

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

Riverside Medical

747-485-3321

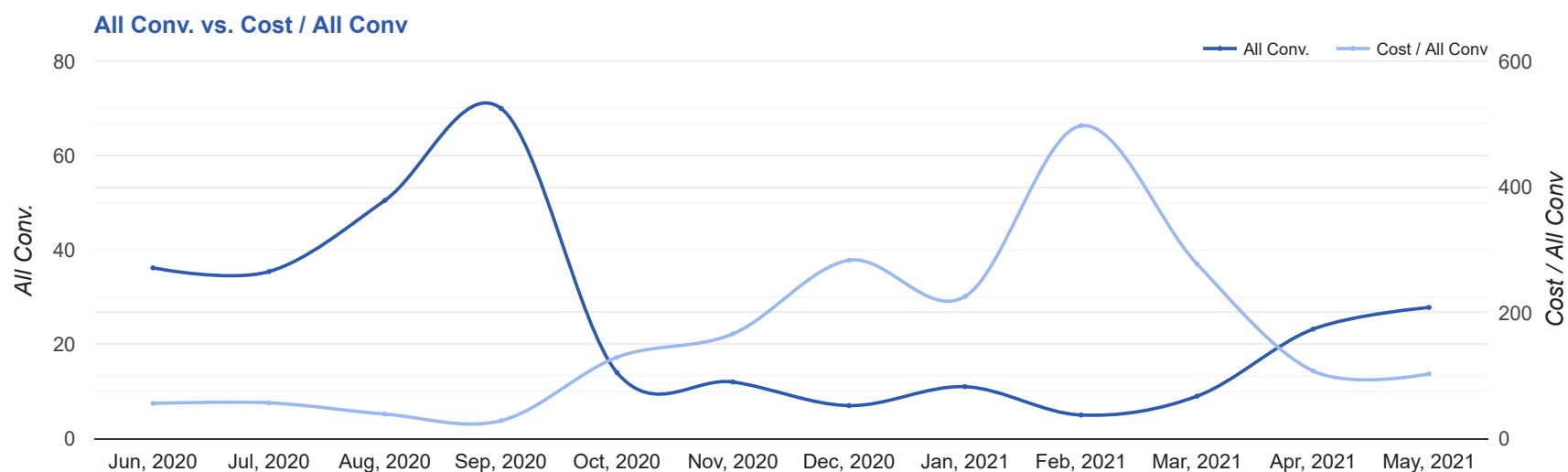
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$2,865	27.8	6.32%	\$103.02
↑ 15%	↑ 20%	↑ 13%	↓ 4%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	7,718	415	\$2,496.60	\$6.02	5.38%	-	5.59%	\$107.66	23.2
1 May 2021 — 31 May 2021	8,148	440	\$2,865.04	\$6.51	5.4%	-	6.32%	\$103.02	27.8
<b>Change</b>	430 ↑ 6%	25 ↑ 6%	\$368.44 ↑ 15%	\$0.49 ↑ 8%	0.02% ↑ 0%	0 ↔ -	0.73% ↑ 13%	\$4.64 ↓ 4%	4.62 ↑ 20%

# Performance by Month - 1 Jun 2020 — 31 May 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	23.2	5.59%	\$107.66
May '21	8,148	440	\$2,865.04	\$6.51	5.4%	-	27.8	6.32%	\$103.02
<b>Total</b>	<b>92,847</b>	<b>4,118</b>	<b>\$26,625.49</b>	<b>\$6.47</b>	<b>4.44%</b>	<b>-</b>	<b>301</b>	<b>7.31%</b>	<b>\$88.46</b>

## Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   coolsculpting	8,148	440	\$2,865.04	\$6.51	5.4%	-	27.8	6.32%	\$103.02

# Top Keywords - 1 May 2021 — 31 May 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	29	14	\$189.51	\$13.54	48.28%	-	4	28.57%	\$47.38
coolsculpting	59	15	\$152.91	\$10.19	25.42%	-	3	20.00%	\$50.97
liposuction cost	29	7	\$34.74	\$4.96	24.14%	-	2	28.57%	\$17.37
ultra slim weight loss	1	1	\$6.87	\$6.87	100.00%	-	2	200.00%	\$3.44
burn belly fat while you sleep	1	1	\$3.61	\$3.61	100.00%	-	1	100.00%	\$3.61
liposuction near me	17	7	\$43.99	\$6.28	41.18%	-	1	14.29%	\$43.99
cool sculpting	44	24	\$216.24	\$9.01	54.55%	-	1	4.17%	\$216.24
sculpture laser	1	1	\$4.69	\$4.69	100.00%	-	1	100.00%	\$4.69
affordable liposuction	1	1	\$15.59	\$15.59	100.00%	-	1	100.00%	\$15.59
chin liposuction	8	4	\$15.37	\$3.84	50.00%	-	1	25.00%	\$15.37

# Top Performing Ads - 1 May 2021 — 31 May 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	2,252	151	\$816.44	\$5.41	6.71%	-	6	3.97%	\$136.07
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	1,049	56	\$547.15	\$9.77	5.34%	-	5	8.93%	\$109.43
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	904	44	\$375.17	\$8.53	4.87%	-	5	11.36%	\$75.03
[Dynamic Headline] [Dynamic Display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arlington Heights, IL	5	2	\$13.62	\$6.81	40.00%	-	2	100.00%	\$6.81
Riverside Medical - CoolSculpting® in Chicago - No Surgery & Minimal Downtime <a href="https://riversidemedicalsc.com/">riversidemedicalsc.com//</a> Freeze Fat Away Fat with CoolSculpting. The Natural Looking Alternative To Lipo.	13	1	\$6.87	\$6.87	7.69%	-	2	200.00%	\$3.44

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 May 2021 — 31 May 2021

## Budget Coverage

Display Impr Share

0%

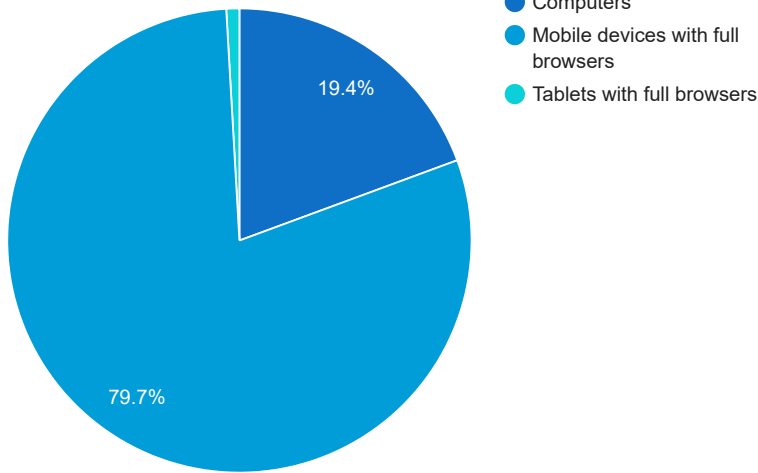
Search Impr Share

50.91%

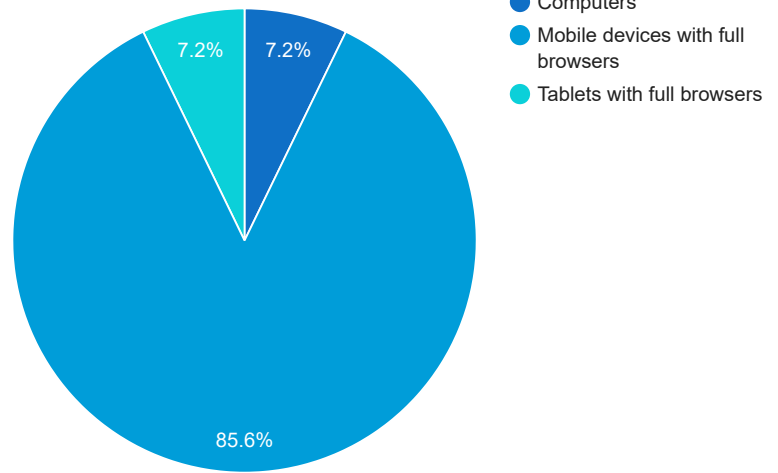
↑ 9%

## 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	6,650	362	\$2,283.79	\$6.31	5.44%	-	23.8	6.58%	\$95.92
Computers	1,379	73	\$555.26	\$7.61	5.29%	-	2	2.74%	\$277.63
Tablets with full browsers	119	5	\$25.99	\$5.20	4.2%	-	2	40%	\$13.00

## 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	8,148	440	\$2,865.04	\$6.51	5.4%	-	27.8	6.32%	\$103.02

# Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Form Submission	16
Click to Call	9.8
Calls from ads	2

## 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