

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

Sound Shapes

548-533-9633

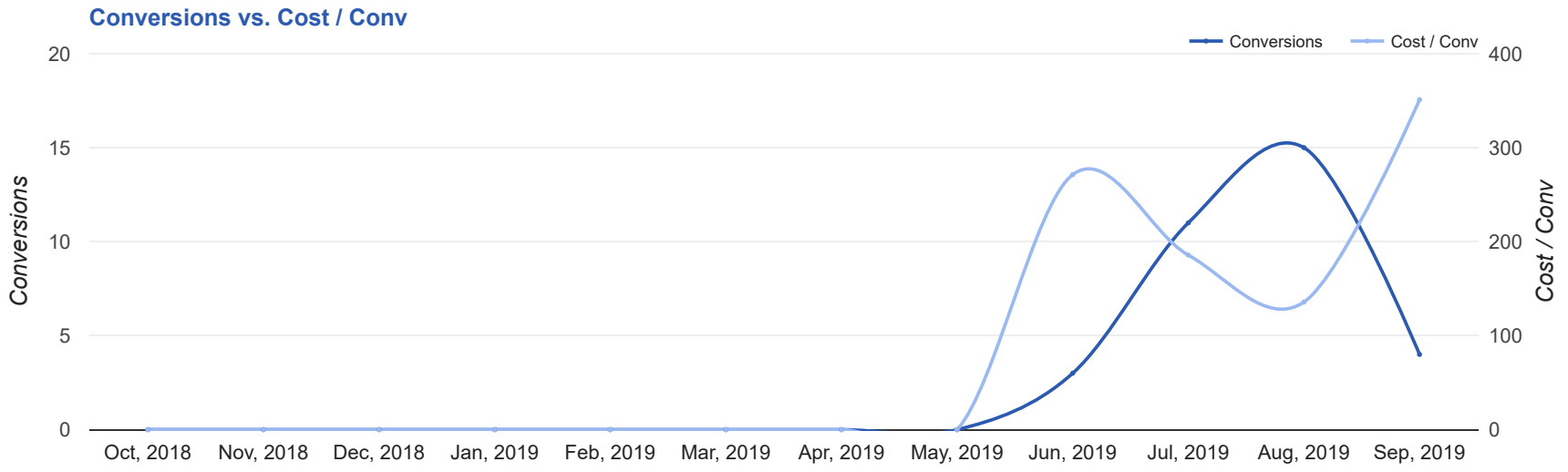
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,404	4	5.26%	\$351.02
↓ 31%	↓ 73%	↓ 58%	↑ 159%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
1 Aug 2019 — 31 Aug 2019	3,018	120	\$2,035.70	\$16.96	3.98%	2.50	15	12.5%	\$135.71
1 Sep 2019 — 30 Sep 2019	2,925	76	\$1,404.08	\$18.47	2.6%	2.90	4	5.26%	\$351.02
Change	93 ↓ 3%	44 ↓ 37%	\$631.62 ↓ 31%	\$1.51 ↑ 9%	1.38% ↓ 35%	0.40 ↓ 16%	11 ↓ 73%	7.24% ↓ 58%	\$215.31 ↑ 159%

Performance by Month - 1 Oct 2018 — 30 Sep 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Jun '19	2,176	79	\$813.82	\$10.30	3.63%	2.80	3	3.8%	\$271.27
Jul '19	4,954	154	\$2,042.23	\$13.26	3.11%	2.80	11	7.14%	\$185.66
Aug '19	3,018	120	\$2,035.70	\$16.96	3.98%	2.50	15	12.5%	\$135.71
Sep '19	2,925	76	\$1,404.08	\$18.47	2.6%	2.80	4	5.26%	\$351.02
Total	13,073	429	\$6,295.83	\$14.68	3.28%	2.70	33	7.69%	\$190.78

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	2,883	76	\$1,404.08	\$18.47	2.64%	2.80	4	5.26%	\$351.02
search alpha coolsculpting	42	0	\$0.00	\$0.00	0%	6.10	0	0%	\$0.00

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
body sculpting fall river ma	1	1	\$11.28	\$11.28	100.00%	1	1	100.00%	\$11.28
body sculpting	3	3	\$44.69	\$14.90	100.00%	1	1	33.33%	\$44.69
cool sculpting	10	2	\$37.15	\$18.57	20.00%	1.50	1	50.00%	\$37.15
cool sculpting	1	1	\$23.64	\$23.64	100.00%	2	1	100.00%	\$23.64
coolsculpting boston	6	5	\$143.61	\$28.72	83.33%	1.70	0	0.00%	-
coolsculpting boston	1	1	\$21.15	\$21.15	100.00%	1	0	0.00%	-
fat burn treatment for men	1	1	\$10.28	\$10.28	100.00%	1	0	0.00%	-
coolsculpting boston cost	1	1	\$18.75	\$18.75	100.00%	1	0	0.00%	-
coolsculpting boston cost	1	1	\$21.42	\$21.42	100.00%	3	0	0.00%	-
fat freeze procedure	1	1	\$17.22	\$17.22	100.00%	1	0	0.00%	-

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
Learn More About CoolSculpting - #1 Cool Sculpting Deal 25% Off - Best CoolSculpting Price www.sound-shapes.com/ --/ -- #1 CoolSculpting Deal. 25% Off. Freeze Fat. Top Provider in Boston, MA. Free Consult.	1,119	29	\$556.06	\$19.17	2.59%	2.30	2	6.90%	\$278.03
#1 Cool Sculpting Deal 25% Off - Freeze Away Stubborn Fat - No Surgery or Pain www.sound-shapes.com/ #1 CoolSculpting Deal. 25% Off. Freeze Fat. Top Provider in Boston, MA. Free Consult.	798	21	\$443.41	\$21.11	2.63%	2.90	1	4.76%	\$443.41
CoolSculpting in Boston - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime www.sound-shapes.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	418	11	\$166.68	\$15.15	2.63%	3.20	1	9.09%	\$166.68
25% Off All CoolSculpting® - Affordable & Quick Treatments - Sound Shapes Spa www.sound-shapes.com/coolsculpting/special Treatments Tailored To You. In a Luxury Environment. With Flexible Payment Options.	28	2	\$31.08	\$15.54	7.14%	4.60	0	0.00%	-
Best CoolSculpting Price - Target Belly Fat, Love Handles - Fat Reduction in Boston MA www.sound-shapes.com/ Save on Coolsculpting® - Freeze Away Fat Without Surgery. New Clients Save 25%	245	7	\$101.55	\$14.51	2.86%	3.20	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2019 — 30 Sep 2019

Budget Coverage

Display Impr Share

0%

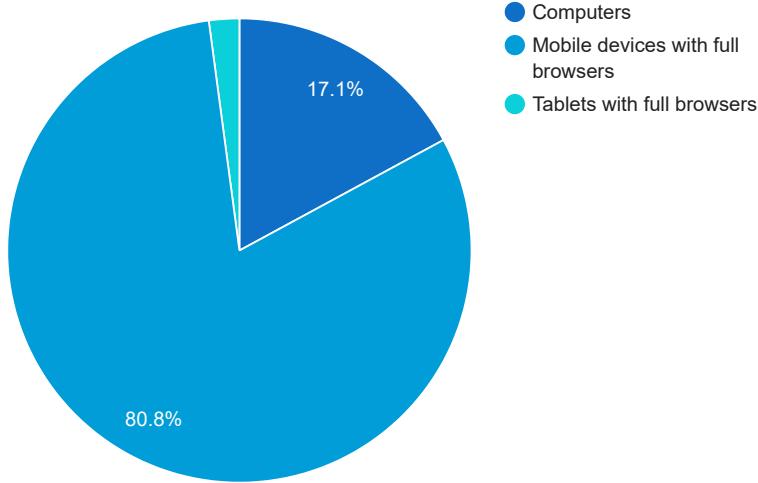
Search Impr Share

74.03%

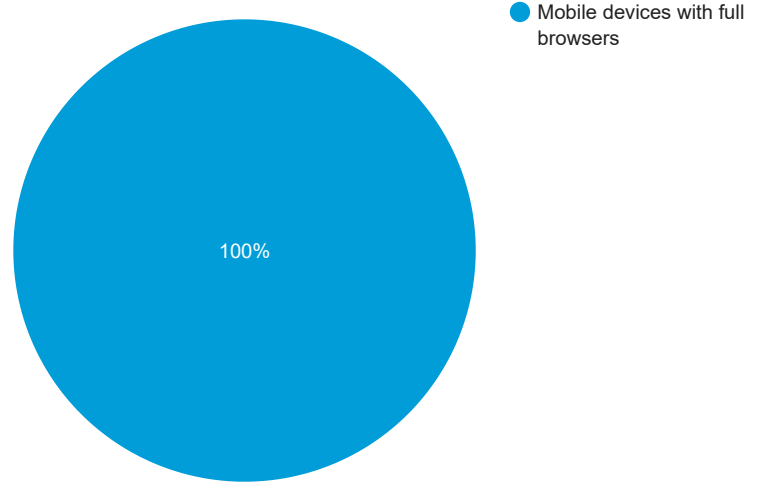
↑ 7%

Cost and Conversions by Device

Cost



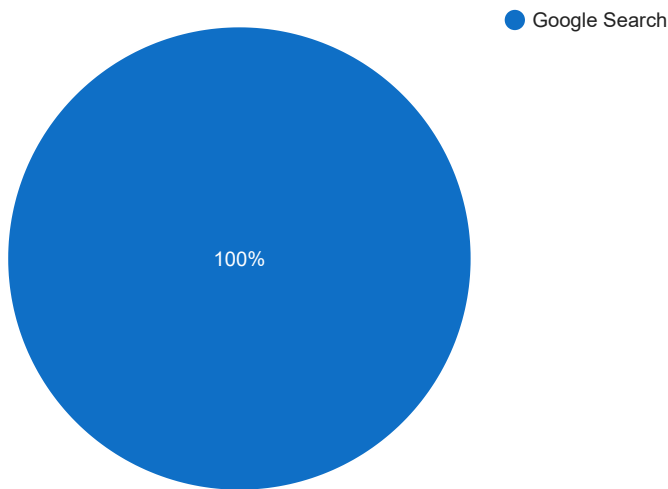
Conversions



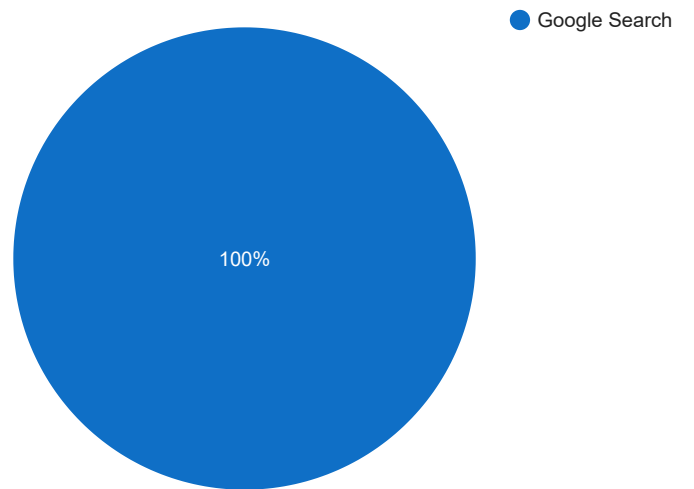
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	2,085	61	\$1,134.34	\$18.60	2.93%	2.70	4	6.56%	\$283.58
Computers	721	13	\$240.08	\$18.47	1.8%	3.30	0	0%	\$0.00
Tablets with full browsers	119	2	\$29.66	\$14.83	1.68%	2.90	0	0%	\$0.00

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	2,925	76	\$1,404.08	\$18.47	2.6%	2.90	4	5.26%	\$351.02

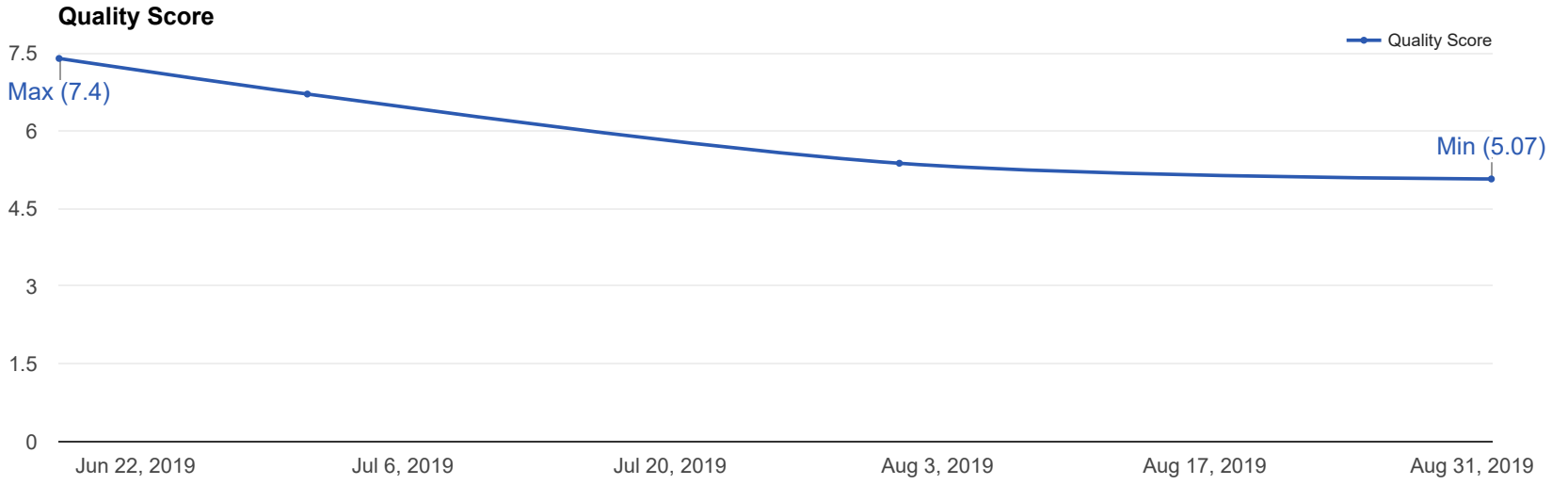
Account Health - Quality Score

Current Quality Score

3.1

Quality Score

Quality Score Trend - 1 Oct 2018 — 30 Sep 2019



Conversion Types - 1 Sep 2019 — 30 Sep 2019

CONVERSION TYPE

CONV

Form Submission

3

Phone Call

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 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