

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

Riverside Medical

747-485-3321

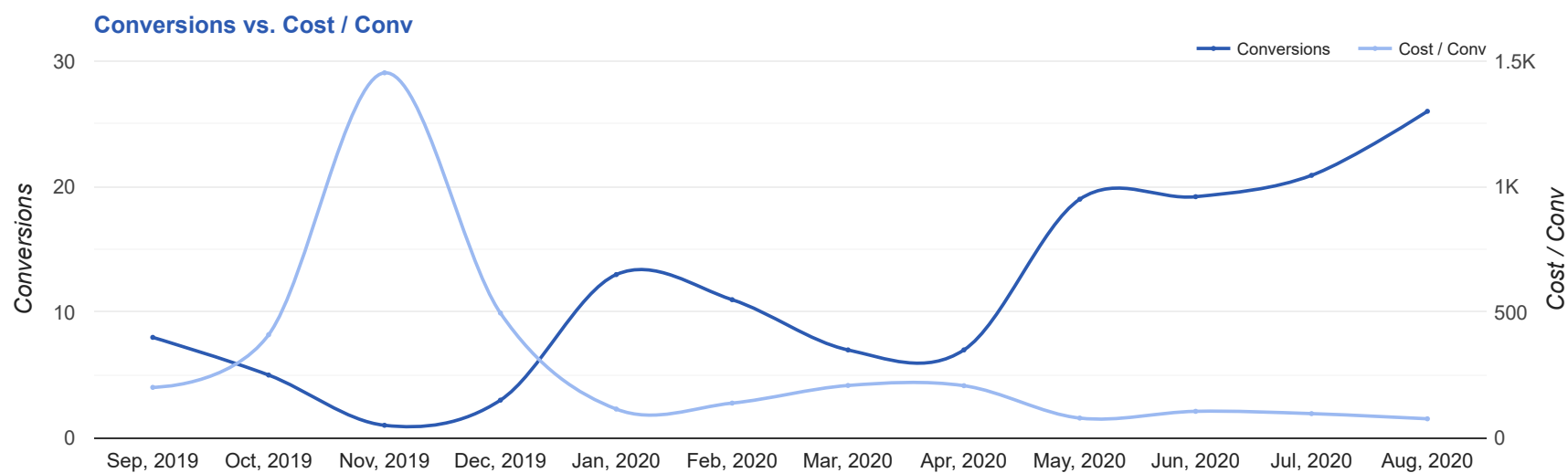
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,971	26	4.09%	\$75.82
↓ 2%	↑ 25%	↓ 37%	↓ 21%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jul 2020 — 31 Jul 2020	6,673	319	\$2,011.04	\$6.30	4.78%	-	20.9	6.54%	\$96.45	71.1%
1 Aug 2020 — 31 Aug 2020	15,351	635	\$1,971.42	\$3.10	4.14%	-	26	4.09%	\$75.82	16.24%
Change	8,678 ↑ 130%	316 ↑ 99%	\$39.62 ↓ 2%	\$3.20 ↓ 51%	0.64% ↓ 13%	--	5.15 ↑ 25%	2.45% ↓ 37%	\$20.63 ↓ 21%	54.86% ↓ 77%

# Performance by Month - 1 Sep 2019 — 31 Aug 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	
Aug '20	15,351	635	\$1,971.42	\$3.10	4.14%	-	26	4.09%	\$75.82	16.24%	
<b>Total</b>	<b>55,777</b>	<b>2,704</b>	<b>\$20,028.81</b>	<b>\$7.41</b>	<b>4.85%</b>	<b>-</b>	<b>140</b>	<b>5.18%</b>	<b>\$143.06</b>	<b>36.51%</b>	

# Campaign Summary - 1 Aug 2020 — 31 Aug 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	15,351	635	\$1,971.42	\$3.10	4.14%	-	26	4.09%	\$75.82	16.24%

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

## Top Text Ads

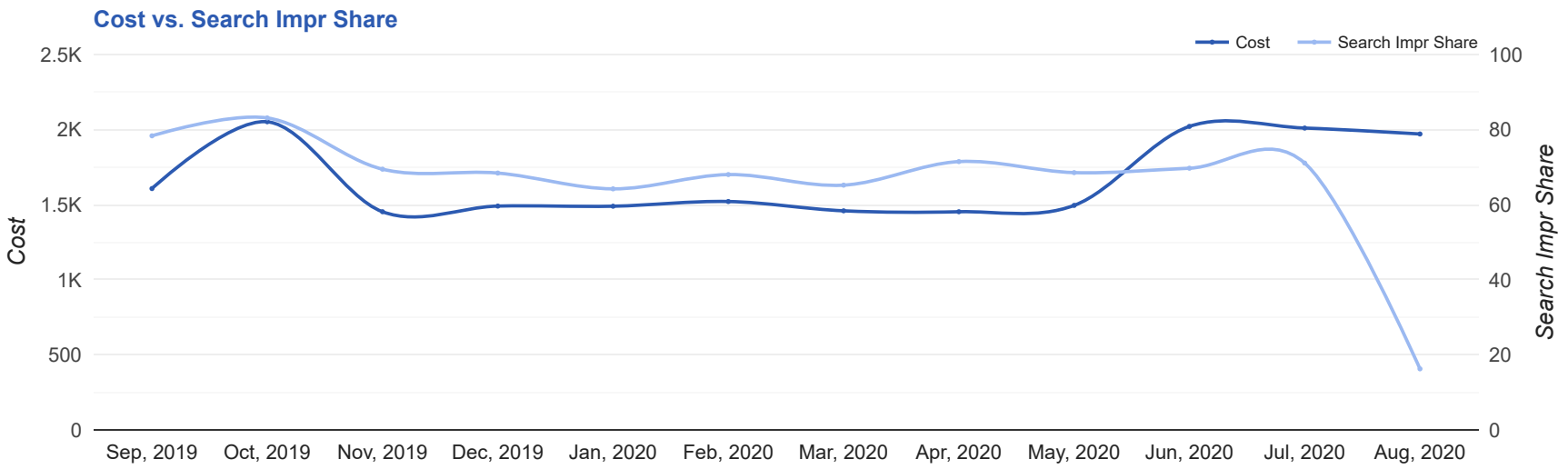
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">#1 Provider in Chicago - Safe &amp; Effective Fat Reduction - 25% Off All CoolSculpting®</a> <a href="https://riversidemedicalsc.com/coolsculpting/chicago">riversidemedicalsc.com/coolsculpting/chicago</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult.	2,888	149	\$482.82	\$3.24	5.16%	-	8.5	5.70%	\$56.80
<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.	6,524	296	\$703.54	\$2.38	4.54%	-	8	2.70%	\$87.94
<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.	453	24	\$67.51	\$2.81	5.30%	-	3.3	13.71%	\$20.52
<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.	1,828	61	\$319.85	\$5.24	3.34%	-	2.5	4.10%	\$127.94
<a href="#">CoolSculpting in Chicago - Fat Reduction Treatment - Flexible Payment Options</a> <a href="https://riversidemedicalsc.com//">riversidemedicalsc.com//</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	766	19	\$87.04	\$4.58	2.48%	-	1	5.26%	\$87.04

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Aug 2020 — 31 Aug 2020

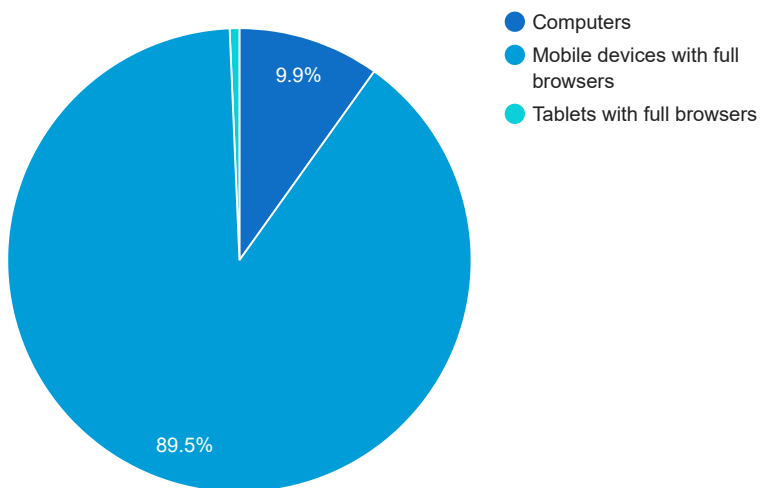
## Budget Coverage



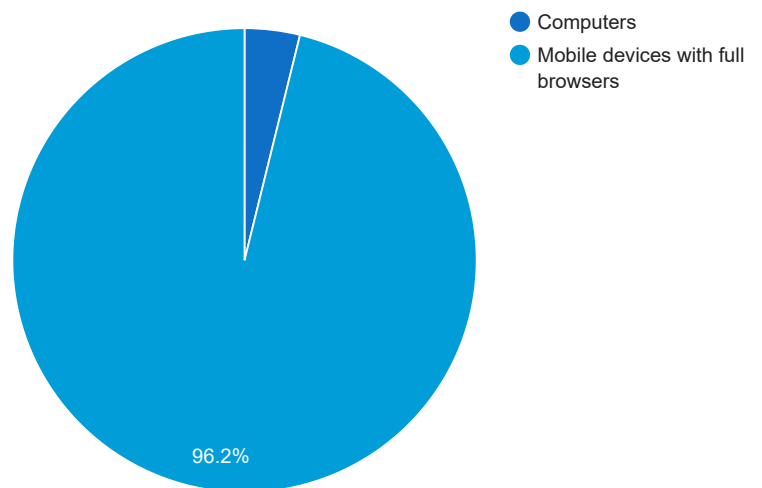
DATE	COST	SEARCH IMPR SHARE
Sep, 2019	1,607.59	78.37
Oct, 2019	2,052.89	83.14
Nov, 2019	1,453.25	69.48
Dec, 2019	1,491	68.44
Jan, 2020	1,490.10	64.23
Feb, 2020	1,521.40	68.04
Mar, 2020	1,459.36	65.22
Apr, 2020	1,453.23	71.50
May, 2020	1,495.53	68.56
Jun, 2020	2,022	69.73
Jul, 2020	2,011.04	71.10
Aug, 2020	1,971.42	16.24

## 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	13,069	564	\$1,763.55	\$3.13	4.32%	-	25	4.43%	\$70.54
Computers	1,959	63	\$194.54	\$3.09	3.22%	-	1	1.59%	\$194.54
Tablets with full browsers	323	8	\$13.33	\$1.67	2.48%	-	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	15,351	635	\$1,971.42	\$3.10	4.14%	-	26	4.09%	\$75.82

# Conversion Types - 1 Aug 2020 — 31 Aug 2020

CONVERSION TYPE	CONV
Form Submission	24
Phone Call	1
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