

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

Vein and Cosmetics

642-949-3933

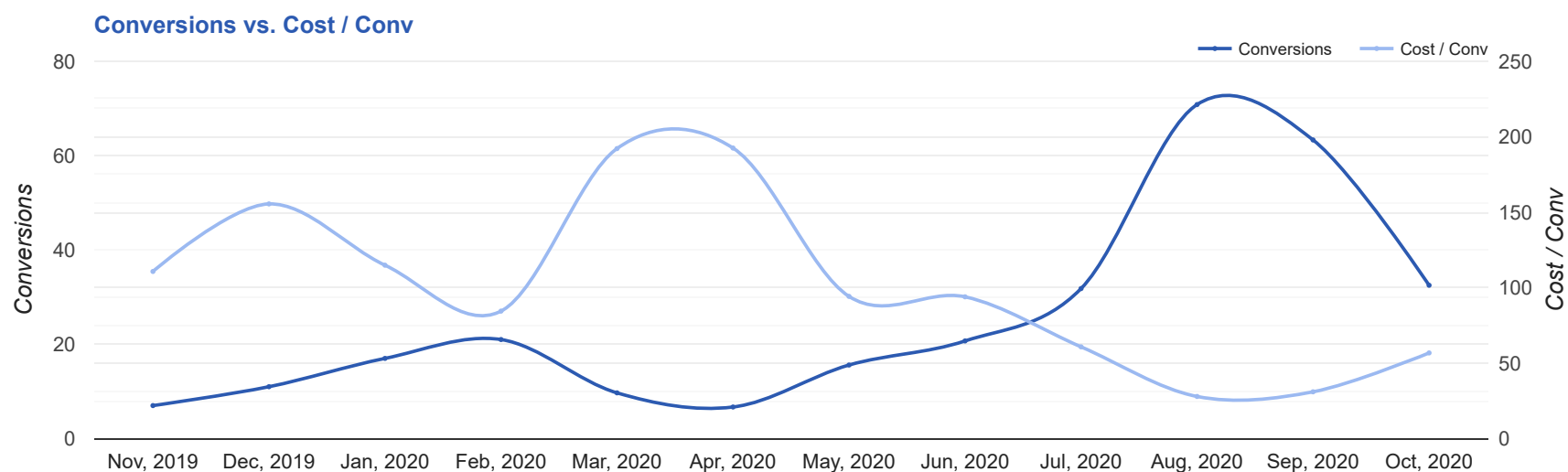
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,845	32.5	10.32%	\$56.76
↓ 6%	↓ 49%	↔ 0%	↑ 83%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	11,433	615	\$1,961.01	\$3.19	5.38%	-	63.3	10.28%	\$31.00	33.5%
1 Oct 2020 — 31 Oct 2020	5,541	315	\$1,844.74	\$5.86	5.68%	-	32.5	10.32%	\$56.76	37.86%
<b>Change</b>	5,892 ↓ 52%	300 ↓ 49%	\$116.27 ↓ 6%	\$2.67 ↑ 84%	0.30% ↑ 6%	--	30.75 ↓ 49%	0.04% ↑ 0%	\$25.76 ↑ 83%	4.36% ↑ 13%

# Performance by Month - 1 Nov 2019 — 31 Oct 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	63.3	10.28%	\$31.00	33.5%
Oct '20	5,541	315	\$1,844.74	\$5.86	5.68%	-	32.5	10.32%	\$56.76	37.86%
<b>Total</b>	<b>35,706</b>	<b>2,683</b>	<b>\$20,490.81</b>	<b>\$7.64</b>	<b>7.51%</b>	<b>-</b>	<b>307</b>	<b>11.44%</b>	<b>\$66.75</b>	<b>37.57%</b>

# Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	3,372	238	\$1,502.52	\$6.31	7.06%	-	25.5	10.71%	\$58.92	49.49%
search   beta   coolsculpting   exp reach	2,169	77	\$342.22	\$4.44	3.55%	-	7	9.09%	\$48.89	28.02%

# Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

## Top Text Ads

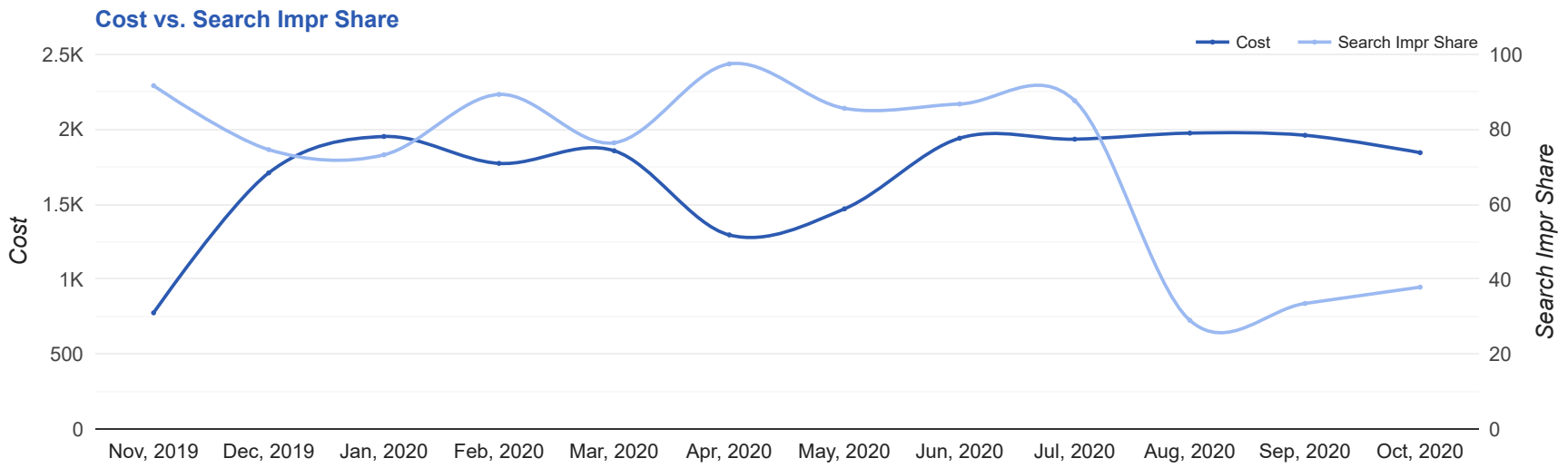
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">The Vein and Laser Institute - CoolSculpting in Munster, IN - Fat Reduction Treatment</a> <a href="#">veinandcosmetics.com/ --</a> -- Leading CoolSculpting Provider in Munster, IN. Schedule a Free Consultation	890	28	\$108.75	\$3.88	3.15%	-	4.5	16.07%	\$24.17
<a href="#">The Vein and Laser Institute - Fat Reduction in Munster - Non-Surgical Fat Reduction</a> <a href="#">veinandcosmetics.com/ --</a> -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	786	28	\$140.54	\$5.02	3.56%	-	4	14.29%	\$35.13
<a href="#">Body Sculpting - CoolSculpting in Munster, IN - Non-Surgical Fat Reduction</a> <a href="#">veinandcosmetics.com//</a> Sculpt Your Body. Freeze Fat Away Fat with CoolSculpting. Eliminate Fat And Feel Great.	183	22	\$114.10	\$5.19	12.02%	-	3	13.64%	\$38.03
<a href="#">CoolSculpting in Munster, IN - Fat Reduction Treatment - Flexible Payment Options</a> <a href="#">veinandcosmetics.com//</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	232	7	\$45.45	\$6.49	3.02%	-	2	28.57%	\$22.73
{Keyword:The Vein and Laser Institute} - <a href="#">CoolSculpting in Munster, IN - Fat Reduction Treatment</a> <a href="#">veinandcosmetics.com/ --</a> -- Leading CoolSculpting Provider in Munster, IN. Schedule a Free Consultation	660	33	\$124.75	\$3.78	5.00%	-	2	6.06%	\$62.38

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Oct 2020 — 31 Oct 2020

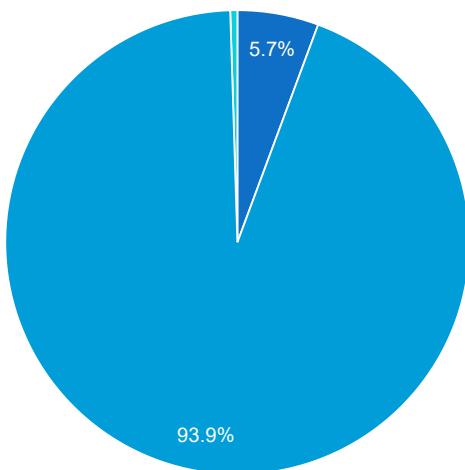
## Budget Coverage



DATE	COST	SEARCH IMPR SHARE
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	33.50
Oct, 2020	1,844.74	37.86

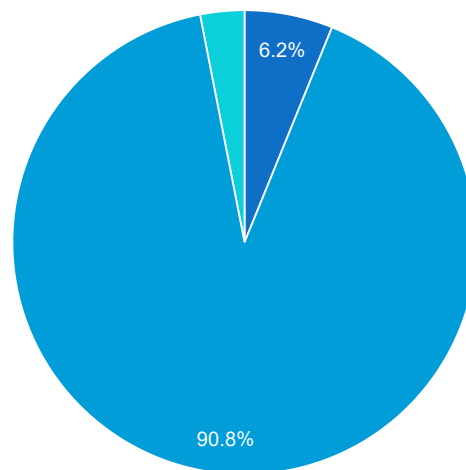
## Cost and Conversions by Device

### Cost



- Computers
- Mobile devices with full browsers
- Tablets with full browsers

### Conversions

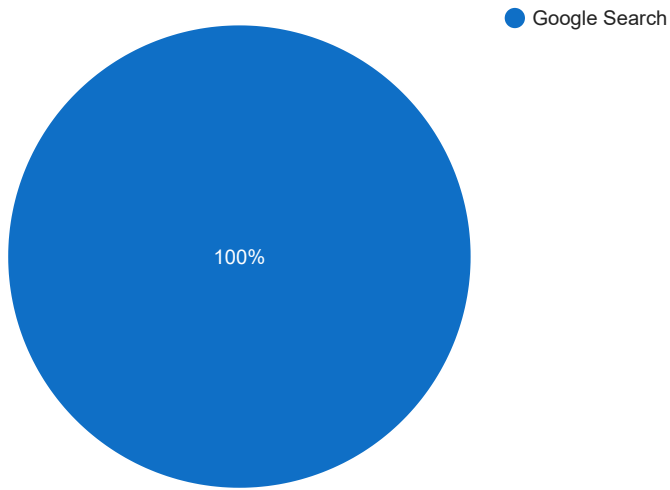


- Computers
- Mobile devices with full browsers
- Tablets with full browsers

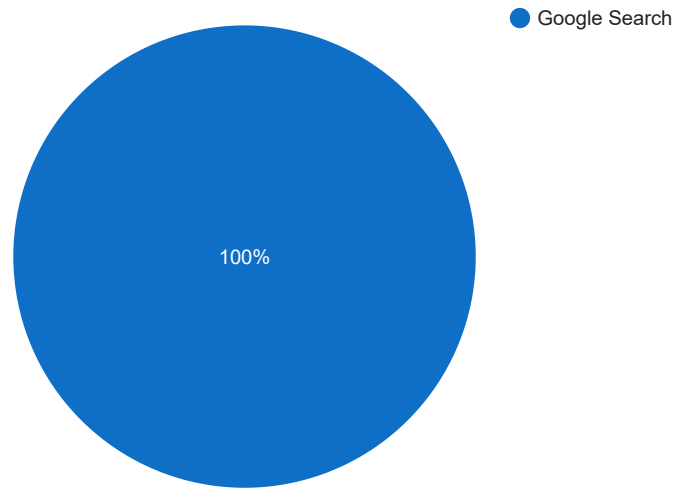
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	4,981	292	\$1,731.29	\$5.93	5.86%	-	29.5	10.1%	\$58.69
Computers	472	18	\$104.30	\$5.79	3.81%	-	2	11.11%	\$52.15
Tablets with full browsers	88	5	\$9.15	\$1.83	5.68%	-	1	20%	\$9.15

### 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	5,541	315	\$1,844.74	\$5.86	5.68%	-	32.5	10.32%	\$56.76

# Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
CoolSculpting Lead -Google Conversion	26.5
Calls from ads	4
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 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