

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

Vein and Cosmetics

642-949-3933

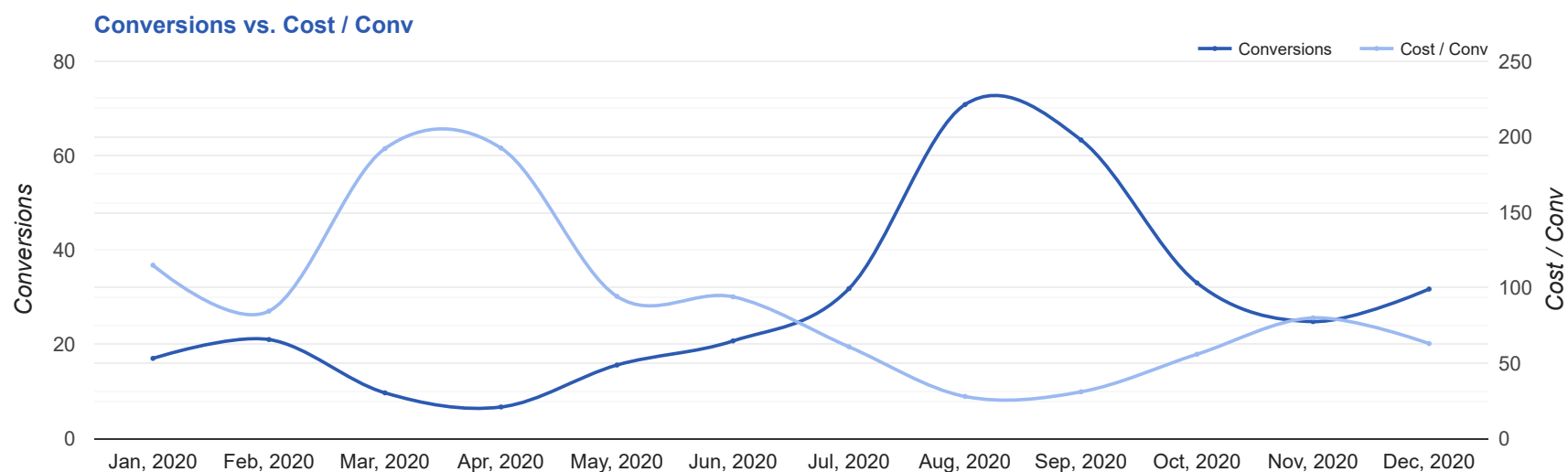
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,994	31.7	6.45%	\$62.96
↔ 0%	↑ 28%	↓ 9%	↓ 21%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	7,365	350	\$1,985.06	\$5.67	4.75%	-	24.8	7.09%	\$79.98	31.8%
1 Dec 2020 — 31 Dec 2020	9,425	491	\$1,994.45	\$4.06	5.21%	-	31.7	6.45%	\$62.96	26.56%
Change	2,060 ↑ 28%	141 ↑ 40%	\$9.39 ↑ 0%	\$1.61 ↓ 28%	0.46% ↑ 10%	--	6.86 ↑ 28%	0.64% ↓ 9%	\$17.02 ↓ 21%	5.24% ↓ 16%

Performance by Month - 1 Jan 2020 — 31 Dec 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	24.8	7.09%	\$79.98	31.8%
Dec '20	9,425	491	\$1,994.45	\$4.06	5.21%	-	31.7	6.45%	\$62.96	26.56%
Total	51,750	3,424	\$21,985.38	\$6.42	6.62%	-	346	10.11%	\$63.54	33.89%

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	9,425	491	\$1,994.45	\$4.06	5.21%	-	31.7	6.45%	\$62.96	26.56%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

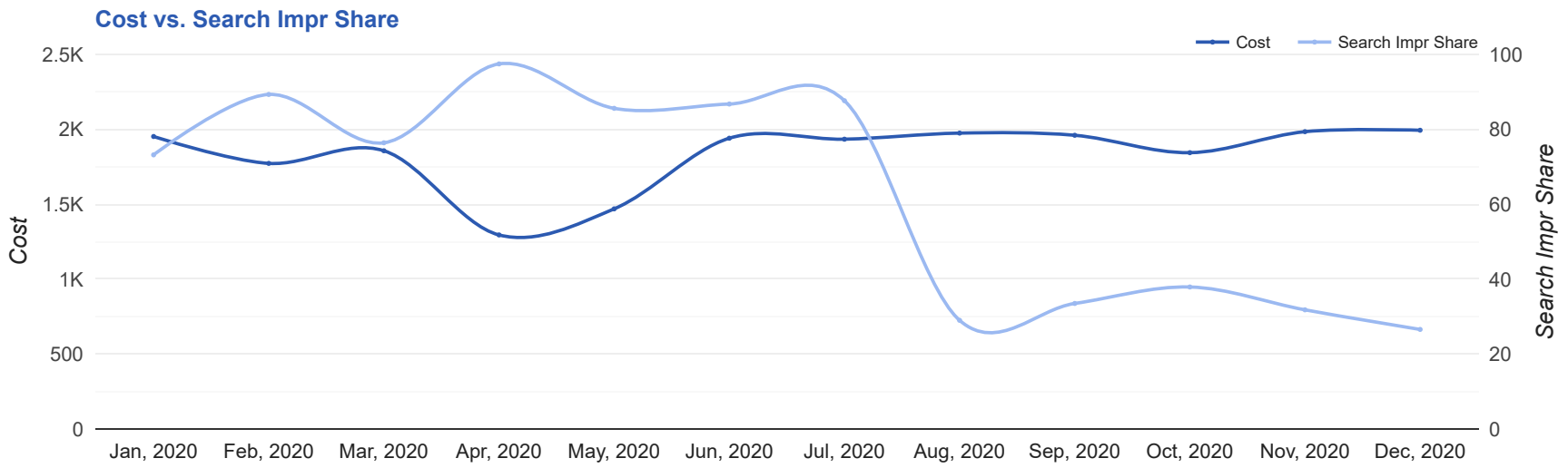
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
The Vein and Laser Institute - Fat Reduction in Munster, IN - Non-Surgical Fat Reduction veinandcosmetics.com/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,378	91	\$402.49	\$4.42	6.60%	-	3	3.30%	\$134.16
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	1,460	61	\$213.23	\$3.50	4.18%	-	2	3.28%	\$106.61
Fat Reduction in Munster, IN - Freeze Away Body Fat - Get Rid of Unwanted Fat veinandcosmetics.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	111	4	\$10.77	\$2.69	3.60%	-	2	50.00%	\$5.38
Fat Reduction in Munster, IN - Eliminate Fat & Feel Great - Offering \$1,000 Off 8+ Cycles veinandcosmetics.com/ CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	101	9	\$38.98	\$4.33	8.91%	-	2	22.22%	\$19.49
Fat Reduction in Munster, IN - Eliminate Fat & Feel Great - Offering \$1,000 Off 8+ Cycles veinandcosmetics.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	61	7	\$27.69	\$3.96	11.48%	-	2	28.57%	\$13.85

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

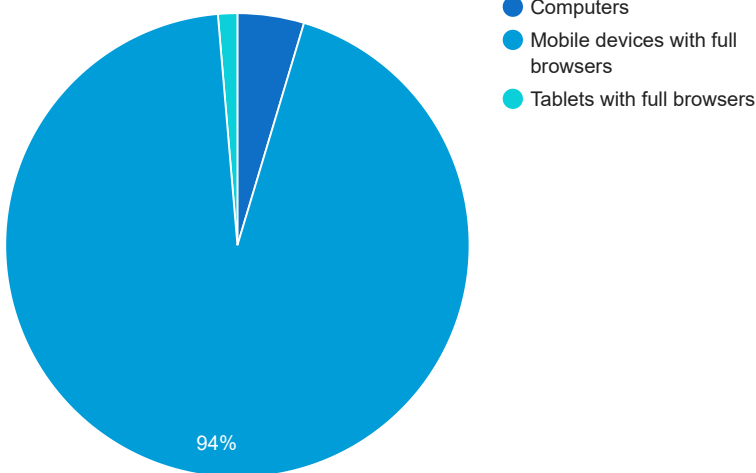
Budget Coverage



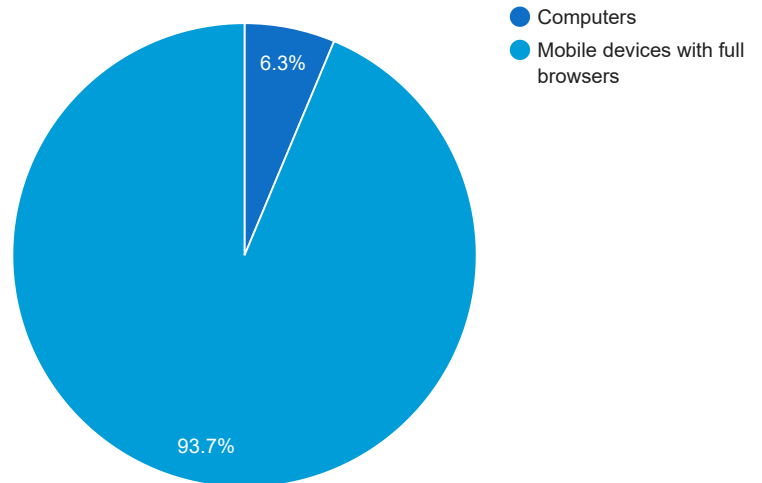
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	1,952.82	73.21
Feb, 2020	1,773.20	89.35
Mar, 2020	1,857.60	76.43
Apr, 2020	1,295.28	97.51
May, 2020	1,469.50	85.64
Jun, 2020	1,941.36	86.79
Jul, 2020	1,934.83	87.68
Aug, 2020	1,975.53	29
Sep, 2020	1,961.01	33.50
Oct, 2020	1,844.74	37.90
Nov, 2020	1,985.06	31.80
Dec, 2020	1,994.45	26.56

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	8,338	462	\$1,875.14	\$4.06	5.54%	-	29.7	6.42%	\$63.18
Computers	899	23	\$92.44	\$4.02	2.56%	-	2	8.7%	\$46.22
Tablets with full browsers	188	6	\$26.87	\$4.48	3.19%	-	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	9,425	491	\$1,994.45	\$4.06	5.21%	-	31.7	6.45%	\$62.96

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
CoolSculpting Lead -Google Conversion	26.2
Calls from ads	4
Phone Call	1
Click to Call	0.5
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