

**Monthly Account  
Performance Report  
1 Jun 2020 — 30 Jun 2020**

Riverside Medical

747-485-3321

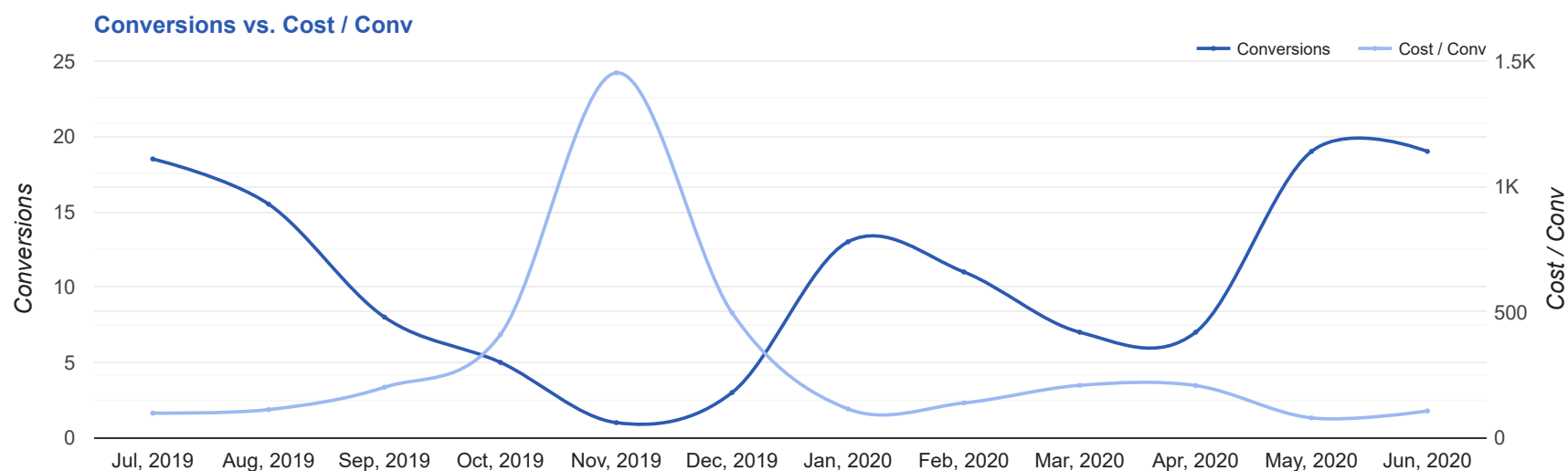
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,022	19	6.74%	\$106.42
↑ 35%	↔ 0%	↓ 14%	↑ 35%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2020 — 31 May 2020	3,844	242	\$1,495.53	\$6.18	6.3%	-	19	7.85%	\$78.71	68.56%
1 Jun 2020 — 30 Jun 2020	5,425	282	\$2,022.00	\$7.17	5.2%	-	19	6.74%	\$106.42	69.73%
Change	1,581 ↑ 41%	40 ↑ 17%	\$526.47 ↑ 35%	\$0.99 ↑ 16%	1.10% ↓ 17%	--	0 ↔ 0%	1.11% ↓ 14%	\$27.71 ↑ 35%	1.17% ↑ 2%

# Performance by Month - 1 Jul 2019 — 30 Jun 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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	64.23%	
Feb '20	5,606	229	\$1,521.40	\$6.64	4.08%	-	11	4.8%	\$138.31	68.04%	
Mar '20	3,624	152	\$1,459.36	\$9.60	4.19%	-	7	4.61%	\$208.48	65.22%	
Apr '20	2,424	158	\$1,453.23	\$9.20	6.52%	-	7	4.43%	\$207.60	71.5%	
May '20	3,844	242	\$1,495.53	\$6.18	6.3%	-	19	7.85%	\$78.71	68.56%	
Jun '20	5,425	282	\$2,022.00	\$7.17	5.2%	-	19	6.74%	\$106.42	69.73%	
<b>Total</b>	<b>41,272</b>	<b>2,284</b>	<b>\$19,589.99</b>	<b>\$8.58</b>	<b>5.53%</b>	<b>-</b>	<b>127</b>	<b>5.56%</b>	<b>\$154.25</b>	<b>70.46%</b>	

## Campaign Summary - 1 Jun 2020 — 30 Jun 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	5,425	282	\$2,022.00	\$7.17	5.2%	-	19	6.74%	\$106.42	69.73%

# Top Performing Ads - 1 Jun 2020 — 30 Jun 2020

## Top Text Ads

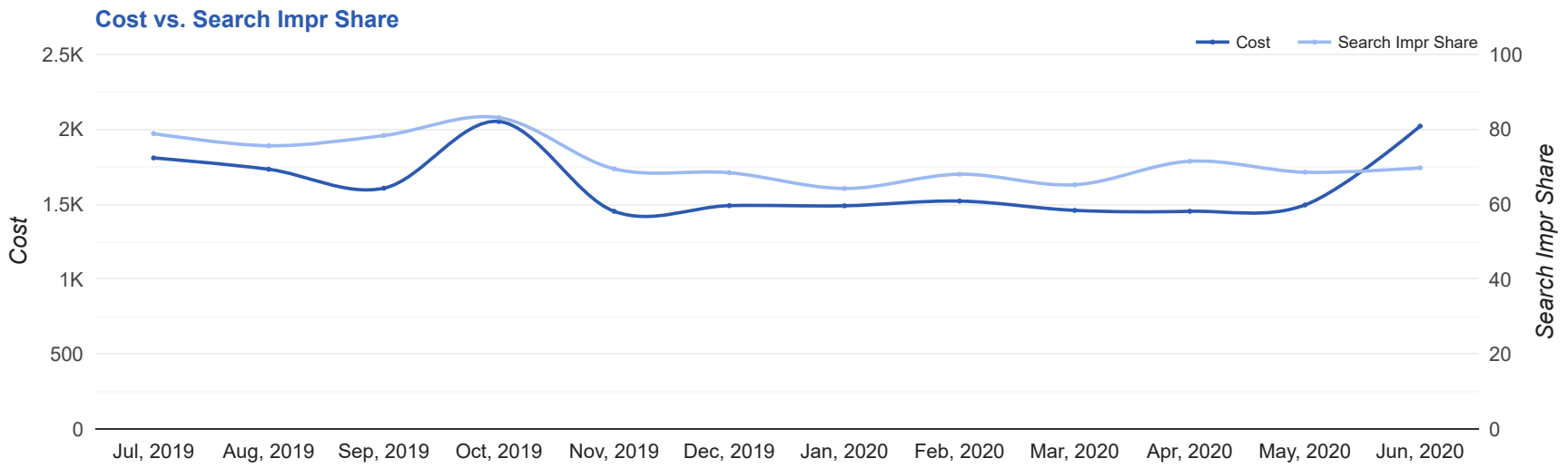
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">#1 Provider in Chicago - Safe &amp; Effective Fat Reduction - 25% Off All CoolSculpting®</a> <a href="https://riversidemedicalsc.com/coolsculpting/chicago">riversidemedicalsc.com/coolsculpting/chicago</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult.	2,179	92	\$749.99	\$8.15	4.22%	-	8.5	9.24%	\$88.23
<a href="#">CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Virtual Consultation Available</a> <a href="https://riversidemedicalsc.com/coolsculpting/">riversidemedicalsc.com/coolsculpting/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	580	36	\$329.08	\$9.14	6.21%	-	3	8.33%	\$109.69
<a href="#">#1 Provider in Chicago - Safe &amp; Effective Fat Reduction - 25% Off All CoolSculpting®</a> <a href="https://riversidemedicalsc.com/coolsculpting/chicago">riversidemedicalsc.com/coolsculpting/chicago</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult.	234	7	\$34.43	\$4.92	2.99%	-	2	28.57%	\$17.21
<a href="#">25% Off All CoolSculpting® - Best Price in Chicago - Riverside Medical</a> <a href="https://riversidemedicalsc.com/coolsculpting/special">riversidemedicalsc.com/coolsculpting/special</a> Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	661	41	\$238.63	\$5.82	6.20%	-	1.5	3.66%	\$159.09
<a href="#">#1 Provider in Chicago - Quick &amp; Painless Fat Freezing - Fat Freezing for 25% Off</a> <a href="https://riversidemedicalsc.com/fat-freezing/chicago">riversidemedicalsc.com/fat-freezing/chicago</a> #1 CoolSculpting Deal. Top Provider In Chicago, IL for Freezing Fat. Free Consult.	95	5	\$22.21	\$4.44	5.26%	-	1	20.00%	\$22.21

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2020 — 30 Jun 2020

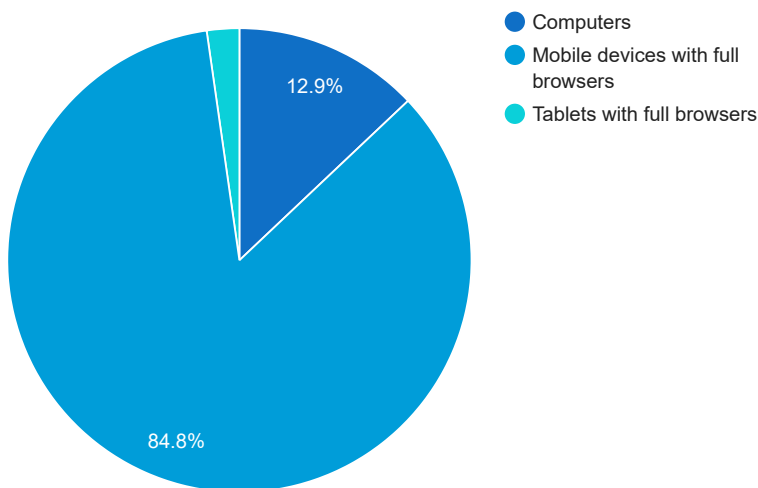
## Budget Coverage



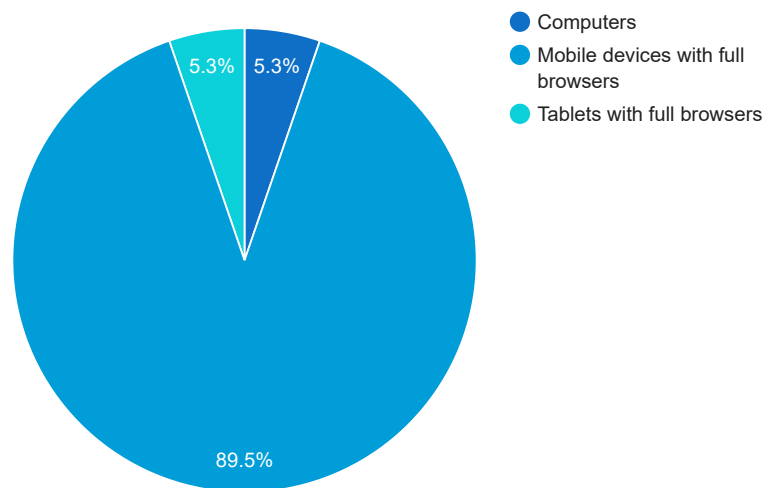
DATE	COST	SEARCH IMPR SHARE
Jul, 2019	1,809.73	78.89
Aug, 2019	1,733.91	75.64
Sep, 2019	1,607.59	78.37
Oct, 2019	2,052.89	83.14
Nov, 2019	1,453.25	69.48
Dec, 2019	1,491	68.44
Jan, 2020	1,490.10	64.23
Feb, 2020	1,521.40	68.04
Mar, 2020	1,459.36	65.22
Apr, 2020	1,453.23	71.50
May, 2020	1,495.53	68.56
Jun, 2020	2,022	69.73

## 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	4,327	238	\$1,714.56	\$7.20	5.5%	-	17	7.14%	\$100.86
Computers	1,001	39	\$261.75	\$6.71	3.9%	-	1	2.56%	\$261.75
Tablets with full browsers	97	5	\$45.69	\$9.14	5.15%	-	1	20%	\$45.69

### 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	5,425	282	\$2,022.00	\$7.17	5.2%	-	19	6.74%	\$106.42

# Conversion Types - 1 Jun 2020 — 30 Jun 2020

CONVERSION TYPE	CONV
Form Submission	16
Phone Call	2
Calls from ads	1
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 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