

**Monthly Account
Performance Report
1 Jan 2021 — 31 Jan 2021**

Image Revolution Health

580-584-5990

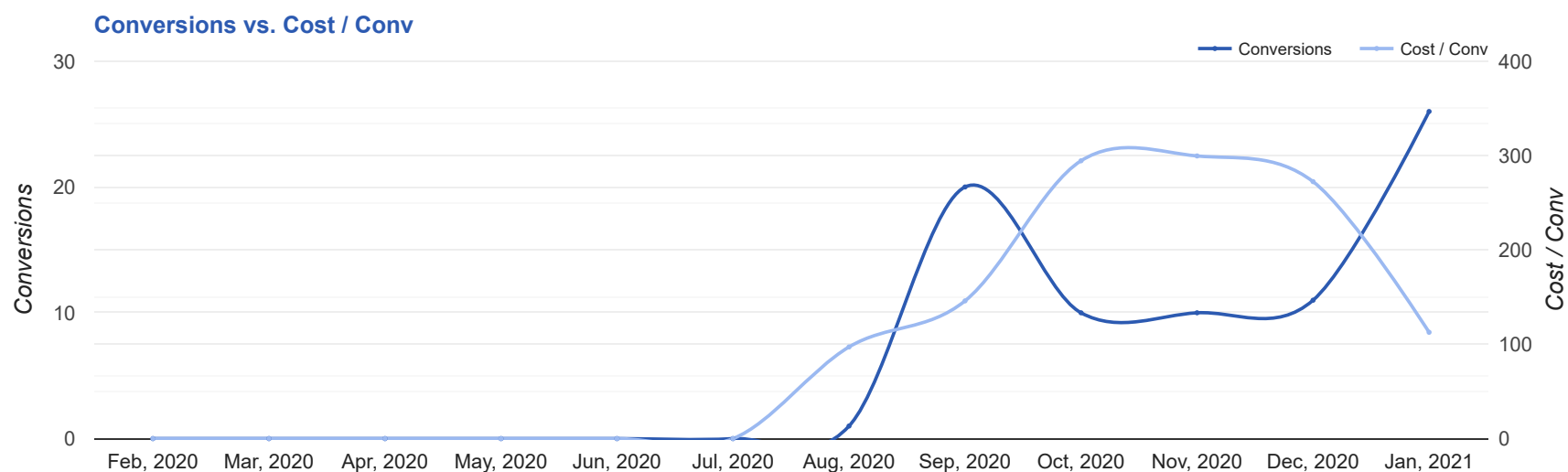
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,930	26	6.99%	\$112.68
↓ 2%	↑ 136%	↑ 112%	↓ 59%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	6,581	334	\$2,995.56	\$8.97	5.08%	-	11	3.29%	\$272.32	36.02%
1 Jan 2021 — 31 Jan 2021	6,387	372	\$2,929.66	\$7.88	5.82%	-	26	6.99%	\$112.68	42.89%
Change	194 ↓ 3%	38 ↑ 11%	\$65.90 ↓ 2%	\$1.09 ↓ 12%	0.74% ↑ 15%	--	15 ↑ 136%	3.70% ↑ 112%	\$159.64 ↓ 59%	6.87% ↑ 19%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



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	36.02%	
Jan '21	6,387	372	\$2,929.66	\$7.88	5.82%	-	26	6.99%	\$112.68	42.89%	
Total	49,441	1,940	\$14,881.51	\$7.67	3.92%	-	78	4.02%	\$190.79	23.95%	

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	2,050	150	\$1,934.38	\$12.90	7.32%	-	17	11.33%	\$113.79	65.33%
search beta laser skin resurfacing	1,395	93	\$495.33	\$5.33	6.67%	-	5	5.38%	\$99.07	53.45%
search beta hair restoration	2,942	129	\$499.95	\$3.88	4.38%	-	4	3.1%	\$124.99	32.16%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

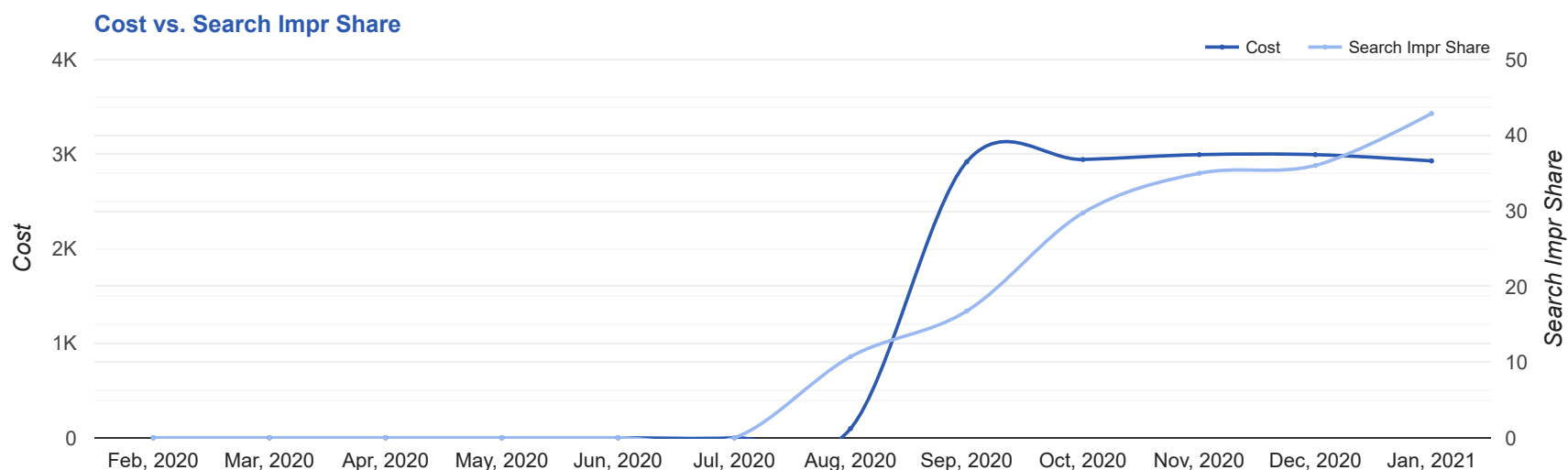
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Laser Skin Resurfacing - Laser Facial in Randolph, NJ - LaseMD Ultra Skin Rejuvenation irh.imagerevolutionhealth.com// Leading Skin and Laser Spa in Randolph, NJ. Schedule a Free Consultation Today.	203	22	\$115.87	\$5.27	10.84%	-	3	13.64%	\$38.62
CoolSculpting® in Randolph, NJ - Freeze Away Body Fat - Our Biggest Discount Ever irh.imagerevolutionhealth.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	27	3	\$27.11	\$9.04	11.11%	-	2	66.67%	\$13.55
CoolSculpting® in Randolph, NJ - Limited Time Offer Jan 2021 - Hurry Offer Ends In {=COUNTDOWN("2021/01/31 00:00:00","en-US",31)} irh.imagerevolutionhealth.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	2	1	\$32.03	\$32.03	50.00%	-	2	200.00%	\$16.02
CoolSculpting® in Randolph, NJ - Jan Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever irh.imagerevolutionhealth.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	148	13	\$243.01	\$18.69	8.78%	-	1.8	13.46%	\$138.86
CoolSculpting® Fat Reduction - Jan Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In {=COUNTDOWN("2021/01/31 00:00:00","en-US",31)} irh.imagerevolutionhealth.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	9	2	\$20.26	\$10.13	22.22%	-	1	50.00%	\$20.26

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

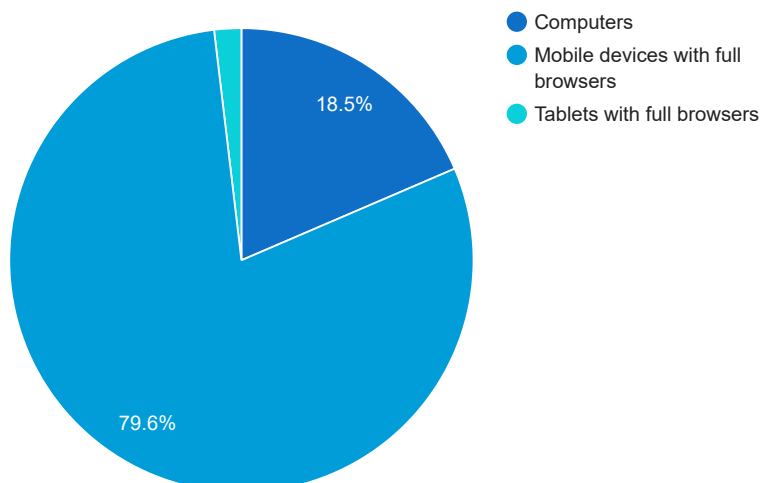
Budget Coverage



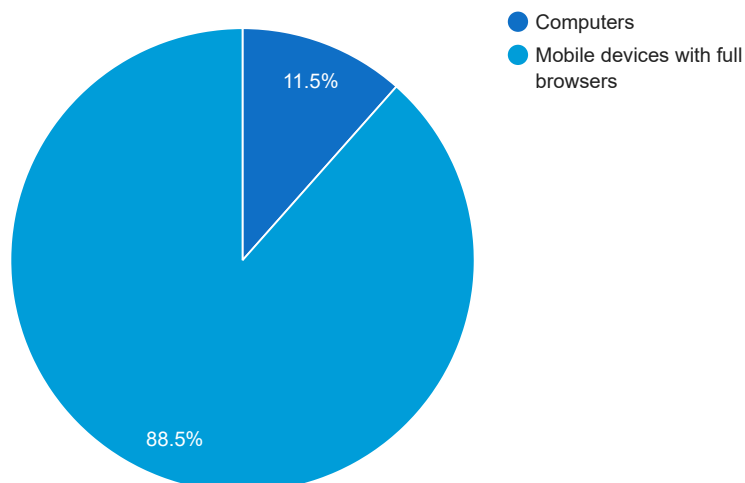
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	97.14	10.71
Sep, 2020	2,919.23	16.76
Oct, 2020	2,944.38	29.74
Nov, 2020	2,995.54	34.98
Dec, 2020	2,995.56	36.02
Jan, 2021	2,929.66	42.89

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	4,801	301	\$2,331.15	\$7.74	6.27%	-	23	7.64%	\$101.35
Computers	1,388	60	\$543.28	\$9.05	4.32%	-	3	5%	\$181.09
Tablets with full browsers	198	11	\$55.23	\$5.02	5.56%	-	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	6,387	372	\$2,929.66	\$7.88	5.82%	-	26	6.99%	\$112.68

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Submit lead form	21
Click to Call	4
Call From Ads	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