

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

Vein and Cosmetics

642-949-3933

Key Performance Indicators (KPIs)

Cost

\$1,985

↑ 8%

Conv

24.3

↓ 26%

Conv Rate

6.95%

↓ 34%

Cost / Conv

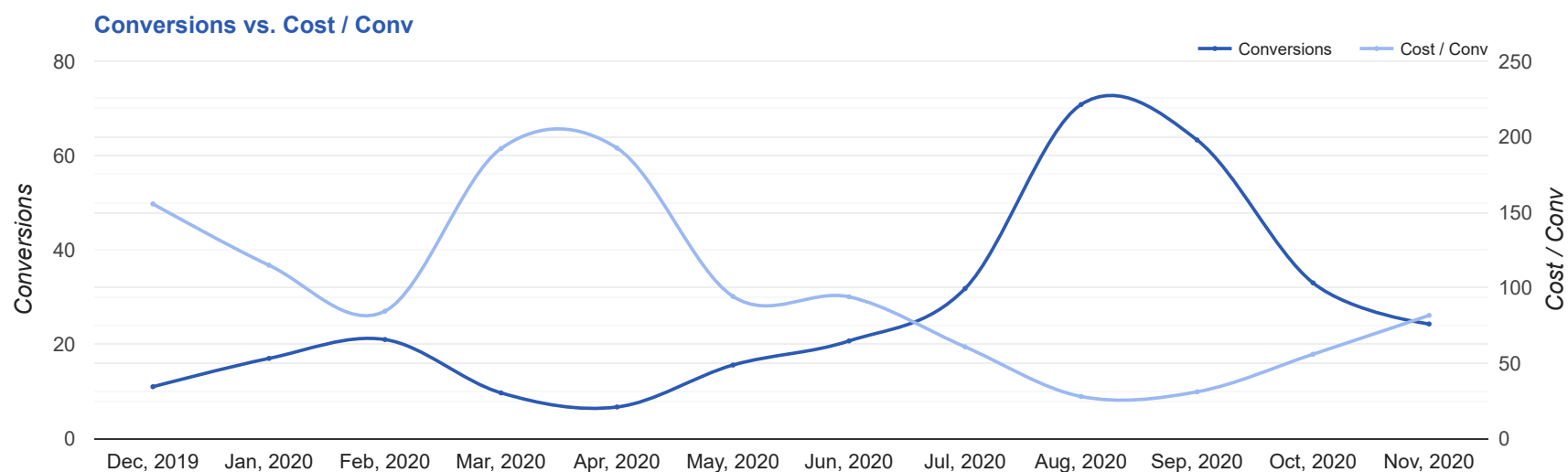
\$81.62

↑ 46%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	5,541	315	\$1,844.74	\$5.86	5.68%	-	33	10.48%	\$55.90	37.9%
1 Nov 2020 — 30 Nov 2020	7,365	350	\$1,985.06	\$5.67	4.75%	-	24.3	6.95%	\$81.62	31.89%
Change	1,824 ↑ 33%	35 ↑ 11%	\$140.32 ↑ 8%	\$0.19 ↓ 3%	0.93% ↓ 16%	--	8.68 ↓ 26%	3.53% ↓ 34%	\$25.72 ↑ 46%	6.01% ↓ 16%

Performance by Month - 1 Dec 2019 — 30 Nov 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	33	10.48%	\$55.90	37.9%
Nov '20	7,365	350	\$1,985.06	\$5.67	4.75%	-	24.3	6.95%	\$81.62	31.89%
Total	42,839	3,001	\$21,700.86	\$7.23	7.01%	-	324.8	10.82%	\$66.81	36.35%

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	7,365	350	\$1,985.06	\$5.67	4.75%	-	24.3	6.95%	\$81.62	31.89%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

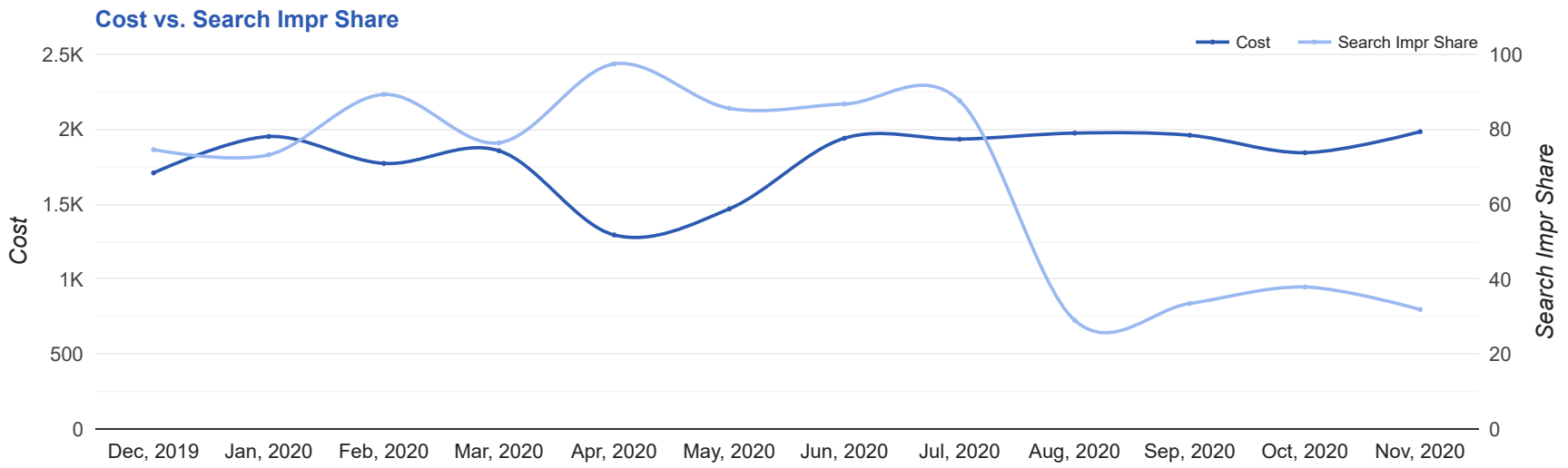
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
The Vein and Laser Institute - Fat Reduction in Munster, IN - Non-Surgical Fat Reduction veinandcosmetics.com/ -- -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	786	56	\$282.30	\$5.04	7.12%	-	6.3	11.29%	\$44.67
Fat Reduction in Munster, IN - Freezing Fat Really Works - Get Rid of Unwanted Fat veinandcosmetics.com// CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	184	7	\$41.01	\$5.86	3.80%	-	2.5	35.71%	\$16.40
Fat Reduction in Munster, IN - Freezing Fat Really Works - Safe + Effective Fat Reduction veinandcosmetics.com// CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	181	10	\$58.57	\$5.86	5.52%	-	2	20.00%	\$29.29
The Vein and Laser Institute - Fat Reduction in Munster, IN - Non-Surgical Fat Reduction veinandcosmetics.com/ -- -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,534	52	\$214.54	\$4.13	3.39%	-	2	3.85%	\$107.27
CoolSculpting® in Munster, IN - Dec Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever veinandcosmetics.com// Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Munster, IN	20	7	\$70.64	\$10.09	35.00%	-	1.5	21.43%	\$47.09

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

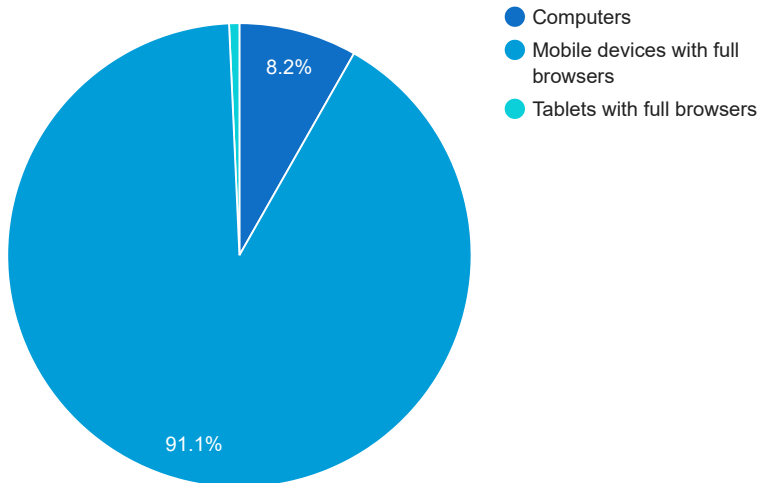
Budget Coverage



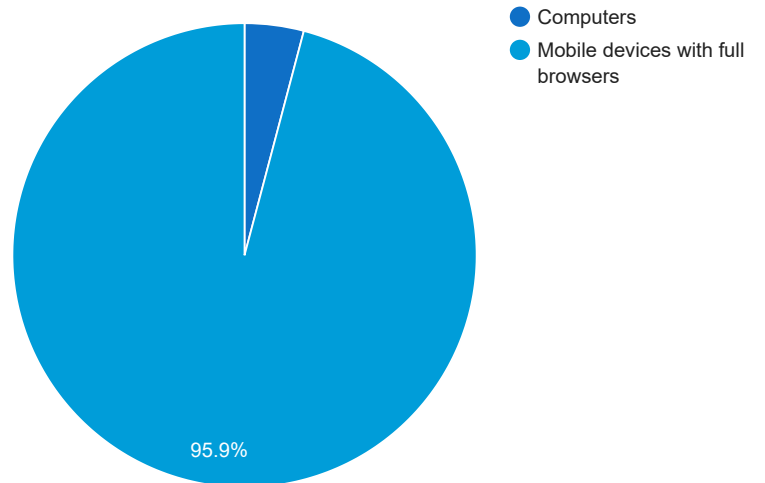
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	1,709.93	74.60
Jan, 2020	1,952.82	73.21
Feb, 2020	1,773.20	89.35
Mar, 2020	1,857.60	76.43
Apr, 2020	1,295.28	97.51
May, 2020	1,469.50	85.64
Jun, 2020	1,941.36	86.79
Jul, 2020	1,934.83	87.68
Aug, 2020	1,975.53	29
Sep, 2020	1,961.01	33.50
Oct, 2020	1,844.74	37.90
Nov, 2020	1,985.06	31.89

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	6,449	313	\$1,807.70	\$5.78	4.85%	-	23.3	7.45%	\$77.52
Computers	774	32	\$163.18	\$5.10	4.13%	-	1	3.13%	\$163.18
Tablets with full browsers	142	5	\$14.18	\$2.84	3.52%	-	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	7,365	350	\$1,985.06	\$5.67	4.75%	-	24.3	6.95%	\$81.62

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
CoolSculpting Lead -Google Conversion	21.8
Click to Call	1.5
Calls from ads	1
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