

**Monthly Account  
Performance Report  
1 Apr 2021 — 30 Apr 2021**

Riverside Medical

747-485-3321

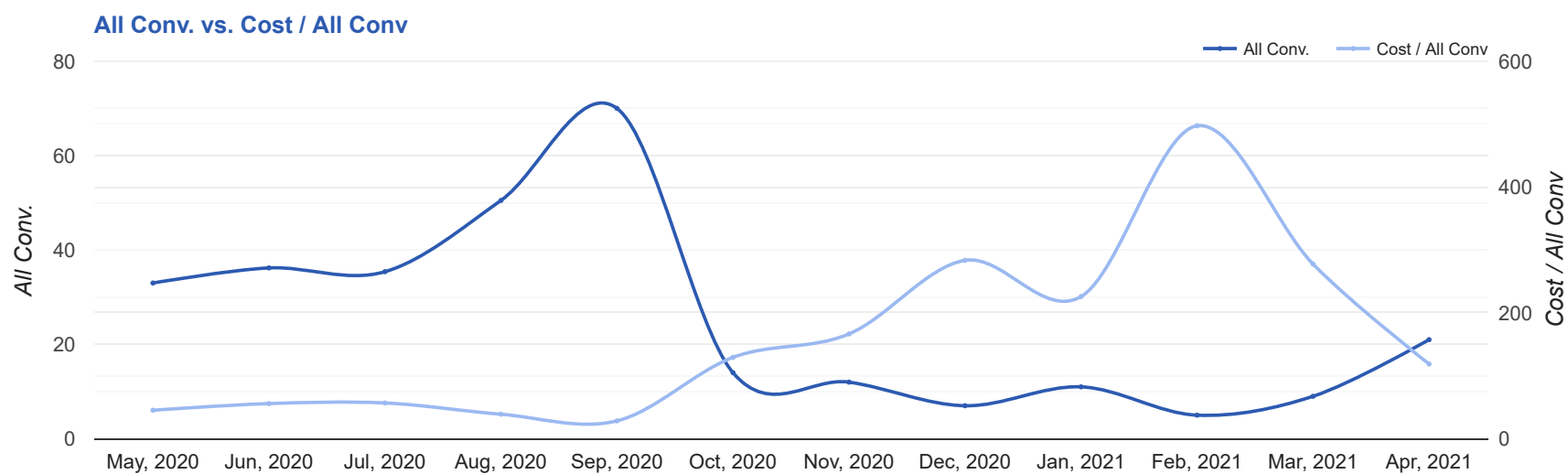
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$2,497	21	5.06%	\$118.89
↔ 0%	↑ 133%	↑ 28%	↓ 57%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	4,303	228	\$2,498.27	\$10.96	5.3%	-	3.95%	\$277.59	9
1 Apr 2021 — 30 Apr 2021	7,718	415	\$2,496.60	\$6.02	5.38%	-	5.06%	\$118.89	21
Change	3,415 ↑ 79%	187 ↑ 82%	\$1.67 ↓ 0%	\$4.94 ↓ 45%	0.08% ↑ 2%	0 ↔ -	1.11% ↑ 28%	\$158.70 ↓ 57%	12 ↑ 133%

# Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
May '20	3,844	242	\$1,495.53	\$6.18	6.3%	-	33	13.64%	\$45.32
Jun '20	5,425	282	\$2,022.00	\$7.17	5.2%	-	36.2	12.82%	\$55.93
Jul '20	6,673	319	\$2,011.04	\$6.30	4.78%	-	35.4	11.08%	\$56.89
Aug '20	15,351	635	\$1,971.42	\$3.10	4.14%	-	50.5	7.96%	\$39.02
Sep '20	15,549	619	\$1,993.36	\$3.22	3.98%	-	70	11.31%	\$28.48
Oct '20	4,207	218	\$1,811.31	\$8.31	5.18%	-	14	6.42%	\$129.38
Nov '20	7,265	154	\$1,999.45	\$12.98	2.12%	-	12	7.79%	\$166.62
Dec '20	6,780	258	\$1,984.72	\$7.69	3.81%	-	7	2.71%	\$283.53
Jan '21	7,294	319	\$2,485.69	\$7.79	4.37%	-	11	3.45%	\$225.97
Feb '21	4,134	231	\$2,486.59	\$10.76	5.59%	-	5	2.16%	\$497.32
Mar '21	4,303	228	\$2,498.27	\$10.96	5.3%	-	9	3.95%	\$277.59
Apr '21	7,718	415	\$2,496.60	\$6.02	5.38%	-	21	5.06%	\$118.89
<b>Total</b>	<b>88,543</b>	<b>3,920</b>	<b>\$25,255.98</b>	<b>\$6.44</b>	<b>4.43%</b>	<b>-</b>	<b>304</b>	<b>7.76%</b>	<b>\$83.08</b>

# Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   coolsculpting	7,718	415	\$2,496.60	\$6.02	5.38%	-	21	5.06%	\$118.89

# Top Keywords - 1 Apr 2021 — 30 Apr 2021

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting near me	15	12	\$181.52	\$15.13	80.00%	-	3	25.00%	\$60.51
red light fat reduction therapy	1	1	\$2.97	\$2.97	100.00%	-	1	100.00%	\$2.97
liposuction in legs cost	1	1	\$6.05	\$6.05	100.00%	-	1	100.00%	\$6.05
where can i get liposuction near me	1	1	\$14.61	\$14.61	100.00%	-	1	100.00%	\$14.61
fat removal	1	1	\$4.10	\$4.10	100.00%	-	1	100.00%	\$4.10
water lipo	7	3	\$12.08	\$4.03	42.86%	-	1	33.33%	\$12.08
coolsculpting schauburg	2	2	\$16.41	\$8.21	100.00%	-	1	50.00%	\$16.41
how many coolsculpting treatments are needed	2	2	\$15.74	\$7.87	100.00%	-	1	50.00%	\$15.74
how much does coolsculpting cost	5	4	\$16.61	\$4.15	80.00%	-	1	25.00%	\$16.61
body fat treatment near me	1	1	\$11.90	\$11.90	100.00%	-	1	100.00%	\$11.90

# Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Riverside Medical - Fat Reduction in Chicago - Non-Surgical Fat Reduction <a href="https://riversidemedicalsc.com/">riversidemedicalsc.com/ --</a> -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,771	91	\$522.14	\$5.74	5.14%	-	3	3.30%	\$174.05
CoolSculpting® Fat Reduction - CoolSculpting in Chicago - Biggest CoolSculpting® Promo <a href="https://riversidemedicalsc.com/">riversidemedicalsc.com/ --</a> -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arlington Heights, IL	1,086	67	\$491.53	\$7.34	6.17%	-	2	2.99%	\$245.76
Riverside Medical - Fat Reduction in Chicago - Non-Surgical Fat Reduction <a href="https://riversidemedicalsc.com/">riversidemedicalsc.com/ --</a> -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	904	57	\$207.50	\$3.64	6.31%	-	2	3.51%	\$103.75
Best CoolSculpting Deal Ever - Save \$1,000 Off 8+ Treatments - Our Biggest Discount Ever <a href="https://riversidemedicalsc.com/">riversidemedicalsc.com//</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arlington Heights, IL	16	1	\$8.69	\$8.69	6.25%	-	1	100.00%	\$8.69
Best CoolSculpting Deal Ever - Limited Time Offer   Apr 2021 - 25% Off All CoolSculpting <a href="https://riversidemedicalsc.com/">riversidemedicalsc.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	39	3	\$46.15	\$15.38	7.69%	-	1	33.33%	\$46.15

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Apr 2021 — 30 Apr 2021

## Budget Coverage

Display Impr Share

0%

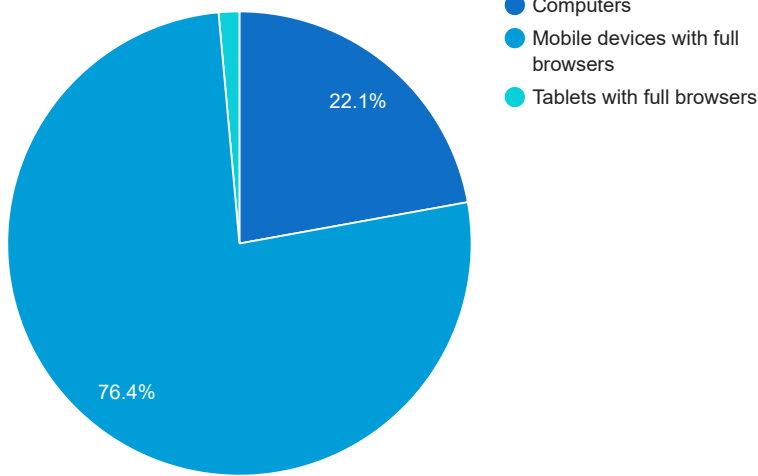
Search Impr Share

46.59%

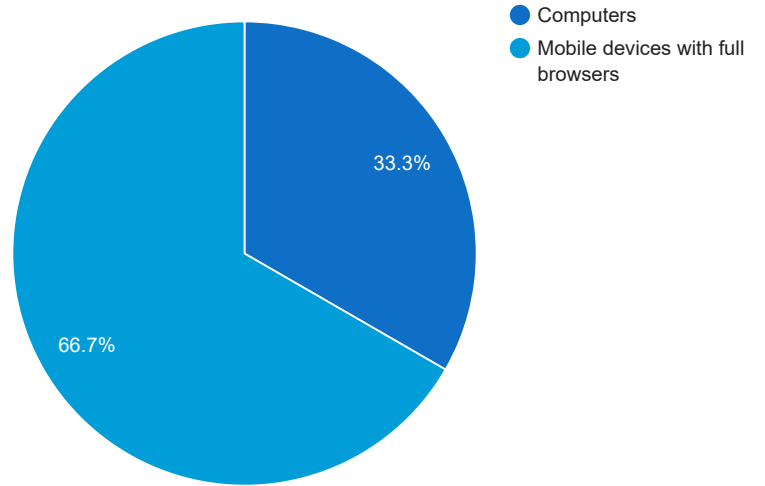
↓ 22%

## Cost and Conversions by Device

### Cost



### All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	6,233	337	\$1,907.84	\$5.66	5.41%	-	14	4.15%	\$136.27
Computers	1,386	73	\$552.89	\$7.57	5.27%	-	7	9.59%	\$78.98
Tablets with full browsers	99	5	\$35.87	\$7.17	5.05%	-	0	0%	\$0.00

## Cost and Conversions by Network (Search vs. Display)

### Cost



### All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	7,718	415	\$2,496.60	\$6.02	5.38%	-	21	5.06%	\$118.89

# Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Form Submission	18
Click to Call	2
Phone Call	1

## 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