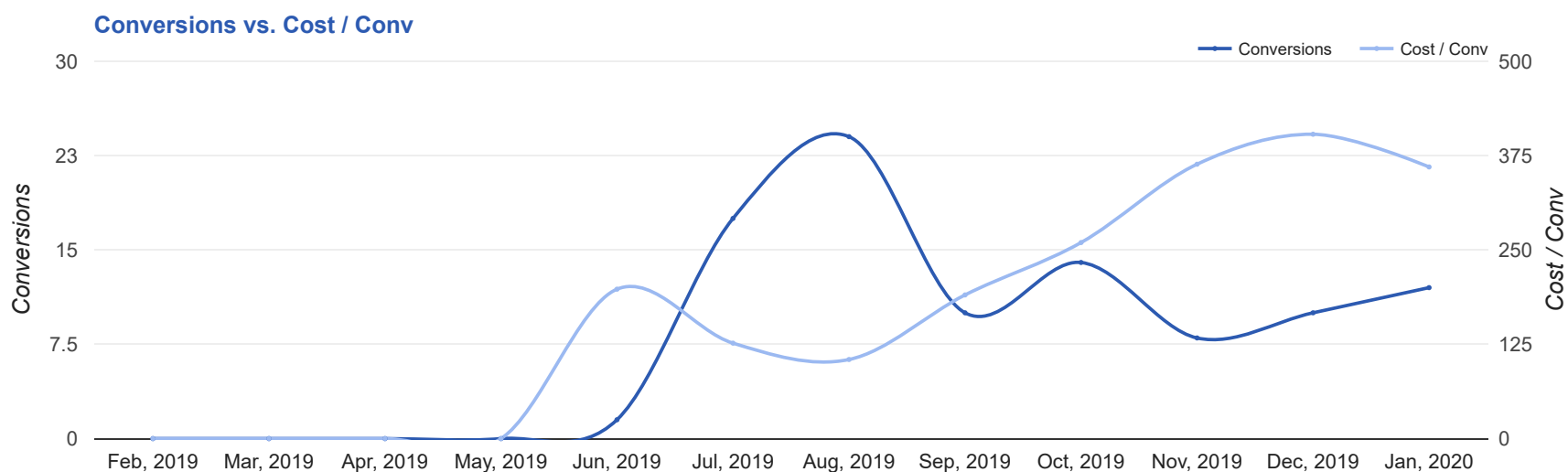
\$359.87

↓ 11%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Dec 2019 — 31 Dec 2019</b>	4,244	180	\$4,031.96	\$22.40	4.24%	-	10	5.56%	\$403.20	78.89%
<b>1 Jan 2020 — 31 Jan 2020</b>	4,752	230	\$4,318.44	\$18.78	4.84%	-	12	5.22%	\$359.87	78.53%
<b>Change</b>	508 ↑ 12%	50 ↑ 28%	\$286.48 ↑ 7%	\$3.62 ↓ 16%	0.60% ↑ 14%	--	2 ↑ 20%	0.34% ↓ 6%	\$43.33 ↓ 11%	0.36% ↓ 0%

# Performance by Month - 1 Feb 2019 — 31 Jan 2020



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	82.49%	
Dec '19	4,244	180	\$4,031.96	\$22.40	4.24%	-	10	5.56%	\$403.20	78.93%	
Jan '20	4,752	230	\$4,318.44	\$18.78	4.84%	-	12	5.22%	\$359.87	78.53%	
<b>Total</b>	<b>26,975</b>	<b>1,431</b>	<b>\$21,822.68</b>	<b>\$15.25</b>	<b>5.3%</b>	<b>-</b>	<b>97</b>	<b>6.78%</b>	<b>\$224.98</b>	<b>76.59%</b>	

## Campaign Summary - 1 Jan 2020 — 31 Jan 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	2,963	175	\$3,279.79	\$18.74	5.91%	-	11	6.29%	\$298.16	83.64%
search   beta   botox	1,639	50	\$879.02	\$17.58	3.05%	-	1	2%	\$879.02	70.35%
search   alpha   coolsculpting	150	5	\$159.63	\$31.93	3.33%	-	0	0%	\$0.00	95.69%

# Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

## Top Text Ads

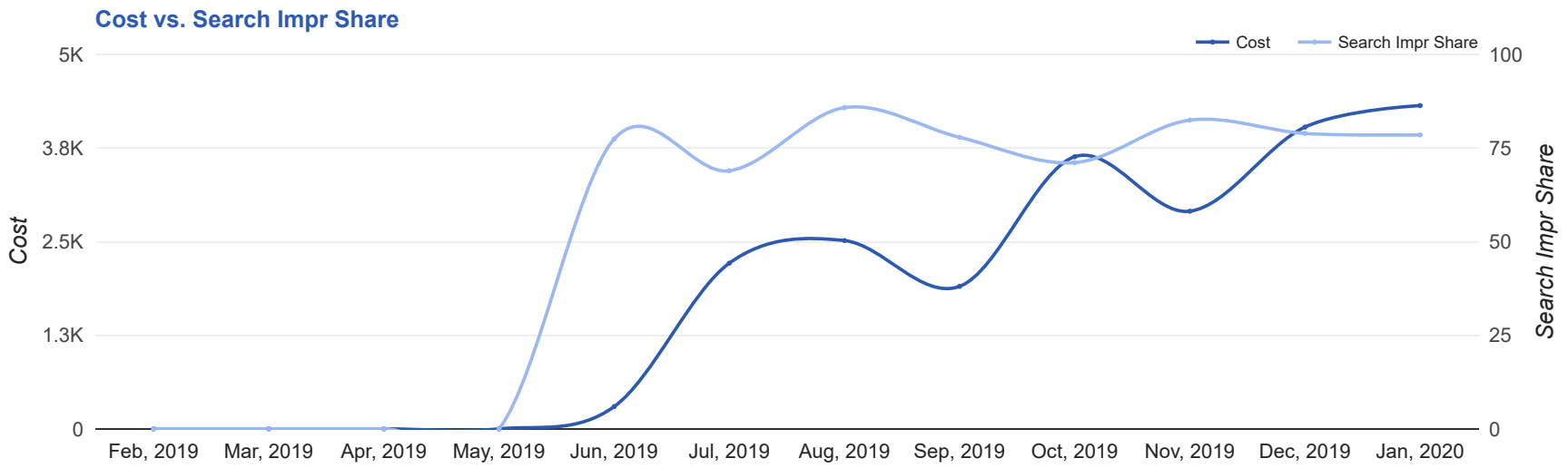
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">#1 Provider in Pleasanton - Safe &amp; Effective Fat Reduction - 25% Off All CoolSculpting®</a> <a href="http://www.sculptology.com/coolsculpting/pleasanton">www.sculptology.com/coolsculpting/pleasanton</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Pleasanton, CA. Free Consult.	1,490	96	\$1,918.83	\$19.99	6.44%	-	11	11.46%	\$174.44
<a href="#">#1 Anti-Aging Treatment - Look Younger &amp; More Energized - Botox Cosmetic Treatments</a> <a href="http://www.sculptology.com//">www.sculptology.com//</a> Botox Reduces Fine Lines and Wrinkles. Look Younger and More Energized. Schedule A Consult	266	7	\$94.65	\$13.52	2.63%	-	1	14.29%	\$94.65
<a href="#">#1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Sculptology</a> <a href="http://www.sculptology.com/coolsculpting/">www.sculptology.com/coolsculpting/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	11	1	\$3.36	\$3.36	9.09%	-	0	0.00%	-
<a href="#">CoolSculpting in Pleasanton - #1 Fat Reduction Treatment - No Surgery &amp; Minimal Downtime</a> <a href="http://www.sculptology.com/coolsculpting/">www.sculptology.com/coolsculpting/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	614	32	\$521.99	\$16.31	5.21%	-	0	0.00%	-
<a href="#">#1 Provider in Pleasanton - Safe &amp; Effective Fat Reduction - 25% Off All CoolSculpting®</a> <a href="http://www.sculptology.com/coolsculpting/pleasanton">www.sculptology.com/coolsculpting/pleasanton</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Pleasanton, CA. Free Consult.	78	8	\$168.76	\$21.09	10.26%	-	0	0.00%	-

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jan 2020 — 31 Jan 2020

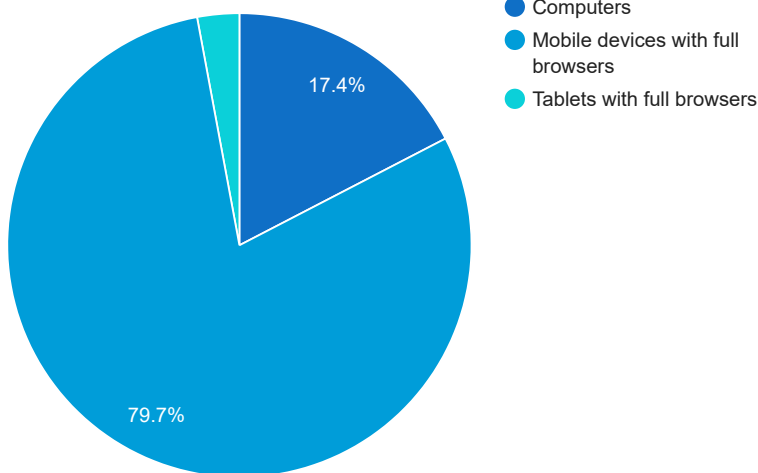
## Budget Coverage



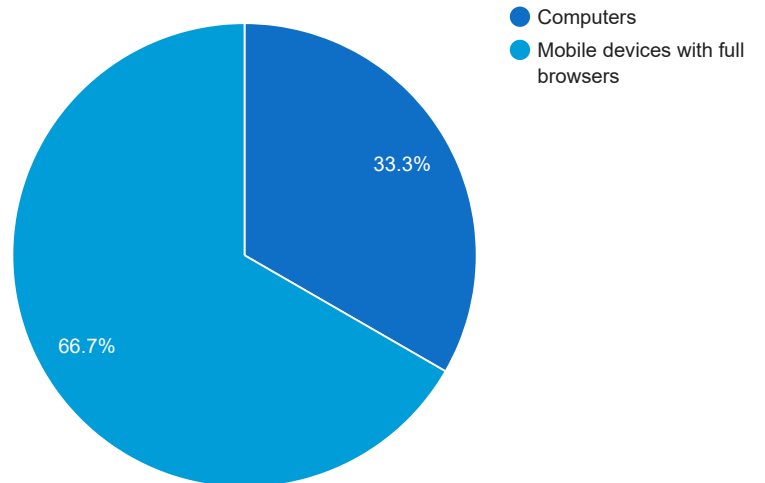
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	296.94	77.43
Jul, 2019	2,213.02	68.96
Aug, 2019	2,515.31	85.82
Sep, 2019	1,903.31	77.90
Oct, 2019	3,635.85	71.14
Nov, 2019	2,907.85	82.49
Dec, 2019	4,031.96	78.93
Jan, 2020	4,318.44	78.53

## 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	3,260	184	\$3,440.99	\$18.70	5.64%	-	8	4.35%	\$430.12
Computers	1,371	39	\$751.15	\$19.26	2.84%	-	4	10.26%	\$187.79
Tablets with full browsers	121	7	\$126.30	\$18.04	5.79%	-	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	4,752	230	\$4,318.44	\$18.78	4.84%	-	12	5.22%	\$359.87

## Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE	CONV
Form Submission	7
Phone Call	5
Clicks to call	0
Local actions - Directions	0
Local actions - Website visits	0
Local actions - Other engagements	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 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