

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

Vein and Cosmetics

642-949-3933

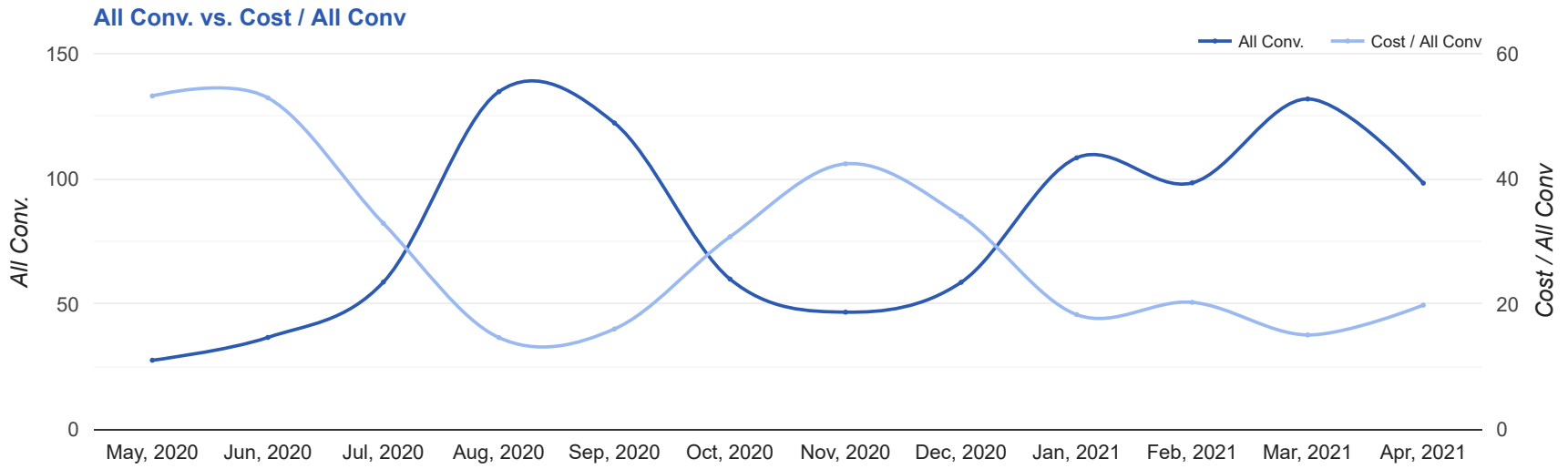
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,950	98.3	14.5%	\$19.84
↓ 2%	↓ 25%	↓ 26%	↑ 32%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	9,330	669	\$1,989.08	\$2.97	7.17%	-	19.72%	\$15.08	131.9
1 Apr 2021 — 30 Apr 2021	8,707	678	\$1,950.47	\$2.88	7.79%	-	14.5%	\$19.84	98.3
Change	623 ↓ 7%	9 ↑ 1%	\$38.61 ↓ 2%	\$0.09 ↓ 3%	0.62% ↑ 9%	0 ↔ -	5.22% ↓ 26%	\$4.76 ↑ 32%	33.59 ↓ 25%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
May '20	1,001	128	\$1,469.50	\$11.48	12.79%	-	27.6	21.56%	\$53.24
Jun '20	1,324	206	\$1,941.36	\$9.42	15.56%	-	36.7	17.8%	\$52.94
Jul '20	1,929	241	\$1,934.83	\$8.03	12.49%	-	58.8	24.41%	\$32.89
Aug '20	10,633	720	\$1,975.53	\$2.74	6.77%	-	134.8	18.72%	\$14.66
Sep '20	11,433	615	\$1,961.01	\$3.19	5.38%	-	122.3	19.88%	\$16.04
Oct '20	5,541	315	\$1,844.74	\$5.86	5.68%	-	60	19.05%	\$30.75
Nov '20	7,365	350	\$1,985.06	\$5.67	4.75%	-	46.8	13.38%	\$42.40
Dec '20	9,425	491	\$1,994.45	\$4.06	5.21%	-	58.7	11.95%	\$33.99
Jan '21	11,426	644	\$1,987.42	\$3.09	5.64%	-	108.4	16.84%	\$18.33
Feb '21	9,868	647	\$1,996.01	\$3.09	6.56%	-	98.4	15.2%	\$20.29
Mar '21	9,330	669	\$1,989.08	\$2.97	7.17%	-	131.9	19.72%	\$15.08
Apr '21	8,707	678	\$1,950.47	\$2.88	7.79%	-	98.3	14.5%	\$19.84
Total	87,982	5,704	\$23,029.46	\$4.04	6.48%	-	982.6	17.23%	\$23.44

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	8,707	678	\$1,950.47	\$2.88	7.79%	-	98.3	14.5%	\$19.84

Top Keywords - 1 Apr 2021 — 30 Apr 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting	65	26	\$115.69	\$4.45	40.00%	-	9.5	36.54%	\$12.18
liposuction	136	31	\$88.66	\$2.86	22.79%	-	9	29.03%	\$9.85
water lipo	6	5	\$8.33	\$1.67	83.33%	-	5	100.00%	\$1.67
coolsculpting near me	38	20	\$84.29	\$4.21	52.63%	-	4.8	24.10%	\$17.49
cool sculpting cost	16	13	\$40.27	\$3.10	81.25%	-	4	30.77%	\$10.07
liposuction alternatives near me	1	1	\$5.35	\$5.35	100.00%	-	3	300.00%	\$1.78
freeze belly fat off	1	1	\$2.94	\$2.94	100.00%	-	3	300.00%	\$0.98
coolsculpting	17	15	\$58.17	\$3.88	88.24%	-	3	20.00%	\$19.39
liposuction cost	21	12	\$35.42	\$2.95	57.14%	-	3	25.00%	\$11.81
non surgical lipo	2	2	\$4.12	\$2.06	100.00%	-	2	100.00%	\$2.06

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL 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	2,452	231	\$623.18	\$2.70	9.42%	-	30.5	13.20%	\$20.43
CoolSculpting® in Munster, IN - Freeze Away Body Fat - Our Biggest Discount Ever veinandcosmetics.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	85	8	\$32.43	\$4.05	9.41%	-	7	87.50%	\$4.63
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	1,850	88	\$239.57	\$2.72	4.76%	-	6.3	7.10%	\$38.33
CoolSculpting® Fat Reduction - CoolSculpting® in Munster, IN - Biggest CoolSculpting® Promo veinandcosmetics.com/--/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Munster, IN.	88	13	\$50.82	\$3.91	14.77%	-	5.1	38.85%	\$10.06
Fat Reduction in Munster, IN - Freeze Away Body Fat - Get \$1,000 Off 8+ Treatments veinandcosmetics.com/ CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	232	13	\$31.20	\$2.40	5.60%	-	5	38.46%	\$6.24

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

Budget Coverage

Display Impr Share

0%

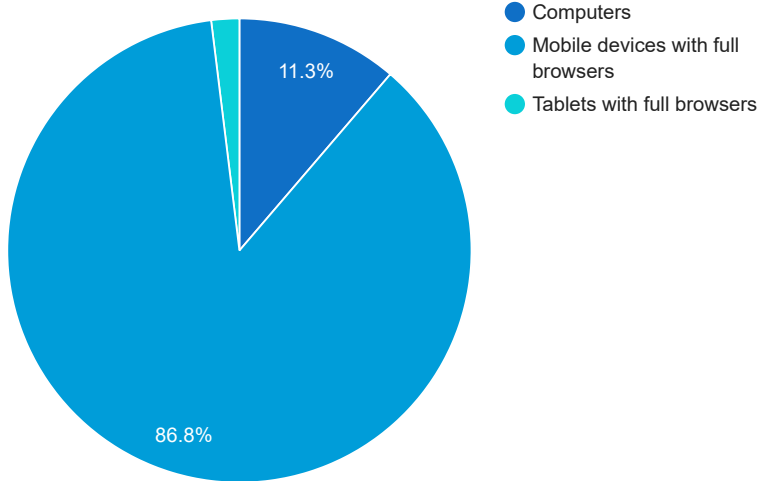
Search Impr Share

29.06%

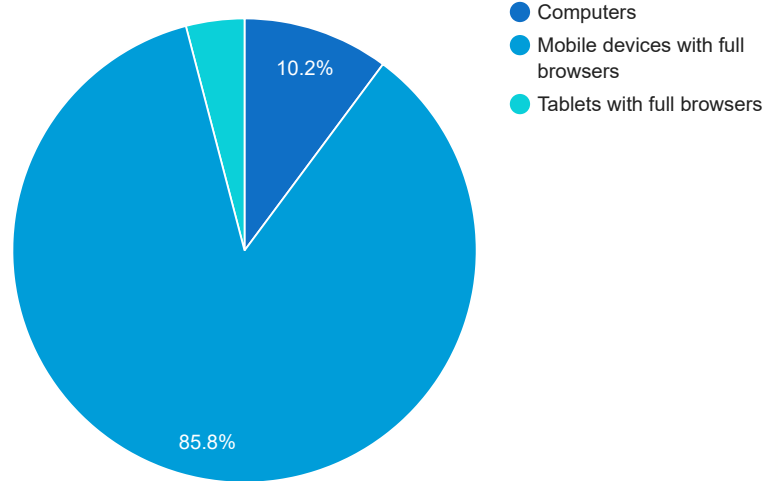
↑ 5%

Cost and Conversions by Device

Cost



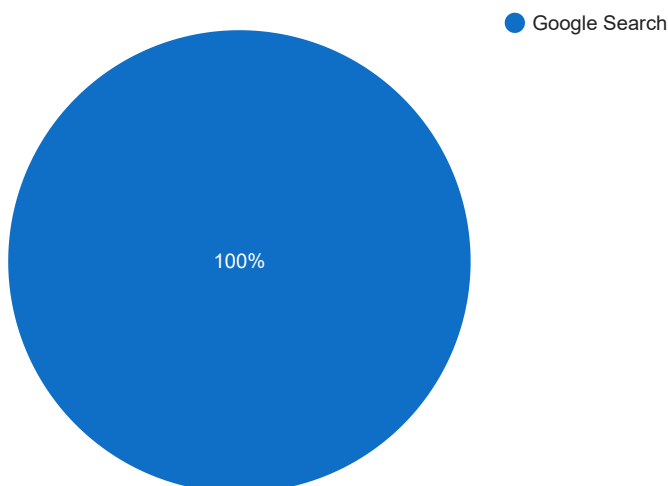
All Conv.



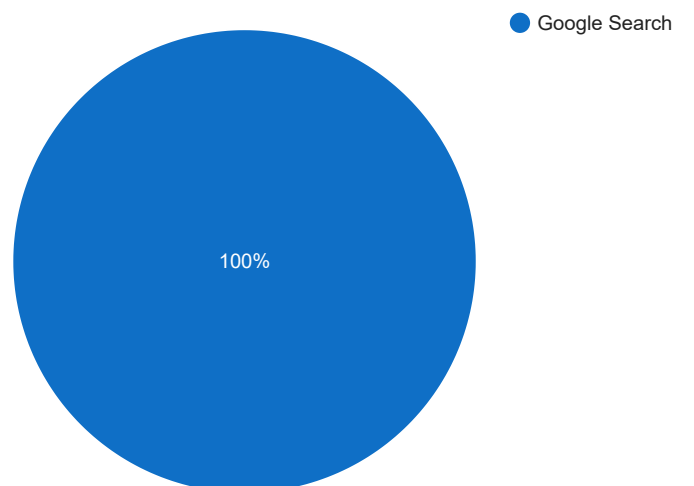
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	7,578	588	\$1,692.66	\$2.88	7.76%	-	84.3	14.34%	\$20.07
Computers	942	75	\$219.79	\$2.93	7.96%	-	10	13.33%	\$21.98
Tablets with full browsers	187	15	\$38.02	\$2.53	8.02%	-	4	26.67%	\$9.51

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	8,707	678	\$1,950.47	\$2.88	7.79%	-	98.3	14.5%	\$19.84

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
CoolSculpting Lead -Google Conversion	35.5
Click to Call	24.8
Calls from ads	2
CoolSculpting Leads (All Web Site Data)	36

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