

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

Image Revolution Health

580-584-5990

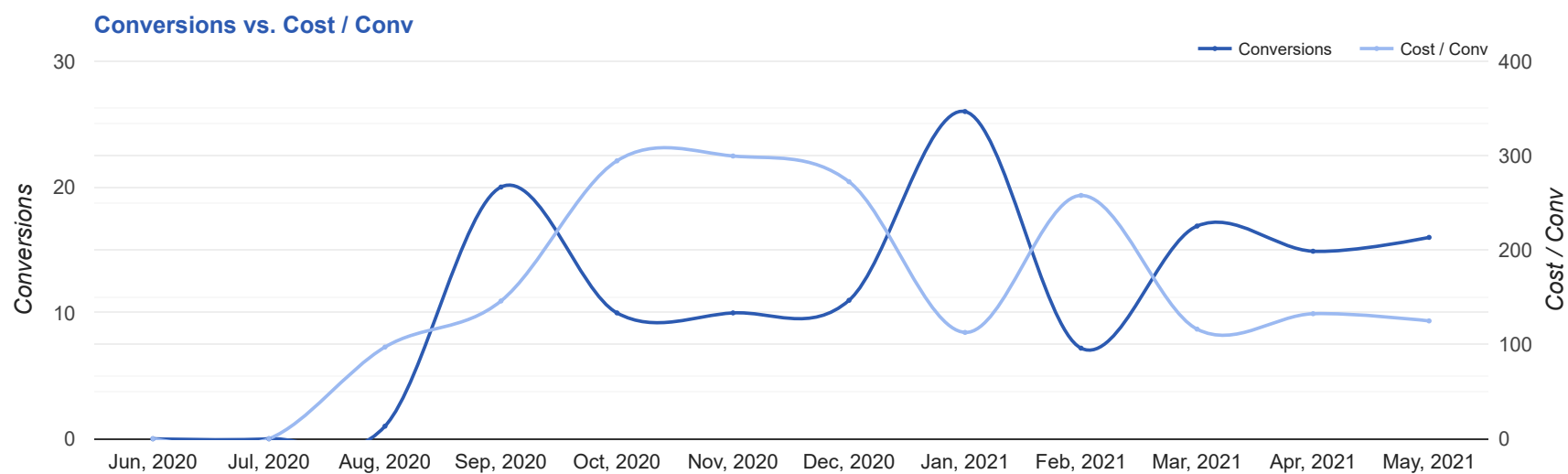
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,998	16	6.11%	\$124.86
↑ 1%	↑ 8%	↑ 10%	↓ 6%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2021 — 30 Apr 2021	2,724	267	\$1,971.23	\$7.38	9.8%	-	14.9	5.57%	\$132.48	75.77%
1 May 2021 — 31 May 2021	2,997	262	\$1,997.79	\$7.63	8.74%	-	16	6.11%	\$124.86	78.55%
Change	273 ↑ 10%	5 ↓ 2%	\$26.56 ↑ 1%	\$0.25 ↑ 3%	1.06% ↓ 11%	0 ↔ -	1.12 ↑ 8%	0.54% ↑ 10%	\$7.62 ↓ 6%	2.78% ↑ 4%

Performance by Month - 1 Jun 2020 — 31 May 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	75.77%	
May '21	2,997	262	\$1,997.79	\$7.63	8.74%	-	16	6.11%	\$124.86	78.55%	
Total	60,232	2,855	\$22,673.71	\$7.94	4.74%	-	133	4.66%	\$170.48	27.21%	

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	2,997	262	\$1,997.79	\$7.63	8.74%	-	16	6.11%	\$124.86	78.55%

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

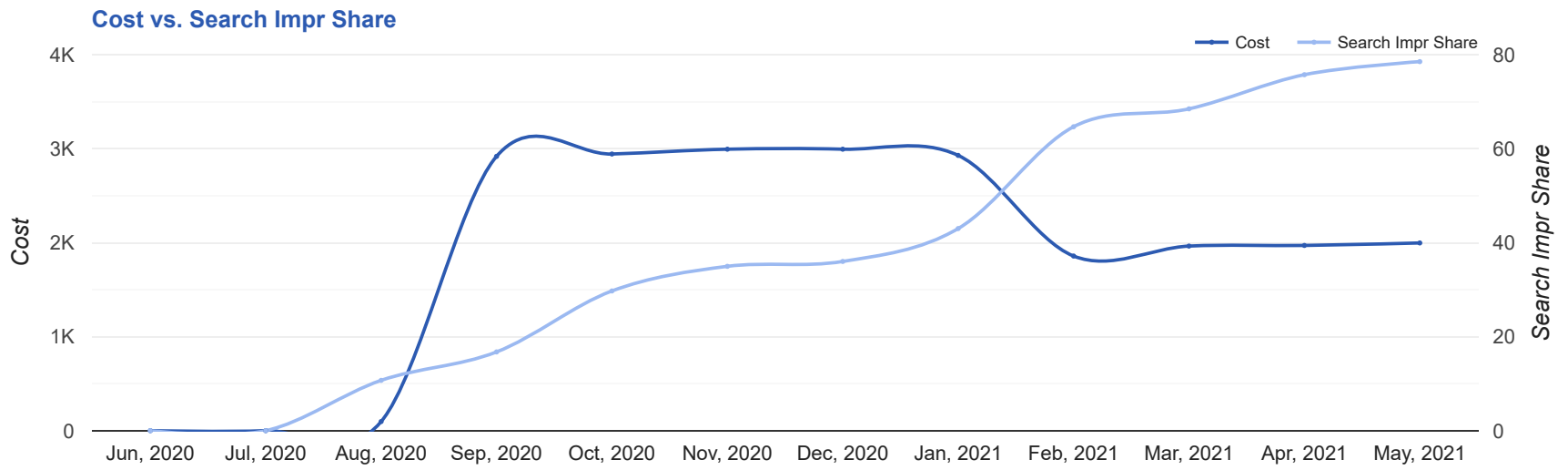
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Image Revolution Health - Fat Reduction in Randolph, NJ - Non-Surgical Fat Reduction imagerévolutionhealth.com/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	959	79	\$458.71	\$5.81	8.24%	-	4	5.06%	\$114.68
CoolSculpting® Fat Reduction - CoolSculpting in Randolph, NJ - Biggest CoolSculpting® Promo imagerévolutionhealth.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Randolph, NJ	713	72	\$823.47	\$11.44	10.10%	-	3.5	4.86%	\$235.28
CoolSculpting® Fat Reduction - CoolSculpting in Randolph, NJ - Biggest CoolSculpting® Promo imagerévolutionhealth.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Randolph, NJ	87	11	\$69.45	\$6.31	12.64%	-	2	18.18%	\$34.73
Fat Reduction in Randolph, NJ - Eliminate Fat & Feel Great - Get \$1,000 Off 8+ Treatments imagerévolutionhealth.com/ CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	62	7	\$66.08	\$9.44	11.29%	-	2	28.57%	\$33.04
CoolSculpting® in Randolph, NJ - Limited Time Offer May 2021 - Hurry Offer Ends In {=COUNTDOWN("2021/05/31 00:00:00","en-US",31)} imagerévolutionhealth.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	35	5	\$45.76	\$9.15	14.29%	-	1	20.00%	\$45.76

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

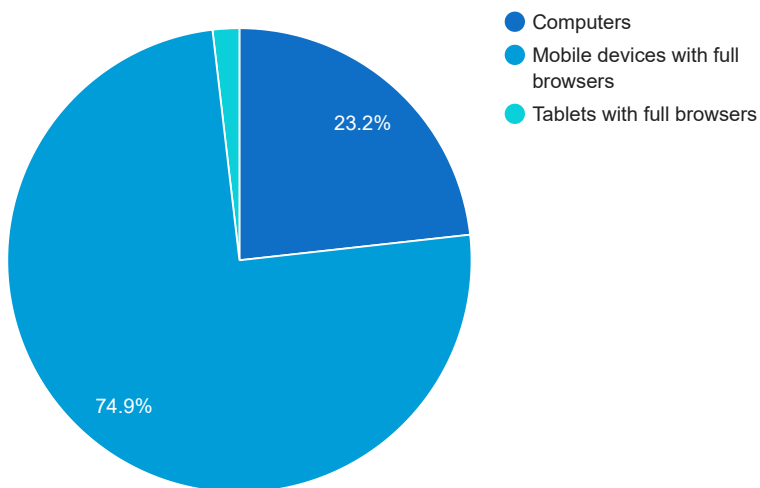
Budget Coverage



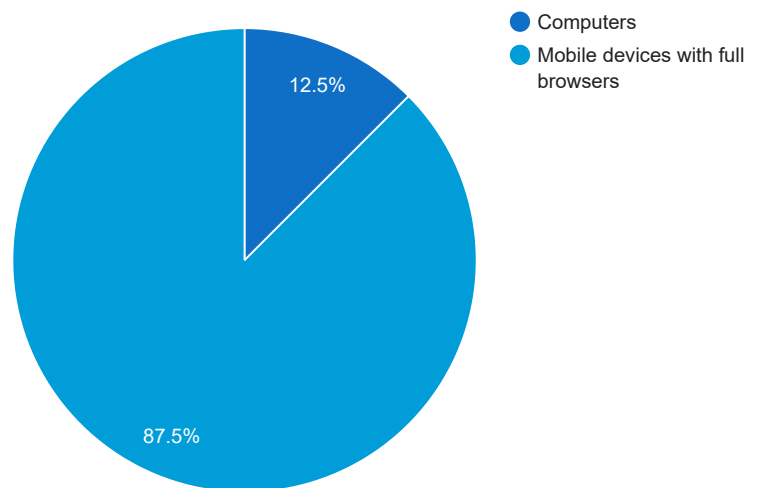
DATE	COST	SEARCH IMPR SHARE
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	97.14	10.71
Sep, 2020	2,919.23	16.76
Oct, 2020	2,944.38	29.74
Nov, 2020	2,995.54	34.98
Dec, 2020	2,995.56	36.02
Jan, 2021	2,929.66	43.02
Feb, 2021	1,858.65	64.69
Mar, 2021	1,964.53	68.50
Apr, 2021	1,971.23	75.77
May, 2021	1,997.79	78.55

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	2,433	216	\$1,496.41	\$6.93	8.88%	-	14	6.48%	\$106.89
Computers	521	41	\$464.33	\$11.33	7.87%	-	2	4.88%	\$232.17
Tablets with full browsers	43	5	\$37.05	\$7.41	11.63%	-	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	2,997	262	\$1,997.79	\$7.63	8.74%	-	16	6.11%	\$124.86

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	CONV
Submit lead form	11
Click to Call	3
Call From Ads	2

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