

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

Riverside Medical

747-485-3321

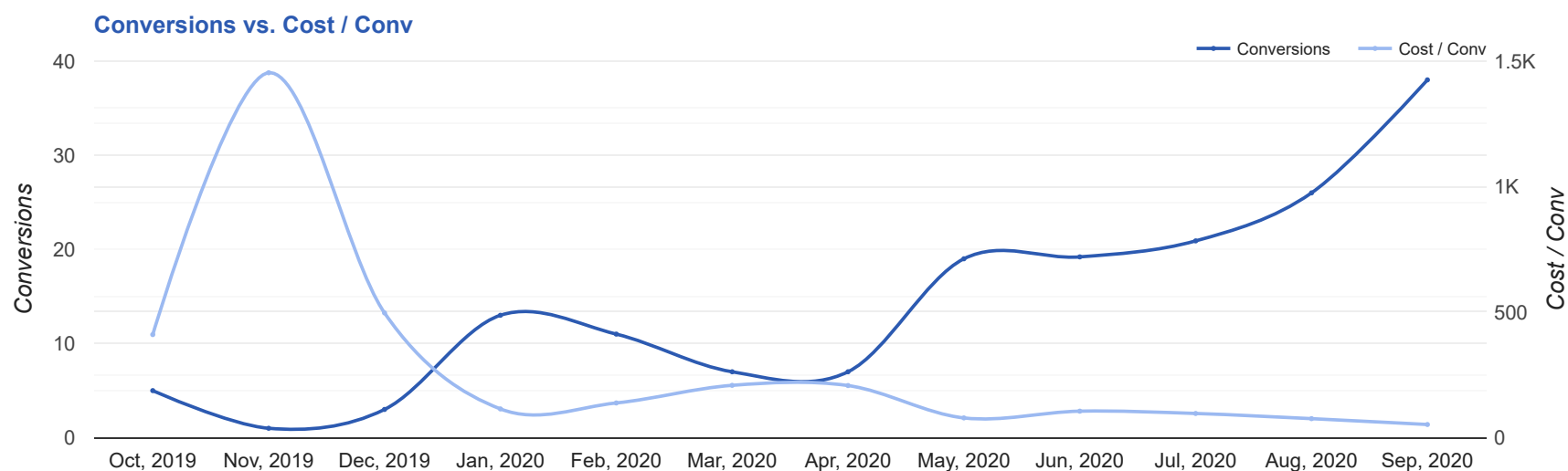
Key Performance Indicators (KPIs)

| | | | |
|---------|-------|-----------|-------------|
| Cost | Conv | Conv Rate | Cost / Conv |
| \$1,993 | 38 | 6.14% | \$52.48 |
| ↑ 1% | ↑ 46% | ↑ 50% | ↓ 31% |

Performance Comparison - Month-over-Month

| | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|-----------------------------|-------------|------------|-----------------|----------------|---------------|---------|----------------|----------------|------------------|----------------------|
| 1 Aug 2020 — 31 Aug 2020 | 15,351 | 635 | \$1,971.42 | \$3.10 | 4.14% | - | 26 | 4.1% | \$75.77 | 16.25% |
| 1 Sep 2020 — 30 Sep 2020 | 15,549 | 619 | \$1,993.36 | \$3.22 | 3.98% | - | 38 | 6.14% | \$52.48 | 19.29% |
| Change | 198 ↑ 1% | 16 ↓ 3% | \$21.94 ↑ 1% | \$0.12 ↑ 4% | 0.16% ↓ 4% | -- | 11.96 ↑ 46% | 2.04% ↑ 50% | \$23.29 ↓ 31% | 3.04% ↑ 19% |

Performance by Month - 1 Oct 2019 — 30 Sep 2020



| MONTH | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH |
|--------------|---------------|--------------|--------------------|---------------|--------------|----------|------------|--------------|-----------------|------------|
| | | | | | | | | | | IMPR SHARE |
| 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 | 4.1% | \$75.77 | 16.25% |
| Sep '20 | 15,549 | 619 | \$1,993.36 | \$3.22 | 3.98% | - | 38 | 6.14% | \$52.48 | 19.29% |
| Total | 69,163 | 3,171 | \$20,414.58 | \$6.44 | 4.58% | - | 170 | 5.36% | \$120.09 | 30% |

Campaign Summary - 1 Sep 2020 — 30 Sep 2020

| CAMPAIGN | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|----------------------------------|--------|--------|------------|---------|-------|---------|------|-----------|----------------|----------------------|
| search beta coolsculpting | 15,549 | 619 | \$1,993.36 | \$3.22 | 3.98% | - | 38 | 6.14% | \$52.48 | 19.29% |

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

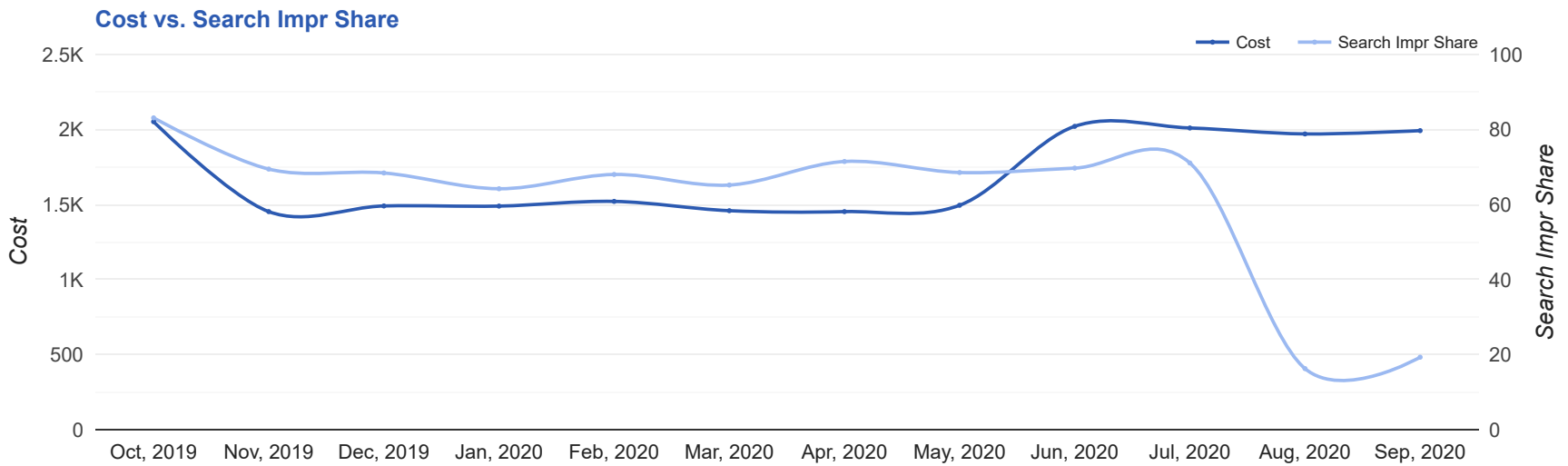
| AD | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV |
|--|-------|--------|----------|---------|-------|---------|------|-----------|-------------|
| #1 Provider in Chicago - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® riversidemedicalsc.com/coolsculpting/chicago #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult. | 5,964 | 260 | \$662.72 | \$2.55 | 4.36% | - | 13 | 5.00% | \$50.98 |
| #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. | 4,920 | 205 | \$684.78 | \$3.34 | 4.17% | - | 11 | 5.37% | \$62.25 |
| #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. | 2,075 | 79 | \$407.91 | \$5.16 | 3.81% | - | 10 | 12.63% | \$40.87 |
| 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. | 42 | 2 | \$4.72 | \$2.36 | 4.76% | - | 1 | 50.00% | \$4.72 |
| CoolSculpting in Chicago - Fat Reduction Treatment - Flexible Payment Options riversidemedicalsc.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 598 | 6 | \$22.38 | \$3.73 | 1.00% | - | 1 | 16.67% | \$22.38 |

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

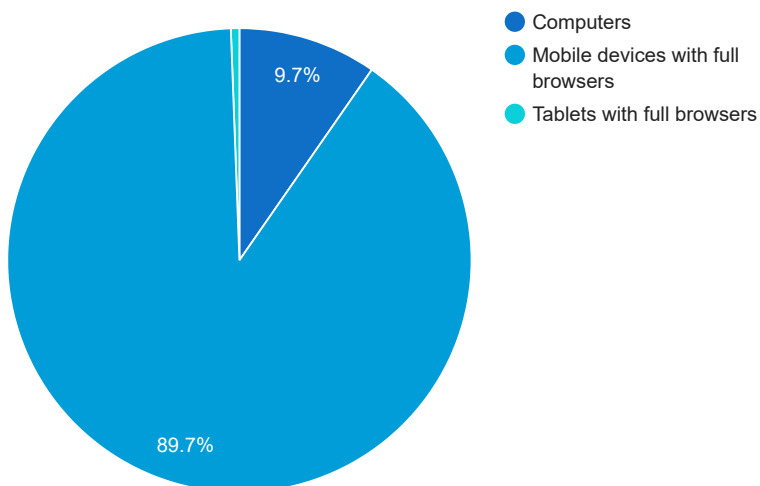
Budget Coverage



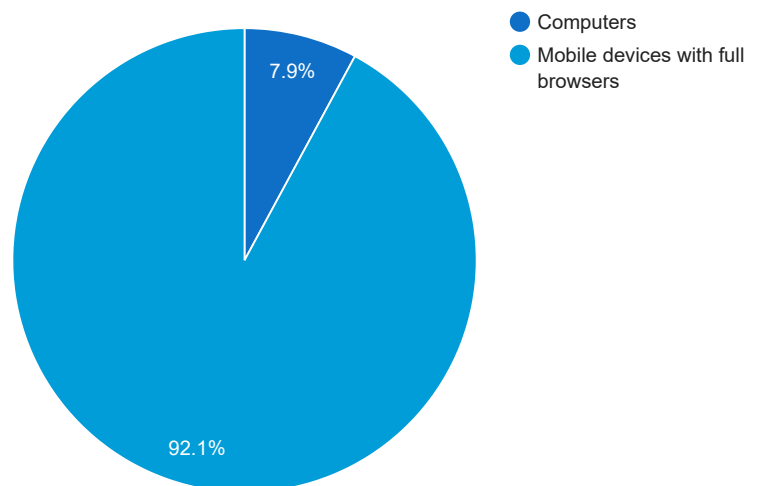
| DATE | COST | SEARCH IMPR SHARE |
|-----------|----------|-------------------|
| Oct, 2019 | 2,052.89 | 83.14 |
| Nov, 2019 | 1,453.25 | 69.48 |
| Dec, 2019 | 1,491 | 68.44 |
| Jan, 2020 | 1,490.10 | 64.23 |
| Feb, 2020 | 1,521.40 | 68.04 |
| Mar, 2020 | 1,459.36 | 65.22 |
| Apr, 2020 | 1,453.23 | 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 | 16.25 |
| Sep, 2020 | 1,993.36 | 19.29 |

Cost and Conversions by Device

Cost



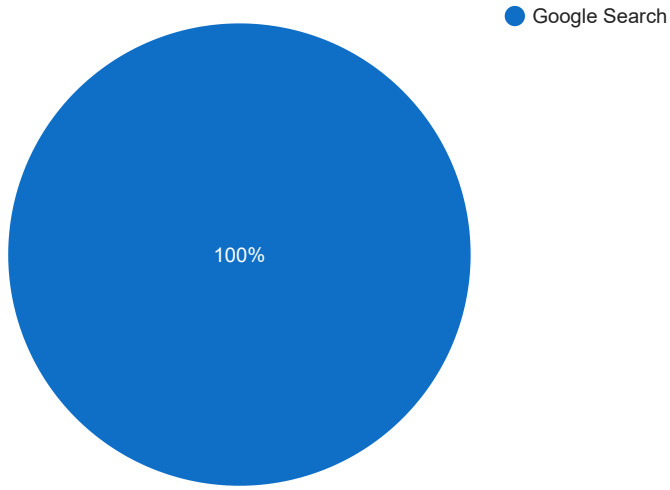
Conversions



| DEVICE | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV |
|-----------------------------------|--------|--------|------------|---------|-------|---------|------|-----------|-------------|
| Mobile devices with full browsers | 13,319 | 554 | \$1,788.90 | \$3.23 | 4.16% | - | 35 | 6.31% | \$51.14 |
| Computers | 1,972 | 56 | \$192.64 | \$3.44 | 2.84% | - | 3 | 5.36% | \$64.21 |
| Tablets with full browsers | 258 | 9 | \$11.82 | \$1.31 | 3.49% | - | 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 | 15,549 | 619 | \$1,993.36 | \$3.22 | 3.98% | - | 38 | 6.14% | \$52.48 |

Conversion Types - 1 Sep 2020 — 30 Sep 2020

| CONVERSION TYPE | CONV |
|--|------|
| Form Submission | 32 |
| Phone Call | 4 |
| Calls from ads | 2 |
| 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