

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

Sculptology

982-878-9790

Key Performance Indicators (KPIs)

Cost

\$1,307

↑ 1,464%

Conv

5

↑ ∞

Conv Rate

5.75%

↑ ∞

Cost / Conv

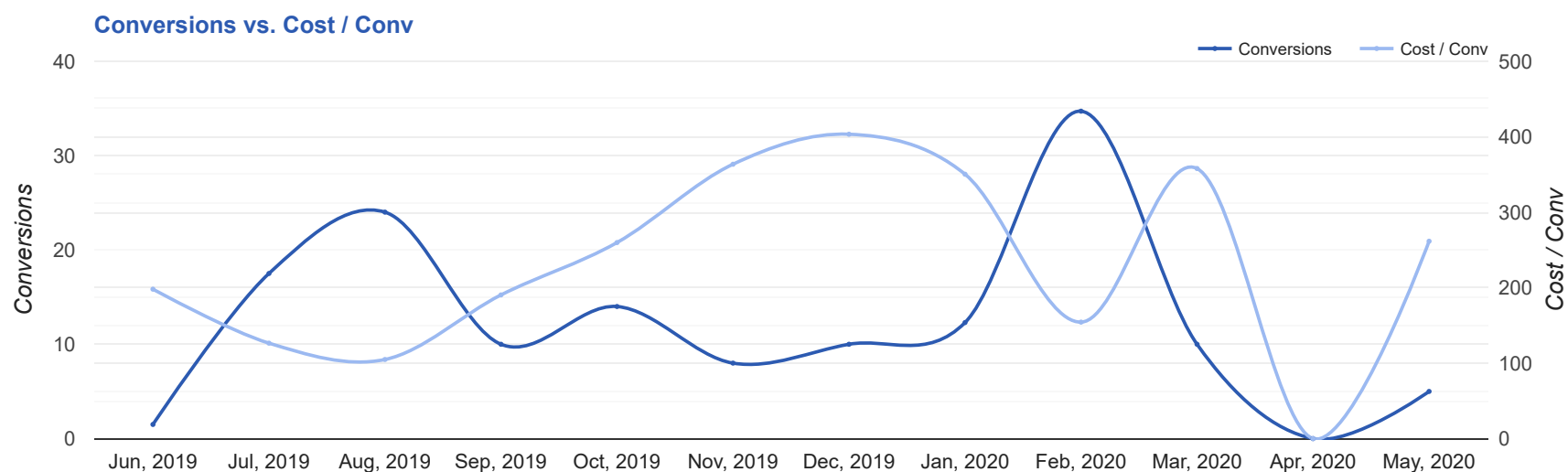
\$261.48

↑ ∞

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2020 — 30 Apr 2020	184	9	\$83.58	\$9.29	4.89%	-	0	0%	\$0.00	77.03%
1 May 2020 — 31 May 2020	908	87	\$1,307.39	\$15.03	9.58%	-	5	5.75%	\$261.48	95.71%
Change	724 ↑ 393%	78 ↑ 867%	\$1,223.81 ↑ 1,464%	\$5.74 ↑ 62%	4.69% ↑ 96%	--	5 ↑ ∞%	5.75% ↑ ∞%	\$261.48 ↑ ∞%	18.68% ↑ 24%

Performance by Month - 1 Jun 2019 — 31 May 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%	-	34.7	10.05%	\$154.32	72.69%	
Mar '20	3,304	194	\$3,577.69	\$18.44	5.87%	-	10	5.15%	\$357.77	80.53%	
Apr '20	184	9	\$83.58	\$9.29	4.89%	-	0	0%	\$0.00	77.03%	
May '20	908	87	\$1,307.39	\$15.03	9.58%	-	5	5.75%	\$261.48	95.71%	
Total	37,295	2,066	\$32,141.47	\$15.56	5.54%	-	147	7.12%	\$218.65	76.59%	

Campaign Summary - 1 May 2020 — 31 May 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	861	85	\$1,226.92	\$14.43	9.87%	-	5	5.88%	\$245.38	96.98%
search beta cooltone	47	2	\$80.47	\$40.24	4.26%	-	0	0%	\$0.00	77.42%

Top Performing Ads - 1 May 2020 — 31 May 2020

Top Text Ads

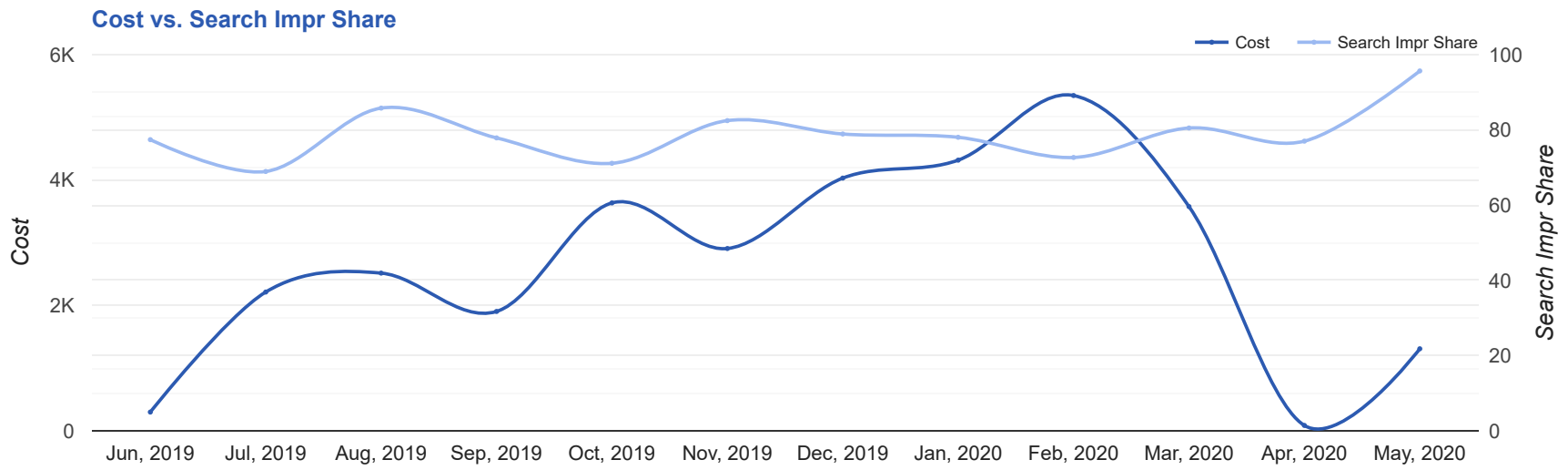
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Pleasanton - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® www.sculptology.com/coolsculpting/pleasanton #1 CoolSculpting Deal. Freeze Fat. Top Provider in Pleasanton, CA. Free Consult.	562	50	\$789.63	\$15.79	8.90%	-	3	6.00%	\$263.21
25% Off All CoolSculpting® - Best Price in Pleasanton - Sculptology www.sculptology.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	68	8	\$76.57	\$9.57	11.76%	-	1	12.50%	\$76.57
#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.	51	6	\$127.37	\$21.23	11.76%	-	1	16.67%	\$127.37
CoolTone Body Contouring - Non-Invasive Body Contouring - Build Muscle and Burn Fat www.sculptology.com/--/ CoolTone is a New Non-invasive Body Contouring Treatment from the Makers of CoolSculpting.	27	2	\$80.47	\$40.23	7.41%	-	0	0.00%	-
#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.	14	3	\$29.24	\$9.75	21.43%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2020 — 31 May 2020

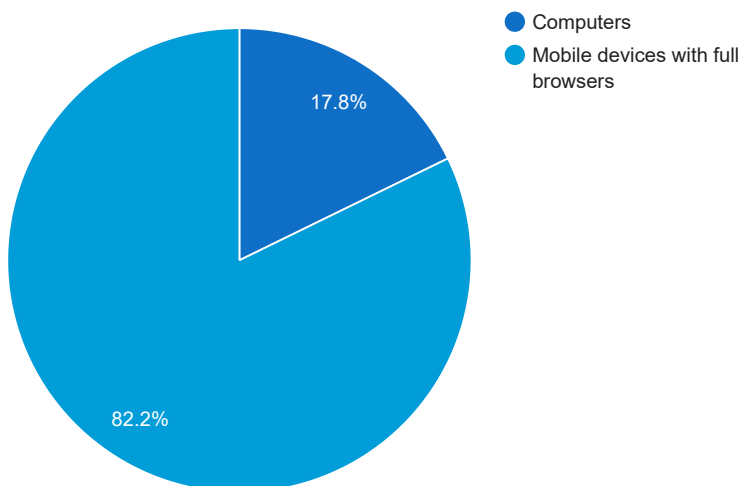
Budget Coverage



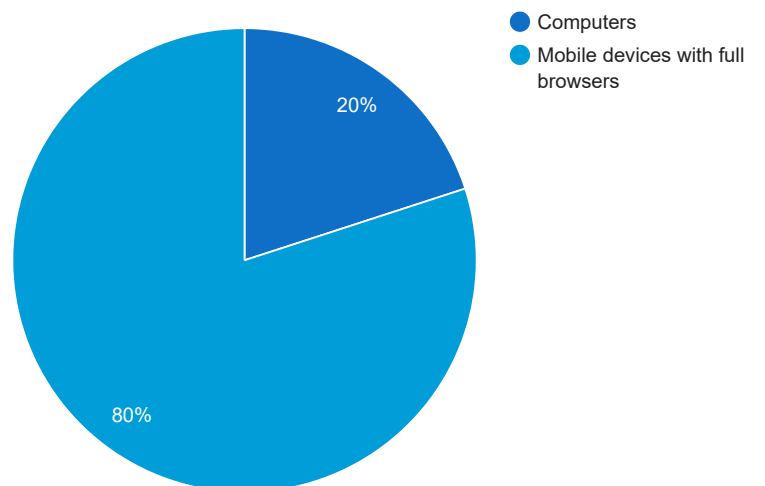
DATE	COST	SEARCH IMPR SHARE
Jun, 2019	296.94	77.43
Jul, 2019	2,213.02	68.96
Aug, 2019	2,515.31	85.82
Sep, 2019	1,903.31	77.90
Oct, 2019	3,635.85	71.14
Nov, 2019	2,907.85	82.49
Dec, 2019	4,031.96	78.93
Jan, 2020	4,318.44	78.06
Feb, 2020	5,350.13	72.69
Mar, 2020	3,577.69	80.53
Apr, 2020	83.58	77.03
May, 2020	1,307.39	95.71

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	699	74	\$1,075.08	\$14.53	10.59%	-	4	5.41%	\$268.77
Computers	192	13	\$232.31	\$17.87	6.77%	-	1	7.69%	\$232.31
Tablets with full browsers	17	0	\$0.00	\$0.00	0%	-	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	908	87	\$1,307.39	\$15.03	9.58%	-	5	5.75%	\$261.48

Conversion Types - 1 May 2020 — 31 May 2020

CONVERSION TYPE

CONV

Form Submission

4

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