

**Monthly Account  
Performance Report  
1 Jan 2020 — 31 Jan 2020**

Riverside Medical

747-485-3321

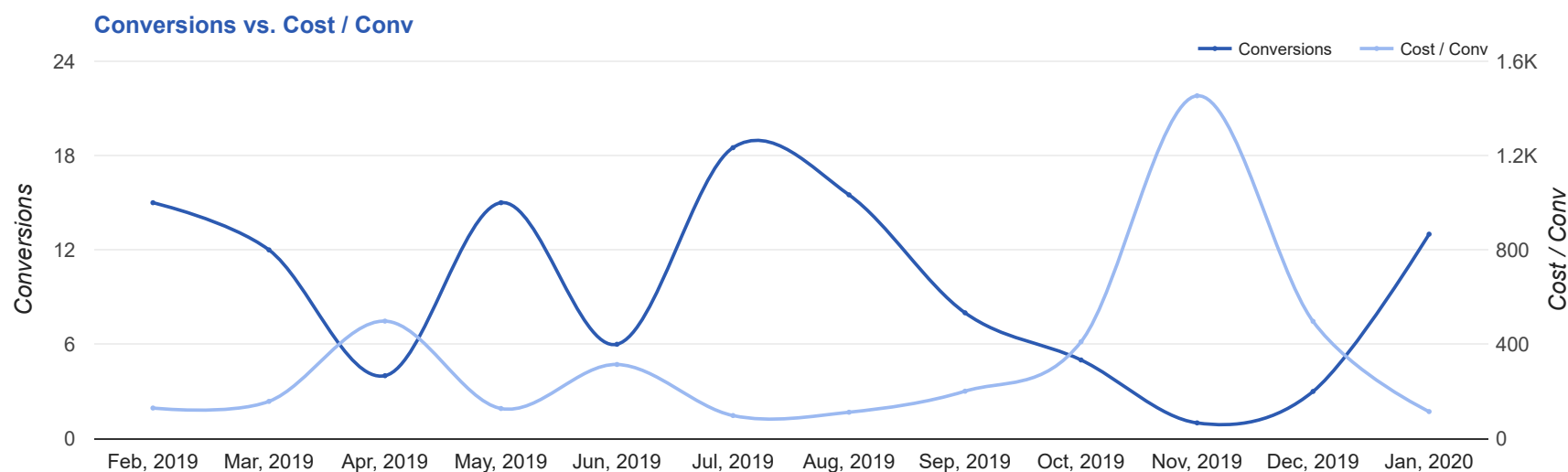
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,490	13	5.96%	\$114.62
↔ 0%	↑ 333%	↑ 170%	↓ 77%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2019 — 31 Dec 2019	2,942	136	\$1,491.00	\$10.96	4.62%	-	3	2.21%	\$497.00	68.44%
1 Jan 2020 — 31 Jan 2020	4,777	218	\$1,490.10	\$6.84	4.56%	-	13	5.96%	\$114.62	64.1%
<b>Change</b>	1,835 ↑ 62%	82 ↑ 60%	\$0.90 ↓ 0%	\$4.12 ↓ 38%	0.06% ↓ 1%	--	10 ↑ 333%	3.75% ↑ 170%	\$382.38 ↓ 77%	4.34% ↓ 6%

# Performance by Month - 1 Feb 2019 — 31 Jan 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Feb '19	2,904	170	\$1,944.52	\$11.44	5.85%	-	15	8.82%	\$129.63	77.09%
Mar '19	2,925	165	\$1,894.71	\$11.48	5.64%	-	12	7.27%	\$157.89	66.61%
Apr '19	2,582	160	\$1,992.29	\$12.45	6.2%	-	4	2.5%	\$498.07	63.39%
May '19	3,397	249	\$1,914.50	\$7.69	7.33%	-	15	6.02%	\$127.63	51.31%
Jun '19	4,089	287	\$1,885.61	\$6.57	7.02%	-	6	2.09%	\$314.27	69.39%
Jul '19	4,315	301	\$1,809.73	\$6.01	6.98%	-	18.5	6.15%	\$97.82	78.89%
Aug '19	3,204	233	\$1,733.91	\$7.44	7.27%	-	15.5	6.65%	\$111.87	75.64%
Sep '19	2,163	152	\$1,607.59	\$10.58	7.03%	-	8	5.26%	\$200.95	78.37%
Oct '19	1,878	116	\$2,052.89	\$17.70	6.18%	-	5	4.31%	\$410.58	83.14%
Nov '19	1,070	65	\$1,453.25	\$22.36	6.07%	-	1	1.54%	\$1,453.25	69.48%
Dec '19	2,942	136	\$1,491.00	\$10.96	4.62%	-	3	2.21%	\$497.00	68.44%
Jan '20	4,777	218	\$1,490.10	\$6.84	4.56%	-	13	5.96%	\$114.62	64.1%
<b>Total</b>	<b>36,246</b>	<b>2,252</b>	<b>\$21,270.10</b>	<b>\$9.44</b>	<b>6.21%</b>	<b>-</b>	<b>116</b>	<b>5.15%</b>	<b>\$183.36</b>	<b>68.7%</b>

# Campaign Summary - 1 Jan 2020 — 31 Jan 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	3,035	142	\$742.52	\$5.23	4.68%	-	12	8.45%	\$61.88	57.94%
search   alpha   coolsculpting	1,742	76	\$747.58	\$9.84	4.36%	-	1	1.32%	\$747.58	78.24%

# Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

## Top Text Ads

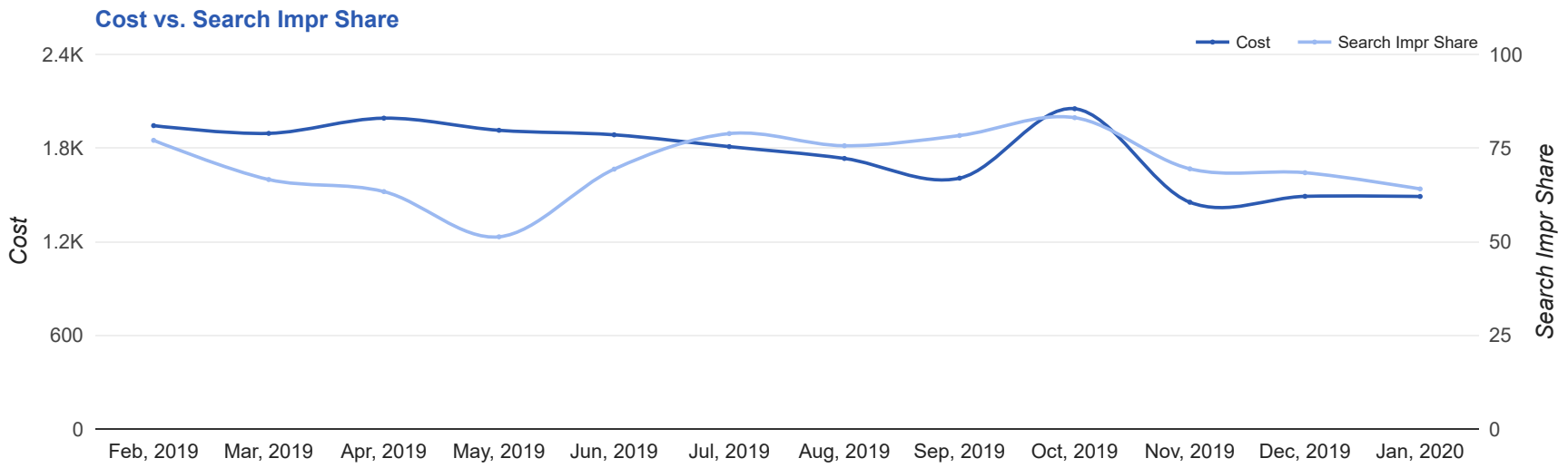
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
25% Off All CoolSculpting® - Riverside Medical - #1 Provider in Chicago <a href="https://riversidemedicalsc.com/coolsculpting/">riversidemedicalsc.com/coolsculpting/</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult.	730	26	\$187.20	\$7.20	3.56%	-	5.5	21.15%	\$34.04
#1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Riverside Medical <a href="https://riversidemedicalsc.com/coolsculpting/">riversidemedicalsc.com/coolsculpting/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	462	17	\$144.19	\$8.48	3.68%	-	3	17.65%	\$48.06
CoolSculpting in Chicago - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime <a href="https://riversidemedicalsc.com/coolsculpting/">riversidemedicalsc.com/coolsculpting/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	858	39	\$224.34	\$5.75	4.55%	-	3	7.69%	\$74.78
{Keyword:Best Price in Chicago} - Riverside Medical - Flexible Payment Options <a href="https://riversidemedicalsc.com/coolsculpting/special">riversidemedicalsc.com/coolsculpting/special</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	271	24	\$50.05	\$2.09	8.86%	-	0.5	2.08%	\$100.10
25% Off All CoolSculpting® - Best Price in Chicago - Riverside Medical <a href="https://riversidemedicalsc.com/coolsculpting/special">riversidemedicalsc.com/coolsculpting/special</a> Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	49	4	\$20.21	\$5.05	8.16%	-	0.5	12.50%	\$40.42

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jan 2020 — 31 Jan 2020

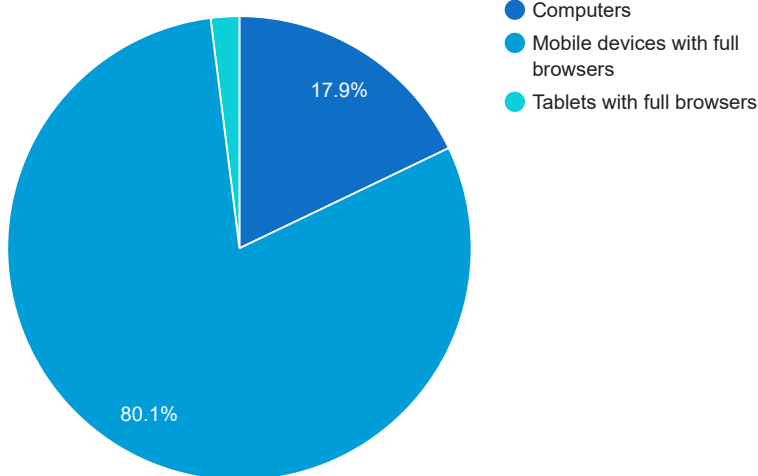
## Budget Coverage



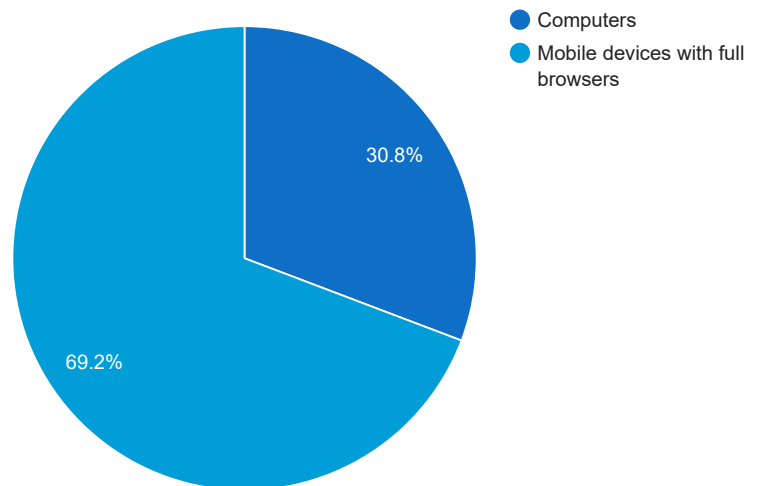
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	1,944.52	77.09
Mar, 2019	1,894.71	66.61
Apr, 2019	1,992.29	63.39
May, 2019	1,914.50	51.31
Jun, 2019	1,885.61	69.39
Jul, 2019	1,809.73	78.89
Aug, 2019	1,733.91	75.64
Sep, 2019	1,607.59	78.37
Oct, 2019	2,052.89	83.14
Nov, 2019	1,453.25	69.48
Dec, 2019	1,491	68.44
Jan, 2020	1,490.10	64.10

## 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	3,496	179	\$1,193.81	\$6.67	5.12%	-	9	5.03%	\$132.65
Computers	1,135	34	\$266.65	\$7.84	3%	-	4	11.76%	\$66.66
Tablets with full browsers	146	5	\$29.64	\$5.93	3.42%	-	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	4,777	218	\$1,490.10	\$6.84	4.56%	-	13	5.96%	\$114.62

# Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE

CONV

Form Submission

13

CoolSculpting Lead (All Web Site Data)

0

## 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