

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

Riverside Medical

747-485-3321

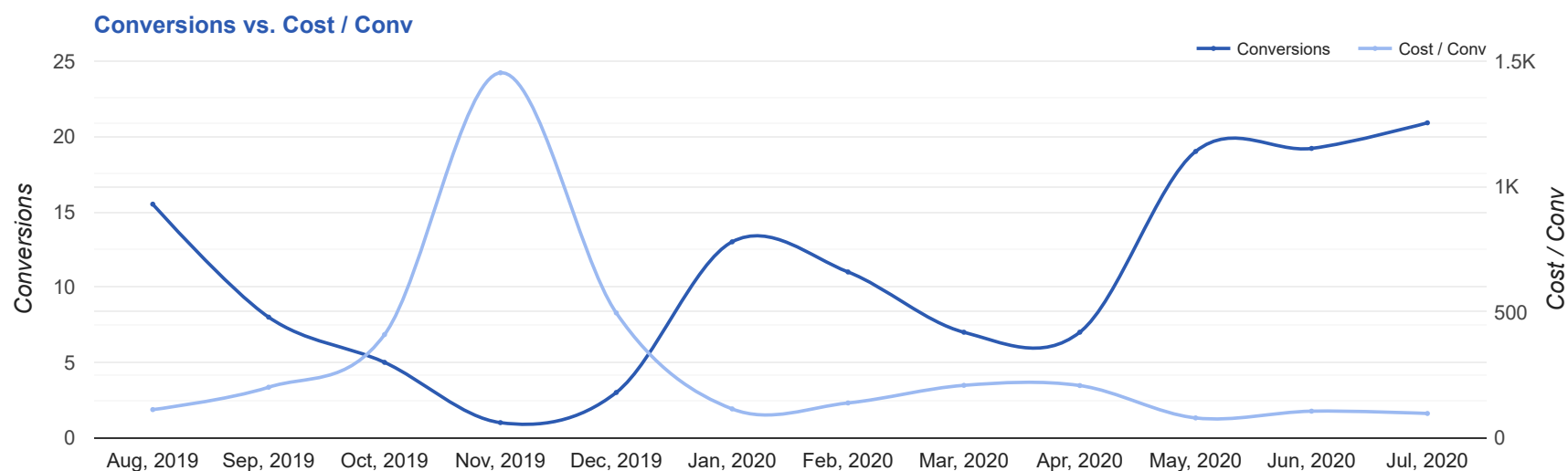
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,011	20.9	6.54%	\$96.45
↓ 1%	↑ 9%	↓ 4%	↓ 9%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jun 2020 — 30 Jun 2020	5,425	282	\$2,022.00	\$7.17	5.2%	-	19.2	6.79%	\$105.59	69.73%
1 Jul 2020 — 31 Jul 2020	6,673	319	\$2,011.04	\$6.30	4.78%	-	20.9	6.54%	\$96.45	71.1%
Change	1,248 ↑ 23%	37 ↑ 13%	\$10.96 ↓ 1%	\$0.87 ↓ 12%	0.42% ↓ 8%	--	1.70 ↑ 9%	0.25% ↓ 4%	\$9.14 ↓ 9%	1.37% ↑ 2%

Performance by Month - 1 Aug 2019 — 31 Jul 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	19.2	6.79%	\$105.59	69.73%
Jul '20	6,673	319	\$2,011.04	\$6.30	4.78%	-	20.9	6.54%	\$96.45	71.1%
Total	43,630	2,302	\$19,791.30	\$8.60	5.28%	-	129.5	5.63%	\$152.83	69.82%

Campaign Summary - 1 Jul 2020 — 31 Jul 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	6,673	319	\$2,011.04	\$6.30	4.78%	-	20.9	6.54%	\$96.45	71.1%

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

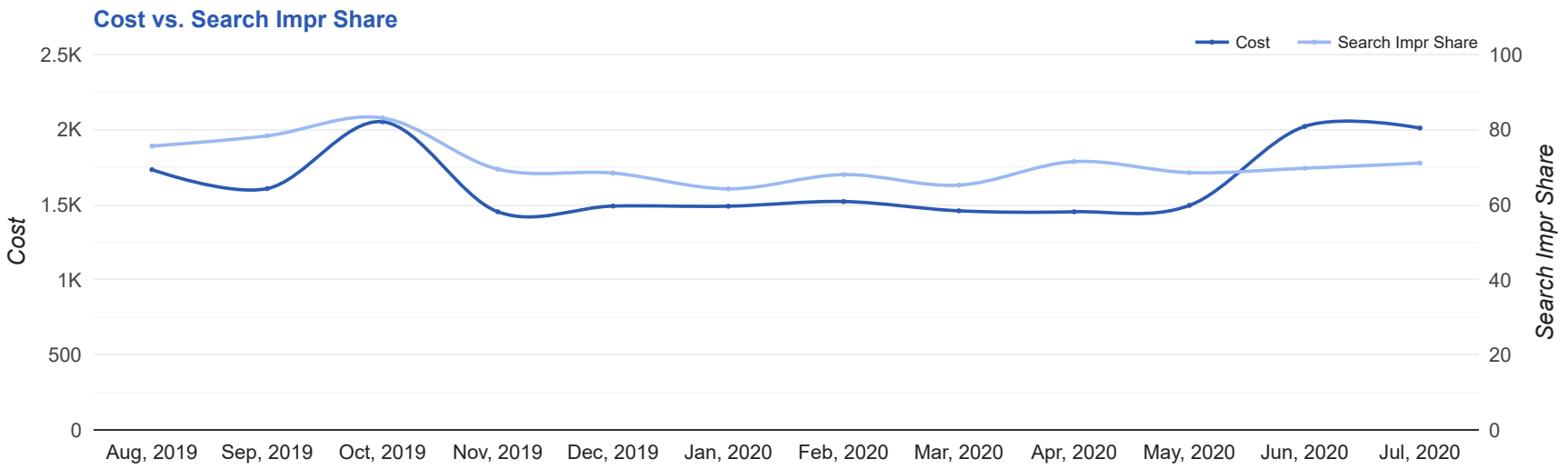
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Chicago - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® riversidemedicalsc.com/coolsculpting/chicago #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult.	2,793	111	\$832.17	\$7.50	3.97%	-	10	8.99%	\$83.38
CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Top Provider in Chicago riversidemedicalsc.com// CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Virtual Consult.	398	23	\$240.45	\$10.45	5.78%	-	2	8.70%	\$120.22
#1 Provider in Chicago - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® riversidemedicalsc.com/coolsculpting/chicago #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult.	292	16	\$120.36	\$7.52	5.48%	-	2	12.50%	\$60.18
25% Off All CoolSculpting® - Best Price in Chicago - Riverside Medical riversidemedicalsc.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	643	30	\$115.25	\$3.84	4.67%	-	2	6.67%	\$57.63
Avoid Liposuction Surgery - Try CoolSculpting For 25% Off - Schedule a Free Consultation riversidemedicalsc.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	122	4	\$27.39	\$6.85	3.28%	-	1	25.00%	\$27.39

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

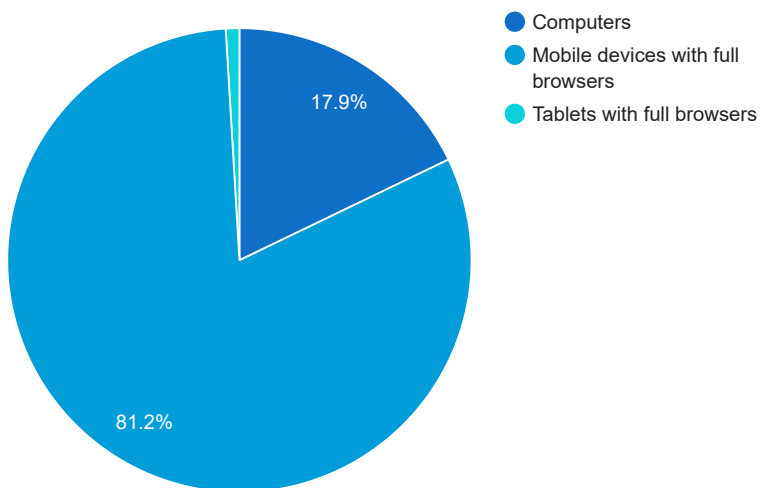
Budget Coverage



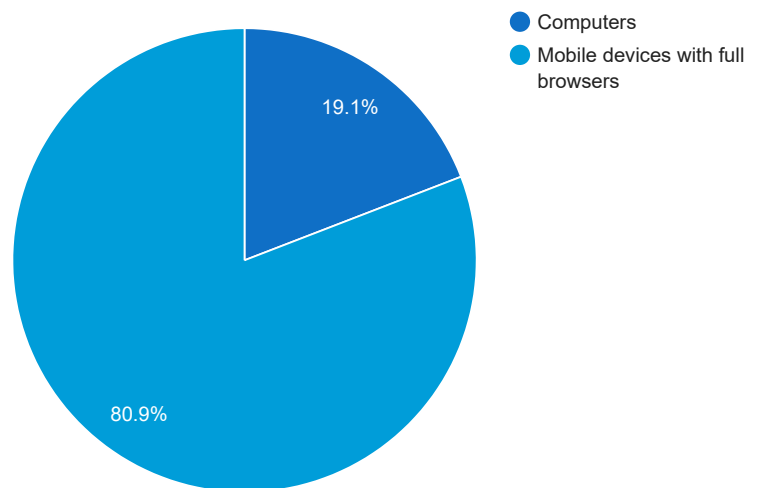
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	1,733.91	75.64
Sep, 2019	1,607.59	78.37
Oct, 2019	2,052.89	83.14
Nov, 2019	1,453.25	69.48
Dec, 2019	1,491	68.44
Jan, 2020	1,490.10	64.23
Feb, 2020	1,521.40	68.04
Mar, 2020	1,459.36	65.22
Apr, 2020	1,453.23	71.50
May, 2020	1,495.53	68.56
Jun, 2020	2,022	69.73
Jul, 2020	2,011.04	71.10

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	5,363	271	\$1,633.04	\$6.03	5.05%	-	16.9	6.22%	\$96.92
Computers	1,226	42	\$359.00	\$8.55	3.43%	-	4	9.52%	\$89.75
Tablets with full browsers	84	6	\$19.00	\$3.17	7.14%	-	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	6,673	319	\$2,011.04	\$6.30	4.78%	-	20.9	6.54%	\$96.45

Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE	CONV
Form Submission	14.9
Phone Call	5
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 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