

**Monthly Account  
Performance Report  
1 Sep 2020 — 30 Sep 2020**

Vein and Cosmetics

642-949-3933

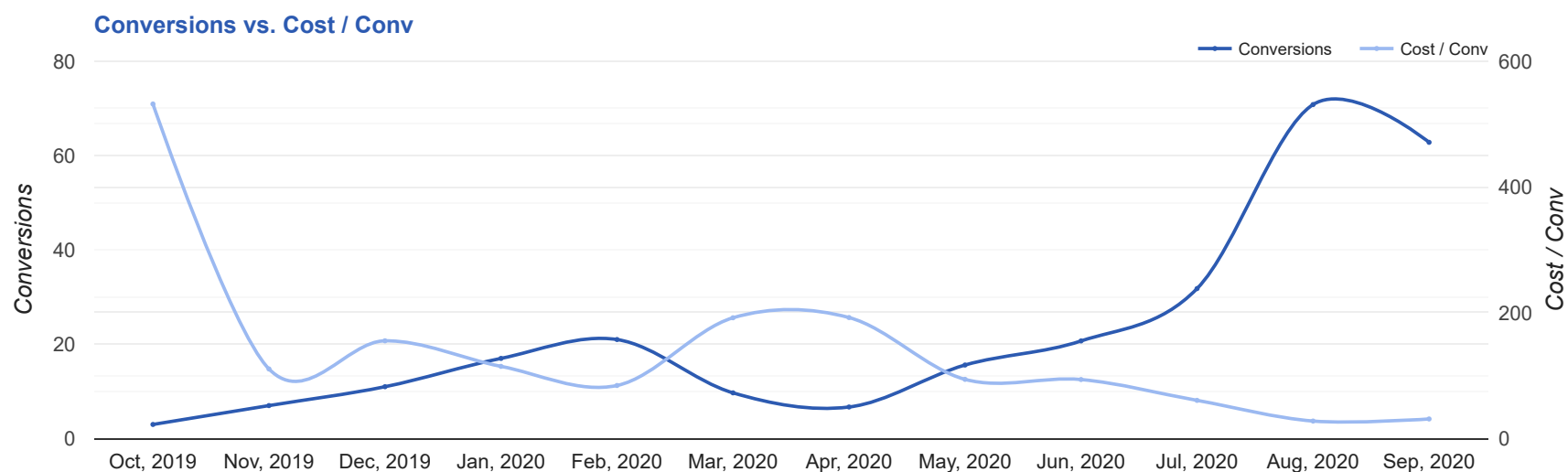
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,961	62.8	10.2%	\$31.25
↓ 1%	↓ 11%	↑ 4%	↑ 12%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	10,633	720	\$1,975.53	\$2.74	6.77%	-	70.8	9.83%	\$27.92	29%
1 Sep 2020 — 30 Sep 2020	11,433	615	\$1,961.01	\$3.19	5.38%	-	62.8	10.2%	\$31.25	33.42%
<b>Change</b>	800 ↑ 8%	105 ↓ 15%	\$14.52 ↓ 1%	\$0.45 ↑ 16%	1.39% ↓ 21%	--	8 ↓ 11%	0.37% ↑ 4%	\$3.33 ↑ 12%	4.42% ↑ 15%

# Performance by Month - 1 Oct 2019 — 30 Sep 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	70.8	9.83%	\$27.92	29%
Sep '20	11,433	615	\$1,961.01	\$3.19	5.38%	-	62.8	10.2%	\$31.25	33.42%
<b>Total</b>	<b>30,724</b>	<b>2,424</b>	<b>\$20,241.86</b>	<b>\$8.35</b>	<b>7.89%</b>	<b>-</b>	<b>277</b>	<b>11.43%</b>	<b>\$73.08</b>	<b>37.81%</b>

# Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	11,433	615	\$1,961.01	\$3.19	5.38%	-	62.8	10.2%	\$31.25	33.42%

# Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

## Top Text Ads

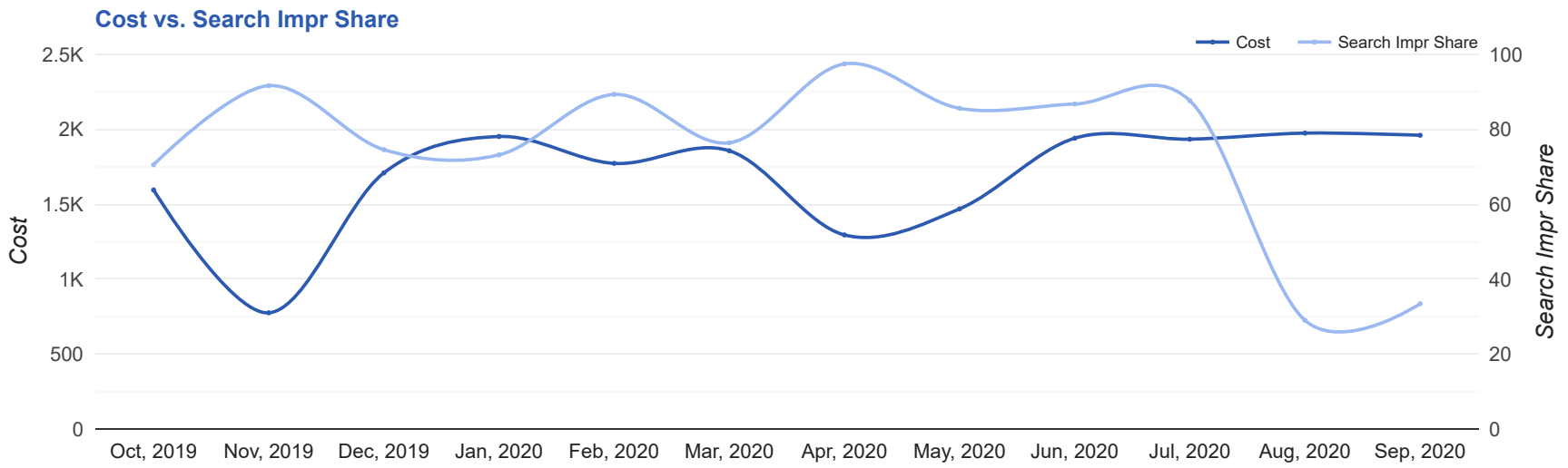
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
The Vein and Laser Institute - CoolSculpting in Munster, IN - Fat Reduction Treatment <a href="http://veinandcosmetics.com/">veinandcosmetics.com/</a> -- -- Leading CoolSculpting Provider in Munster, IN. Schedule a Free Consultation	4,655	186	\$596.12	\$3.20	4.00%	-	21.9	11.78%	\$27.20
{Keyword:The Vein and Laser Institute} - CoolSculpting in Munster, IN - Fat Reduction Treatment <a href="http://veinandcosmetics.com/">veinandcosmetics.com/</a> -- -- Leading CoolSculpting Provider in Munster, IN. Schedule a Free Consultation	3,269	224	\$682.02	\$3.04	6.85%	-	21.1	9.43%	\$32.28
CoolSculpting in Munster, IN - Fat Reduction Treatment - Flexible Payment Options <a href="http://veinandcosmetics.com/">veinandcosmetics.com/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,994	71	\$230.44	\$3.25	3.56%	-	8.5	11.97%	\$27.11
Body Sculpting - CoolSculpting in Munster, IN - Non-Surgical Fat Reduction <a href="http://veinandcosmetics.com/">veinandcosmetics.com/</a> Sculpt Your Body. Freeze Fat Away Fat with CoolSculpting. Eliminate Fat And Feel Great.	162	13	\$43.08	\$3.31	8.02%	-	3	23.08%	\$14.36
{Keyword:The Vein and Laser Institute} - CoolSculpting in Munster, IN - Fat Reduction Treatment <a href="http://veinandcosmetics.com/">veinandcosmetics.com/</a> -- -- Leading CoolSculpting Provider in Munster, IN. Schedule a Free Consultation	146	22	\$57.95	\$2.63	15.07%	-	2.5	11.36%	\$23.18

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Sep 2020 — 30 Sep 2020

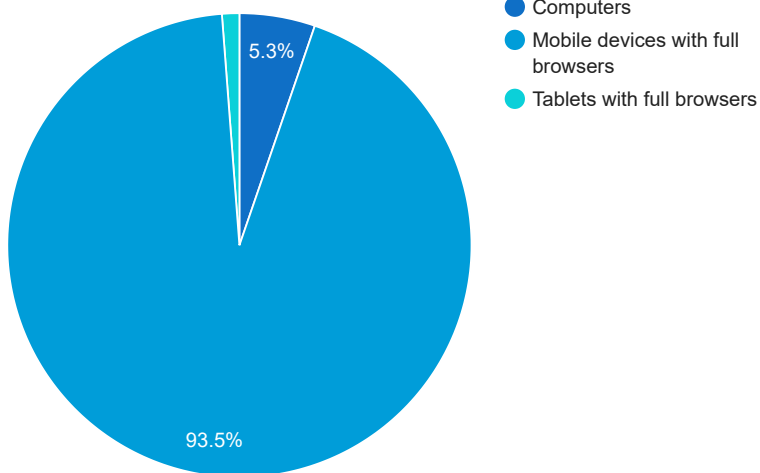
## Budget Coverage



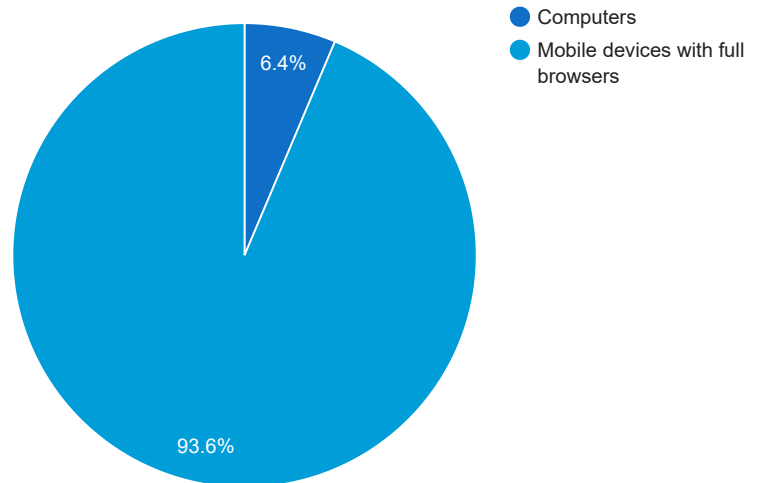
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	1,595.79	70.58
Nov, 2019	775.01	91.70
Dec, 2019	1,709.93	74.60
Jan, 2020	1,952.82	73.21
Feb, 2020	1,773.20	89.35
Mar, 2020	1,857.60	76.43
Apr, 2020	1,295.28	97.51
May, 2020	1,469.50	85.64
Jun, 2020	1,941.36	86.79
Jul, 2020	1,934.83	87.68
Aug, 2020	1,975.53	29
Sep, 2020	1,961.01	33.42

## 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	10,365	570	\$1,834.01	\$3.22	5.5%	-	58.8	10.31%	\$31.22
Computers	858	35	\$103.32	\$2.95	4.08%	-	4	11.43%	\$25.83
Tablets with full browsers	210	10	\$23.68	\$2.37	4.76%	-	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	11,433	615	\$1,961.01	\$3.19	5.38%	-	62.8	10.2%	\$31.25

# Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
CoolSculpting Lead -Google Conversion	57.8
Calls from ads	3
Click to Call	2
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