

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

Vein and Cosmetics

642-949-3933

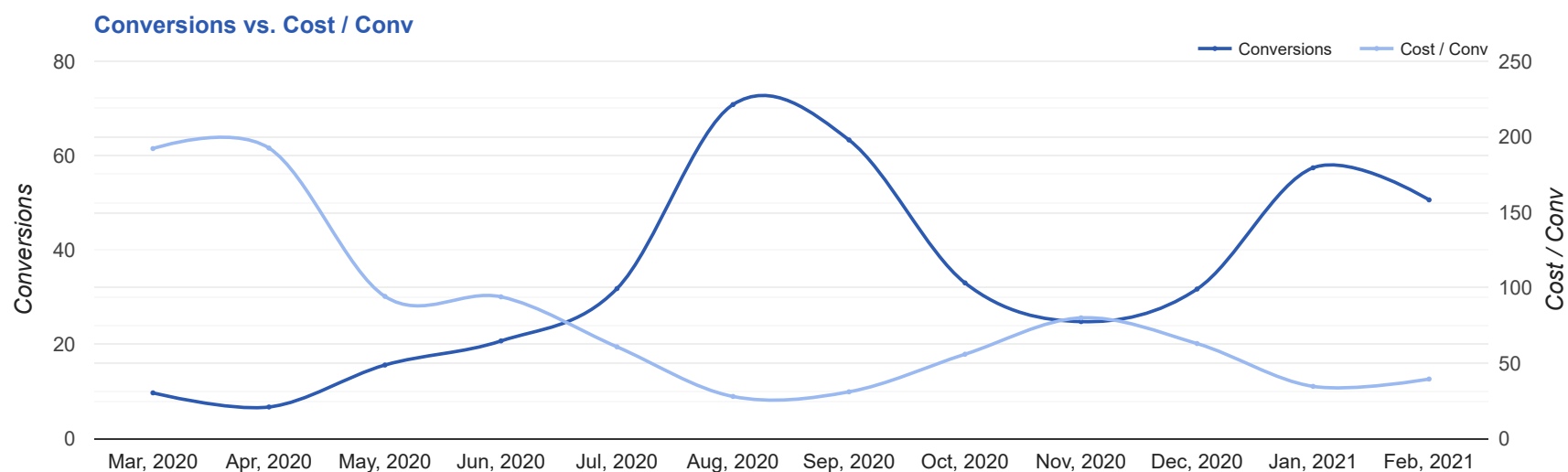
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,996	50.6	7.82%	\$39.46
↔ 0%	↓ 12%	↓ 12%	↑ 14%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	11,426	644	\$1,987.42	\$3.09	5.64%	-	57.4	8.92%	\$34.61	23.9%
1 Feb 2021 — 28 Feb 2021	9,868	647	\$1,996.01	\$3.09	6.56%	-	50.6	7.82%	\$39.46	26.92%
Change	1,558 ↓ 14%	3 ↑ 0%	\$8.59 ↑ 0%	\$0.00 ↔ 0%	0.92% ↑ 16%	--	6.84 ↓ 12%	1.10% ↓ 12%	\$4.85 ↑ 14%	3.02% ↑ 13%

Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	57.4	8.92%	\$34.61	23.9%
Feb '21	9,868	647	\$1,996.01	\$3.09	6.56%	-	50.6	7.82%	\$39.46	26.92%
Total	71,439	4,515	\$22,242.79	\$4.93	6.32%	-	416	9.21%	\$53.47	30.36%

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	9,868	647	\$1,996.01	\$3.09	6.56%	-	50.6	7.82%	\$39.46	26.92%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

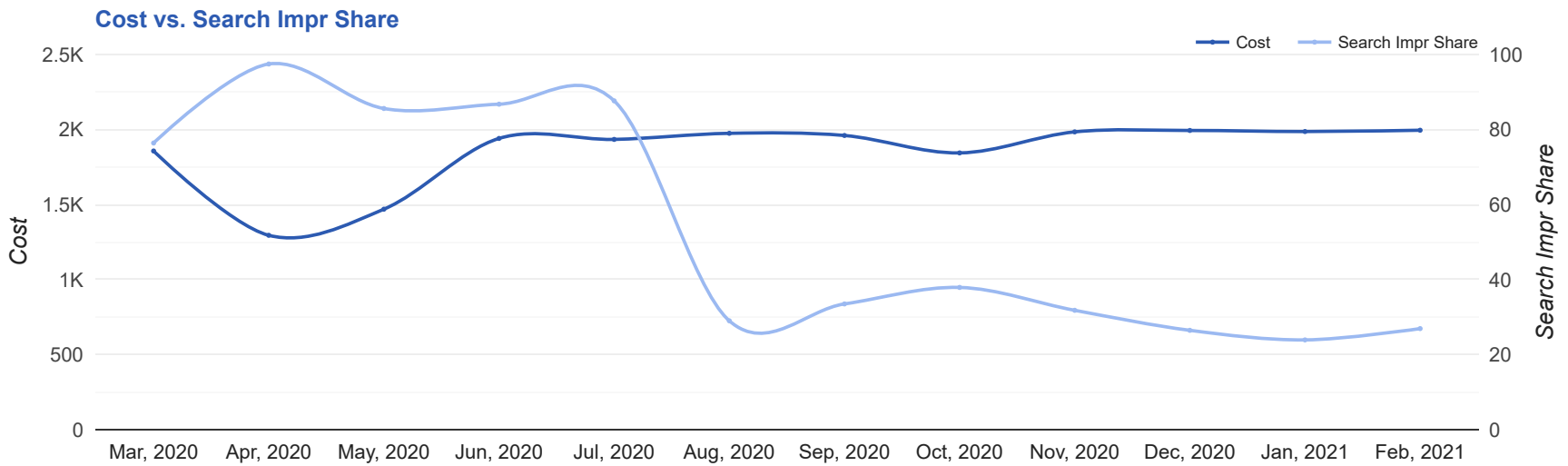
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
The Vein and Laser Institute - Fat Reduction in Munster, IN - Non-Surgical Fat Reduction veinandcosmetics.com/--/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	2,190	193	\$590.71	\$3.06	8.81%	-	13.9	7.21%	\$42.47
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	2,198	129	\$391.35	\$3.03	5.87%	-	7.2	5.60%	\$54.13
CoolSculpting® in Munster, IN - Limited Time Offer Feb 2021 - Our Biggest Discount Ever veinandcosmetics.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	24	5	\$15.78	\$3.16	20.83%	-	3	60.00%	\$5.26
Fat Reduction in Munster, IN - Freezing Fat Really Works - Offering \$1,000 Off 8+ Cycles veinandcosmetics.com// CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	236	11	\$28.56	\$2.60	4.66%	-	3	27.27%	\$9.52
CoolSculpting® in Munster, IN - Feb Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In {=COUNTDOWN("2021/02/28 00:00:00","en-US",31)} veinandcosmetics.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	78	3	\$9.56	\$3.19	3.85%	-	2.2	73.33%	\$4.35

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

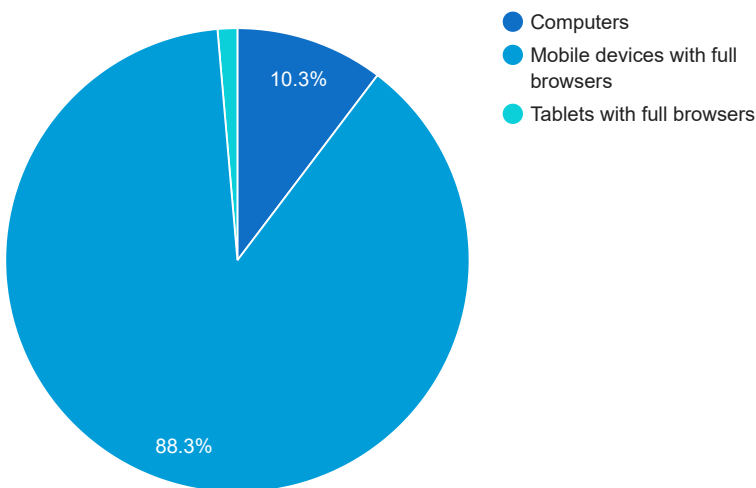
Budget Coverage



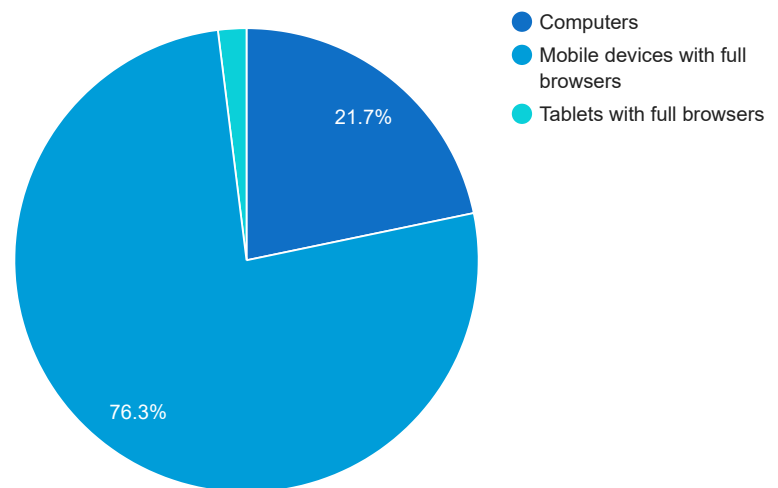
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	1,857.60	76.43
Apr, 2020	1,295.28	97.51
May, 2020	1,469.50	85.64
Jun, 2020	1,941.36	86.79
Jul, 2020	1,934.83	87.68
Aug, 2020	1,975.53	29
Sep, 2020	1,961.01	33.50
Oct, 2020	1,844.74	37.90
Nov, 2020	1,985.06	31.80
Dec, 2020	1,994.45	26.46
Jan, 2021	1,987.42	23.90
Feb, 2021	1,996.01	26.92

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	8,714	566	\$1,762.76	\$3.11	6.5%	-	38.6	6.82%	\$45.69
Computers	921	67	\$205.84	\$3.07	7.27%	-	11	16.42%	\$18.71
Tablets with full browsers	233	14	\$27.41	\$1.96	6.01%	-	1	7.14%	\$27.41

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	9,868	647	\$1,996.01	\$3.09	6.56%	-	50.6	7.82%	\$39.46

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
CoolSculpting Lead -Google Conversion	45
Click to Call	2.6
Calls from ads	2
Phone Call	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