

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

Vein and Cosmetics

642-949-3933

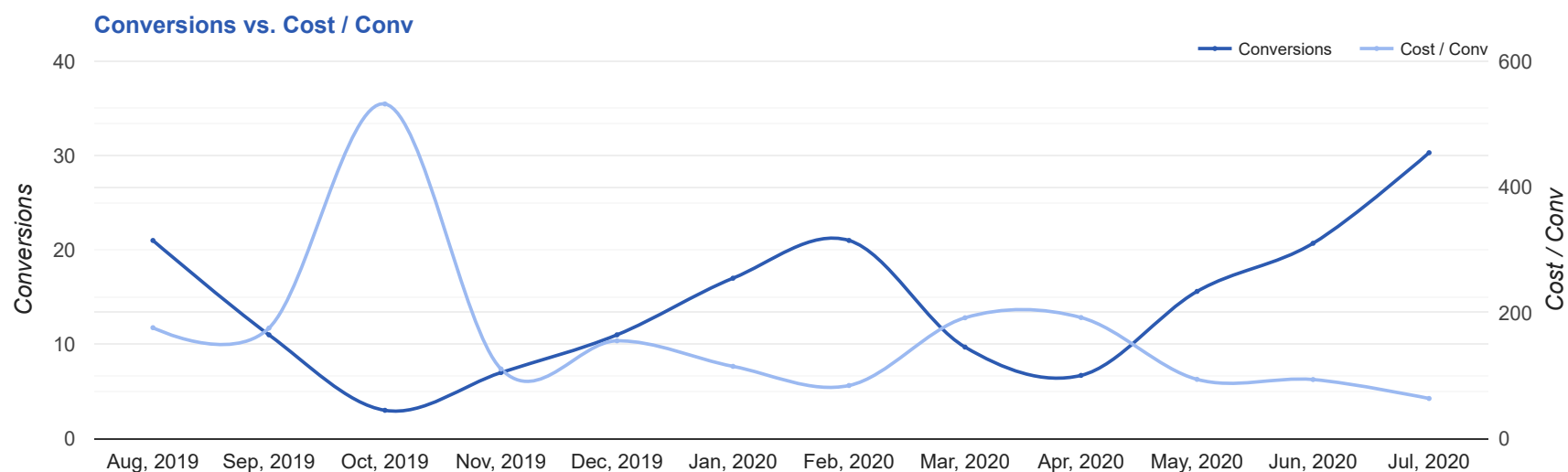
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,935	30.3	12.59%	\$63.79
↔ 0%	↑ 47%	↑ 26%	↓ 32%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jun 2020 — 30 Jun 2020	1,324	206	\$1,941.36	\$9.42	15.56%	-	20.7	10.03%	\$93.92	86.79%
1 Jul 2020 — 31 Jul 2020	1,929	241	\$1,934.83	\$8.03	12.49%	-	30.3	12.59%	\$63.79	87.56%
Change	605 ↑ 46%	35 ↑ 17%	\$6.53 ↓ 0%	\$1.39 ↓ 15%	3.07% ↓ 20%	--	9.66 ↑ 47%	2.56% ↑ 26%	\$30.13 ↓ 32%	0.77% ↑ 1%

Performance by Month - 1 Aug 2019 — 31 Jul 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%
Mar '20	788	84	\$1,857.60	\$22.11	10.66%	-	9.7	11.51%	\$192.10	76.43%
Apr '20	706	74	\$1,295.28	\$17.50	10.48%	-	6.7	9.09%	\$192.46	97.51%
May '20	1,001	128	\$1,469.50	\$11.48	12.79%	-	15.6	12.19%	\$94.20	85.64%
Jun '20	1,324	206	\$1,941.36	\$9.42	15.56%	-	20.7	10.03%	\$93.92	86.79%
Jul '20	1,929	241	\$1,934.83	\$8.03	12.49%	-	30.3	12.59%	\$63.79	87.56%
Total	17,437	1,592	\$21,941.34	\$13.78	9.13%	-	174	10.93%	\$126.10	78.74%

Campaign Summary - 1 Jul 2020 — 31 Jul 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	1,929	241	\$1,934.83	\$8.03	12.49%	-	30.3	12.59%	\$63.79	87.56%

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

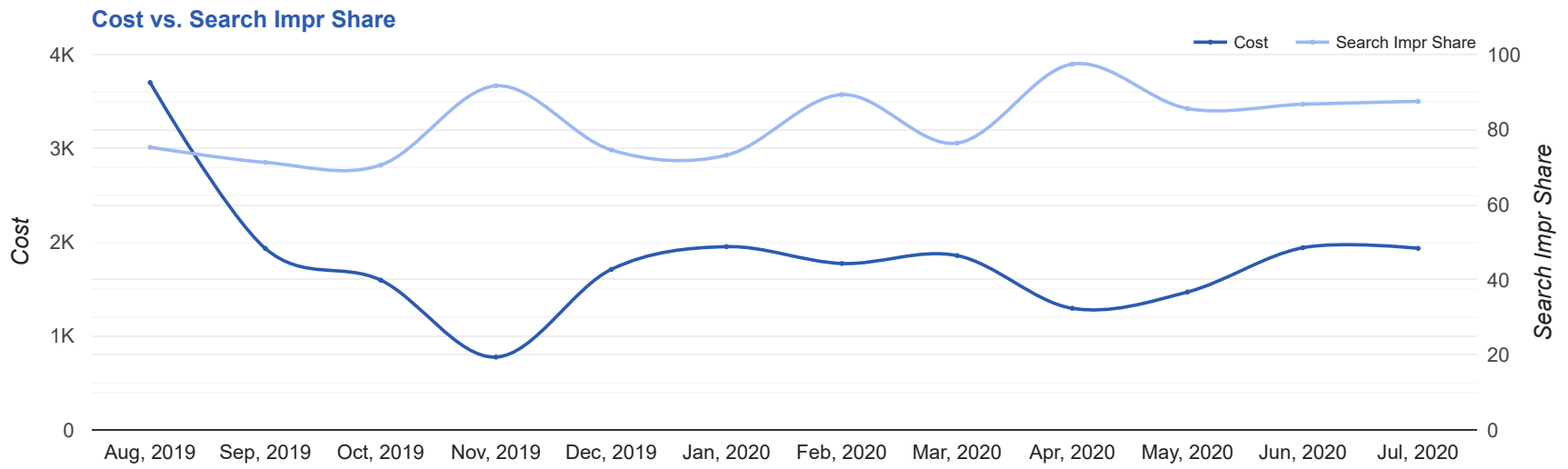
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:The Vein and Laser Institute} - CoolSculpting in Munster, IN - Fat Reduction Treatment veinandcosmetics.com/ -- -- Leading CoolSculpting Provider in Munster, IN. Schedule a Free Consultation	266	45	\$368.20	\$8.18	16.92%	-	8.8	19.62%	\$41.70
Body Sculpting - CoolSculpting in Munster, IN - Non-Surgical Fat Reduction veinandcosmetics.com/ Sculpt Your Body. Freeze Fat Away Fat with CoolSculpting. Eliminate Fat And Feel Great.	211	21	\$115.97	\$5.52	9.95%	-	5	23.81%	\$23.19
{Keyword:The Vein and Laser Institute} - CoolSculpting in Munster, IN - Fat Reduction Treatment veinandcosmetics.com/ -- -- Leading CoolSculpting Provider in Munster, IN. Schedule a Free Consultation	147	29	\$131.23	\$4.53	19.73%	-	5	17.24%	\$26.25
{Keyword:The Vein and Laser Institute} - CoolSculpting in Munster, IN - Fat Reduction Treatment veinandcosmetics.com/ -- -- Leading CoolSculpting Provider in Munster, IN. Schedule a Free Consultation	51	9	\$56.71	\$6.30	17.65%	-	3.5	38.89%	\$16.20
#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.	400	34	\$356.40	\$10.48	8.50%	-	2	5.88%	\$178.20

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

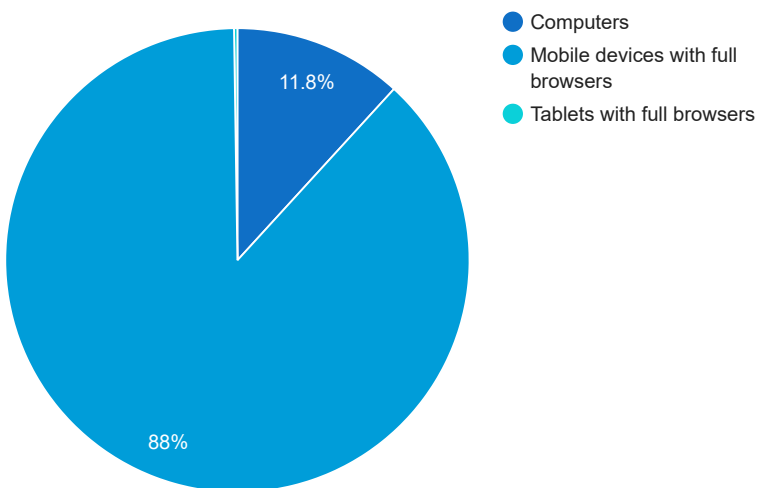
Budget Coverage



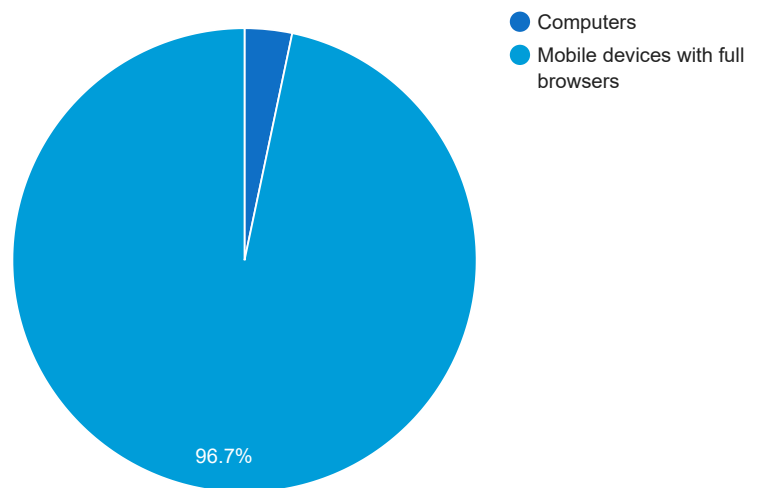
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	3,703.05	75.33
Sep, 2019	1,932.97	71.29
Oct, 2019	1,595.79	70.58
Nov, 2019	775.01	91.70
Dec, 2019	1,709.93	74.60
Jan, 2020	1,952.82	73.21
Feb, 2020	1,773.20	89.35
Mar, 2020	1,857.60	76.43
Apr, 2020	1,295.28	97.51
May, 2020	1,469.50	85.64
Jun, 2020	1,941.36	86.79
Jul, 2020	1,934.83	87.56

Cost and Conversions by Device

Cost



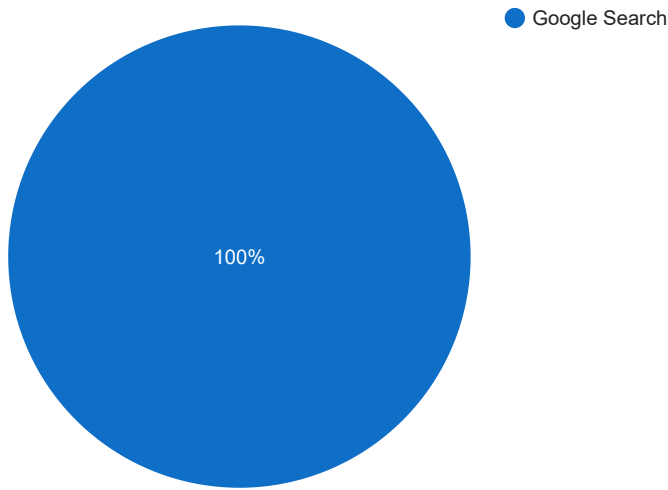
Conversions



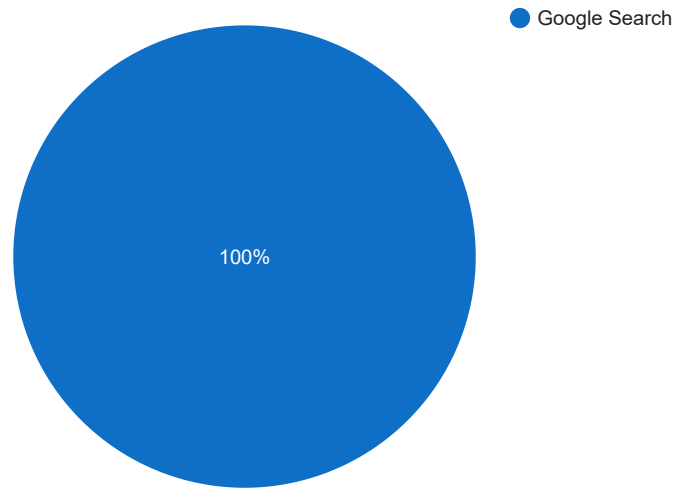
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	1,754	219	\$1,702.24	\$7.77	12.49%	-	29.3	13.39%	\$58.04
Computers	159	21	\$228.05	\$10.86	13.21%	-	1	4.76%	\$228.05
Tablets with full browsers	16	1	\$4.54	\$4.54	6.25%	-	0	0%	\$0.00

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	1,929	241	\$1,934.83	\$8.03	12.49%	-	30.3	12.59%	\$63.79

Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE	CONV
CoolSculpting Lead -Google Conversion	27.3
Calls from ads	3
CoolSculpting Leads (All Web Site Data)	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