

**Monthly Account
Performance Report
1 Jan 2021 — 31 Jan 2021**

Riverside Medical

747-485-3321

Key Performance Indicators (KPIs)

Cost

\$2,486

↑ 25%

Conv

10

↑ 100%

Conv Rate

3.13%

↑ 61%

Cost / Conv

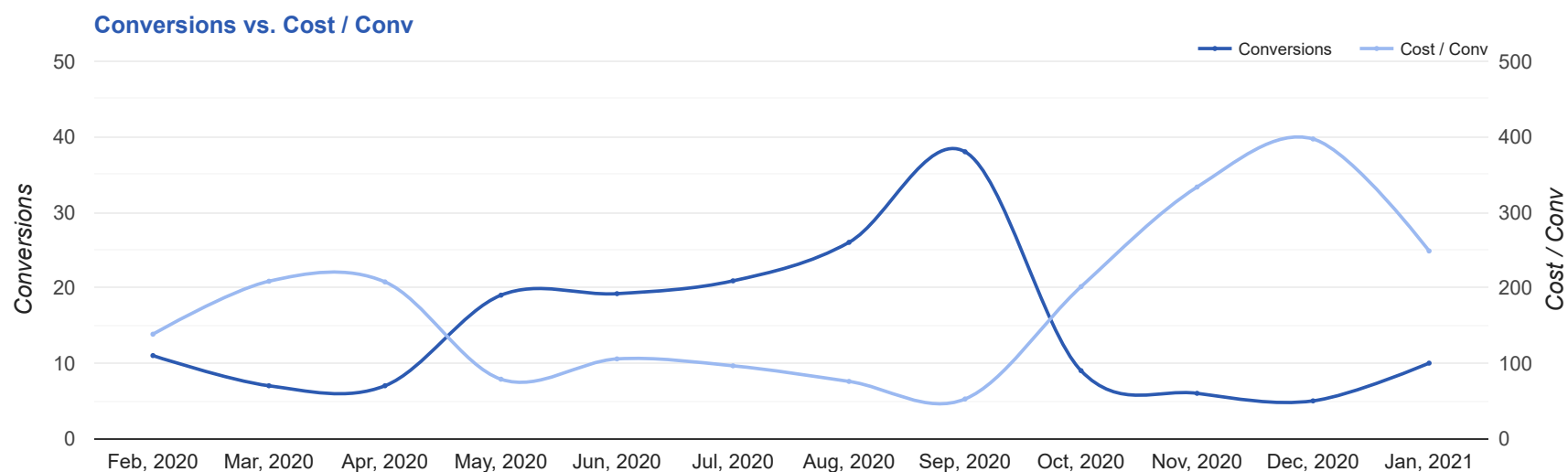
\$248.57

↓ 37%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	6,780	258	\$1,984.72	\$7.69	3.81%	-	5	1.94%	\$396.94	22.89%
1 Jan 2021 — 31 Jan 2021	7,294	319	\$2,485.69	\$7.79	4.37%	-	10	3.13%	\$248.57	30.41%
Change	514 ↑ 8%	61 ↑ 24%	\$500.97 ↑ 25%	\$0.10 ↑ 1%	0.56% ↑ 15%	--	5 ↑ 100%	1.19% ↑ 61%	\$148.37 ↓ 37%	7.52% ↑ 33%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	19.37%
Oct '20	4,207	218	\$1,811.31	\$8.31	5.18%	-	9	4.13%	\$201.26	22.56%
Nov '20	7,265	154	\$1,999.45	\$12.98	2.12%	-	6	3.9%	\$333.24	33.51%
Dec '20	6,780	258	\$1,984.72	\$7.69	3.81%	-	5	1.94%	\$396.94	22.89%
Jan '21	7,294	319	\$2,485.69	\$7.79	4.37%	-	10	3.13%	\$248.57	30.41%
Total	84,042	3,585	\$22,208.51	\$6.19	4.27%	-	178	4.97%	\$124.77	27.23%

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	7,294	319	\$2,485.69	\$7.79	4.37%	-	10	3.13%	\$248.57	30.41%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

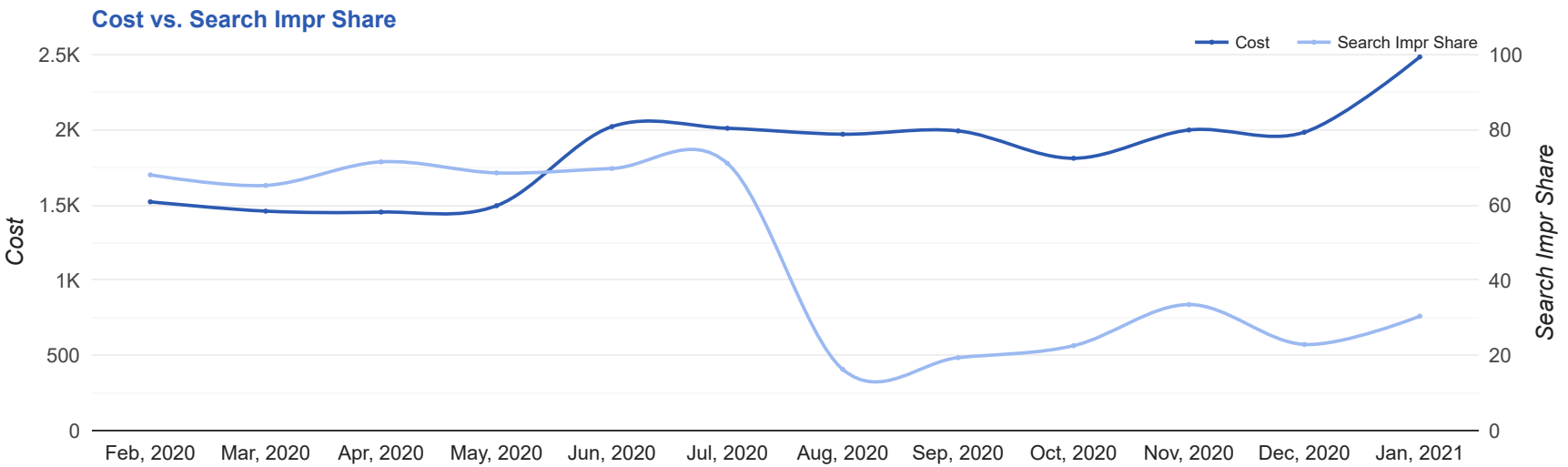
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Chicago - Biggest CoolSculpting® Promo riversidemedicalsc.com/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arlington Heights, IL	761	31	\$308.04	\$9.94	4.07%	-	3.5	11.29%	\$88.01
CoolSculpting® in Chicago - Feb Only \$1,000 Off 8+ Cycles - Hurry Offer Ends In {=COUNTDOWN("2021/02/28 00:00:00","en-US",31)} riversidemedicalsc.com// Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arlington Heights, IL	62	4	\$29.50	\$7.38	6.45%	-	2	50.00%	\$14.75
Best CoolSculpting Deal Ever - Limited Time Offer Feb 2021 - Our Biggest Discount Ever riversidemedicalsc.com// Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arlington Heights, IL	33	4	\$84.56	\$21.14	12.12%	-	1.5	37.50%	\$56.37
Riverside Medical - CoolSculpting in Chicago - Fat Reduction Treatment riversidemedicalsc.com/ -- Leading CoolSculpting Provider in Arlington Heights, IL. Schedule a Free Consultation	973	37	\$184.99	\$5.00	3.80%	-	1	2.70%	\$184.99
Riverside Medical - Fat Reduction in Chicago - Non-Surgical Fat Reduction riversidemedicalsc.com/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,270	62	\$390.48	\$6.30	4.88%	-	1	1.61%	\$390.48

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

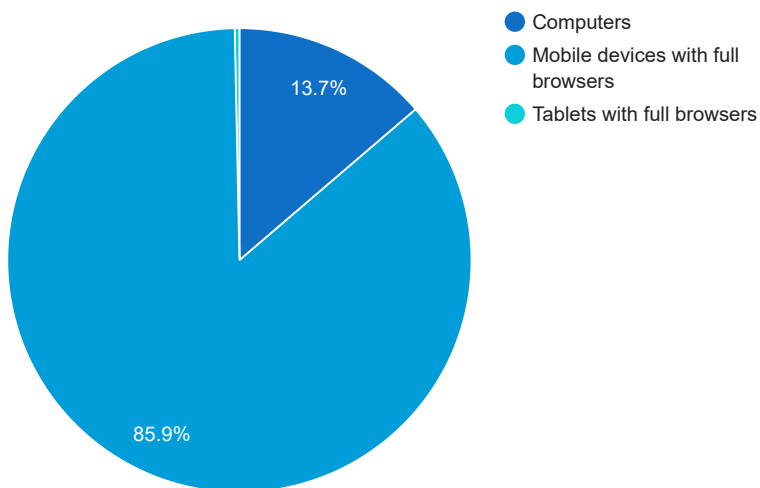
Budget Coverage



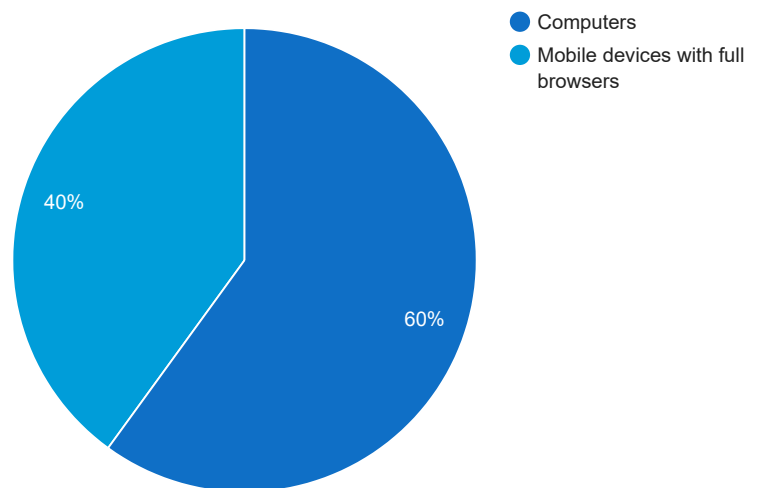
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	1,521.40	68.04
Mar, 2020	1,459.36	65.22
Apr, 2020	1,453.23	71.50
May, 2020	1,495.53	68.56
Jun, 2020	2,022	69.73
Jul, 2020	2,011.04	71.10
Aug, 2020	1,971.42	16.25
Sep, 2020	1,993.36	19.37
Oct, 2020	1,811.31	22.56
Nov, 2020	1,999.45	33.51
Dec, 2020	1,984.72	22.89
Jan, 2021	2,485.69	30.41

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	5,845	274	\$2,136.42	\$7.80	4.69%	-	4	1.46%	\$534.11
Computers	1,342	42	\$341.16	\$8.12	3.13%	-	6	14.29%	\$56.86
Tablets with full browsers	107	3	\$8.11	\$2.70	2.8%	-	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	7,294	319	\$2,485.69	\$7.79	4.37%	-	10	3.13%	\$248.57

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE

CONV

Form Submission

6

Phone Call

4

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