

**Monthly Account
Performance Report
1 Dec 2020 — 31 Dec 2020**

Image Revolution Health

580-584-5990

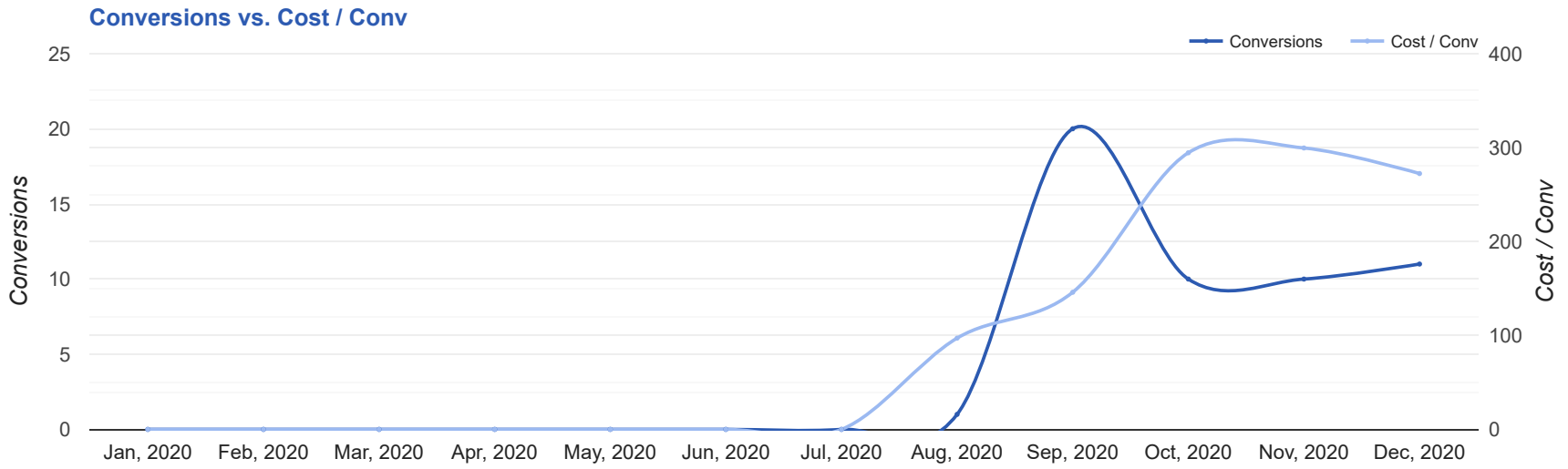
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,996	11	3.29%	\$272.32
↔ 0%	↑ 10%	↑ 10%	↓ 9%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	9,665	333	\$2,995.54	\$9.00	3.45%	-	10	3%	\$299.55	34.98%
1 Dec 2020 — 31 Dec 2020	6,581	334	\$2,995.56	\$8.97	5.08%	-	11	3.29%	\$272.32	36.13%
Change	3,084 ↓ 32%	1 ↑ 0%	\$0.02 ↑ 0%	\$0.03 ↓ 0%	1.63% ↑ 47%	--	1 ↑ 10%	0.29% ↑ 10%	\$27.23 ↓ 9%	1.15% ↑ 3%

Performance by Month - 1 Jan 2020 — 31 Dec 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	34.98%
Dec '20	6,581	334	\$2,995.56	\$8.97	5.08%	-	11	3.29%	\$272.32	36.13%
Total	43,054	1,568	\$11,951.85	\$7.62	3.64%	-	52	3.32%	\$229.84	22.49%

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	2,903	161	\$1,999.35	\$12.42	5.55%	-	6	3.73%	\$333.23	36.47%
search beta hair restoration	2,416	107	\$496.91	\$4.64	4.43%	-	3	2.8%	\$165.64	31.17%
search beta laser skin resurfacing	1,262	66	\$499.30	\$7.57	5.23%	-	2	3.03%	\$249.65	50.16%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

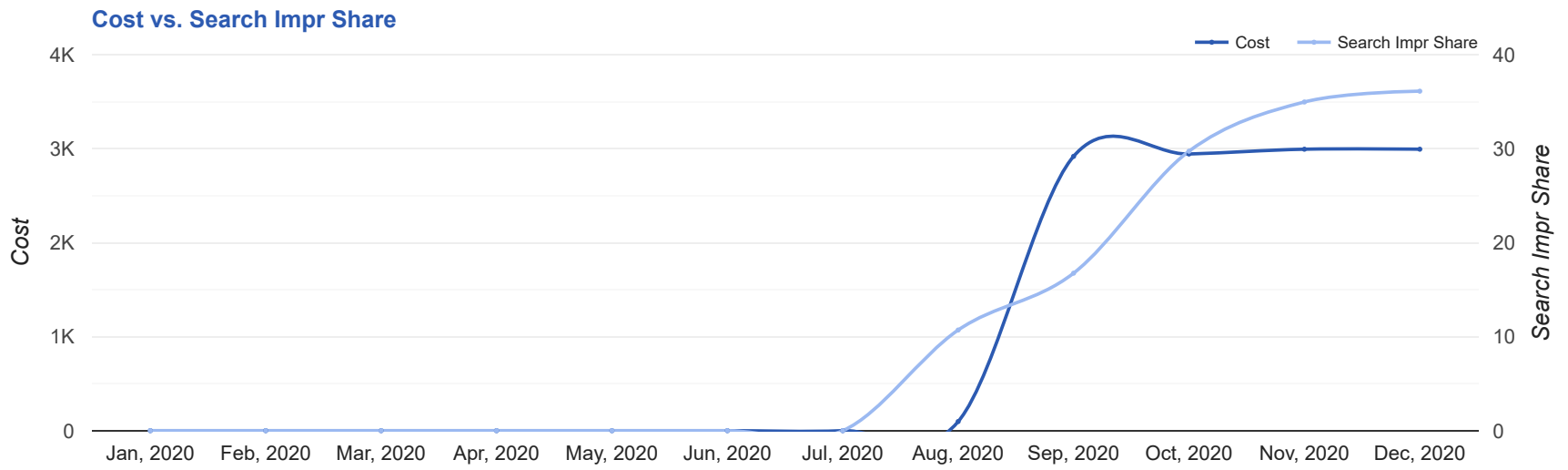
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Randolph, NJ - Biggest CoolSculpting® Promo irh.imagerevolutionhealth.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Randolph, NJ	113	8	\$184.73	\$23.09	7.08%	-	2	25.00%	\$92.36
CoolSculpting® in Randolph, NJ - Dec Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In <code>{=COUNTDOWN("2020/12/31 00:00:00","en-US",31)}</code> irh.imagerevolutionhealth.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	85	12	\$258.17	\$21.51	14.12%	-	2	16.67%	\$129.09
Hair Restoration Randolph, NJ - Effective Hair Restoration - Natural Looking Results irh.imagerevolutionhealth.com/ Effective and Nonsurgical Alternative to Hair Transplant. Customized Hair Restoration	106	6	\$28.50	\$4.75	5.66%	-	2	33.33%	\$14.25
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.	175	6	\$35.45	\$5.91	3.43%	-	2	33.33%	\$17.73
CoolSculpting® in Randolph, NJ - Freeze Away Body Fat - 25% Off All CoolSculpting irh.imagerevolutionhealth.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	18	5	\$80.16	\$16.03	27.78%	-	1	20.00%	\$80.16

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

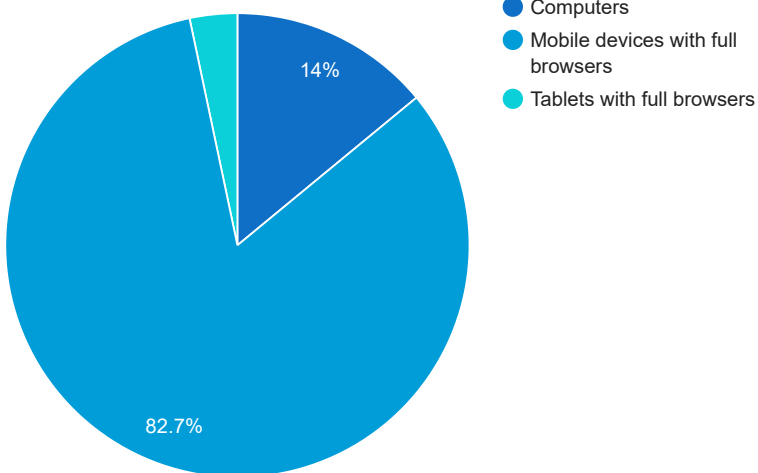
Budget Coverage



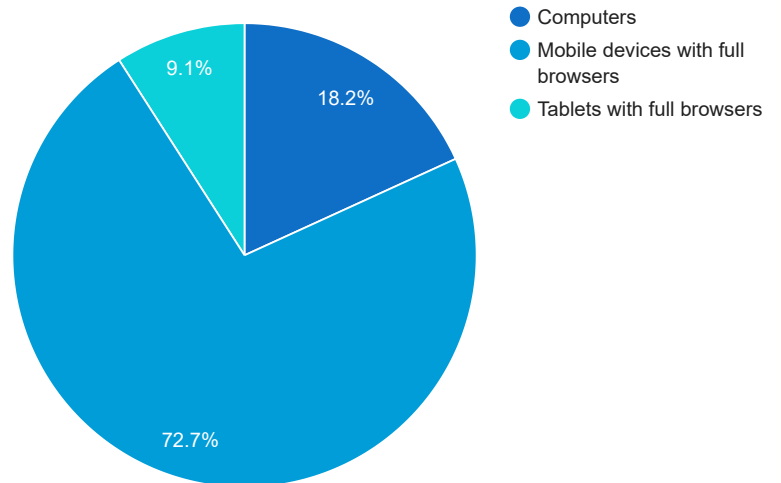
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	97.14	10.71
Sep, 2020	2,919.23	16.76
Oct, 2020	2,944.38	29.74
Nov, 2020	2,995.54	34.98
Dec, 2020	2,995.56	36.13

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	4,920	280	\$2,476.30	\$8.84	5.69%	-	8	2.86%	\$309.54
Computers	1,426	43	\$420.08	\$9.77	3.02%	-	2	4.65%	\$210.04
Tablets with full browsers	235	11	\$99.18	\$9.02	4.68%	-	1	9.09%	\$99.18

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	6,581	334	\$2,995.56	\$8.97	5.08%	-	11	3.29%	\$272.32

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE

CONV

Submit lead form

8

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