

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

Vein and Cosmetics

642-949-3933

Key Performance Indicators (KPIs)

Cost

\$1,953

↑ 14%

Conv

17

↑ 55%

Conv Rate

15.6%

↓ 4%

Cost / Conv

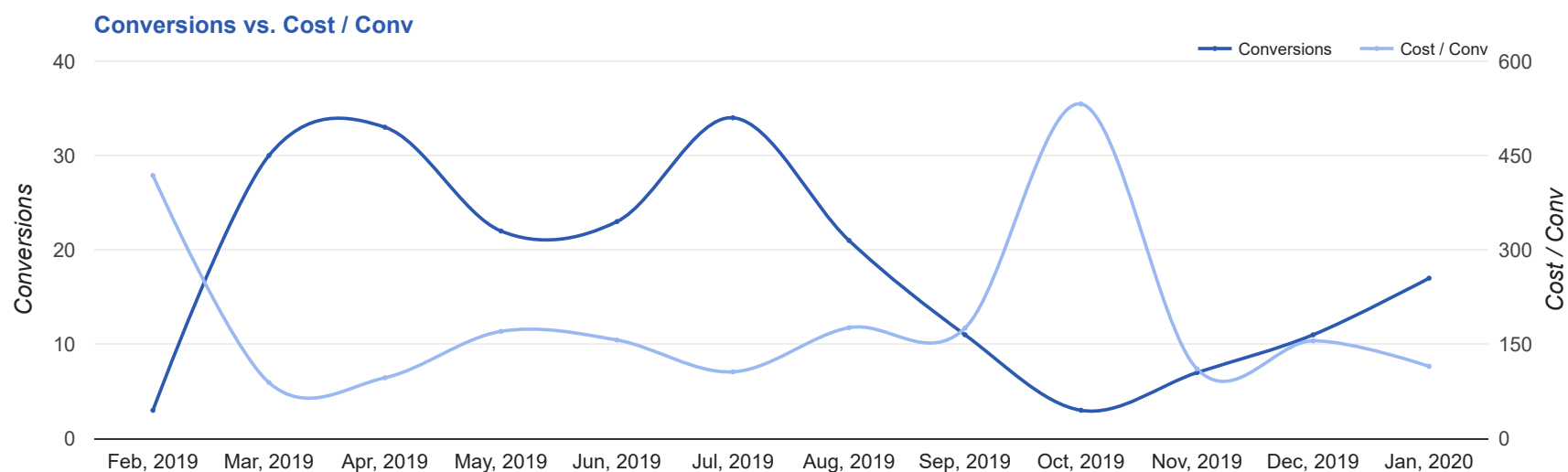
\$114.87

↓ 26%

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	514	68	\$1,709.93	\$25.15	13.23%	-	11	16.18%	\$155.45	74.6%
1 Jan 2020 — 31 Jan 2020	850	109	\$1,952.82	\$17.92	12.82%	-	17	15.6%	\$114.87	72.93%
Change	336 ↑ 65%	41 ↑ 60%	\$242.89 ↑ 14%	\$7.23 ↓ 29%	0.41% ↓ 3%	--	6 ↑ 55%	0.58% ↓ 4%	\$40.58 ↓ 26%	1.67% ↓ 2%

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	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%
Dec '19	514	68	\$1,709.93	\$25.15	13.23%	-	11	16.18%	\$155.45	74.6%
Jan '20	850	109	\$1,952.82	\$17.92	12.82%	-	17	15.6%	\$114.87	72.91%
Total	54,296	3,656	\$29,754.31	\$8.14	6.73%	-	215	5.88%	\$138.39	55.36%

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	475	46	\$454.45	\$9.88	9.68%	-	9	19.57%	\$50.49	69.81%
search alpha coolsculpting (update)	375	63	\$1,498.37	\$23.78	16.8%	-	8	12.7%	\$187.30	77.24%

Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

Top Text Ads

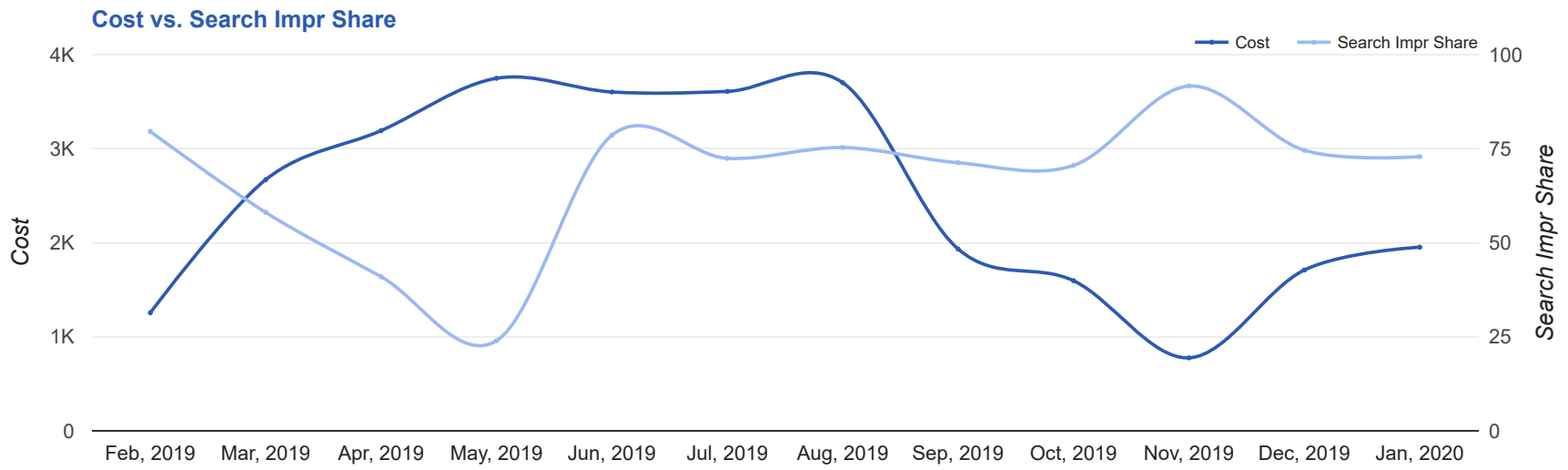
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Munster - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® veinandcosmetics.com/coolsculpting/munster #1 CoolSculpting Deal. Freeze Fat. Top Provider in Munster, IN. Free Consult.	383	37	\$384.29	\$10.39	9.66%	-	9	24.32%	\$42.70
#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.	270	53	\$1,297.75	\$24.49	19.63%	-	8	15.09%	\$162.22
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.	74	8	\$51.32	\$6.42	10.81%	-	0	0.00%	-
#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.	33	7	\$143.05	\$20.44	21.21%	-	0	0.00%	-
#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.	5	1	\$18.84	\$18.84	20.00%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2020 — 31 Jan 2020

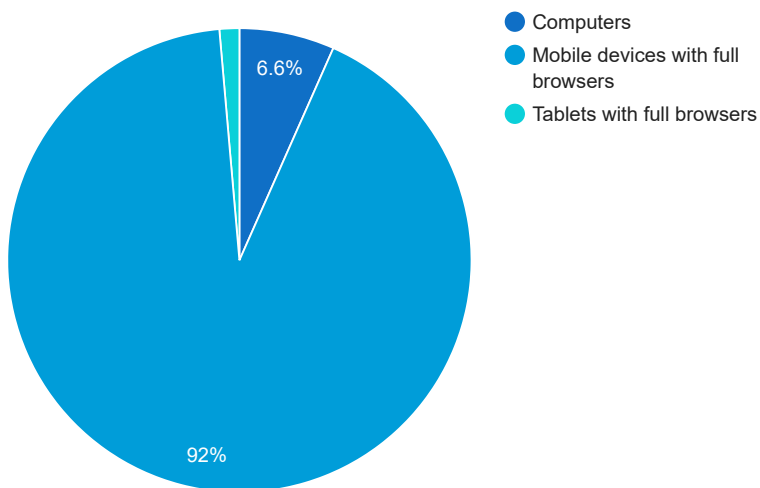
Budget Coverage



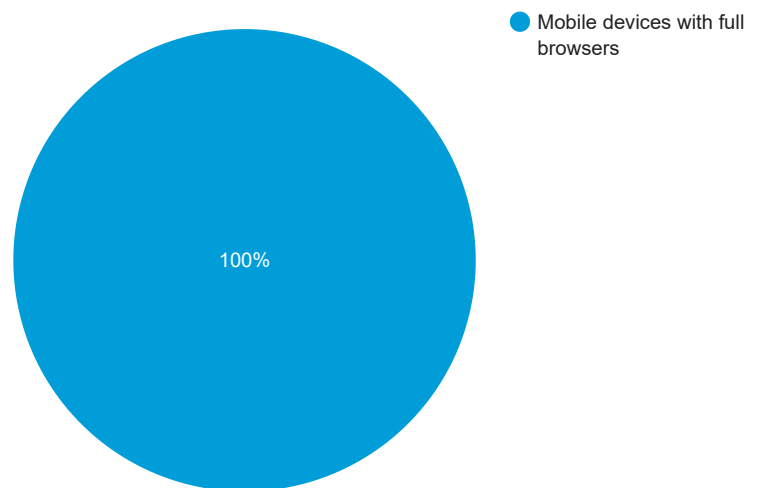
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	1,254.82	79.59
Mar, 2019	2,671.31	58.06
Apr, 2019	3,193.55	40.96
May, 2019	3,750.14	23.94
Jun, 2019	3,604.34	78.61
Jul, 2019	3,610.58	72.46
Aug, 2019	3,703.05	75.33
Sep, 2019	1,932.97	71.29
Oct, 2019	1,595.79	70.58
Nov, 2019	775.01	91.70
Dec, 2019	1,709.93	74.60
Jan, 2020	1,952.82	72.91

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	726	96	\$1,796.28	\$18.71	13.22%	-	17	17.71%	\$105.66
Computers	110	10	\$129.54	\$12.95	9.09%	-	0	0%	\$0.00
Tablets with full browsers	14	3	\$27.00	\$9.00	21.43%	-	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	850	109	\$1,952.82	\$17.92	12.82%	-	17	15.6%	\$114.87

Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE	CONV
CoolSculpting Leads GA (All Web Site Data)	8
CoolSculpting Lead -Google Conversion	8
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