

**Monthly Account  
Performance Report  
1 Apr 2021 — 30 Apr 2021**

Image Revolution Health

580-584-5990

# Key Performance Indicators (KPIs)

Cost

\$1,971

↔ 0%

Conv

14.9

↓ 12%

Conv Rate

5.57%

↓ 17%

Cost / Conv

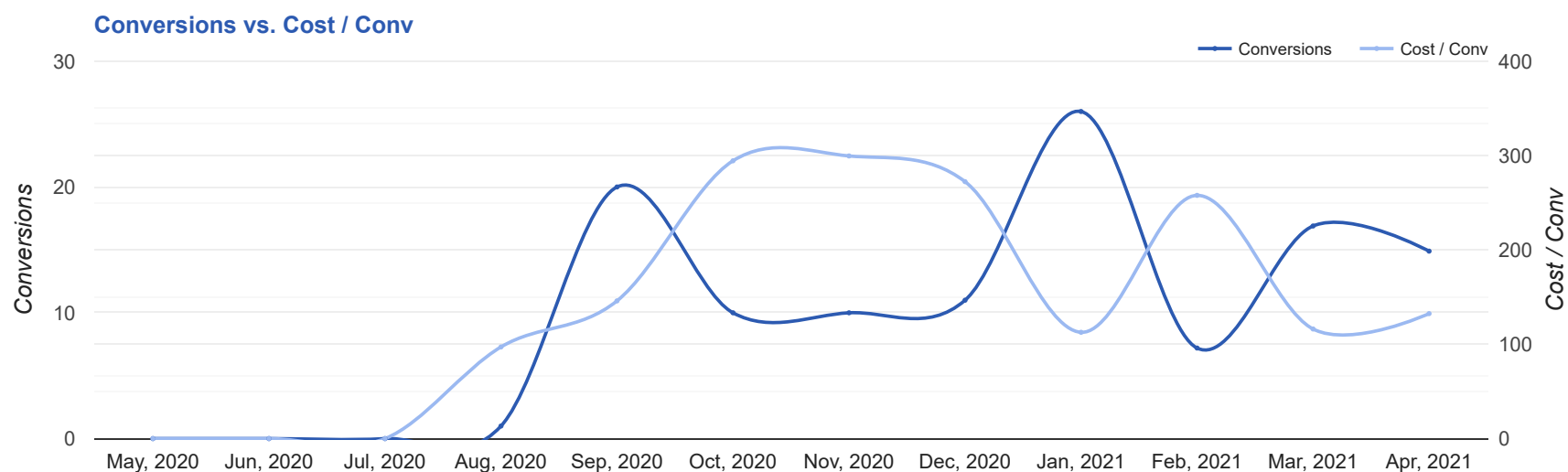
\$132.48

↑ 14%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Mar 2021 — 31 Mar 2021</b>	3,227	252	\$1,964.53	\$7.80	7.81%	-	16.9	6.71%	\$116.18	68.5%
<b>1 Apr 2021 — 30 Apr 2021</b>	2,724	267	\$1,971.23	\$7.38	9.8%	-	14.9	5.57%	\$132.48	75.66%
<b>Change</b>	503 ↓ 16%	15 ↑ 6%	\$6.70 ↑ 0%	\$0.42 ↓ 5%	1.99% ↑ 25%	0 ↔ -	2.03 ↓ 12%	1.14% ↓ 17%	\$16.30 ↑ 14%	7.16% ↑ 10%

# Performance by Month - 1 May 2020 — 30 Apr 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%	-	16.9	6.71%	\$116.18	68.5%
Apr '21	2,724	267	\$1,971.23	\$7.38	9.8%	-	14.9	5.57%	\$132.48	75.66%
<b>Total</b>	<b>57,235</b>	<b>2,593</b>	<b>\$20,675.92</b>	<b>\$7.97</b>	<b>4.53%</b>	<b>-</b>	<b>117</b>	<b>4.51%</b>	<b>\$176.72</b>	<b>26.31%</b>

# Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	2,724	267	\$1,971.23	\$7.38	9.8%	-	14.9	5.57%	\$132.48	75.66%

# Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

## Top Text Ads

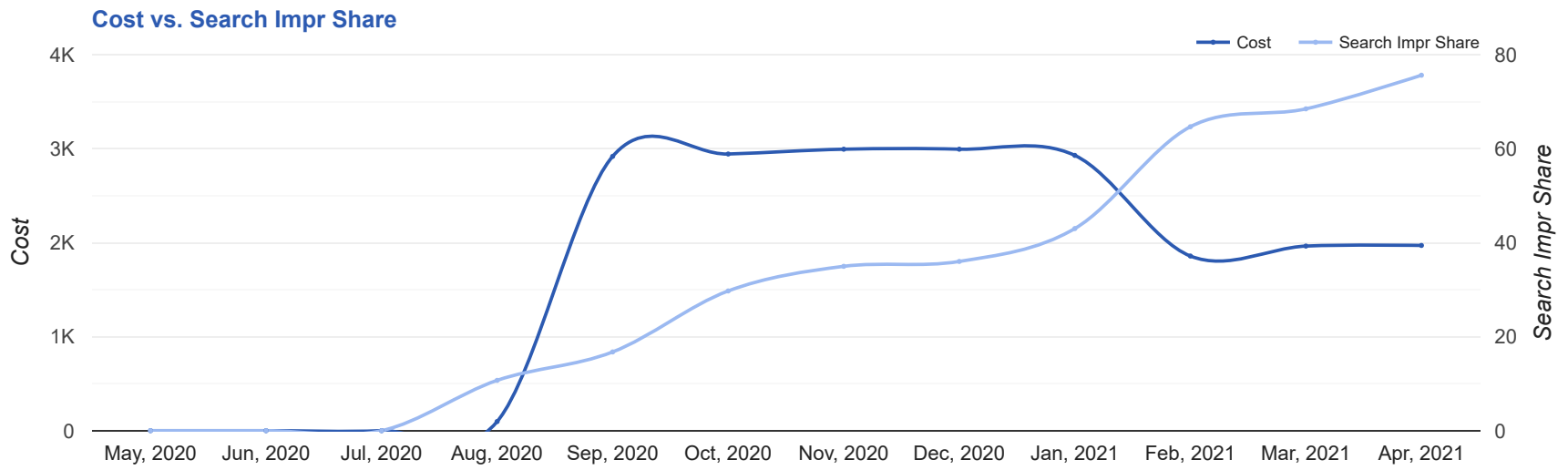
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Image Revolution Health - Fat Reduction in Randolph, NJ - Non-Surgical Fat Reduction</a> <a href="#">imagerevolutionhealth.com/ --/ --</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	980	103	\$707.53	\$6.87	10.51%	-	5.7	5.51%	\$124.57
<a href="#">Fat Reduction in Randolph, NJ - Freezing Fat Really Works - Freeze Away Body Fat</a> <a href="#">imagerevolutionhealth.com//</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	26	6	\$25.12	\$4.19	23.08%	-	2.3	38.67%	\$10.83
<a href="#">CoolSculpting® Fat Reduction - CoolSculpting in Randolph, NJ - Biggest CoolSculpting® Promo</a> <a href="#">imagerevolutionhealth.com/ --/ --</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Randolph, NJ	658	55	\$482.69	\$8.78	8.36%	-	2	3.64%	\$241.34
<a href="#">CoolSculpting® in Randolph, NJ - Limited Time Offer   Apr 2021 - Hurry Offer Ends In</a> {=COUNTDOWN("2021/04/30 00:00:00","en-US",31)} <a href="#">imagerevolutionhealth.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	42	6	\$39.47	\$6.58	14.29%	-	1	16.67%	\$39.47
<a href="#">CoolSculpting® Fat Reduction - CoolSculpting in Randolph, NJ - Biggest CoolSculpting® Promo</a> <a href="#">imagerevolutionhealth.com/ --/ --</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Randolph, NJ	30	5	\$15.94	\$3.19	16.67%	-	1	20.00%	\$15.94

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Apr 2021 — 30 Apr 2021

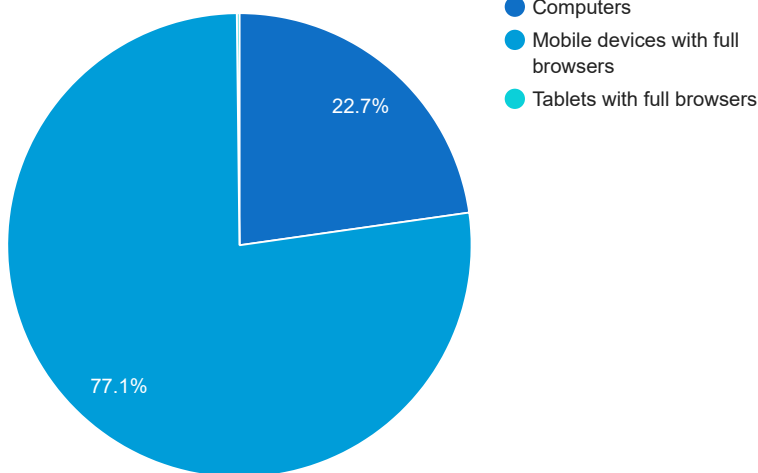
## Budget Coverage



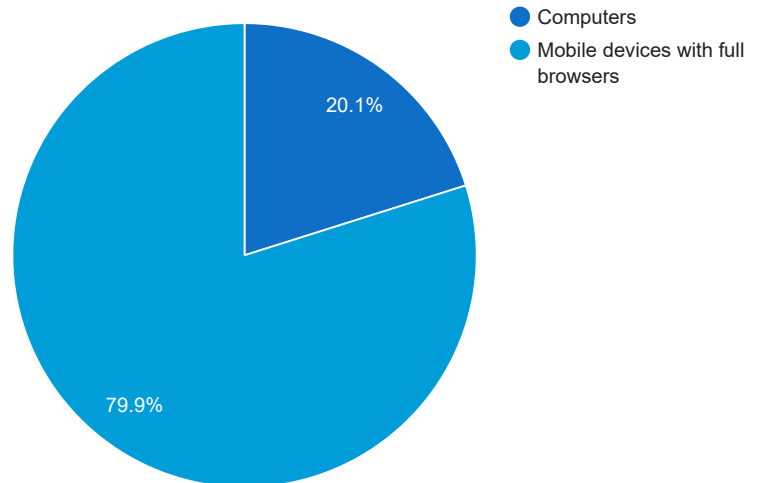
DATE	COST	SEARCH IMPR SHARE
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	97.14	10.71
Sep, 2020	2,919.23	16.76
Oct, 2020	2,944.38	29.74
Nov, 2020	2,995.54	34.98
Dec, 2020	2,995.56	36.02
Jan, 2021	2,929.66	43.02
Feb, 2021	1,858.65	64.69
Mar, 2021	1,964.53	68.50
Apr, 2021	1,971.23	75.66

## 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	2,193	216	\$1,519.21	\$7.03	9.85%	-	11.9	5.5%	\$127.88
Computers	500	50	\$448.45	\$8.97	10%	-	3	6%	\$149.48
Tablets with full browsers	31	1	\$3.57	\$3.57	3.23%	-	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	2,724	267	\$1,971.23	\$7.38	9.8%	-	14.9	5.57%	\$132.48

# Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE

CONV

Submit lead form

11.9

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