

**Monthly Account
Performance Report
1 Sep 2020 — 30 Sep 2020**

Image Revolution Health

580-584-5990

Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,919	20	3.38%	\$145.96
↑ 2,905%	↑ 1,900%	↓ 9%	↑ 50%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	837	27	\$97.14	\$3.60	3.23%	-	1	3.7%	\$97.14	10.71%
1 Sep 2020 — 30 Sep 2020	19,383	592	\$2,919.23	\$4.93	3.05%	-	20	3.38%	\$145.96	16.73%
Change	18,546 ↑ 2,216%	565 ↑ 2,093%	\$2,822.09 ↑ 2,905%	\$1.33 ↑ 37%	0.18% ↓ 6%	--	19 ↑ 1,900%	0.32% ↓ 9%	\$48.82 ↑ 50%	6.02% ↑ 56%

Performance by Month - 1 Oct 2019 — 30 Sep 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Aug '20	837	27	\$97.14	\$3.60	3.23%	-	1	3.7%	\$97.14	10.71%
Sep '20	19,383	592	\$2,919.23	\$4.93	3.05%	-	20	3.38%	\$145.96	16.73%
Total	20,220	619	\$3,016.37	\$4.87	3.06%	-	21	3.39%	\$143.64	16.35%

Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	14,087	314	\$1,938.18	\$6.17	2.23%	-	11	3.5%	\$176.20	17.84%
search beta hair restoration	3,067	143	\$499.95	\$3.50	4.66%	-	6	4.2%	\$83.33	13.17%
search beta laser skin resurfacing	2,229	135	\$481.10	\$3.56	6.06%	-	3	2.22%	\$160.37	16.5%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

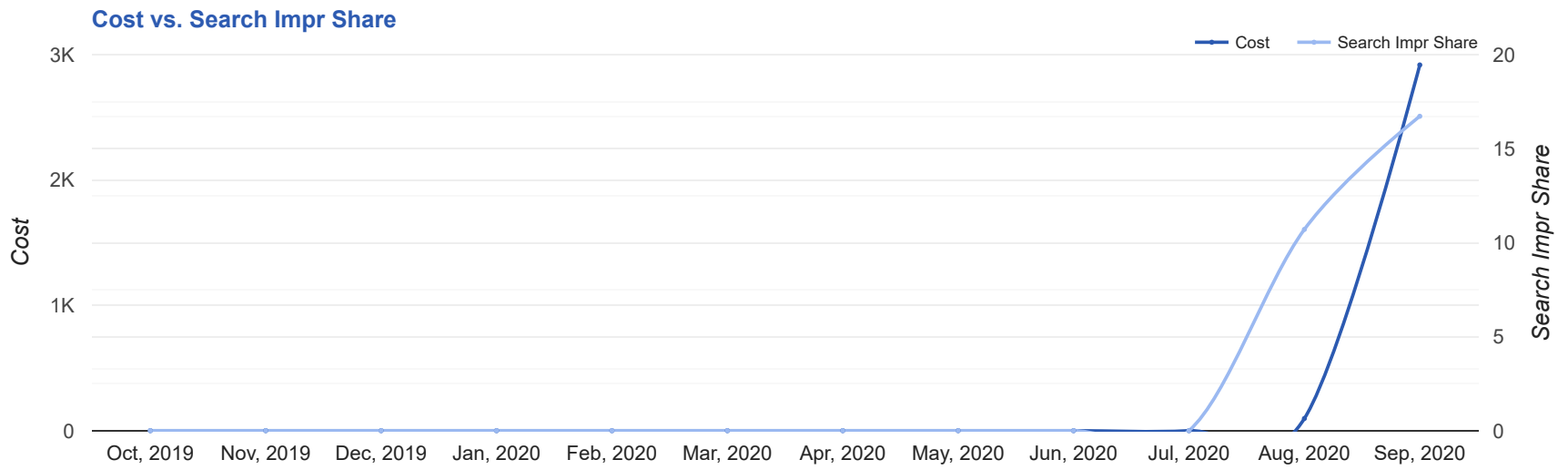
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Randolph, NJ - Fat Reduction Treatment - Flexible Payment Options irh.imagerevolutionhealth.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	8,478	175	\$1,183.93	\$6.77	2.06%	-	8	4.57%	\$147.99
{Keyword:Image Revolution Health} - Hair Restoration with Keralase - Keralase Hair Loss Treatment irh.imagerevolutionhealth.com/ -- Customized Hair Restoration Solution. Stop Thinning Hair and Restore Hair Growth	945	40	\$188.50	\$4.71	4.23%	-	4	10.00%	\$47.13
{Keyword:Image Revolution Health} - LaseMD Skin Perfecting Laser - Rejuvenate Your Skin Naturally irh.imagerevolutionhealth.com/ -- Look Younger & More Energized with Beautiful Skin Tone & Texture & A Radiant Complexion	943	49	\$172.36	\$3.52	5.20%	-	2	4.08%	\$86.18
CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Top Provider in Randolph NJ irh.imagerevolutionhealth.com/ CoolSculpting Deal. Freeze Fat. Top Provider in Randolph, NJ. Free Virtual Consult.	2,155	39	\$199.05	\$5.10	1.81%	-	2	5.13%	\$99.53
{Keyword:Image Revolution Health} - Hair Restoration with Keralase - Keralase Hair Loss Treatment irh.imagerevolutionhealth.com/ -- Customized Hair Restoration Solution. Stop Thinning Hair and Restore Hair Growth	2,119	103	\$311.45	\$3.02	4.86%	-	2	1.94%	\$155.72

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

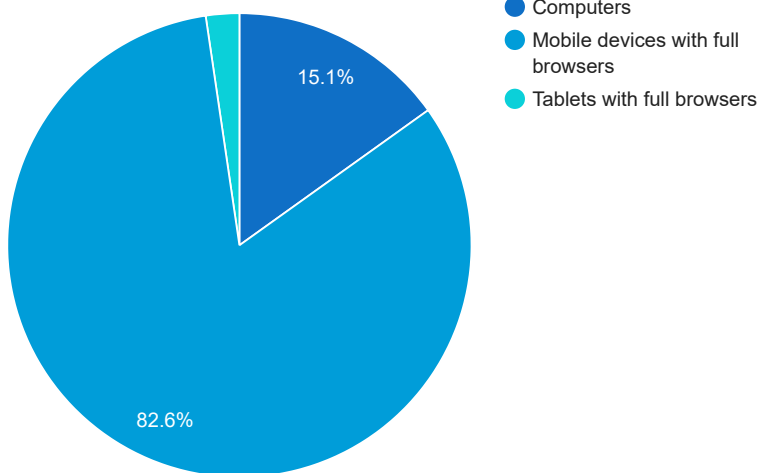
Budget Coverage



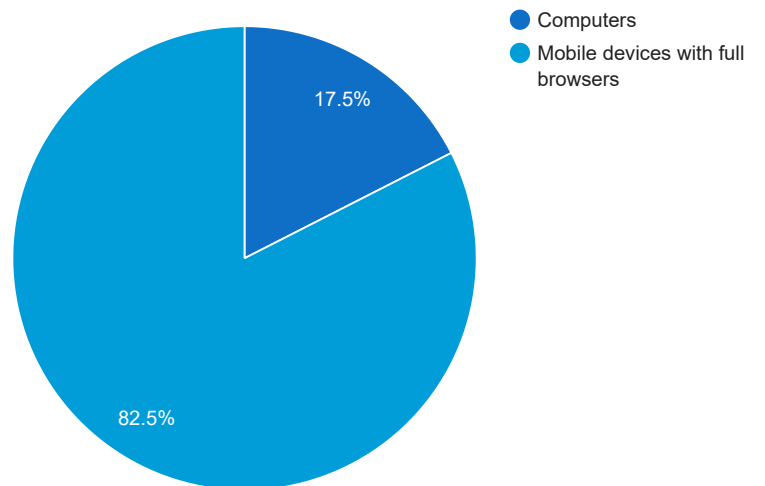
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	97.14	10.71
Sep, 2020	2,919.23	16.73

Cost and Conversions by Device

Cost



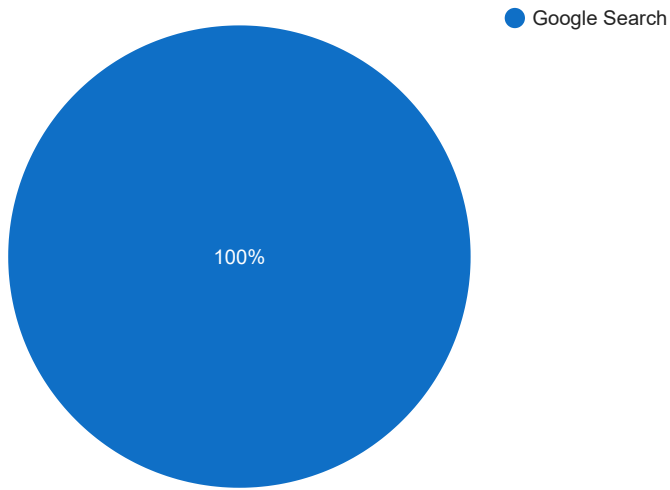
Conversions



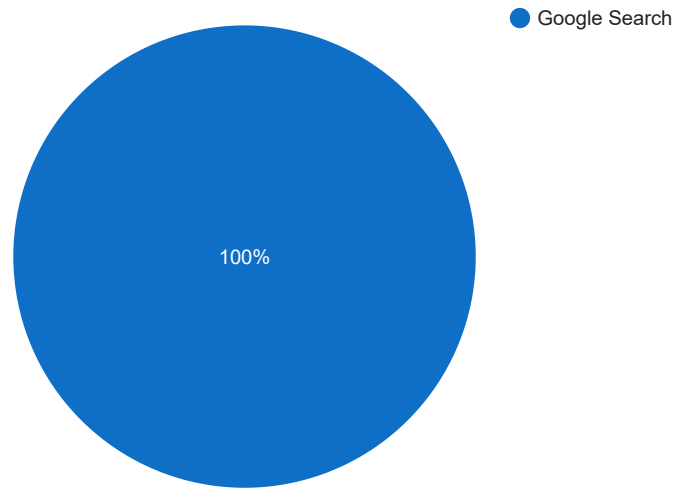
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	15,148	509	\$2,410.14	\$4.74	3.36%	-	16.5	3.24%	\$146.07
Computers	3,631	73	\$441.15	\$6.04	2.01%	-	3.5	4.79%	\$126.04
Tablets with full browsers	604	10	\$67.94	\$6.79	1.66%	-	0	0%	\$0.00

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	19,383	592	\$2,919.23	\$4.93	3.05%	-	20	3.38%	\$145.96

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE

CONV

Submit lead form

17

Click to Call

3

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