

**Monthly Account  
Performance Report  
1 Jan 2021 — 31 Jan 2021**

Vein and Cosmetics

642-949-3933

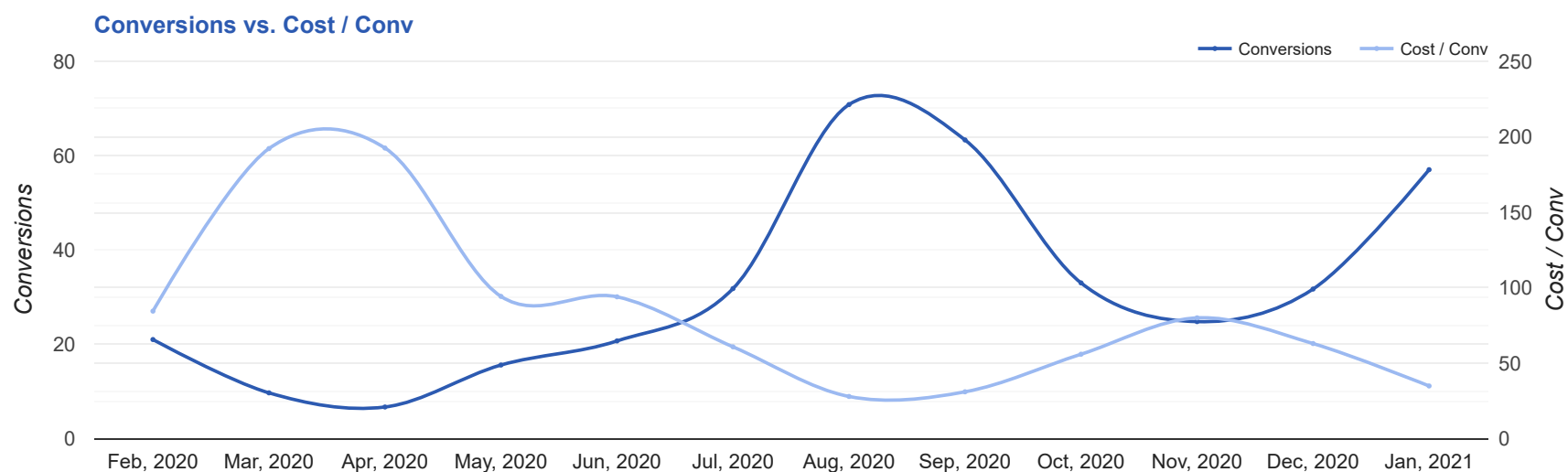
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,987	57	8.85%	\$34.87
↔ 0%	↑ 80%	↑ 37%	↓ 45%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	9,425	491	\$1,994.45	\$4.06	5.21%	-	31.7	6.45%	\$62.96	26.46%
1 Jan 2021 — 31 Jan 2021	11,426	644	\$1,987.42	\$3.09	5.64%	-	57	8.85%	\$34.87	23.88%
<b>Change</b>	2,001 ↑ 21%	153 ↑ 31%	\$7.03 ↓ 0%	\$0.97 ↓ 24%	0.43% ↑ 8%	--	25.32 ↑ 80%	2.40% ↑ 37%	\$28.09 ↓ 45%	2.58% ↓ 10%

# Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	26.46%
Jan '21	11,426	644	\$1,987.42	\$3.09	5.64%	-	57	8.85%	\$34.87	23.88%
<b>Total</b>	<b>62,326</b>	<b>3,959</b>	<b>\$22,019.98</b>	<b>\$5.56</b>	<b>6.35%</b>	<b>-</b>	<b>386</b>	<b>9.75%</b>	<b>\$57.05</b>	<b>31.24%</b>

# Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	11,426	644	\$1,987.42	\$3.09	5.64%	-	57	8.85%	\$34.87	23.88%

# Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

## Top Text Ads

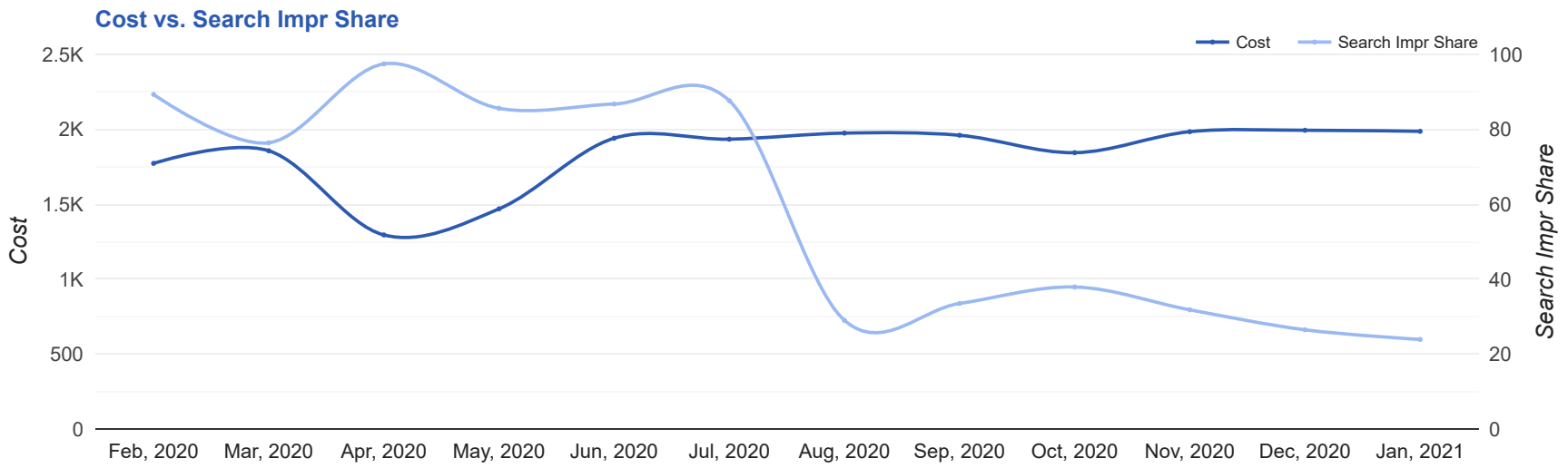
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
The Vein and Laser Institute - Fat Reduction in Munster, IN - Non-Surgical Fat Reduction <a href="http://veinandcosmetics.com/--/">veinandcosmetics.com/--/</a> -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,489	122	\$378.04	\$3.10	8.19%	-	8	6.56%	\$47.26
The Vein and Laser Institute - Fat Reduction in Munster, IN - Non-Surgical Fat Reduction <a href="http://veinandcosmetics.com/--/">veinandcosmetics.com/--/</a> -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,678	93	\$246.06	\$2.65	5.54%	-	7.3	7.80%	\$33.94
Fat Reduction in Munster, IN - Eliminate Fat & Feel Great - Offering \$1,000 Off 8+ Cycles <a href="http://veinandcosmetics.com//">veinandcosmetics.com//</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	753	36	\$113.25	\$3.15	4.78%	-	3.5	9.72%	\$32.36
Fat Reduction in Munster, IN - Freezing Fat Really Works - Freeze Away Body Fat <a href="http://veinandcosmetics.com//">veinandcosmetics.com//</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	393	13	\$37.15	\$2.86	3.31%	-	3	23.08%	\$12.38
Fat Reduction in Munster, IN - Eliminate Fat & Feel Great - Freeze Away Body Fat <a href="http://veinandcosmetics.com//">veinandcosmetics.com//</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	776	28	\$79.21	\$2.83	3.61%	-	2.3	8.04%	\$35.20

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jan 2021 — 31 Jan 2021

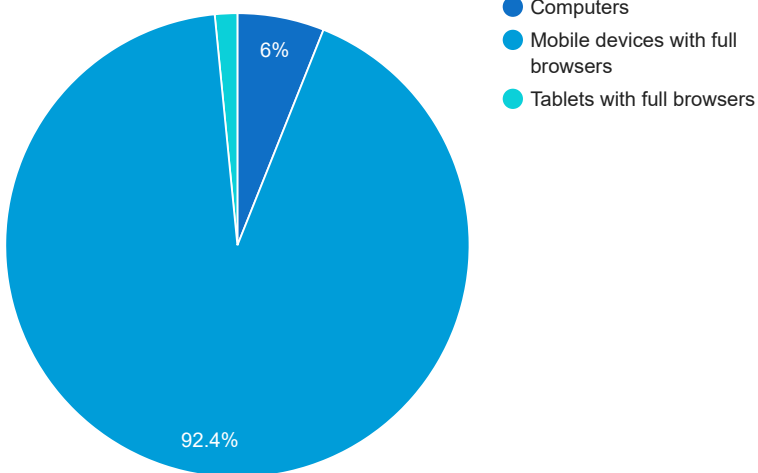
## Budget Coverage



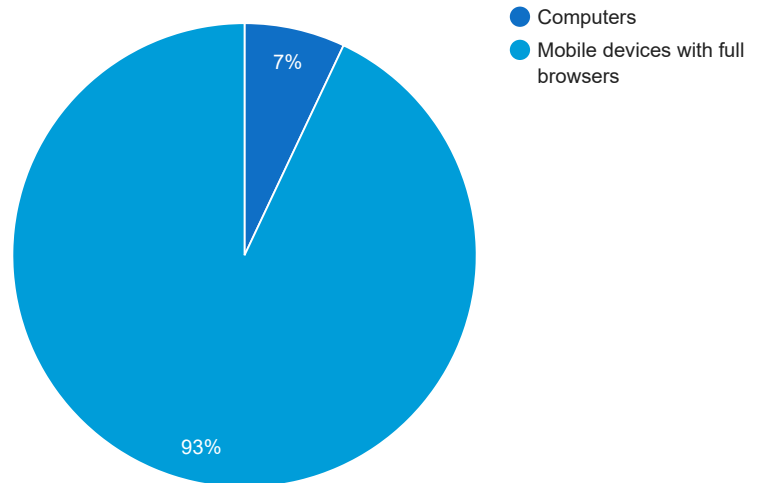
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	1,773.20	89.35
Mar, 2020	1,857.60	76.43
Apr, 2020	1,295.28	97.51
May, 2020	1,469.50	85.64
Jun, 2020	1,941.36	86.79
Jul, 2020	1,934.83	87.68
Aug, 2020	1,975.53	29
Sep, 2020	1,961.01	33.50
Oct, 2020	1,844.74	37.90
Nov, 2020	1,985.06	31.80
Dec, 2020	1,994.45	26.46
Jan, 2021	1,987.42	23.88

## 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	10,133	593	\$1,836.12	\$3.10	5.85%	-	53	8.94%	\$34.64
Computers	1,025	40	\$120.22	\$3.01	3.9%	-	4	10%	\$30.06
Tablets with full browsers	268	11	\$31.08	\$2.83	4.1%	-	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	11,426	644	\$1,987.42	\$3.09	5.64%	-	57	8.85%	\$34.87

# Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
CoolSculpting Lead -Google Conversion	50
Click to Call	5
Calls from ads	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