

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

SeaMist Medspa

140-425-1409

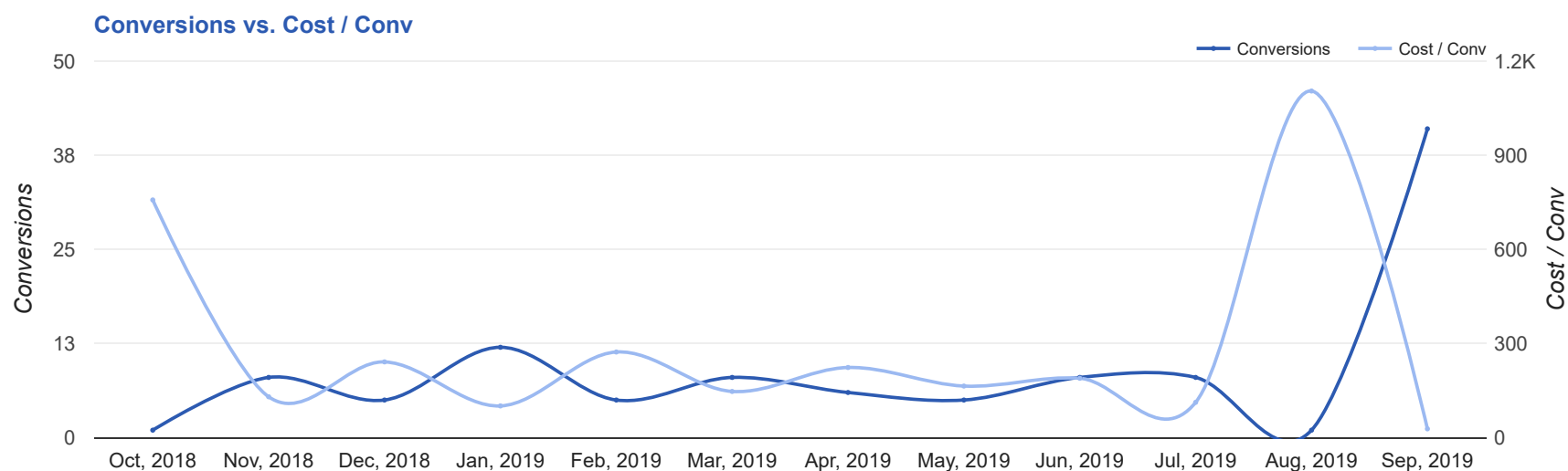
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,153	41	93.18%	\$28.13
↑ 4%	↑ 4,000%	↑ 5,760%	↓ 97%

## 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>	696	63	\$1,104.50	\$17.53	9.05%	1.60	1	1.59%	\$1,104.50
<b>1 Sep 2019 — 30 Sep 2019</b>	517	44	\$1,153.32	\$26.21	8.51%	1.30	41	93.18%	\$28.13
<b>Change</b>	179 ↓ 26%	19 ↓ 30%	\$48.82 ↑ 4%	\$8.68 ↑ 50%	0.54% ↓ 6%	0.30 ↑ 19%	40 ↑ 4,000%	91.59% ↑ 5,760%	\$1,076.37 ↓ 97%

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



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Oct '18	812	76	\$757.42	\$9.97	9.36%	1.50	1	1.32%	\$757.42
Nov '18	1,371	98	\$1,042.90	\$10.64	7.15%	1.70	8	8.16%	\$130.36
Dec '18	1,287	99	\$1,207.23	\$12.19	7.69%	1.80	5	5.05%	\$241.45
Jan '19	1,652	128	\$1,214.37	\$9.49	7.75%	2	12	9.38%	\$101.20
Feb '19	1,109	90	\$1,364.84	\$15.16	8.12%	1.70	5	5.56%	\$272.97
Mar '19	1,423	115	\$1,178.63	\$10.25	8.08%	2	8	6.96%	\$147.33
Apr '19	1,332	88	\$1,341.97	\$15.25	6.61%	1.90	6	6.82%	\$223.66
May '19	1,064	88	\$822.24	\$9.34	8.27%	1.80	5	5.68%	\$164.45
Jun '19	743	83	\$1,515.15	\$18.25	11.17%	1.40	8	9.64%	\$189.39
Jul '19	934	94	\$901.47	\$9.59	10.06%	1.70	8	8.51%	\$112.68
Aug '19	696	63	\$1,104.50	\$17.53	9.05%	1.60	1	1.59%	\$1,104.50
Sep '19	517	44	\$1,153.32	\$26.21	8.51%	1.30	41	93.18%	\$28.13
<b>Total</b>	<b>12,940</b>	<b>1,066</b>	<b>\$13,604.04</b>	<b>\$12.76</b>	<b>8.24%</b>	<b>1.80</b>	<b>108</b>	<b>10.13%</b>	<b>\$125.96</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	458	38	\$1,116.17	\$29.37	8.3%	1.20	36	94.74%	\$31.00
search   alpha   coolsculpting	59	6	\$37.15	\$6.19	10.17%	1.80	5	83.33%	\$7.43

# 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	11	8	\$156.44	\$19.55	72.73%	1.30	7	87.50%	\$22.35
cool sculpting near me	1	1	\$57.27	\$57.27	100.00%	1	3	300.00%	\$19.09
coolsculpting	3	2	\$74.70	\$37.35	66.67%	1	3	150.00%	\$24.90
coolsculpting east greenwich rhode island	1	1	\$35.13	\$35.13	100.00%	1	2	200.00%	\$17.57
does coolsculpting work	1	1	\$19.89	\$19.89	100.00%	1	2	200.00%	\$9.95
coolsculpting polachek	1	1	\$22.92	\$22.92	100.00%	1	2	200.00%	\$11.46
freeze sculpt rhode island	1	2	\$5.02	\$2.51	200.00%	1	2	100.00%	\$2.51
is coolsculpting worth it	1	1	\$3.45	\$3.45	100.00%	1	2	200.00%	\$1.73
coolsculpting cost	2	2	\$16.74	\$8.37	100.00%	1	2	100.00%	\$8.37
what's the best way to lose belly fat	1	1	\$7.29	\$7.29	100.00%	1	1	100.00%	\$7.29

## 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="#">What is Cool Sculpting? - Safe &amp; Effective Fat Reduction - Freeze Away Stubborn Fat</a> <a href="http://seamistmedspa.com/coolsculpting/">seamistmedspa.com/coolsculpting/</a> 25% off CoolSculpting. #1 FDA-Cleared, non-surgical fat reduction treatment.	67	8	\$215.09	\$26.89	11.94%	1.20	11	137.50%	\$19.55
<a href="#">#1 Cool Sculpting Deal 25% off - 25% Off Cool Sculpting in RI - CoolSculpting Kingstown</a> <a href="http://seamistmedspa.com/coolsculpting/Kingstown">seamistmedspa.com/coolsculpting/Kingstown</a> #1 CoolSculpting Deal. 25% off. Freeze Fat. Top provider in Kingstown, RI.	106	9	\$210.06	\$23.34	8.49%	1.30	11	122.22%	\$19.10
<a href="#">CoolSculpting in Kingstown - #1 Fat Reduction Treatment - No Surgery &amp; Minimal Downtime</a> <a href="http://seamistmedspa.com/coolsculpting/">seamistmedspa.com/coolsculpting/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	81	9	\$136.03	\$15.11	11.11%	1.10	8	88.89%	\$17.00
<a href="#">#1 Provider in Kingstown - Safe &amp; Effective Fat Reduction - 25% Off All CoolSculpting®</a> <a href="http://seamistmedspa.com/coolsculpting/kingstown">seamistmedspa.com/coolsculpting/kingstown</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Kingstown, RI. Free Consult.	60	3	\$42.21	\$14.07	5.00%	1.10	3	100.00%	\$14.07
<a href="#">Best Price in Kingstown - SeaMist MedSpa - Flexible Payment Options</a> <a href="http://seamistmedspa.com/coolsculpting/special">seamistmedspa.com/coolsculpting/special</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	2	2	\$9.07	\$4.54	100.00%	2	2	100.00%	\$4.54

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Sep 2019 — 30 Sep 2019

## Budget Coverage

Display Impr Share

0%

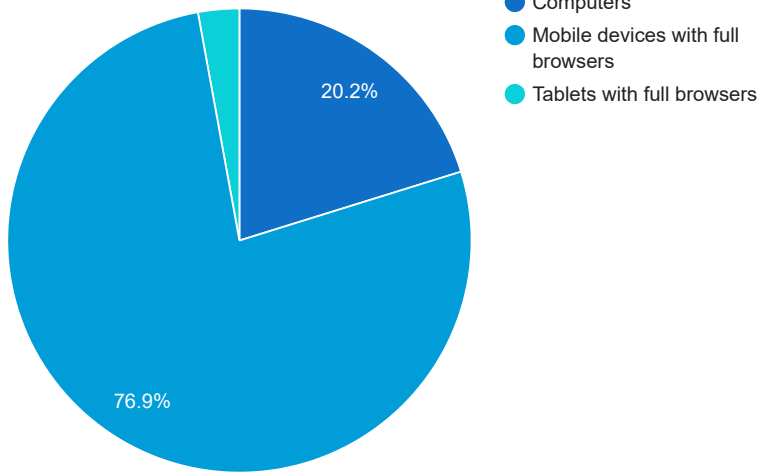
Search Impr Share

93.73%

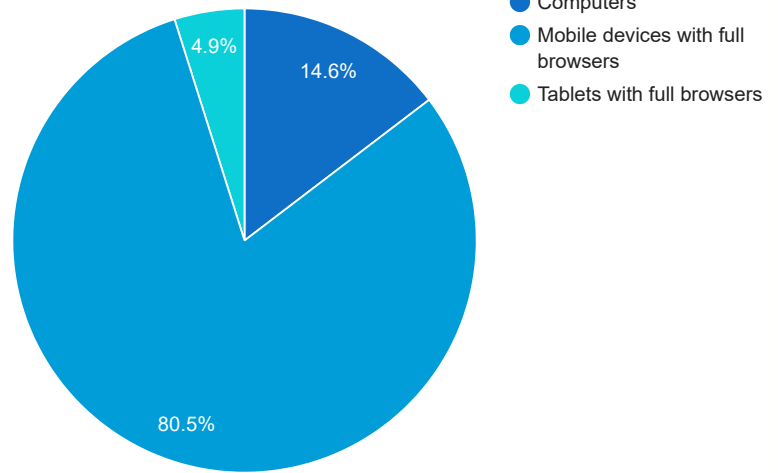
↑ 12%

## Cost and Conversions by Device

### Cost



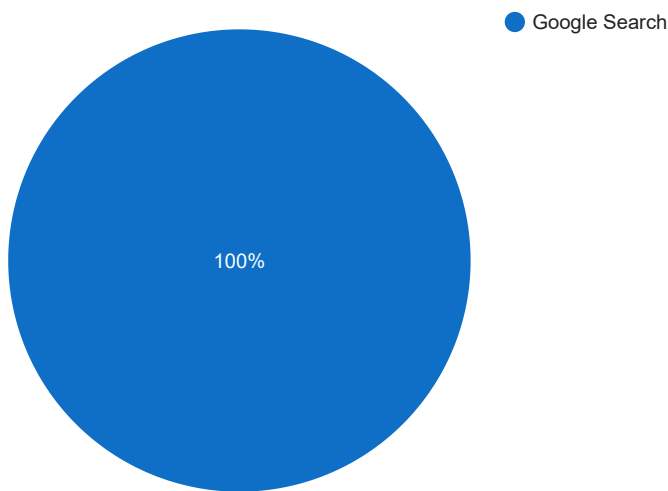
### Conversions



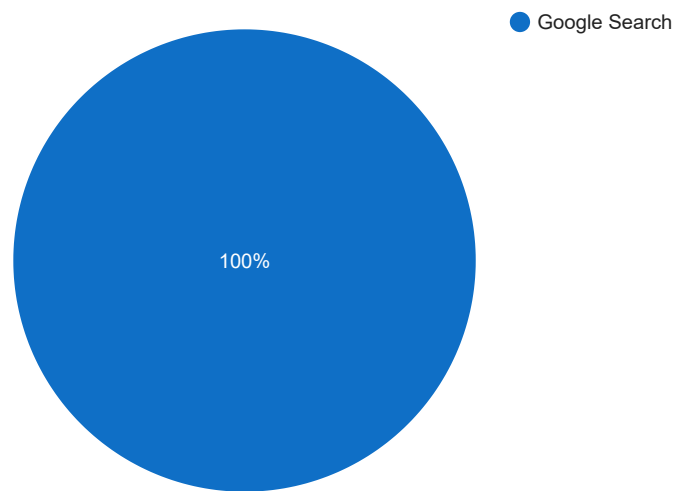
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	370	34	\$887.20	\$26.09	9.19%	1.40	33	97.06%	\$26.88
Computers	94	7	\$233.04	\$33.29	7.45%	1.20	6	85.71%	\$38.84
Tablets with full browsers	53	3	\$33.08	\$11.03	5.66%	1.20	2	66.67%	\$16.54

## 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	517	44	\$1,153.32	\$26.21	8.51%	1.30	41	93.18%	\$28.13

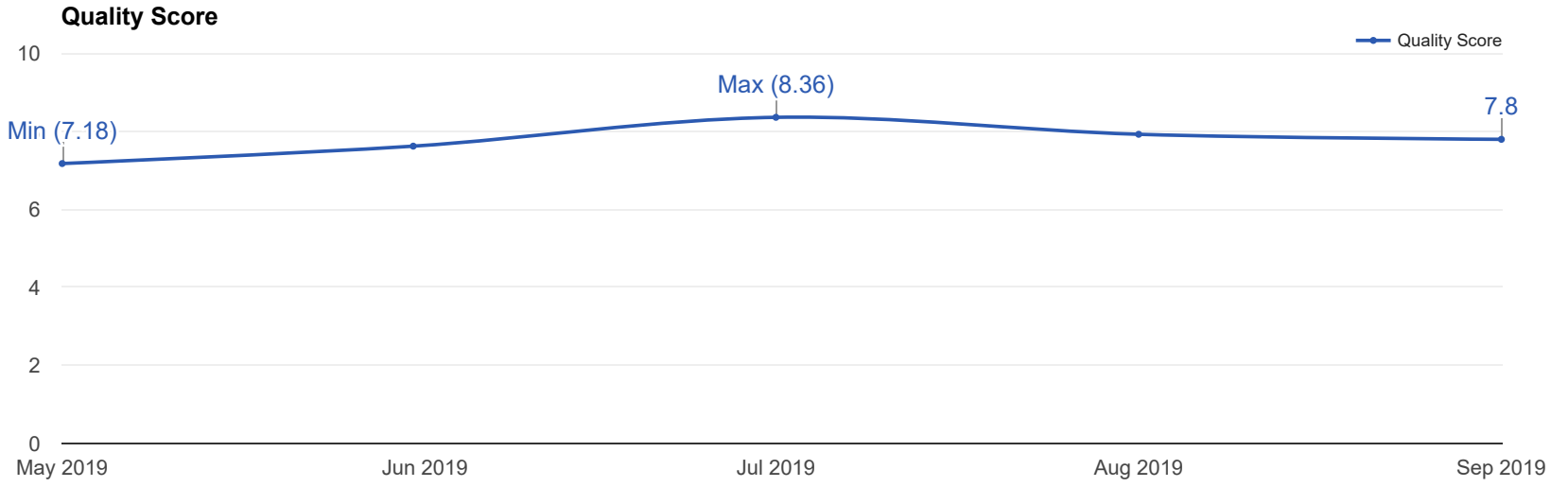
# Account Health - Quality Score

Current Quality Score

7.2

Quality Score

Quality Score Trend - 1 Oct 2018 — 30 Sep 2019



# Conversion Types - 1 Sep 2019 — 30 Sep 2019

CONVERSION TYPE

CONV

Form Submission

32

Lead Form

9

## 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