

# **Image Revolution Health Monthly Google Performance Summary**

**07/01/2021 - 07/31/2021**

# Key Performance Indicators

07/01/2021 - 07/31/2021

Cost  
Image Revolution Health

**\$2,051.60**

\$1,974.87 **3.89%**

Conversions  
Image Revolution Health

**11**

15 **-26.67%**

Clicks  
Image Revolution Health

**224**

231 **-3.03%**

Conv. Rate  
Image Revolution Health

**4.91%**

6.49% **-24.35%**

Avg CPC  
Image Revolution Health

**\$9.16**

\$8.55 **7.13%**

Cost / Conv  
Image Revolution Health

**\$186.51**

\$131.66 **41.66%**

## Month-Over-Month Performance Comparison

07/01/2021 - 07/31/2021 - Comparing to 06/01/2021 - 06/30/2021

Overall Performance Summary  
Image Revolution Health

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$2,051.60	\$1,974.87	3.89%
Impressions	2,517	2,654	-5.16%
Clicks	224	231	-3.03%
Avg CPC	\$9.16	\$8.55	7.13%
CTR	8.90%	8.70%	2.30%
Conversions	11	15	-26.67%
Conv Rate	4.91%	6.49%	-24.35%
Cost / Conv	\$186.51	\$131.66	41.66%

## Budget Coverage

Search Impr. Share  
Image Revolution Health

**81.51%**

77.29% **5.46%**

Search IS Lost (due to Budget)  
Image Revolution Health

**7.06%**

12.32% **-42.69%**

Search IS Lost (due to Rank)  
Image Revolution Health

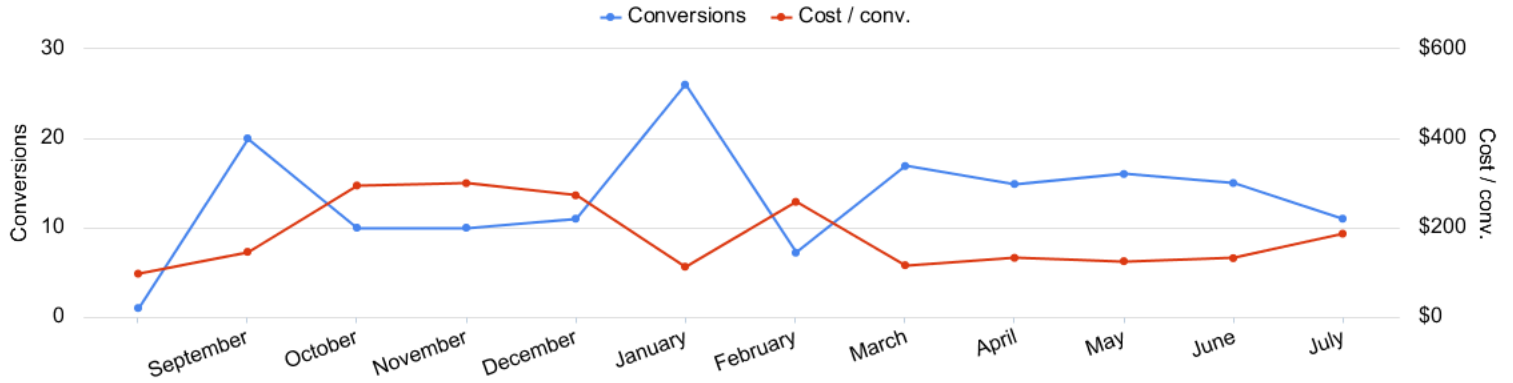
**11.43%**

10.40% **9.90%**

# Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv  
Image Revolution Health




Account Performance by Month  
Image Revolution Health

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$97.14	837	27	\$3.60	3.23%	1	3.70%	\$97.14	10.71%	6.27%
09/01/2020	\$2,919.23	19,383	592	\$4.93	3.05%	20	3.38%	\$145.96	16.76%	13.98%
10/01/2020	\$2,944.38	6,588	282	\$10.44	4.28%	10	3.55%	\$294.44	29.74%	25.44%
11/01/2020	\$2,995.54	9,665	333	\$9.00	3.45%	10	3.00%	\$299.55	34.98%	24.35%
12/01/2020	\$2,995.56	6,581	334	\$8.97	5.08%	11	3.29%	\$272.32	36.02%	24.49%
01/01/2021	\$2,929.66	6,387	372	\$7.88	5.82%	26	6.99%	\$112.68	43.02%	19.74%
02/01/2021	\$1,858.65	1,843	134	\$13.87	7.27%	7.21	5.38%	\$257.81	64.69%	9.60%
03/01/2021	\$1,964.53	3,227	252	\$7.80	7.81%	16.91	6.71%	\$116.16	68.50%	19.59%
04/01/2021	\$1,971.23	2,724	267	\$7.38	9.80%	14.88	5.57%	\$132.49	75.77%	13.88%
05/01/2021	\$1,997.79	2,997	262	\$7.63	8.74%	16	6.11%	\$124.86	78.54%	8.54%
06/01/2021	\$1,974.87	2,654	231	\$8.55	8.70%	15	6.49%	\$131.66	77.29%	12.32%
07/01/2021	\$2,051.60	2,517	224	\$9.16	8.90%	11	4.91%	\$186.51	81.51%	7.06%
<b>Total</b>	<b>\$26,700.18</b>	<b>65,403</b>	<b>3,310</b>	<b>\$8.07</b>	<b>5.06%</b>	<b>159</b>	<b>4.80%</b>	<b>\$167.93</b>	<b>29.21%</b>	<b>17.26%</b>

# Campaign Performance Summary (by Conversions)

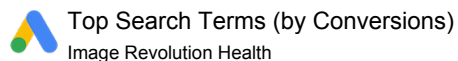
07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)  
Image Revolution Health

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$2,051.60	2,517	224	\$9.16	8.90%	11	4.91%	\$186.51

# Top Search Terms (by Conversions)

07/01/2021 - 07/31/2021



Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
get rid of double chin	\$6.09	1	1	\$6.09	100.00%	1	100.00%	\$6.09
cool sculpting	\$110.26	40	9	\$12.25	22.50%	1	11.11%	\$110.26
coolsculpting	\$166.26	34	13	\$12.79	38.24%	1	7.69%	\$166.26
what is body sculpting and contouring	\$6.60	1	2	\$3.30	200.00%	1	50.00%	\$6.60
smartlipo nj	\$5.93	1	1	\$5.93	100.00%	1	100.00%	\$5.93
liposuction for men chest	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
body contouring near me	\$12.30	1	1	\$12.30	100.00%	0	0.00%	\$0.00
soft sculpt lipo cost	\$4.61	1	1	\$4.61	100.00%	0	0.00%	\$0.00
cool sculpting reviews	\$8.39	1	1	\$8.39	100.00%	0	0.00%	\$0.00
liposuction nj cost	\$1.53	1	1	\$1.53	100.00%	0	0.00%	\$0.00
i lipo	\$3.50	1	1	\$3.50	100.00%	0	0.00%	\$0.00
cool sculpting safety	\$8.92	1	1	\$8.92	100.00%	0	0.00%	\$0.00
ultrasound fat reduction	\$7.37	1	1	\$7.37	100.00%	0	0.00%	\$0.00
369 lipo	\$6.38	1	1	\$6.38	100.00%	0	0.00%	\$0.00
arm liposuction	\$9.83	1	1	\$9.83	100.00%	0	0.00%	\$0.00
cool sculpting jawline	\$15.01	1	1	\$15.01	100.00%	0	0.00%	\$0.00
body sculpting near me	\$23.82	4	2	\$11.91	50.00%	0	0.00%	\$0.00
coolsculpting calves	\$11.26	1	1	\$11.26	100.00%	0	0.00%	\$0.00
coolsculpting near me	\$217.59	25	13	\$16.74	52.00%	0	0.00%	\$0.00
coolsculp	\$10.03	1	1	\$10.03	100.00%	0	0.00%	\$0.00


# Top Search Ads (by Conversions)

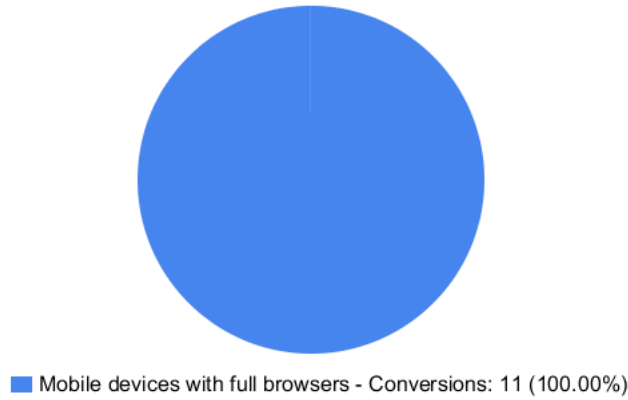
07/01/2021 - 07/31/2021


Top Responsive Search Ads (by Conversions)  
Image Revolution Health

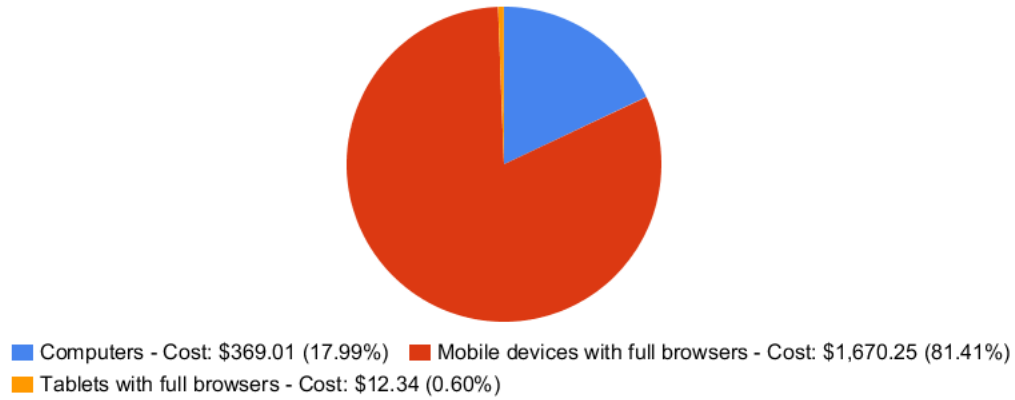
Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">Image Revolution Health   Fat Reduction in Randolph, NJ   Non-Surgical Fat Reduction</a> <a href="https://imagerevolutionhealth.com/coolsculpting/randolph">imagerevolutionhealth.com/coolsculpting/randolph</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat   Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search   beta   coolsculpting	\$577.83	862	85	\$6.80	9.86%	4	4.71%	\$144.46
<a href="#">CoolSculpting® Fat Reduction   CoolSculpting in Randolph, NJ   Biggest CoolSculpting® Promo</a> <a href="https://imagerevolutionhealth.com/coolsculpting/randolph">imagerevolutionhealth.com/coolsculpting/randolph</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Randolph, NJ   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$709.20	655	56	\$12.66	8.55%	4	7.14%	\$177.30
<a href="#">CoolSculpting® Fat Reduction   CoolSculpting in Randolph, NJ   Biggest CoolSculpting® Promo</a> <a href="https://imagerevolutionhealth.com/coolsculpting/randolph">imagerevolutionhealth.com/coolsculpting/randolph</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Randolph, NJ   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$41.91	36	5	\$8.38	13.89%	0	0.00%	\$0.00
<a href="#">CoolSculpting® Fat Reduction   CoolSculpting in Randolph, NJ   Biggest CoolSculpting® Promo</a> <a href="https://imagerevolutionhealth.com/coolsculpting/randolph">imagerevolutionhealth.com/coolsculpting/randolph</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Randolph, NJ   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$32.00	41	4	\$8.00	9.76%	0	0.00%	\$0.00
<a href="#">CoolSculpting® Fat Reduction   CoolSculpting in Randolph, NJ   Biggest CoolSculpting® Promo</a> <a href="https://imagerevolutionhealth.com/">imagerevolutionhealth.com/</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Randolph, NJ   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00


# Budget Utilization by Device

 Conversions by Device  
Image Revolution Health




 Cost by Device  
Image Revolution Health




 Device Performance (by Conversions)  
Image Revolution Health

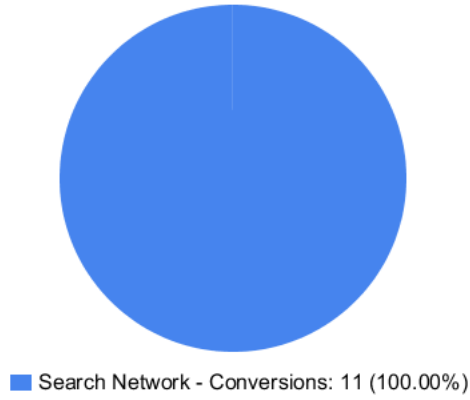
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	2,061	194	\$1,670.25	\$8.61	9.41%	11	5.67%	\$151.84
Tablets with full browsers	36	2	\$12.34	\$6.17	5.56%	0	0.00%	\$0.00
Computers	420	28	\$369.01	\$13.18	6.67%	0	0.00%	\$0.00


# Budget Utilization by Network

 Cost by Network  
Image Revolution Health



 Conversions by Network  
Image Revolution Health




 Network Performance  
Image Revolution Health

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	2,517	224	\$2,051.60	\$9.16	8.90%	11	4.91%	\$186.51

# Conversion Summary

07/01/2021 - 07/31/2021

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 Conversion Performance  
Image Revolution Health

Conversion name	All conv.
Submit lead form	9
Click to Call	2

# Geo-Targeting Summary

07/01/2021 - 07/31/2021

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 Top Locations  
Image Revolution Health

Region	Clicks	Conversions	Cost / conv.
New Jersey	224	11	\$186.51

# Glossary

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- 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
- Conversion Value (Conv Val) - Reported revenue by the eCommerce site. Does not include returns, refunds, or canceled orders.
- Conversion Value / Click (Conv Val / Click) - Average revenue generated per click. Is used to determine effectiveness of the account when compared against average cost per click (CPC).
- Conversion Value / Cost (Conv Val / Cost) - is a metric that shows the conversion value over the cost of advertising. This is the same calculation as Return on Ad Spend (ROAS) but is not expressed as a percentage.
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage