

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

Vein and Cosmetics

642-949-3933

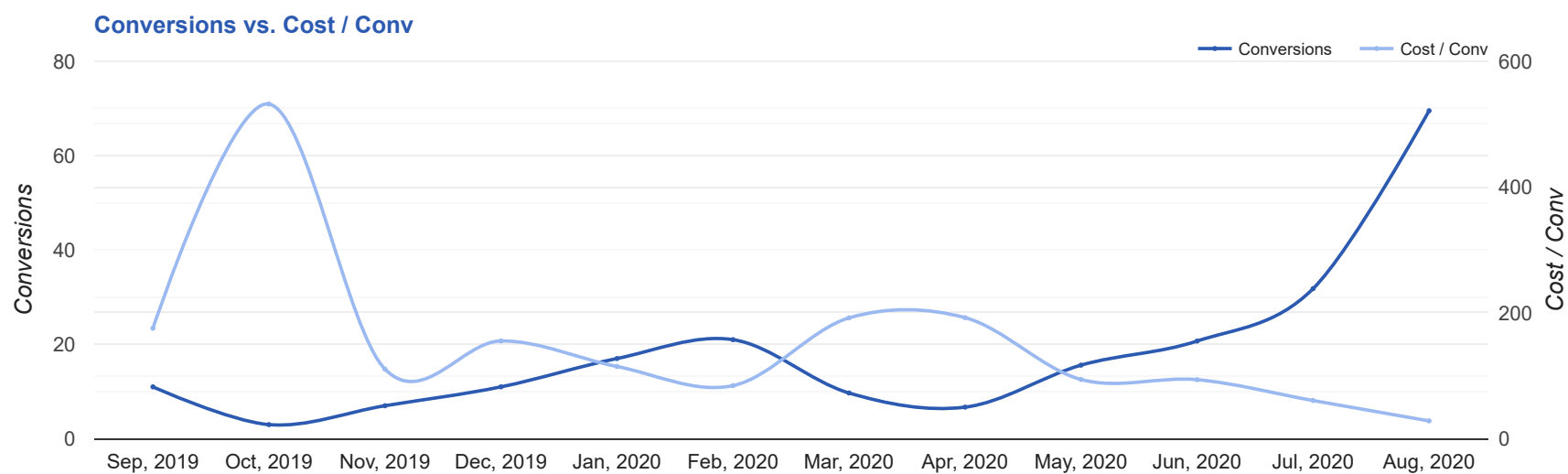
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,976	69.5	9.65%	\$28.42
↑ 2%	↑ 118%	↓ 27%	↓ 53%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jul 2020 — 31 Jul 2020	1,929	241	\$1,934.83	\$8.03	12.49%	-	31.8	13.21%	\$60.79	87.68%
1 Aug 2020 — 31 Aug 2020	10,633	720	\$1,975.53	\$2.74	6.77%	-	69.5	9.65%	\$28.42	28.98%
Change	8,704 ↑ 451%	479 ↑ 199%	\$40.70 ↑ 2%	\$5.29 ↓ 66%	5.72% ↓ 46%	--	37.67 ↑ 118%	3.56% ↓ 27%	\$32.37 ↓ 53%	58.70% ↓ 67%

Performance by Month - 1 Sep 2019 — 31 Aug 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	31.8	13.21%	\$60.79	87.68%
Aug '20	10,633	720	\$1,975.53	\$2.74	6.77%	-	69.5	9.65%	\$28.42	28.98%
Total	20,596	1,911	\$20,213.82	\$10.58	9.28%	-	224	11.72%	\$90.24	42.11%

Campaign Summary - 1 Aug 2020 — 31 Aug 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	10,633	720	\$1,975.53	\$2.74	6.77%	-	69.5	9.65%	\$28.42	28.98%

Top Performing Ads - 1 Aug 2020 — 31 Aug 2020

Top Text Ads

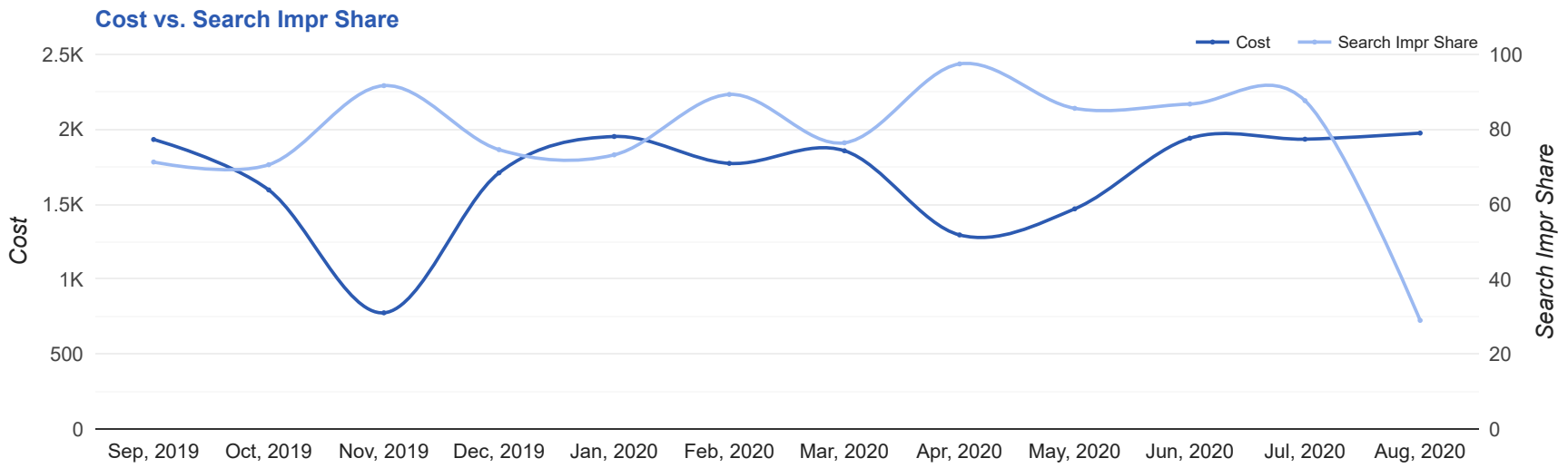
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:The Vein and Laser Institute} - CoolSculpting in Munster, IN - Fat Reduction Treatment veinandcosmetics.com/ --/ -- Leading CoolSculpting Provider in Munster, IN. Schedule a Free Consultation	2,676	210	\$519.57	\$2.47	7.85%	-	22	10.48%	\$23.62
CoolSculpting in Munster, IN - Fat Reduction Treatment - Flexible Payment Options veinandcosmetics.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	2,132	103	\$331.43	\$3.22	4.83%	-	11	10.68%	\$30.13
#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.	2,369	158	\$358.10	\$2.27	6.67%	-	9.5	6.01%	\$37.69
{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	373	47	\$138.86	\$2.95	12.60%	-	7.5	15.96%	\$18.51
The Vein and Laser Institute - CoolSculpting in Munster, IN - Fat Reduction Treatment veinandcosmetics.com/ --/ -- Leading CoolSculpting Provider in Munster, IN. Schedule a Free Consultation	1,854	102	\$264.09	\$2.59	5.50%	-	7	6.86%	\$37.73

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Aug 2020 — 31 Aug 2020

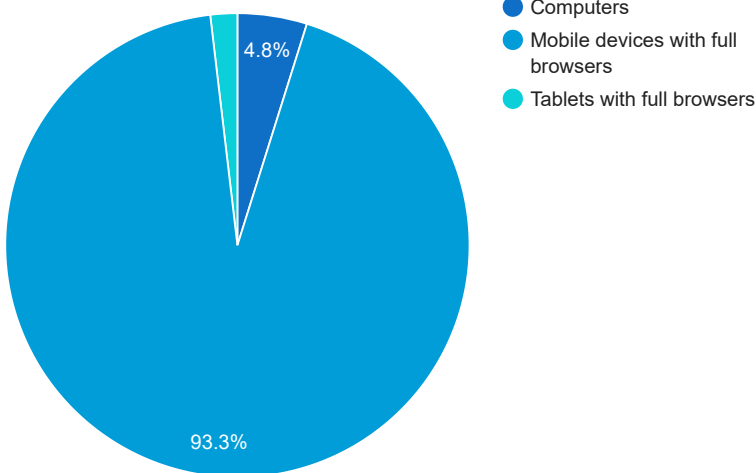
Budget Coverage



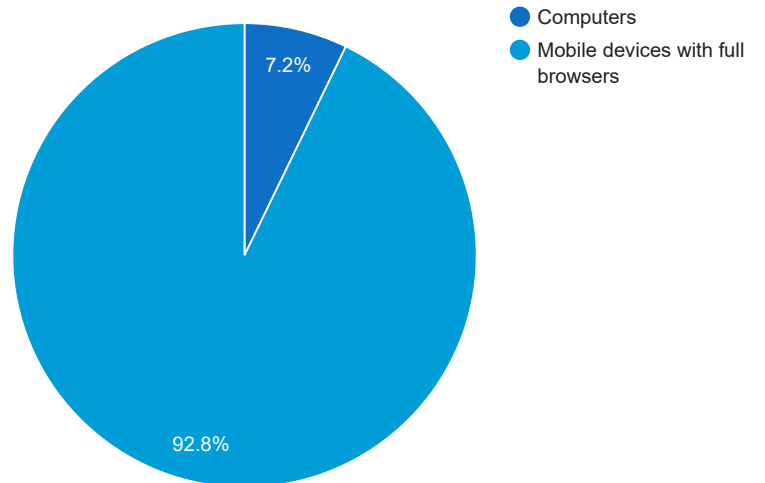
DATE	COST	SEARCH IMPR SHARE
Sep, 2019	1,932.97	71.29
Oct, 2019	1,595.79	70.58
Nov, 2019	775.01	91.70
Dec, 2019	1,709.93	74.60
Jan, 2020	1,952.82	73.21
Feb, 2020	1,773.20	89.35
Mar, 2020	1,857.60	76.43
Apr, 2020	1,295.28	97.51
May, 2020	1,469.50	85.64
Jun, 2020	1,941.36	86.79
Jul, 2020	1,934.83	87.68
Aug, 2020	1,975.53	28.98

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	9,619	673	\$1,842.88	\$2.74	7%	-	64.5	9.58%	\$28.57
Computers	798	35	\$95.64	\$2.73	4.39%	-	5	14.29%	\$19.13
Tablets with full browsers	216	12	\$37.01	\$3.08	5.56%	-	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	10,633	720	\$1,975.53	\$2.74	6.77%	-	69.5	9.65%	\$28.42

Conversion Types - 1 Aug 2020 — 31 Aug 2020

CONVERSION TYPE	CONV
CoolSculpting Lead -Google Conversion	65.5
Calls from ads	4
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 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