

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

Image Revolution Health

580-584-5990

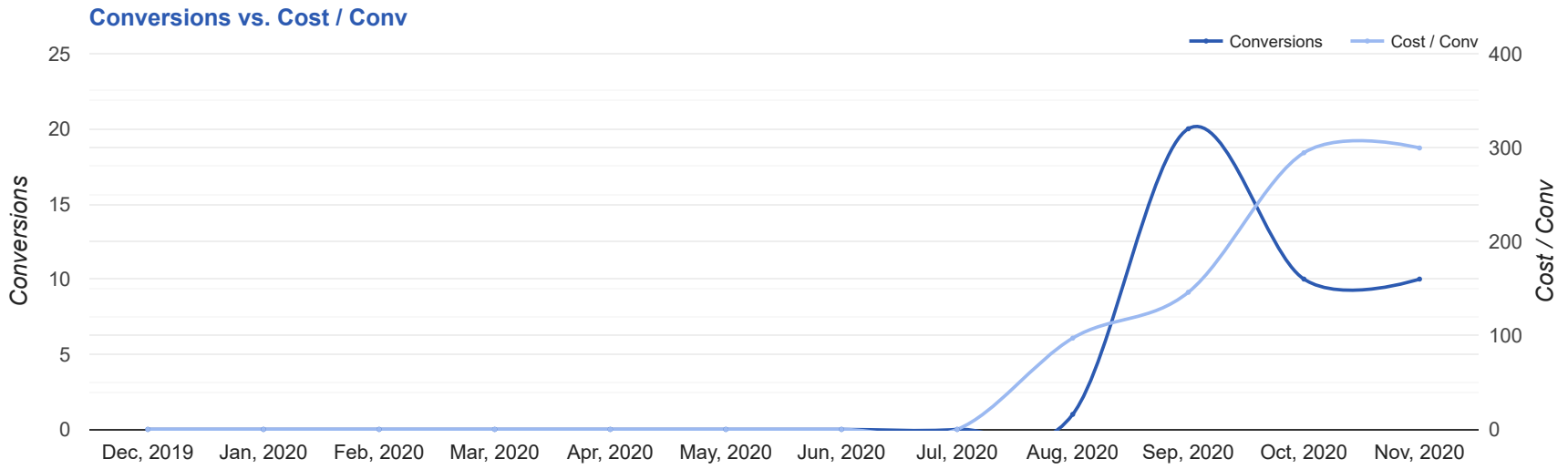
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,996	10	3%	\$299.55
↑ 2%	↔ 0%	↓ 15%	↑ 2%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	6,588	282	\$2,944.38	\$10.44	4.28%	-	10	3.55%	\$294.44	29.74%
1 Nov 2020 — 30 Nov 2020	9,665	333	\$2,995.54	\$9.00	3.45%	-	10	3%	\$299.55	35.15%
Change	3,077 ↑ 47%	51 ↑ 18%	\$51.16 ↑ 2%	\$1.44 ↓ 14%	0.83% ↓ 19%	--	0 ↔ 0%	0.55% ↓ 15%	\$5.11 ↑ 2%	5.41% ↑ 18%

Performance by Month - 1 Dec 2019 — 30 Nov 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	16.76%
Oct '20	6,588	282	\$2,944.38	\$10.44	4.28%	-	10	3.55%	\$294.44	29.74%
Nov '20	9,665	333	\$2,995.54	\$9.00	3.45%	-	10	3%	\$299.55	35.15%
Total	36,473	1,234	\$8,956.29	\$7.26	3.38%	-	41	3.32%	\$218.45	21.07%

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	6,341	169	\$1,999.94	\$11.83	2.67%	-	5	2.96%	\$399.99	34.87%
search beta laser skin resurfacing	1,538	98	\$502.88	\$5.13	6.37%	-	5	5.1%	\$100.58	45.39%
search beta hair restoration	1,786	66	\$492.72	\$7.47	3.7%	-	0	0%	\$0.00	30.16%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

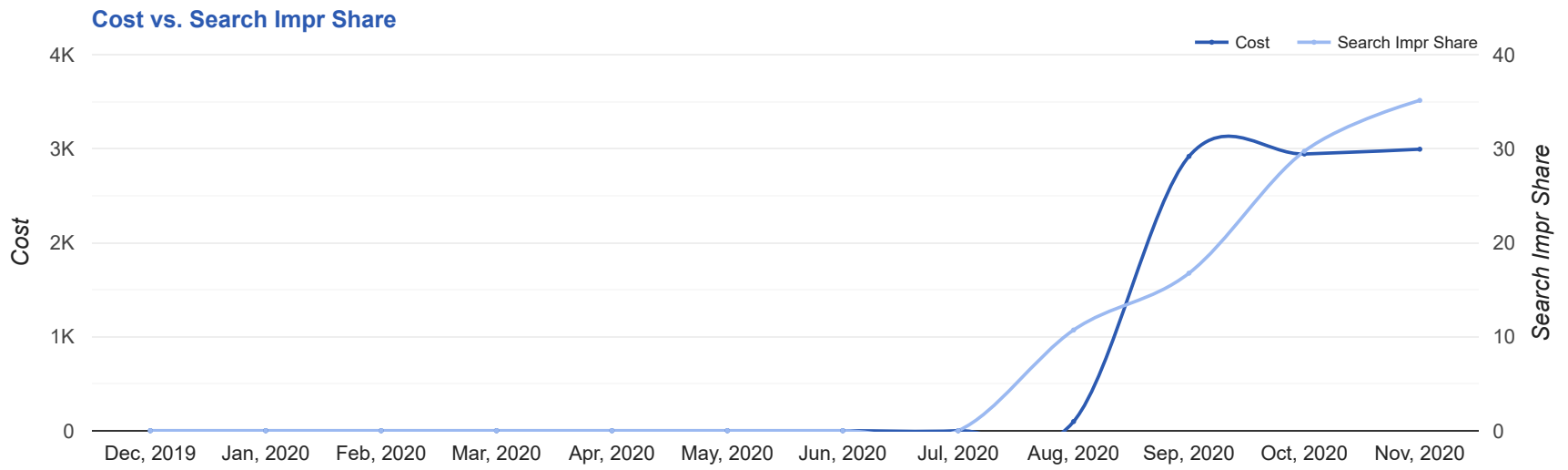
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Laser Skin Resurfacing - Laser Facial in Randolph, NJ - LaseMD Ultra Skin Rejuvenation irh.imagerevolutionhealth.com/ Leading Skin and Laser Spa in Randolph, NJ. Schedule a Free Consultation Today.	665	43	\$212.09	\$4.93	6.47%	-	4	9.30%	\$53.02
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.	3,697	63	\$681.62	\$10.82	1.70%	-	2	3.17%	\$340.81
{Keyword:Image Revolution Health} - CoolSculpting in Randolph, NJ - Fat Reduction Treatment irh.imagerevolutionhealth.com/ -- -- Leading CoolSculpting Provider in Randolph, NJ. Schedule a Free Consultation	256	20	\$227.72	\$11.39	7.81%	-	1	5.00%	\$227.72
Huge CoolSculpting Promotion - Freeze Away Stubborn Fat - Top Provider in Randolph NJ irh.imagerevolutionhealth.com/ CoolSculpting Deal. Freeze Fat. Top Provider in Randolph, NJ. Free Consultation.	535	15	\$128.04	\$8.54	2.80%	-	1	6.67%	\$128.04
{Keyword:Image Revolution Health} - CoolSculpting in Randolph, NJ - Fat Reduction Treatment irh.imagerevolutionhealth.com/ -- -- Leading CoolSculpting Provider in Randolph, NJ. Schedule a Free Consultation	341	27	\$356.02	\$13.19	7.92%	-	1	3.70%	\$356.02

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

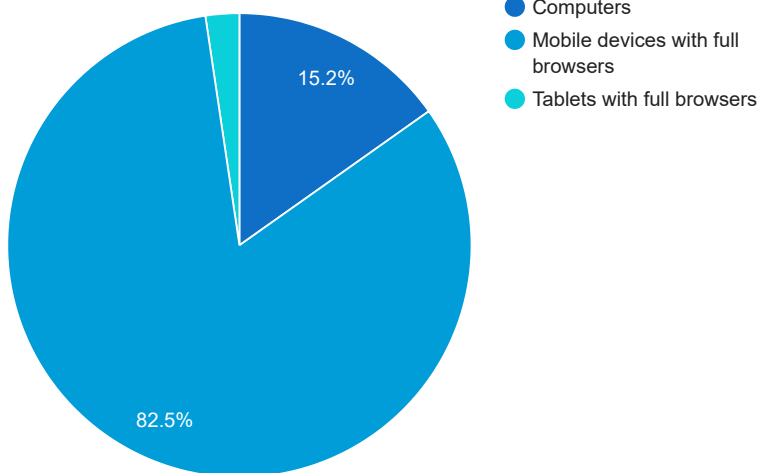
Budget Coverage



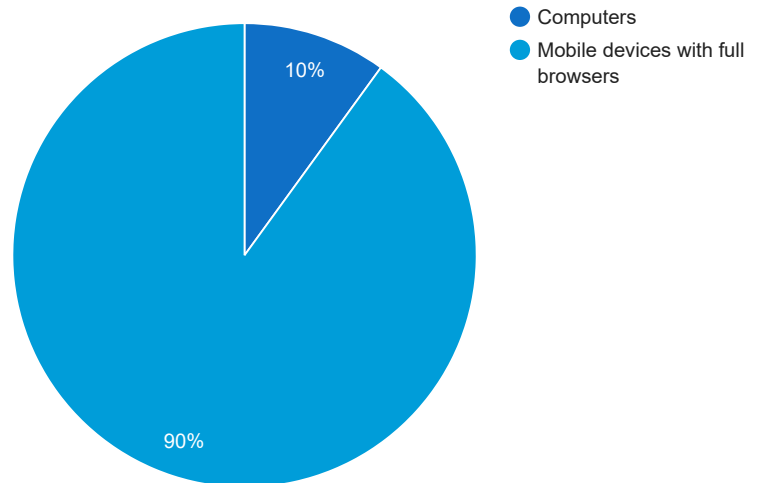
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	97.14	10.71
Sep, 2020	2,919.23	16.76
Oct, 2020	2,944.38	29.74
Nov, 2020	2,995.54	35.15

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	7,267	283	\$2,469.94	\$8.73	3.89%	-	9	3.18%	\$274.44
Computers	2,073	41	\$455.26	\$11.10	1.98%	-	1	2.44%	\$455.26
Tablets with full browsers	325	9	\$70.34	\$7.82	2.77%	-	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	9,665	333	\$2,995.54	\$9.00	3.45%	-	10	3%	\$299.55

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Submit lead form	8
Call From Ads	1
Click to 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