

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

Vein and Cosmetics

642-949-3933

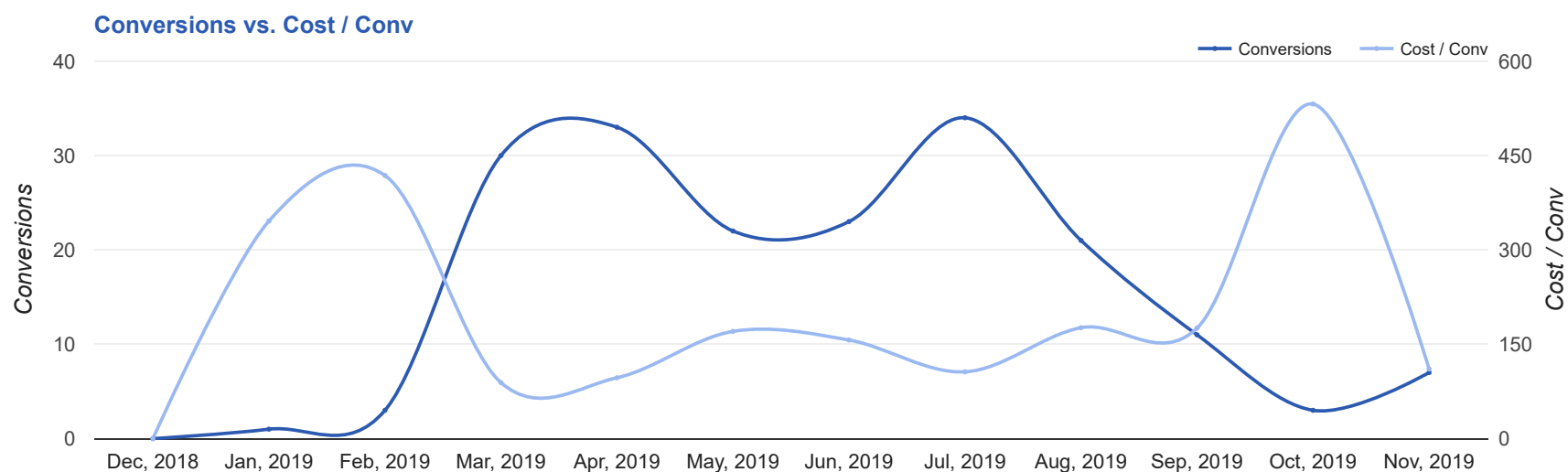
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$775	7	21.88%	\$110.72
↓ 51%	↑ 133%	↑ 308%	↓ 79%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2019 — 31 Oct 2019	559	56	\$1,595.79	\$28.50	10.02%	-	3	5.36%	\$531.93	70.58%
1 Nov 2019 — 30 Nov 2019	232	32	\$775.01	\$24.22	13.79%	-	7	21.88%	\$110.72	91.7%
Change	327 ↓ 58%	24 ↓ 43%	\$820.78 ↓ 51%	\$4.28 ↓ 15%	3.77% ↑ 38%	--	4 ↑ 133%	16.52% ↑ 308%	\$421.21 ↓ 79%	21.12% ↑ 30%

Performance by Month - 1 Dec 2018 — 30 Nov 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
Jan '19	1,247	110	\$345.87	\$3.14	8.82%	-	1	0.91%	\$345.87	89.78%	
Feb '19	4,999	464	\$1,254.82	\$2.70	9.28%	-	3	0.65%	\$418.27	79.59%	
Mar '19	8,962	723	\$2,671.31	\$3.69	8.07%	-	30	4.15%	\$89.04	58.06%	
Apr '19	7,663	387	\$3,193.55	\$8.25	5.05%	-	33	8.53%	\$96.77	40.96%	
May '19	4,968	297	\$3,750.14	\$12.63	5.98%	-	22	7.41%	\$170.46	23.94%	
Jun '19	8,370	509	\$3,604.34	\$7.08	6.08%	-	23	4.52%	\$156.71	78.61%	
Jul '19	8,400	508	\$3,610.58	\$7.11	6.05%	-	34	6.69%	\$106.19	72.46%	
Aug '19	7,474	401	\$3,703.05	\$9.23	5.37%	-	21	5.24%	\$176.34	75.33%	
Sep '19	1,305	102	\$1,932.97	\$18.95	7.82%	-	11	10.78%	\$175.72	71.29%	
Oct '19	559	56	\$1,595.79	\$28.50	10.02%	-	3	5.36%	\$531.93	70.58%	
Nov '19	232	32	\$775.01	\$24.22	13.79%	-	7	21.88%	\$110.72	91.7%	
Total	54,179	3,589	\$26,437.43	\$7.37	6.62%	-	188	5.24%	\$140.62	55.51%	

Campaign Summary - 1 Nov 2019 — 30 Nov 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	139	24	\$538.23	\$22.43	17.27%	-	4	16.67%	\$134.56	86.88%
search alpha coolsculpting (update)	93	8	\$236.78	\$29.60	8.6%	-	3	37.5%	\$78.93	100%

Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

Top Text Ads

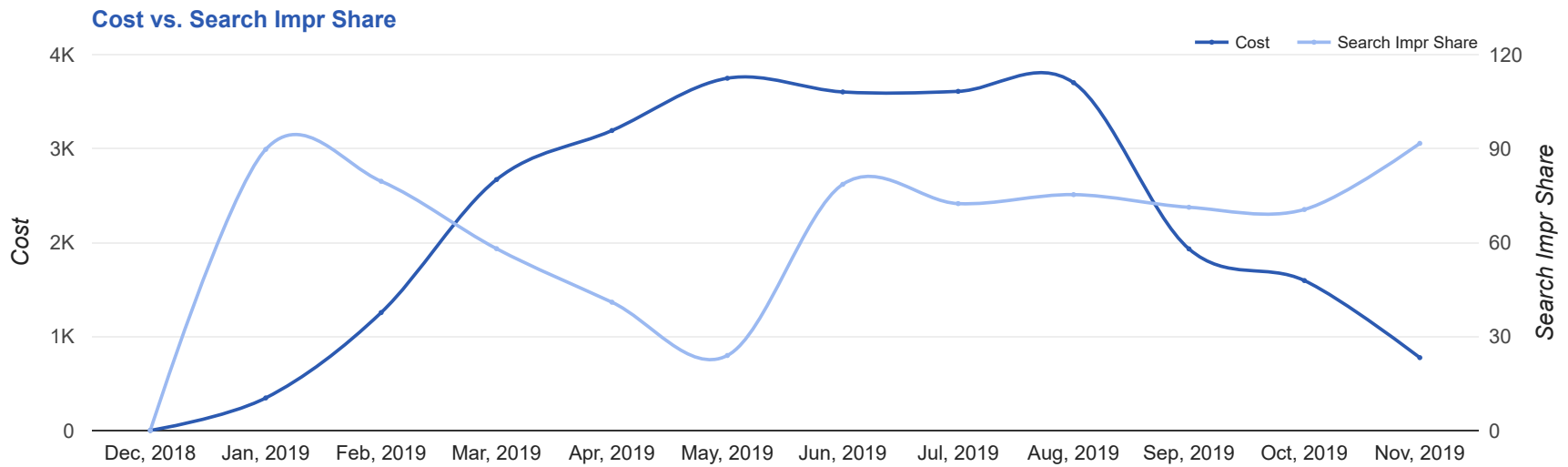
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Munster - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime veinandcosmetics.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	42	11	\$269.32	\$24.48	26.19%	-	3	27.27%	\$89.77
#1 Provider in Munster - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® veinandcosmetics.com/coolsculpting/munster #1 CoolSculpting Deal. Freeze Fat. Top Provider in Munster, IN. Free Consult.	41	4	\$69.99	\$17.50	9.76%	-	1	25.00%	\$69.99
25% Off All CoolSculpting® - Best Price in Munster - The Vein and Laser Institute veinandcosmetics.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	5	1	\$30.56	\$30.56	20.00%	-	1	100.00%	\$30.56
#1 Provider in Munster - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® veinandcosmetics.com/coolsculpting/munster #1 CoolSculpting Deal. Freeze Fat. Top Provider in Munster, IN. Free Consult.	14	1	\$32.75	\$32.75	7.14%	-	1	100.00%	\$32.75
CoolSculpting in Munster - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime veinandcosmetics.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	17	1	\$27.33	\$27.33	5.88%	-	1	100.00%	\$27.33

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2019 — 30 Nov 2019

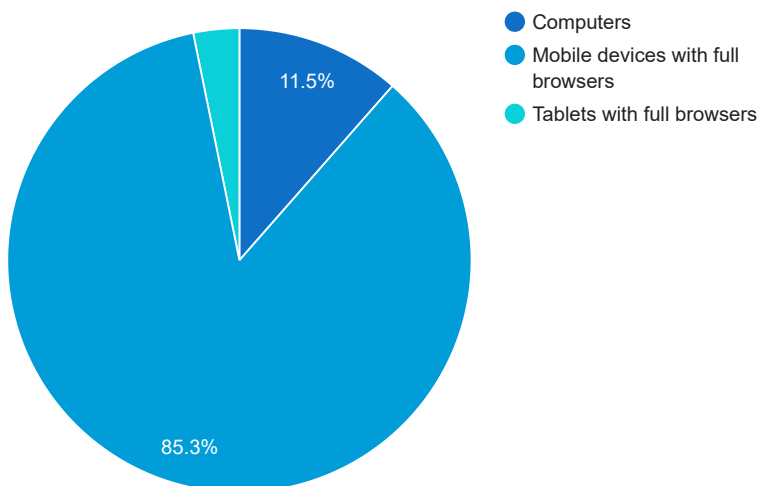
Budget Coverage



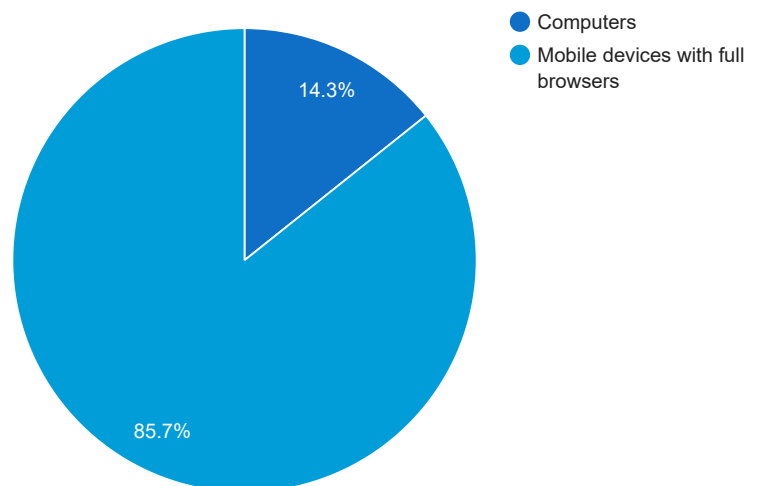
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	0	0
Jan, 2019	345.87	89.78
Feb, 2019	1,254.82	79.59
Mar, 2019	2,671.31	58.06
Apr, 2019	3,193.55	40.96
May, 2019	3,750.14	23.94
Jun, 2019	3,604.34	78.61
Jul, 2019	3,610.58	72.46
Aug, 2019	3,703.05	75.33
Sep, 2019	1,932.97	71.29
Oct, 2019	1,595.79	70.58
Nov, 2019	775.01	91.70

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	188	28	\$661.32	\$23.62	14.89%	-	6	21.43%	\$110.22
Computers	34	3	\$88.90	\$29.63	8.82%	-	1	33.33%	\$88.90
Tablets with full browsers	10	1	\$24.79	\$24.79	10%	-	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	232	32	\$775.01	\$24.22	13.79%	-	7	21.88%	\$110.72

Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE

CONV

CoolSculpting Lead -Google Conversion

6

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