

**Bi-Monthly Account
Performance Report
1 Sep 2019 — 16 Sep 2019**

Vio Med Spa

817-179-2001

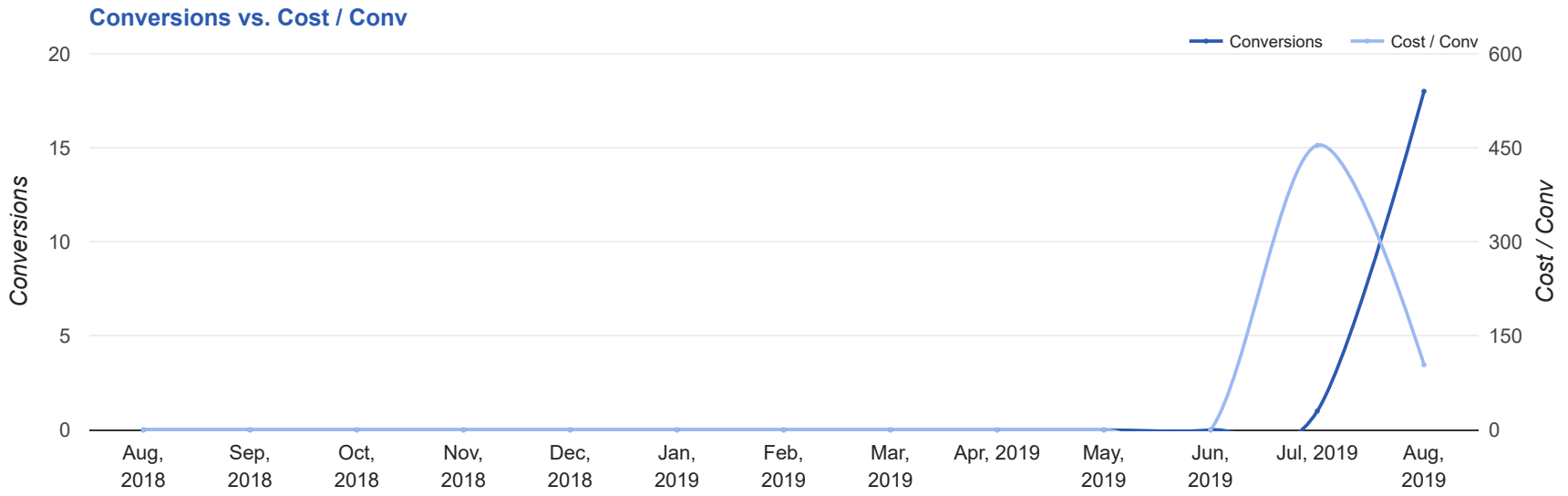
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$898	3	5.77%	\$299.30

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
1 Aug 2019 — 31 Aug 2019	2,778	237	\$1,870.17	\$7.89	8.53%	1.6	18	7.59%	\$103.90
1 Sep 2019 — 16 Sep 2019	1,170	52	\$897.91	\$17.27	4.44%	1.6	3	5.77%	\$299.30
Change	1,608 ↓ 58%	185 ↓ 78%	\$972.26 ↓ 52%	\$9.38 ↑ 119%	4.09% ↓ 48%	0 ↔ 0%	15 ↓ 83%	1.82% ↓ 24%	\$195.40 ↑ 188%

Performance by Month - 1 Aug 2018 — 31 Aug 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Jun '19	8	1	\$1.13	\$1.13	12.5%	3.6	0	0%	\$0.00
Jul '19	261	24	\$453.91	\$18.91	9.2%	1.2	1	4.17%	\$453.91
Aug '19	2,778	237	\$1,870.17	\$7.89	8.53%	1.6	18	7.59%	\$103.90
Total	3,047	262	\$2,325.21	\$8.87	8.6%	1.6	19	7.25%	\$122.38

Campaign Summary - 1 Sep 2019 — 16 Sep 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
search beta coolsculpting	1,170	52	\$897.91	\$17.27	4.44%	1.6	3	5.77%	\$299.30

Top Keywords & Placements - 1 Sep 2019 — 16 Sep 2019

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
coolsculpting face	1	1	\$20.57	\$20.57	100.00%	3	1	100.00%	\$20.57
names of compane that freeze fat	1	1	\$9.32	\$9.32	100.00%	2	1	100.00%	\$9.32
coolsculpting cleveland ohio	1	1	\$20.29	\$20.29	100.00%	1	1	100.00%	\$20.29
best laser fat removal 2019	1	1	\$9.33	\$9.33	100.00%	2	0	0.00%	-
cool sculpting cost	1	2	\$29.10	\$14.55	200.00%	1	0	0.00%	-
eternal fitness abs 6 abdominal sculpting gel no stretch mark spot fat reduction reduce belly fat by eric favre	1	1	\$9.43	\$9.43	100.00%	1	0	0.00%	-
cool sculpting	22	6	\$168.32	\$28.05	27.27%	1.3	0	0.00%	-
cool sculpting reviews	2	1	\$15.31	\$15.31	50.00%	1	0	0.00%	-
liposuction hd cleveland ohio	1	1	\$17.73	\$17.73	100.00%	1	0	0.00%	-
coolsculpting near me	4	1	\$29.24	\$29.24	25.00%	2.3	0	0.00%	-

Top Display Placements

No Data Found for this account

Top Performing Ads - 1 Sep 2019 — 16 Sep 2019

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 CoolSculpting Deal 25% Off - Fat Reduction in Strongsville - Target Belly Fat Love Handles www.viomedspa.com/ 25% Off CoolSculpting. #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment.	489	25	\$533.64	\$21.35	5.11%	1.7	1	4.00%	\$533.64
{Keyword:#1 CoolSculpting Deal 25% Off} - Fat Reduction in Strongsville - No Surgery, Pain, or Downtime www.viomedspa.com/ -- 25% Off CoolSculpting. #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment.	515	18	\$241.00	\$13.39	3.50%	1.5	1	5.56%	\$241.00
25% Off CoolSculpting Cost - Freeze Away Stubborn Fat - Safe & Effective Fat Reduction www.viomedspa.com/ #1 CoolSculpting Deal. Freeze Fat. Top Provider in Strongsville, OH. Free Consult.	127	7	\$100.97	\$14.42	5.51%	1.5	1	14.29%	\$100.97
{Keyword:#1 CoolSculpting Deal 25% Off} - Fat Reduction in Strongsville - No Surgery, Pain, or Downtime www.viomedspa.com/ -- 25% Off CoolSculpting. #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment.	4	1	\$13.29	\$13.29	25.00%	1.8	0	0.00%	-
{Keyword:#1 CoolSculpting Deal 25% Off} - Fat Reduction in Strongsville - No Surgery, Pain, or Downtime www.viomedspa.com/ -- 25% Off CoolSculpting. #1 FDA-Cleared, Non-Surgical Fat Reduction Treatment.	5	1	\$9.01	\$9.01	20.00%	1.2	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2019 — 16 Sep 2019

Budget Coverage

Display Impr Share

0%

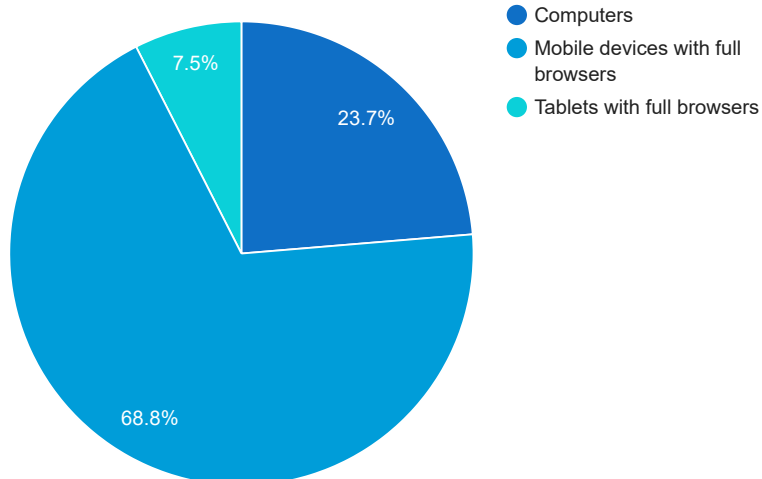
Search Impr Share

85.11%

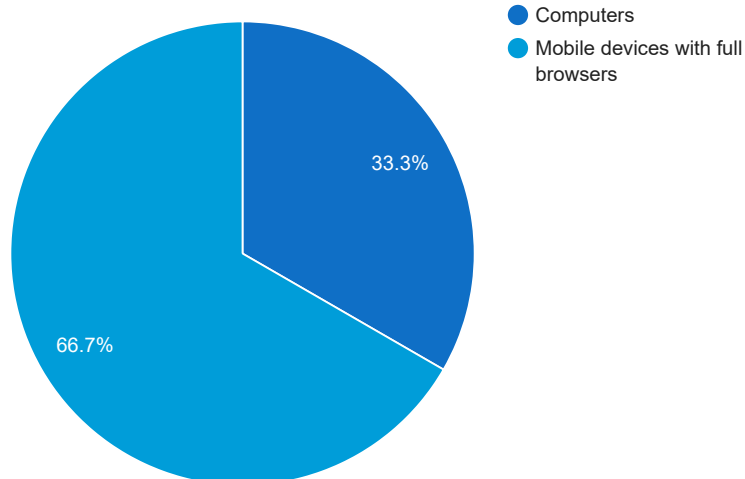
↓ 2%

Cost and Conversions by Device

Cost



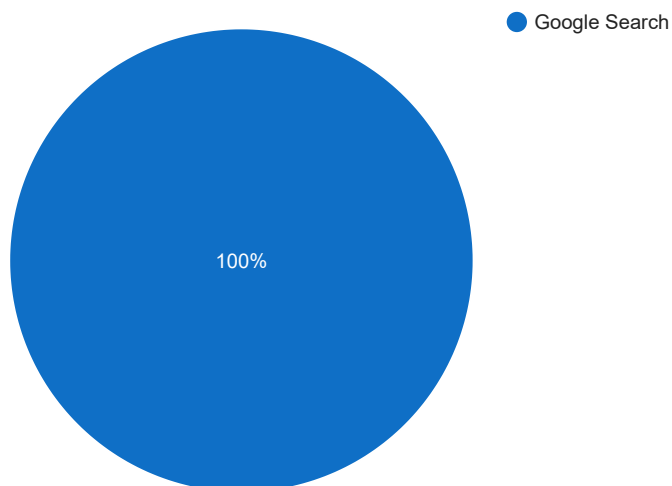
Conversions



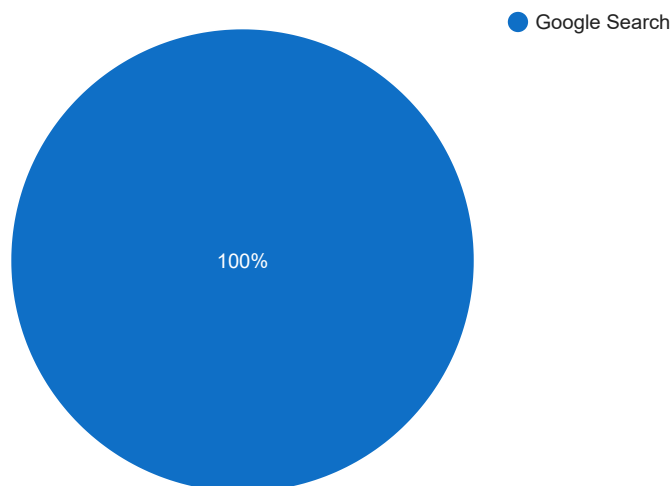
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	917	36	\$617.94	\$17.17	3.93%	1.6	2	5.56%	\$308.97
Computers	188	10	\$212.63	\$21.26	5.32%	1.4	1	10%	\$212.63
Tablets with full browsers	65	6	\$67.34	\$11.22	9.23%	1.5	0	0%	\$0.00

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	1,170	52	\$897.91	\$17.27	4.44%	1.6	3	5.77%	\$299.30

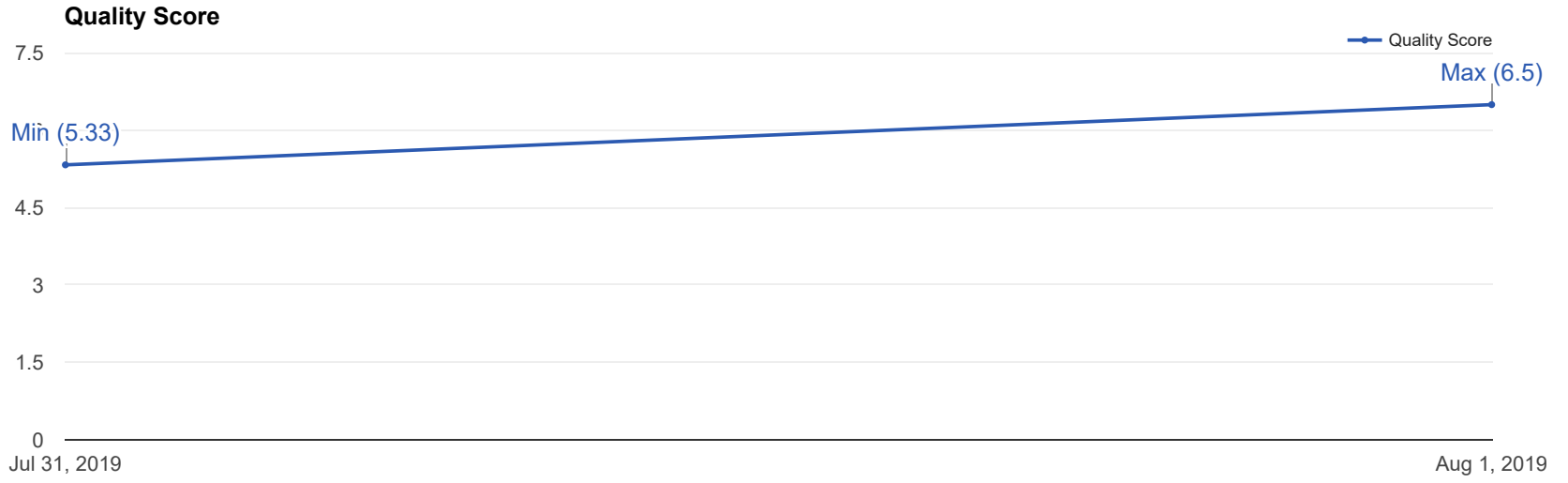
Account Health - Quality Score

Current Quality Score

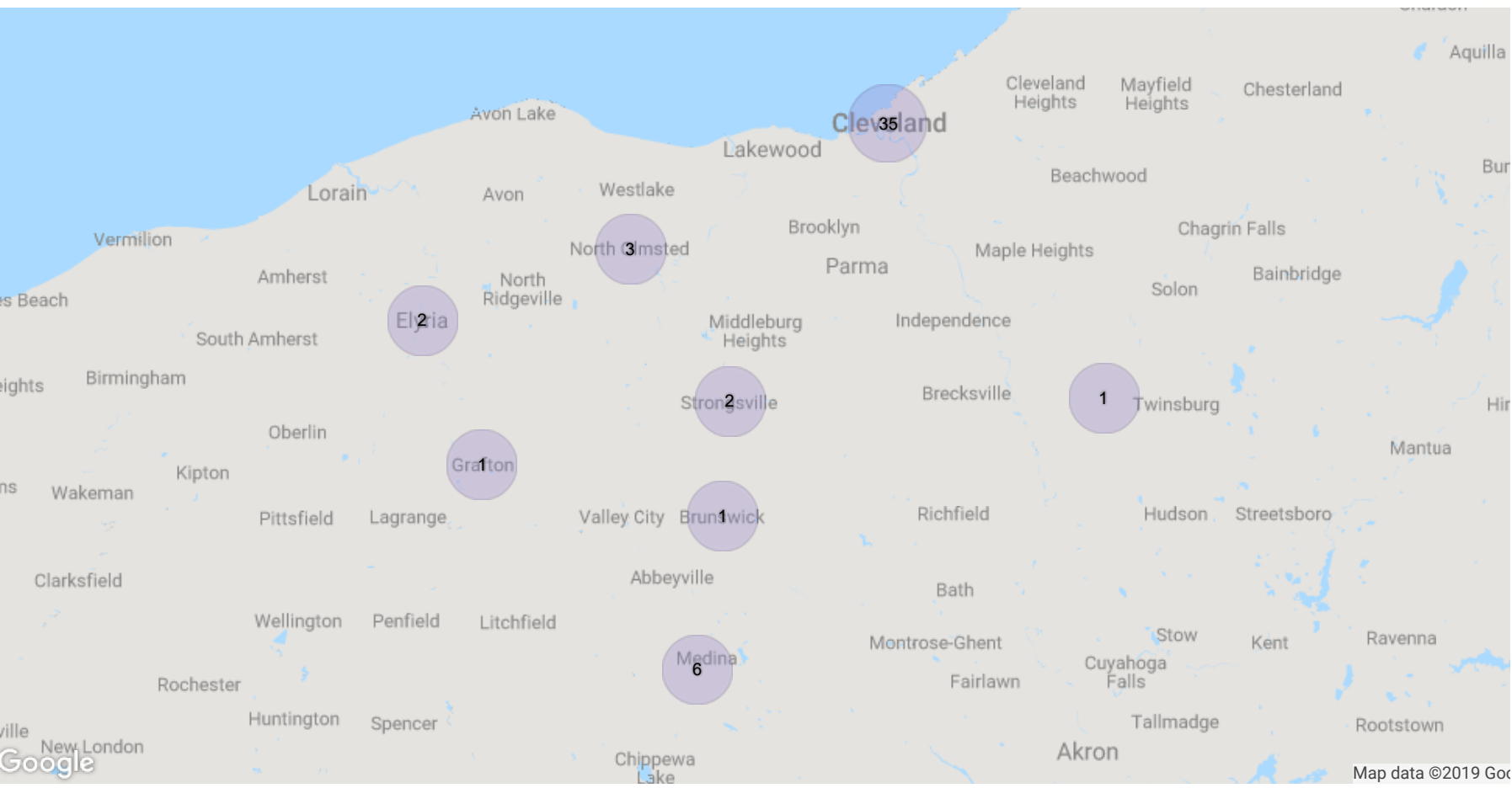
5.9

Quality Score

Quality Score Trend - 1 Aug 2018 — 31 Aug 2019



Clicks by User Location - 1 Sep 2019 — 16 Sep 2019



Conversion Types - 1 Sep 2019 — 16 Sep 2019

CONVERSION TYPE

CONV

Form Submission

2

Phone Call

1

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