

**Monthly Account  
Performance Report  
1 Feb 2020 — 29 Feb 2020**

Sculptology

982-878-9790

# Key Performance Indicators (KPIs)

Cost

\$5,350

↑ 24%

Conv

33.7

↑ 173%

Conv Rate

9.76%

↑ 82%

Cost / Conv

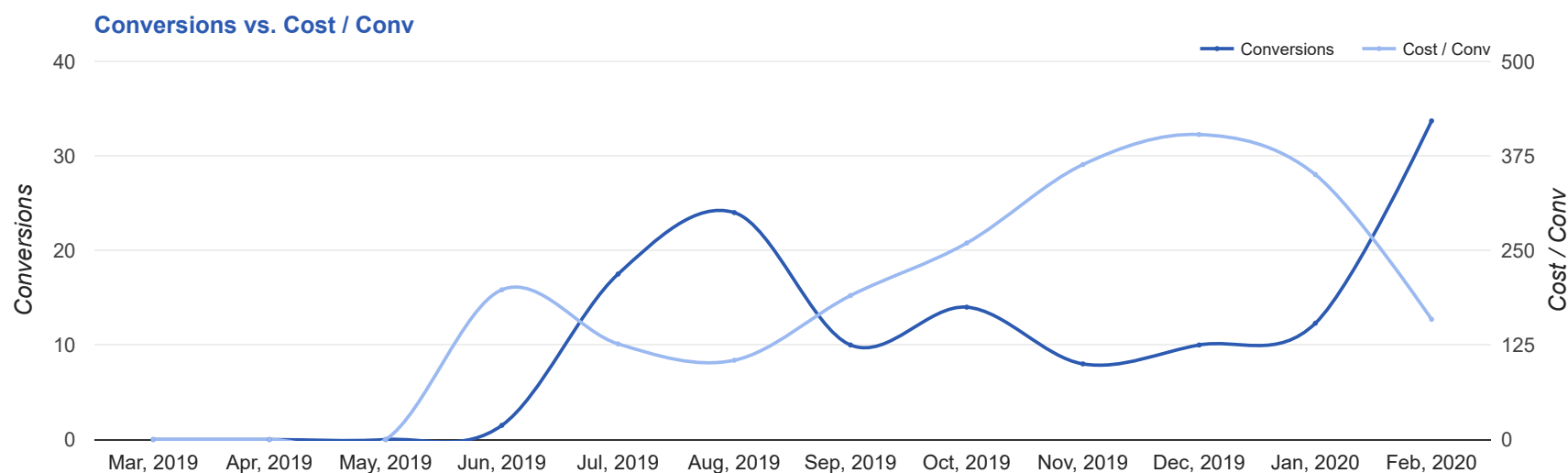
\$158.90

↓ 55%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Jan 2020 — 31 Jan 2020</b>	4,752	230	\$4,318.44	\$18.78	4.84%	-	12.3	5.36%	\$350.24	78.06%
<b>1 Feb 2020 — 29 Feb 2020</b>	5,924	345	\$5,350.13	\$15.51	5.82%	-	33.7	9.76%	\$158.90	72.69%
<b>Change</b>	1,172 ↑ 25%	115 ↑ 50%	\$1,031.69 ↑ 24%	\$3.27 ↓ 17%	0.98% ↑ 20%	--	21.34 ↑ 173%	4.40% ↑ 82%	\$191.34 ↓ 55%	5.37% ↓ 7%

# Performance by Month - 1 Mar 2019 — 29 Feb 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%	-	12.3	5.36%	\$350.24	78.06%	
Feb '20	5,924	345	\$5,350.13	\$15.51	5.82%	-	33.7	9.76%	\$158.90	72.69%	
<b>Total</b>	<b>32,899</b>	<b>1,776</b>	<b>\$27,172.81</b>	<b>\$15.30</b>	<b>5.4%</b>	<b>-</b>	<b>131</b>	<b>7.38%</b>	<b>\$207.43</b>	<b>75.79%</b>	

## Campaign Summary - 1 Feb 2020 — 29 Feb 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	4,220	279	\$4,395.16	\$15.75	6.61%	-	31.7	11.35%	\$138.78	75.19%
search   beta   botox	1,704	66	\$954.97	\$14.47	3.87%	-	2	3.03%	\$477.49	67.53%

# Top Performing Ads - 1 Feb 2020 — 29 Feb 2020

## Top Text Ads

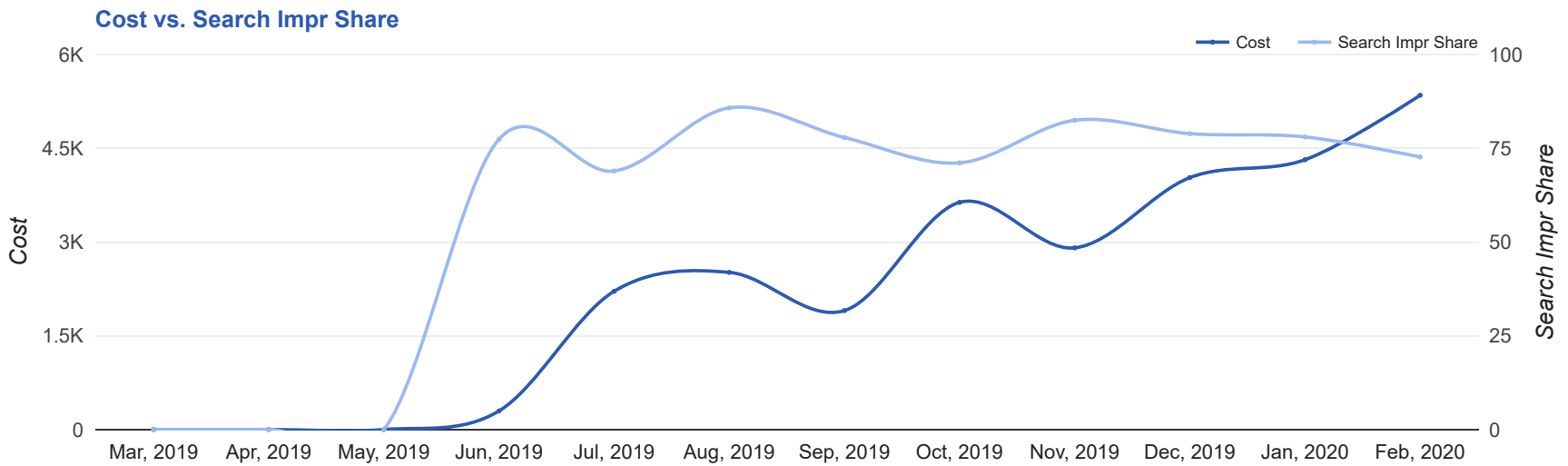
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">#1 Provider in Pleasanton - Safe &amp; Effective Fat Reduction - 25% Off All CoolSculpting®</a> <a href="http://www.sculptology.com/coolsculpting/pleasanton">www.sculptology.com/coolsculpting/pleasanton</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Pleasanton, CA. Free Consult.	2,604	155	\$2,588.81	\$16.70	5.95%	-	23	14.84%	\$112.56
<a href="#">25% Off All CoolSculpting® - Best Price in Pleasanton - Sculptology</a> <a href="http://www.sculptology.com/coolsculpting/special">www.sculptology.com/coolsculpting/special</a> Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	192	29	\$365.43	\$12.60	15.10%	-	3	10.34%	\$121.81
<a href="#">Best Price in Pleasanton - Sculptology - Flexible Payment Options</a> <a href="http://www.sculptology.com/coolsculpting/special">www.sculptology.com/coolsculpting/special</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	29	3	\$22.73	\$7.58	10.34%	-	2	66.67%	\$11.37
{Keyword:Look Younger & More Energized} - #1 Anti-Aging Treatment - Reduce Crow's Feet + Wrinkles <a href="http://www.sculptology.com/">www.sculptology.com/</a> --/ -- Safe, Effective Treatment for Crow's Feet, Brow Lines & Forehead Wrinkles.	570	20	\$349.56	\$17.48	3.51%	-	2	10.00%	\$174.78
<a href="#">25% Off All CoolSculpting® - Sculptology - #1 Provider in Pleasanton</a> <a href="http://www.sculptology.com/coolsculpting/">www.sculptology.com/coolsculpting/</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Pleasanton, CA. Free Consult.	230	4	\$137.35	\$34.34	1.74%	-	1	25.00%	\$137.35

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Feb 2020 — 29 Feb 2020

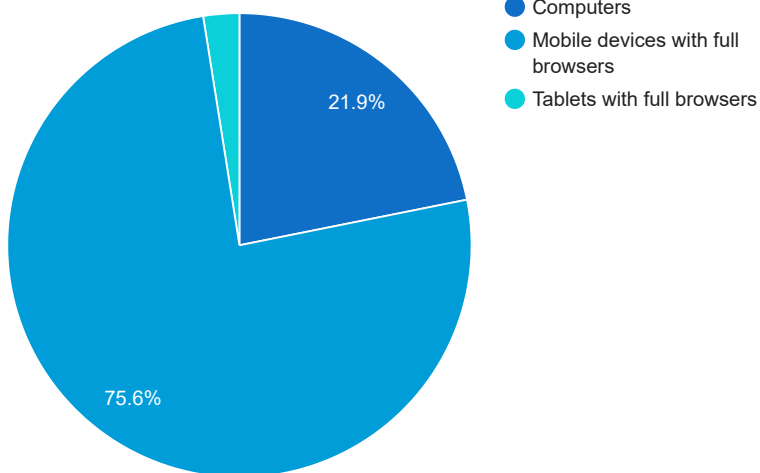
## Budget Coverage



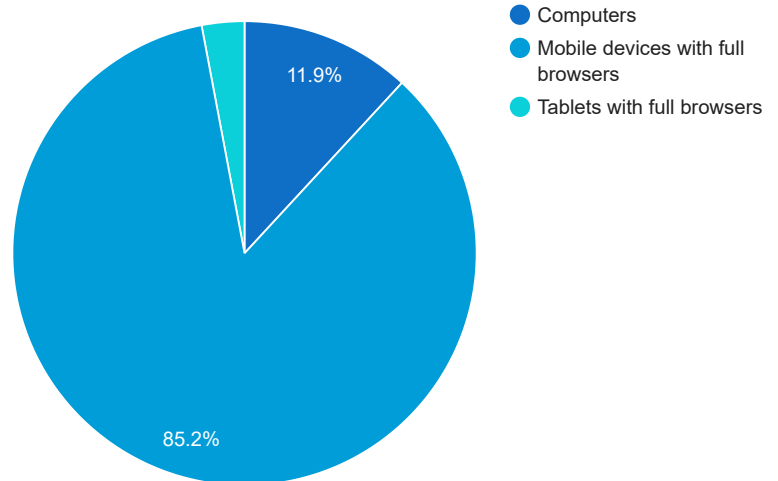
DATE	COST	SEARCH IMPR SHARE
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	296.94	77.43
Jul, 2019	2,213.02	68.96
Aug, 2019	2,515.31	85.82
Sep, 2019	1,903.31	77.90
Oct, 2019	3,635.85	71.14
Nov, 2019	2,907.85	82.49
Dec, 2019	4,031.96	78.93
Jan, 2020	4,318.44	78.06
Feb, 2020	5,350.13	72.69

## 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	4,154	264	\$4,047.20	\$15.33	6.36%	-	28.7	10.86%	\$141.16
Computers	1,639	73	\$1,169.04	\$16.01	4.45%	-	4	5.48%	\$292.26
Tablets with full browsers	131	8	\$133.89	\$16.74	6.11%	-	1	12.5%	\$133.89

### 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	5,924	345	\$5,350.13	\$15.51	5.82%	-	33.7	9.76%	\$158.90

## Conversion Types - 1 Feb 2020 — 29 Feb 2020

CONVERSION TYPE	CONV
Form Submission	22.7
Phone Call	8
Calls from ads	3
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 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