

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

SeaMist Medspa

140-425-1409

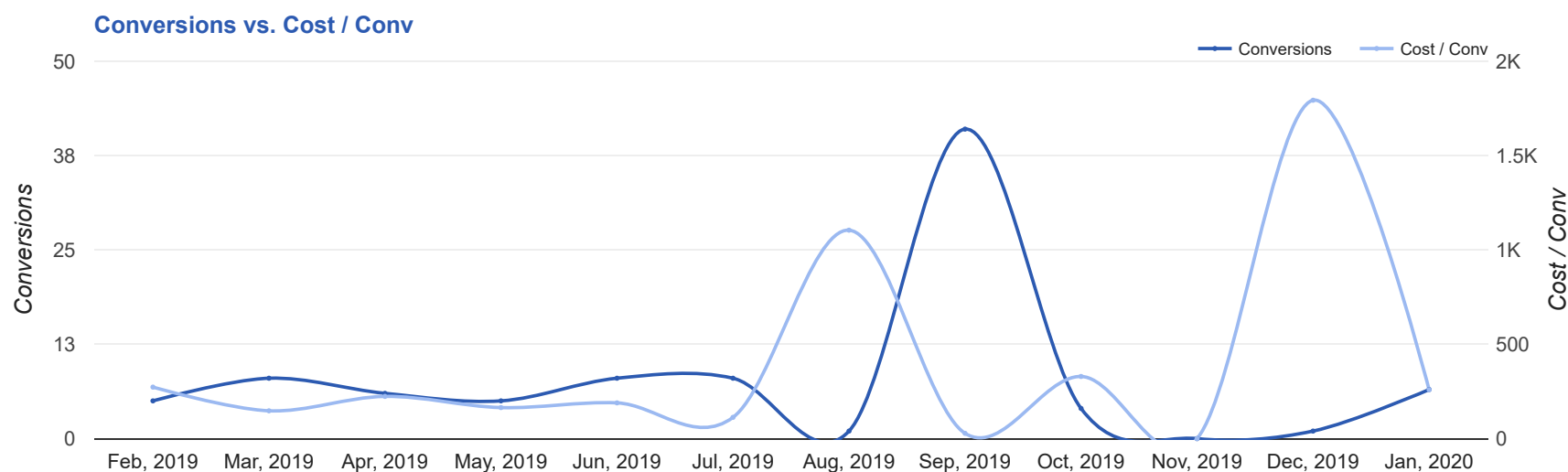
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,685	6.5	5.33%	\$259.26
↓ 6%	↑ 550%	↑ 86%	↓ 86%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2019 — 31 Dec 2019	370	35	\$1,792.97	\$51.23	9.46%	-	1	2.86%	\$1,792.97	86.41%
1 Jan 2020 — 31 Jan 2020	1,206	122	\$1,685.17	\$13.81	10.12%	-	6.5	5.33%	\$259.26	82.32%
Change	836 ↑ 226%	87 ↑ 249%	\$107.80 ↓ 6%	\$37.42 ↓ 73%	0.66% ↑ 7%	--	5.50 ↑ 550%	2.47% ↑ 86%	\$1,533.71 ↓ 86%	4.09% ↓ 5%

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
Feb '19	1,109	90	\$1,364.84	\$15.16	8.12%	-	5	5.56%	\$272.97	79.46%
Mar '19	1,423	115	\$1,178.63	\$10.25	8.08%	-	8	6.96%	\$147.33	91.63%
Apr '19	1,332	88	\$1,341.97	\$15.25	6.61%	-	6	6.82%	\$223.66	83.52%
May '19	1,064	88	\$822.24	\$9.34	8.27%	-	5	5.68%	\$164.45	95.69%
Jun '19	743	83	\$1,515.15	\$18.25	11.17%	-	8	9.64%	\$189.39	95.01%
Jul '19	934	94	\$901.47	\$9.59	10.06%	-	8	8.51%	\$112.68	95.5%
Aug '19	696	63	\$1,104.50	\$17.53	9.05%	-	1	1.59%	\$1,104.50	83.96%
Sep '19	517	44	\$1,153.32	\$26.21	8.51%	-	41	93.18%	\$28.13	93.83%
Oct '19	465	45	\$1,317.50	\$29.28	9.68%	-	4	8.89%	\$329.38	93.19%
Nov '19	143	11	\$356.72	\$32.43	7.69%	-	0	0%	\$0.00	94.7%
Dec '19	370	35	\$1,792.97	\$51.23	9.46%	-	1	2.86%	\$1,792.97	86.42%
Jan '20	1,206	122	\$1,685.17	\$13.81	10.12%	-	6.5	5.33%	\$259.26	82.33%
Total	10,002	878	\$14,534.48	\$16.55	8.78%	-	93.5	10.65%	\$155.45	88.21%

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	1,206	122	\$1,685.17	\$13.81	10.12%	-	6.5	5.33%	\$259.26	82.33%

Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

Top Text Ads

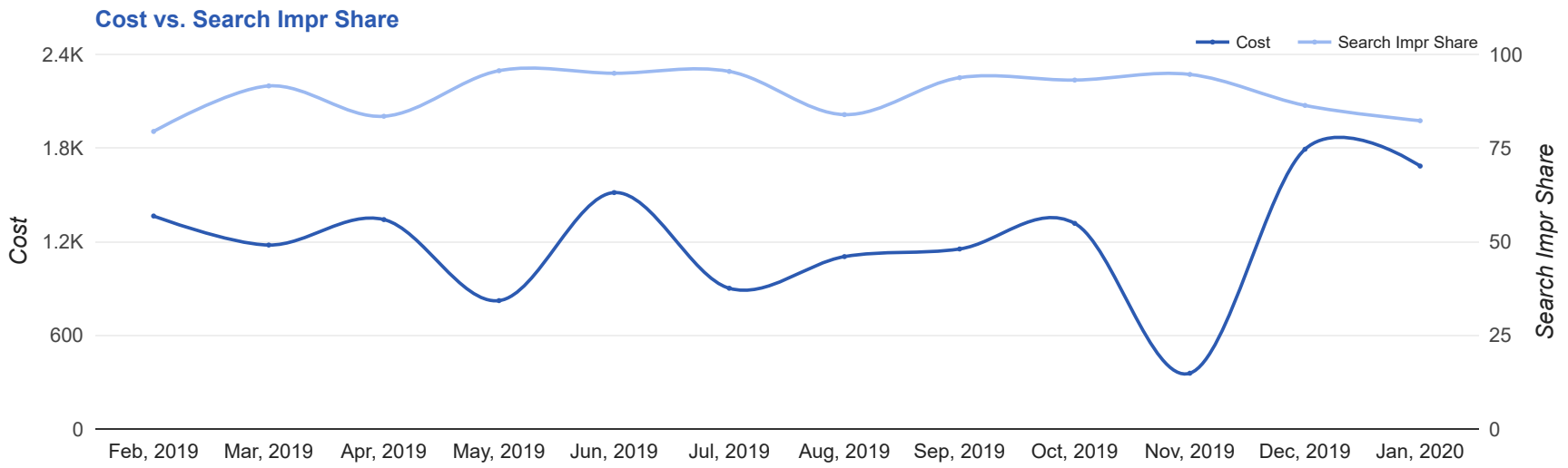
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Kingstown - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® seamistmedspa.com/coolsculpting/kingstown #1 CoolSculpting Deal. Freeze Fat. Top Provider in Kingstown, RI. Free Consult.	326	37	\$600.68	\$16.23	11.35%	-	2	5.41%	\$300.34
Best Price in Kingstown - SeaMist MedSpa - Flexible Payment Options seamistmedspa.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	49	11	\$128.35	\$11.67	22.45%	-	1	9.09%	\$128.35
{Keyword:Best Price in Kingstown} - SeaMist MedSpa - Flexible Payment Options seamistmedspa.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	58	2	\$23.88	\$11.94	3.45%	-	1	50.00%	\$23.88
CoolSculpting in Kingstown - Fat Reduction Treatment - No Surgery & Minimal Downtime seamistmedspa.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	386	38	\$599.91	\$15.79	9.84%	-	1	2.63%	\$599.91
CoolSculpting in Kingstown - Fat Reduction Treatment - Best Prices. FDA-Cleared. seamistmedspa.com/coolsculpting/fat-freezing No Surgery. Minimal Downtime. Clinically Proven Safe & Effective. New Clients Get 25% Off	13	1	\$16.50	\$16.50	7.69%	-	1	100.00%	\$16.50

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2020 — 31 Jan 2020

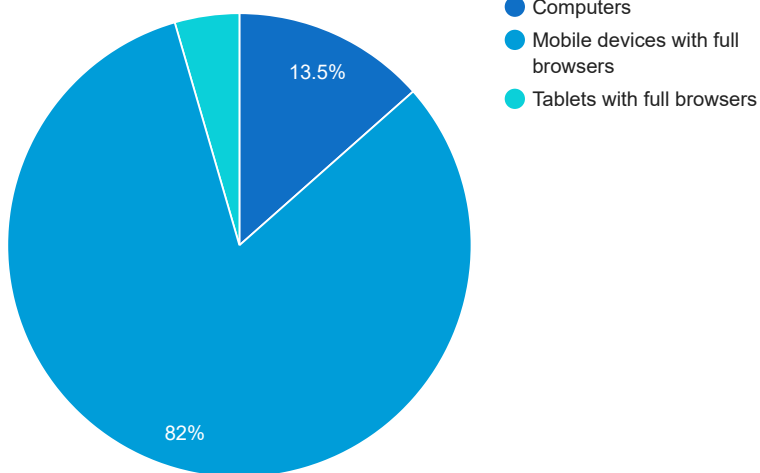
Budget Coverage



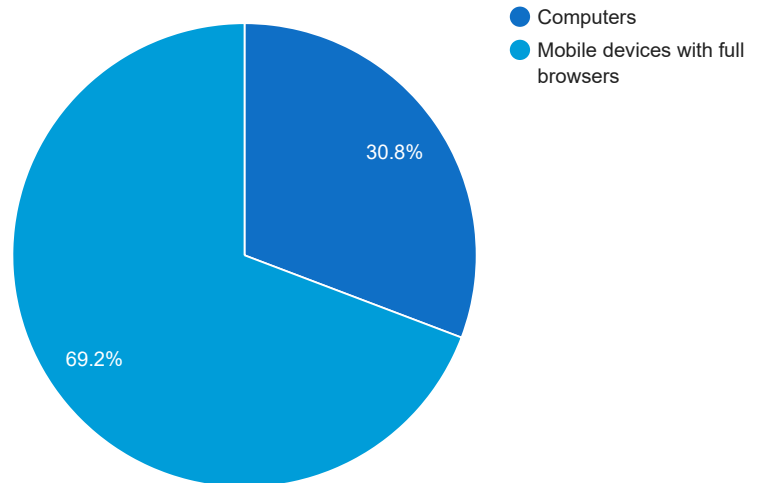
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	1,364.84	79.46
Mar, 2019	1,178.63	91.63
Apr, 2019	1,341.97	83.52
May, 2019	822.24	95.69
Jun, 2019	1,515.15	95.01
Jul, 2019	901.47	95.50
Aug, 2019	1,104.50	83.96
Sep, 2019	1,153.32	93.83
Oct, 2019	1,317.50	93.19
Nov, 2019	356.72	94.70
Dec, 2019	1,792.97	86.42
Jan, 2020	1,685.17	82.33

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	951	105	\$1,382.42	\$13.17	11.04%	-	4.5	4.29%	\$307.20
Computers	219	11	\$226.95	\$20.63	5.02%	-	2	18.18%	\$113.48
Tablets with full browsers	36	6	\$75.80	\$12.63	16.67%	-	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	1,206	122	\$1,685.17	\$13.81	10.12%	-	6.5	5.33%	\$259.26

Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE	CONV
Form Submission	5.5
Phone Call	1
Lead Form	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