

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

Image Revolution Health

580-584-5990

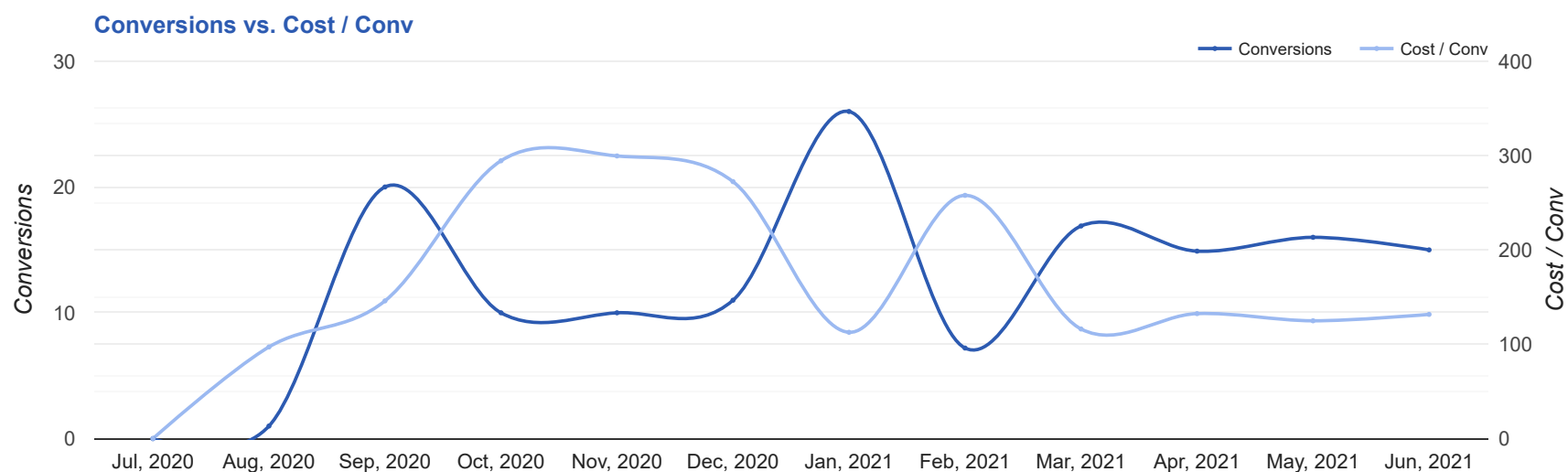
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,975	15	6.49%	\$131.66
↓ 1%	↓ 6%	↑ 6%	↑ 5%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2021 — 31 May 2021	2,997	262	\$1,997.79	\$7.63	8.74%	-	16	6.11%	\$124.86	78.54%
1 Jun 2021 — 30 Jun 2021	2,654	231	\$1,974.87	\$8.55	8.7%	-	15	6.49%	\$131.66	77.01%
Change	343 ↓ 11%	31 ↓ 12%	\$22.92 ↓ 1%	\$0.92 ↑ 12%	0.04% ↓ 0%	0 ↔ -	1 ↓ 6%	0.38% ↑ 6%	\$6.80 ↑ 5%	1.53% ↓ 2%

Performance by Month - 1 Jul 2020 — 30 Jun 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	78.54%	
Jun '21	2,654	231	\$1,974.87	\$8.55	8.7%	-	15	6.49%	\$131.66	77.01%	
Total	62,886	3,086	\$24,648.58	\$7.99	4.91%	-	148	4.8%	\$166.54	27.98%	

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	2,654	231	\$1,974.87	\$8.55	8.7%	-	15	6.49%	\$131.66	77.01%

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

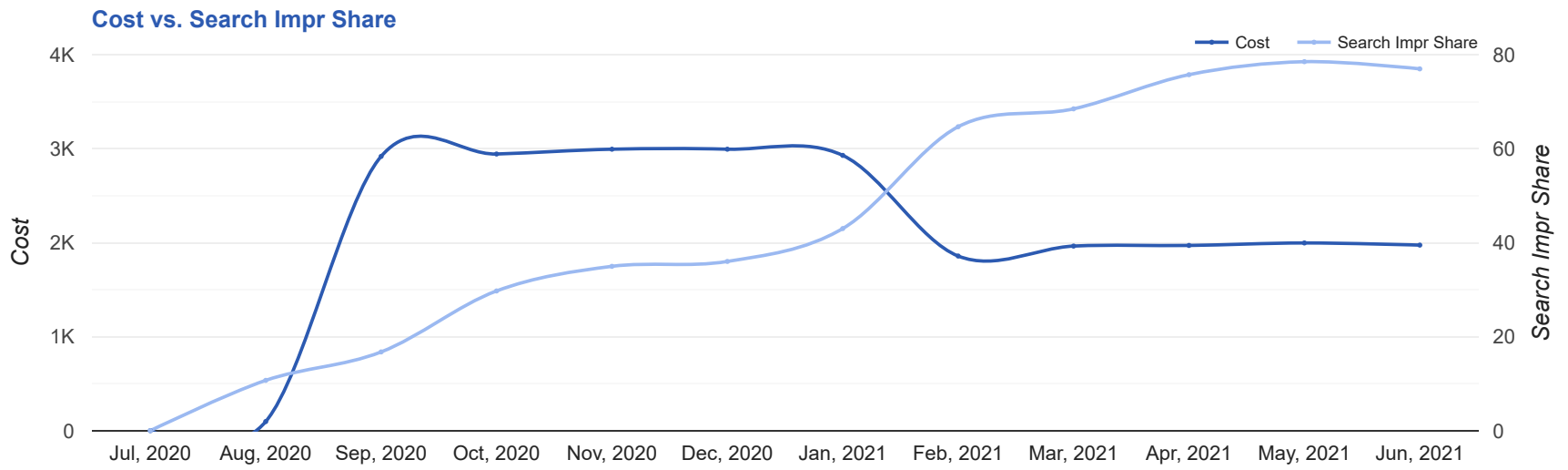
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Randolph, NJ - Biggest CoolSculpting® Promo imagerrevolutionhealth.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Randolph, NJ	512	41	\$533.09	\$13.00	8.01%	-	4.4	10.78%	\$120.61
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	741	75	\$570.94	\$7.61	10.12%	-	2.1	2.80%	\$271.88
Fat Reduction in Randolph, NJ - Eliminate Fat & Feel Great - Get \$1,000 Off 8+ Treatments imagerrevolutionhealth.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	92	10	\$68.33	\$6.83	10.87%	-	2	20.00%	\$34.16
CoolSculpting® Fat Reduction - CoolSculpting in Randolph, NJ - Biggest CoolSculpting® Promo imagerrevolutionhealth.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Randolph, NJ	65	5	\$50.13	\$10.03	7.69%	-	1	20.00%	\$50.13
CoolSculpting® in Randolph, NJ - Save \$1,000 Off 8+ Treatments - Our Biggest Discount Ever imagerrevolutionhealth.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	40	2	\$17.96	\$8.98	5.00%	-	1	50.00%	\$17.96

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

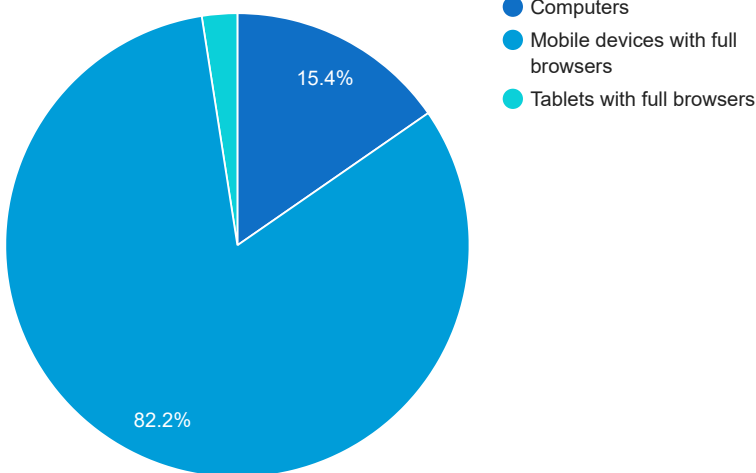
Budget Coverage



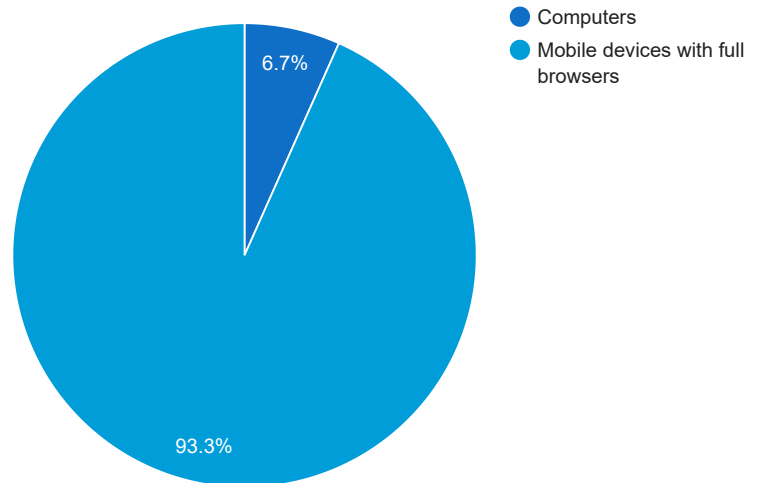
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	0	0
Aug, 2020	97.14	10.71
Sep, 2020	2,919.23	16.76
Oct, 2020	2,944.38	29.74
Nov, 2020	2,995.54	34.98
Dec, 2020	2,995.56	36.02
Jan, 2021	2,929.66	43.02
Feb, 2021	1,858.65	64.69
Mar, 2021	1,964.53	68.50
Apr, 2021	1,971.23	75.77
May, 2021	1,997.79	78.54
Jun, 2021	1,974.87	77.01

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	2,197	196	\$1,622.99	\$8.28	8.92%	-	14	7.14%	\$115.93
Computers	404	28	\$303.24	\$10.83	6.93%	-	1	3.57%	\$303.24
Tablets with full browsers	53	7	\$48.64	\$6.95	13.21%	-	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	2,654	231	\$1,974.87	\$8.55	8.7%	-	15	6.49%	\$131.66

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE

CONV

Submit lead form

9

Click to Call

6

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 page 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