

Image Revolution Health Monthly Google Performance Summary

08/01/2021 - 08/31/2021

Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
Image Revolution Health

\$1,936.08

\$2,051.60 -5.63%

Conversions
Image Revolution Health

19

11 72.73%

Clicks
Image Revolution Health

184

224 -17.86%

Conv. Rate
Image Revolution Health

10.33%

4.91% 110.39%

Avg CPC
Image Revolution Health

\$10.52

\$9.16 14.85%

Cost / Conv
Image Revolution Health

\$101.90

\$186.51 -45.36%

Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Overall Performance Summary
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Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$1,936.08	\$2,051.60	-5.63%
Impressions	2,135	2,517	-15.18%
Clicks	184	224	-17.86%
Avg CPC	\$10.52	\$9.16	14.85%
CTR	8.62%	8.90%	-3.15%
Conversions	19	11	72.73%
Conv Rate	10.33%	4.91%	110.39%
Cost / Conv	\$101.90	\$186.51	-45.36%

Budget Coverage

Search Impr. Share
Image Revolution Health

80.89%

81.58% -0.85%

Search IS Lost (due to Budget)
Image Revolution Health

6.37%

6.90% -7.68%

Search IS Lost (due to Rank)
Image Revolution Health

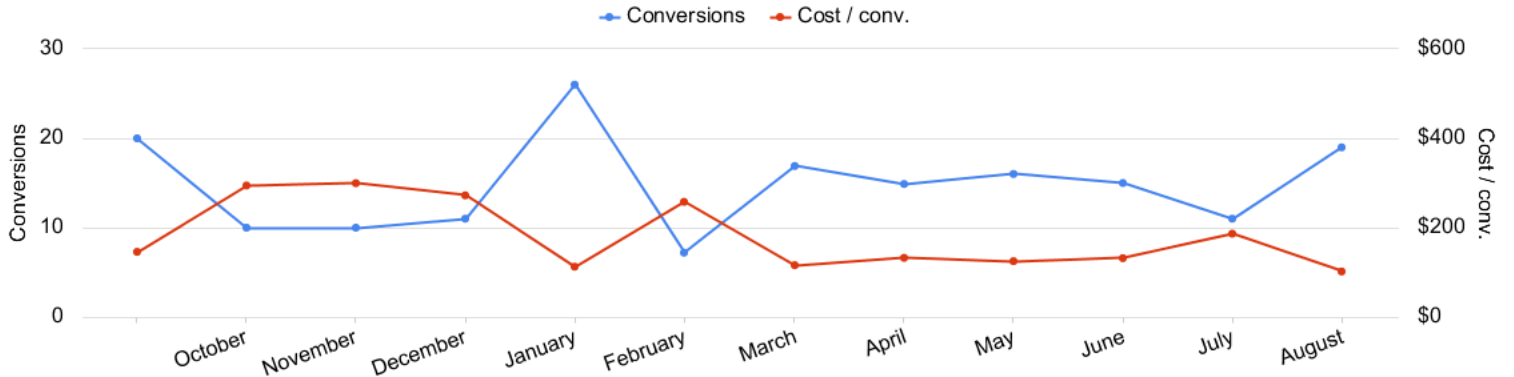
12.74%

11.52% 10.59%

Monthly Performance Trends

09/01/2020 - 08/31/2021

Conversions vs Cost/ Conv
Image Revolution Health




Account Performance by Month
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Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
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	81.58%	6.90%
08/01/2021	\$1,936.08	2,135	184	\$10.52	8.62%	19	10.33%	\$101.90	80.89%	6.37%
Total	\$28,539.12	66,701	3,467	\$8.23	5.20%	177	5.11%	\$161.24	30.47%	17.48%

Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)
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Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$1,936.08	2,135	184	\$10.52	8.62%	19	10.33%	\$101.90

Top Search Terms (by Conversions)


08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)
Image Revolution Health

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting	\$67.07	77	5	\$13.41	6.49%	2	40.00%	\$33.53
coolsculpting face	\$1.70	2	1	\$1.70	50.00%	1	100.00%	\$1.70
coolsculpting	\$79.08	73	6	\$13.18	8.22%	1	16.67%	\$79.08
coolsculpting new jersey	\$9.49	5	1	\$9.49	20.00%	1	100.00%	\$9.49
cool sculpting cost	\$38.31	20	2	\$19.16	10.00%	1	50.00%	\$38.31
cryoskin	\$9.17	2	1	\$9.17	50.00%	1	100.00%	\$9.17
cool sculpting near me	\$31.22	1	1	\$31.22	100.00%	1	100.00%	\$31.22
liposuction	\$84.45	88	11	\$7.68	12.50%	1	9.09%	\$84.45
cost of liposuction new jersey	\$17.90	6	2	\$8.95	33.33%	0.67	33.50%	\$26.72
breast augmentation and lipo	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
sculpt ice reviews	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
non invasive lipo	\$0.00	4	0	\$0.00	0.00%	0	0.00%	\$0.00
smartlipo near me	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
cool sculpting cost nj	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
full body liposuction cost	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
liposuction vs coolsculpting	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
airsculpting	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
coolsculpting elite cost	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
liposuction fat	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
liquid lipo	\$0.00	3	0	\$0.00	0.00%	0	0.00%	\$0.00

Top Search Ads (by Conversions)

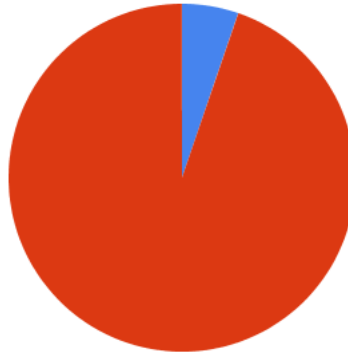
08/01/2021 - 08/31/2021

 Top Responsive Search Ads (by Conversions)
Image Revolution Health

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Image Revolution Health} CoolSculpting in Randolph, NJ Biggest CoolSculpting® Promo imagerévolutionhealth.com/coolsculpting/randolph 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	\$219.78	136	11	\$19.98	8.09%	6	54.55%	\$36.63
Image Revolution Health Fat Reduction in Randolph, NJ Non-Surgical Fat Reduction imagerévolutionhealth.com/coolsculpting/randolph 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	\$833.39	1,037	98	\$8.50	9.45%	3.67	3.74%	\$227.08
{Keyword:Image Revolution Health} CoolSculpting in Randolph, NJ Biggest CoolSculpting® Promo imagerévolutionhealth.com/coolsculpting/randolph 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	9	0	\$0.00	0.00%	0	0.00%	\$0.00
{Keyword:Image Revolution Health} CoolSculpting in Randolph, NJ Biggest CoolSculpting® Promo imagerévolutionhealth.com/coolsculpting/randolph 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	\$5.44	15	1	\$5.44	6.67%	0	0.00%	\$0.00

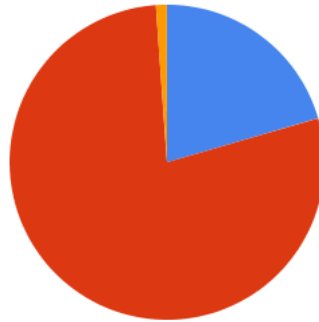
Budget Utilization by Device

Conversions by Device
Image Revolution Health



■ Computers - Conversions: 1 (5.26%) ■ Mobile devices with full browsers - Conversions: 18 (94.74%)

Cost by Device
Image Revolution Health




■ Computers - Cost: \$396.73 (20.49%) ■ Mobile devices with full browsers - Cost: \$1,517.69 (78.39%)
■ Tablets with full browsers - Cost: \$21.66 (1.12%)

Device Performance (by Conversions)
Image Revolution Health

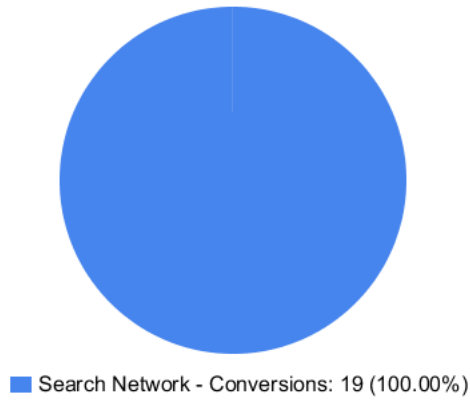
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	1,759	155	\$1,517.69	\$9.79	8.81%	18	11.61%	\$84.32
Computers	342	27	\$396.73	\$14.69	7.89%	1	3.70%	\$396.73
Tablets with full browsers	34	2	\$21.66	\$10.83	5.88%	0	0.00%	\$0.00


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	2,135	184	\$1,936.08	\$10.52	8.62%	19	10.33%	\$101.90

Conversion Summary


08/01/2021 - 08/31/2021

 Conversion Performance
Image Revolution Health

Conversion name	All conv.
Submit lead form	11
Click to Call	8

Geo-Targeting Summary

08/01/2021 - 08/31/2021

 Top Locations
Image Revolution Health

Region	Clicks	Conversions	Cost / conv.
New Jersey	184	19	\$101.90

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
- 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