

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

Image Revolution Health

580-584-5990

Key Performance Indicators (KPIs)

Cost

\$1,965

↑ 6%

Conv

16.8

↑ 133%

Conv Rate

6.66%

↑ 24%

Cost / Conv

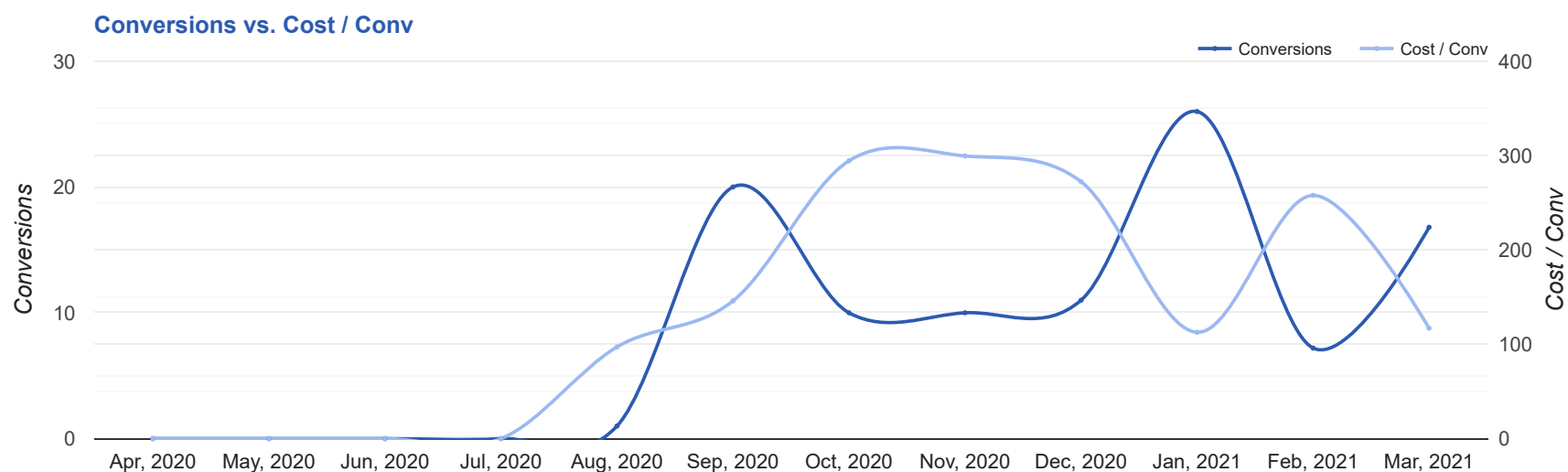
\$117.01

↓ 55%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Feb 2021 — 28 Feb 2021	1,843	134	\$1,858.65	\$13.87	7.27%	-	7.2	5.38%	\$257.79	64.69%
1 Mar 2021 — 31 Mar 2021	3,227	252	\$1,964.53	\$7.80	7.81%	-	16.8	6.66%	\$117.01	67.91%
Change	1,384 ↑ 75%	118 ↑ 88%	\$105.88 ↑ 6%	\$6.07 ↓ 44%	0.54% ↑ 7%	0 ↔ -	9.58 ↑ 133%	1.28% ↑ 24%	\$140.78 ↓ 55%	3.22% ↑ 5%

Performance by Month - 1 Apr 2020 — 31 Mar 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	43.02%	
Feb '21	1,843	134	\$1,858.65	\$13.87	7.27%	-	7.2	5.38%	\$257.79	64.69%	
Mar '21	3,227	252	\$1,964.53	\$7.80	7.81%	-	16.8	6.66%	\$117.01	67.91%	
Total	54,511	2,326	\$18,704.69	\$8.04	4.27%	-	102	4.39%	\$183.38	25.48%	

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	3,227	252	\$1,964.53	\$7.80	7.81%	-	16.8	6.66%	\$117.01	67.91%

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

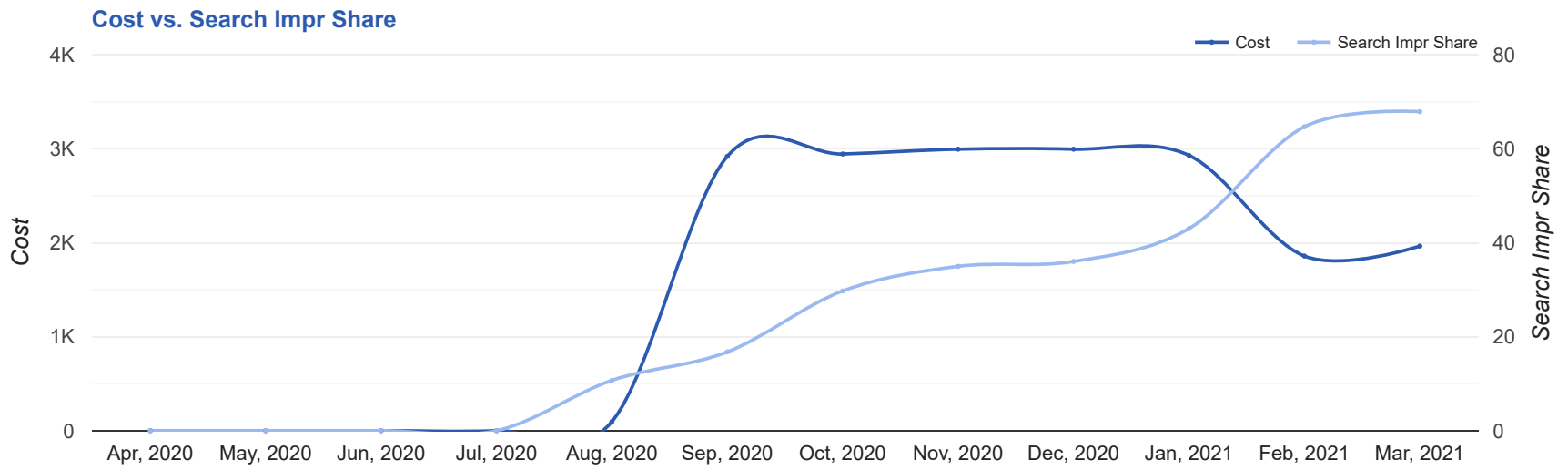
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Image Revolution Health - Fat Reduction in Randolph, NJ - Non-Surgical Fat Reduction imagerrevolutionhealth.com/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	904	84	\$437.17	\$5.20	9.29%	-	6	7.14%	\$72.86
CoolSculpting® Fat Reduction - CoolSculpting in Randolph, NJ - Biggest CoolSculpting® Promo imagerrevolutionhealth.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Randolph, NJ	640	65	\$657.09	\$10.11	10.16%	-	4	6.15%	\$164.27
CoolSculpting® in Randolph, NJ - Mar Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever imagerrevolutionhealth.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	142	12	\$91.40	\$7.62	8.45%	-	1.8	14.92%	\$51.06
CoolSculpting® in Randolph, NJ - Limited Time Offer Mar 2021 - Hurry Offer Ends In {=COUNTDOWN("2021/03/31 00:00:00","en-US",31)} imagerrevolutionhealth.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	44	4	\$25.49	\$6.37	9.09%	-	1	25.00%	\$25.49
CoolSculpting® in Randolph, NJ - Mar Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In {=COUNTDOWN("2021/03/31 00:00:00","en-US",31)} imagerrevolutionhealth.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	138	8	\$113.09	\$14.14	5.80%	-	1	12.50%	\$113.09

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

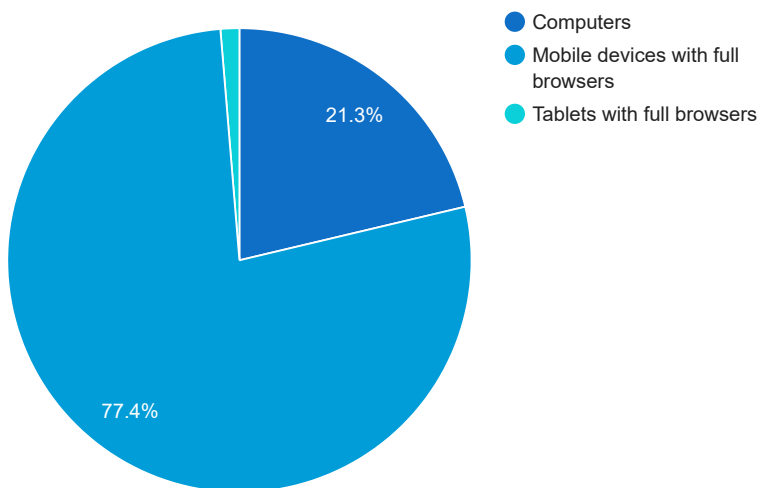
Budget Coverage



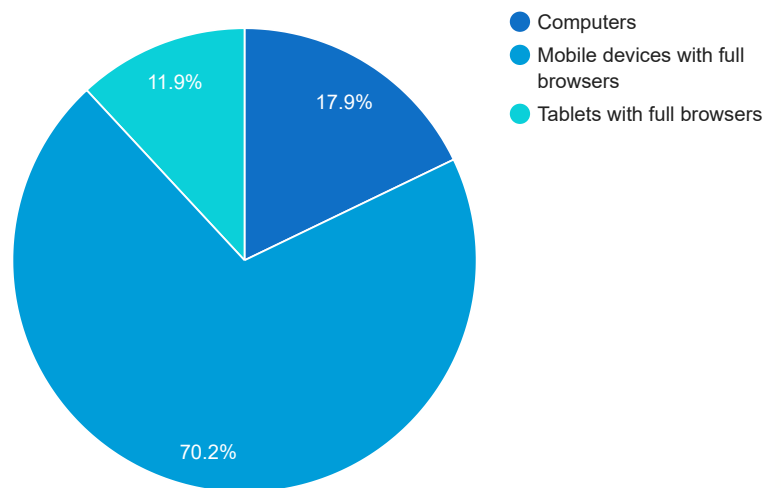
DATE	COST	SEARCH IMPR SHARE
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	97.14	10.71
Sep, 2020	2,919.23	16.76
Oct, 2020	2,944.38	29.74
Nov, 2020	2,995.54	34.98
Dec, 2020	2,995.56	36.02
Jan, 2021	2,929.66	43.02
Feb, 2021	1,858.65	64.69
Mar, 2021	1,964.53	67.91

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	2,621	209	\$1,520.52	\$7.28	7.97%	-	11.8	5.64%	\$128.97
Computers	560	40	\$418.28	\$10.46	7.14%	-	3	7.5%	\$139.43
Tablets with full browsers	46	3	\$25.73	\$8.58	6.52%	-	2	66.67%	\$12.87

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	3,227	252	\$1,964.53	\$7.80	7.81%	-	16.8	6.66%	\$117.01

Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	CONV
Submit lead form	9.8
Click to Call	6
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