

**Monthly Account
Performance Report
1 Feb 2020 — 29 Feb 2020**

Vein and Cosmetics

642-949-3933

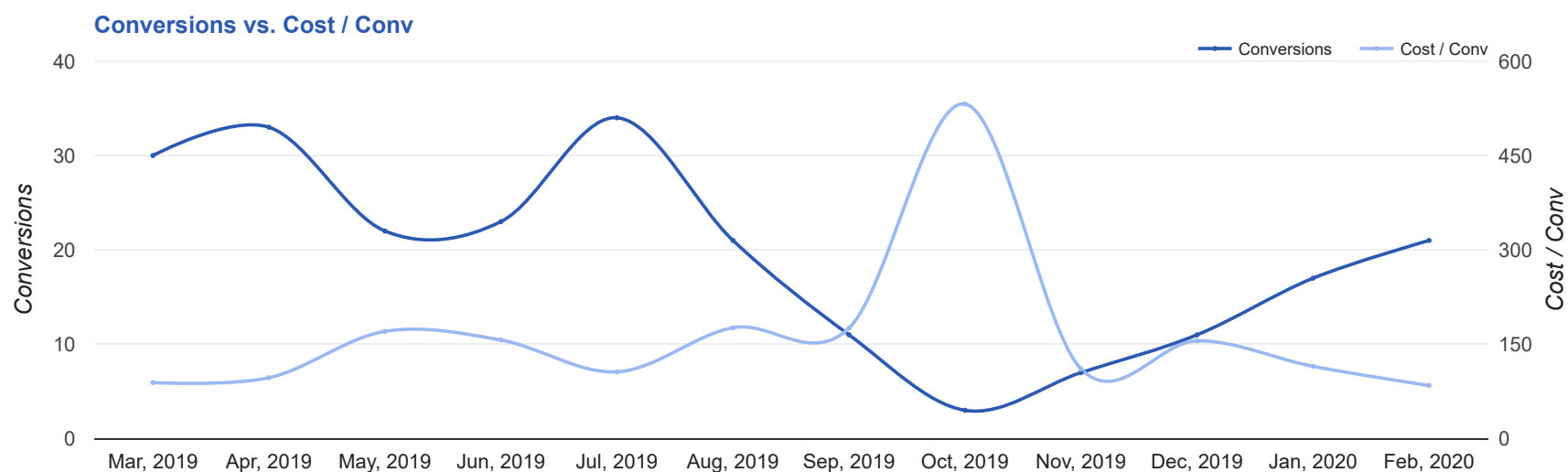
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,773	21	23.08%	\$84.44
↓ 9%	↑ 24%	↑ 48%	↓ 26%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2020 — 31 Jan 2020	850	109	\$1,952.82	\$17.92	12.82%	-	17	15.6%	\$114.87	73.21%
1 Feb 2020 — 29 Feb 2020	755	91	\$1,773.20	\$19.49	12.05%	-	21	23.08%	\$84.44	89.35%
Change	95 ↓ 11%	18 ↓ 17%	\$179.62 ↓ 9%	\$1.57 ↑ 9%	0.77% ↓ 6%	--	4 ↑ 24%	7.48% ↑ 48%	\$30.43 ↓ 26%	16.14% ↑ 22%

Performance by Month - 1 Mar 2019 — 29 Feb 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	73.21%
Feb '20	755	91	\$1,773.20	\$19.49	12.05%	-	21	23.08%	\$84.44	89.35%
Total	50,052	3,283	\$30,272.69	\$9.22	6.56%	-	233	7.1%	\$129.93	54.04%

Campaign Summary - 1 Feb 2020 — 29 Feb 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	728	85	\$1,642.88	\$19.33	11.68%	-	17	20%	\$96.64	89.99%
search alpha coolsculpting (update)	27	6	\$130.32	\$21.72	22.22%	-	4	66.67%	\$32.58	75%

Top Performing Ads - 1 Feb 2020 — 29 Feb 2020

Top Text Ads

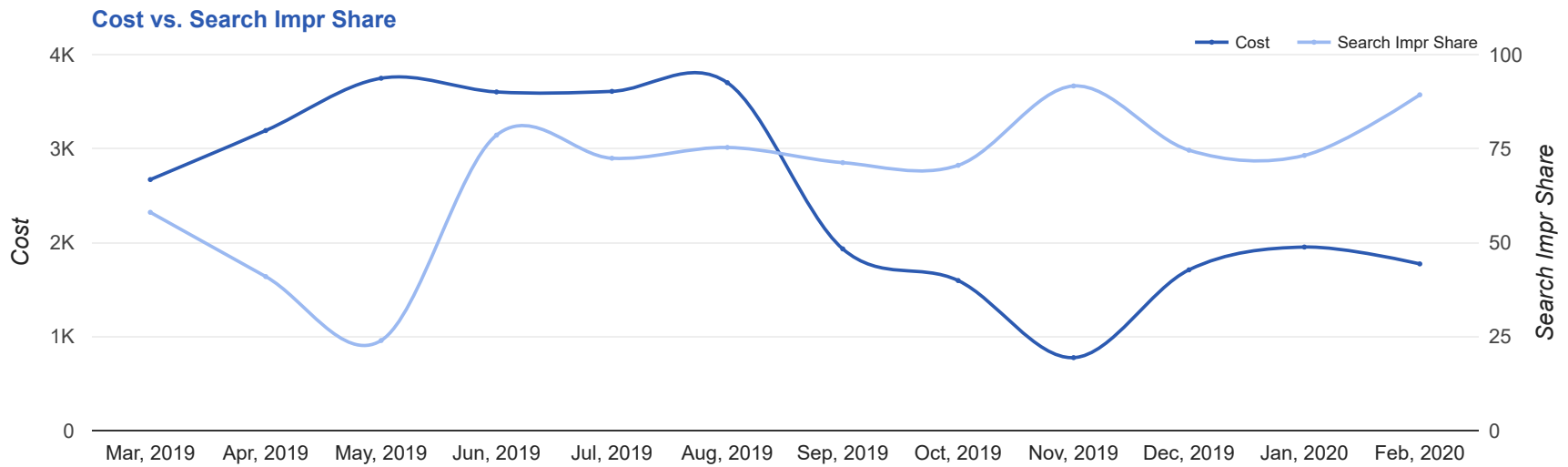
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Munster - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® veinandcosmetics.com/coolsculpting/munster #1 CoolSculpting Deal. Freeze Fat. Top Provider in Munster, IN. Free Consult.	593	71	\$1,398.51	\$19.70	11.97%	-	15	21.13%	\$93.23
#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.	22	5	\$119.82	\$23.96	22.73%	-	2	40.00%	\$59.91
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.	88	12	\$232.68	\$19.39	13.64%	-	2	16.67%	\$116.34
#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.	3	1	\$10.50	\$10.50	33.33%	-	2	200.00%	\$5.25
#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.	20	2	\$11.69	\$5.84	10.00%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2020 — 29 Feb 2020

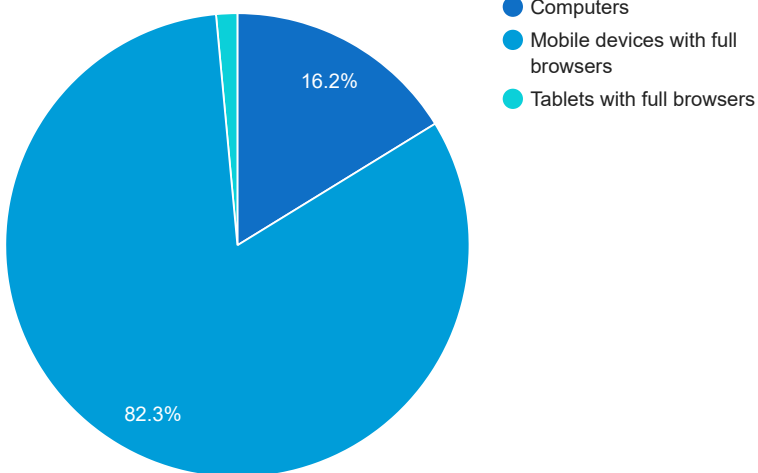
Budget Coverage



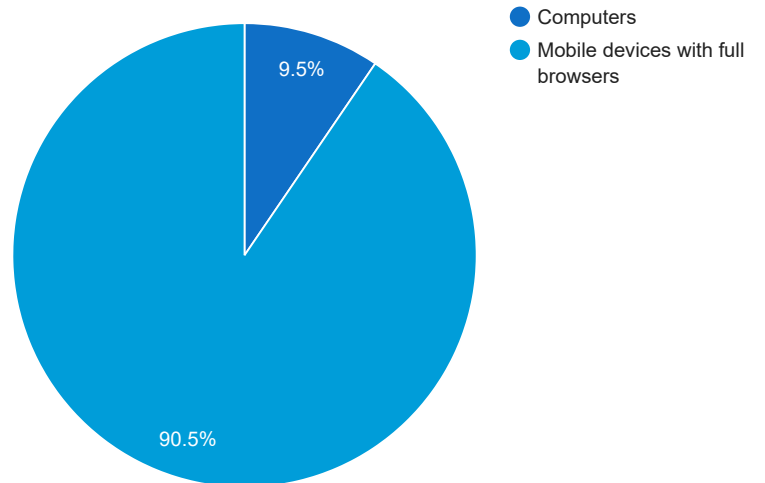
DATE	COST	SEARCH IMPR SHARE
Mar, 2019	2,671.31	58.06
Apr, 2019	3,193.55	40.96
May, 2019	3,750.14	23.94
Jun, 2019	3,604.34	78.61
Jul, 2019	3,610.58	72.46
Aug, 2019	3,703.05	75.33
Sep, 2019	1,932.97	71.29
Oct, 2019	1,595.79	70.58
Nov, 2019	775.01	91.70
Dec, 2019	1,709.93	74.60
Jan, 2020	1,952.82	73.21
Feb, 2020	1,773.20	89.35

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	634	76	\$1,459.32	\$19.20	11.99%	-	19	25%	\$76.81
Computers	108	13	\$287.73	\$22.13	12.04%	-	2	15.38%	\$143.87
Tablets with full browsers	13	2	\$26.15	\$13.08	15.38%	-	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	755	91	\$1,773.20	\$19.49	12.05%	-	21	23.08%	\$84.44

Conversion Types - 1 Feb 2020 — 29 Feb 2020

CONVERSION TYPE	CONV
CoolSculpting Lead -Google Conversion	10
CoolSculpting Leads (All Web Site Data)	10
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