

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

Riverside Medical

747-485-3321

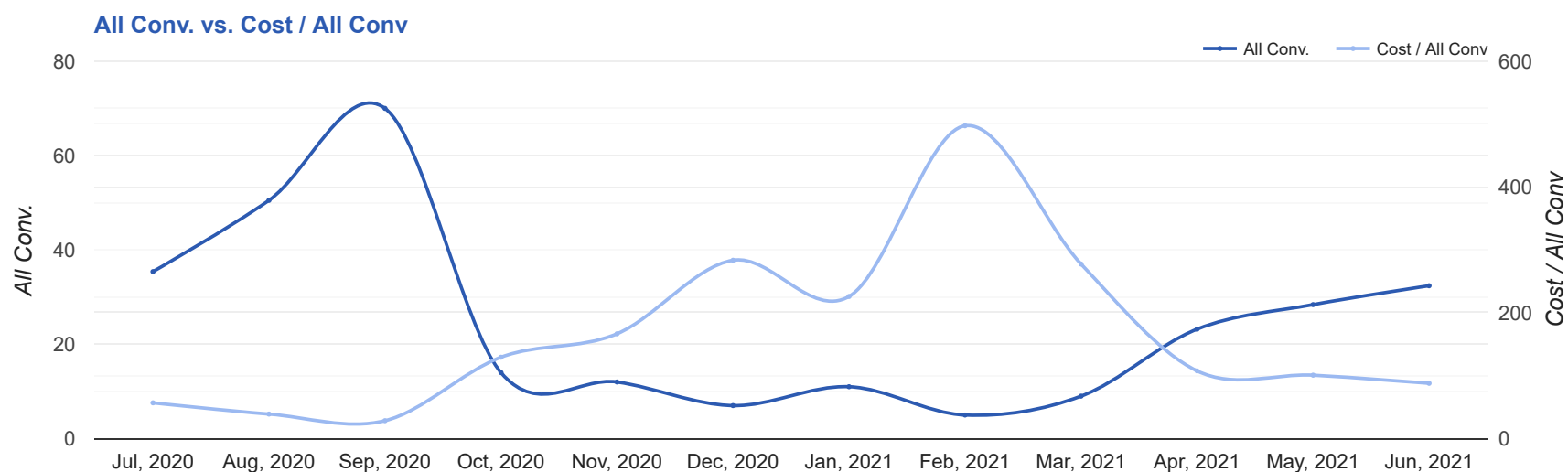
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$2,848	32.4	7.8%	\$87.91
↓ 1%	↑ 14%	↑ 21%	↓ 13%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	8,148	440	\$2,865.04	\$6.51	5.4%	-	6.46%	\$100.81	28.4
1 Jun 2021 — 30 Jun 2021	6,890	415	\$2,847.55	\$6.86	6.02%	-	7.8%	\$87.91	32.4
Change	1,258 ↓ 15%	25 ↓ 6%	\$17.49 ↓ 1%	\$0.35 ↑ 5%	0.62% ↑ 11%	0 ↔ -	1.34% ↑ 21%	\$12.90 ↓ 13%	3.97 ↑ 14%

Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	28.4	6.46%	\$100.81
Jun '21	6,890	415	\$2,847.55	\$6.86	6.02%	-	32.4	7.8%	\$87.91
Total	94,312	4,251	\$27,451.04	\$6.46	4.51%	-	297.9	7.01%	\$92.16

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	6,890	415	\$2,847.55	\$6.86	6.02%	-	32.4	7.8%	\$87.91

Top Keywords - 1 Jun 2021 — 30 Jun 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	41	17	\$270.66	\$15.92	41.46%	-	3	17.65%	\$90.22
cool liposuction cost	3	2	\$7.87	\$3.94	66.67%	-	2.3	112.50%	\$3.50
body sculpting near me	5	3	\$50.28	\$16.76	60.00%	-	2	66.67%	\$25.14
liposuction	200	26	\$136.78	\$5.26	13.00%	-	2	7.69%	\$68.39
cool sculpting reviews stomach	1	1	\$8.77	\$8.77	100.00%	-	2	200.00%	\$4.38
body contouring cost	2	3	\$13.43	\$4.48	150.00%	-	1	33.33%	\$13.43
what is body sculpting	1	1	\$2.65	\$2.65	100.00%	-	1	100.00%	\$2.65
liposuction cost illinois	14	7	\$35.41	\$5.06	50.00%	-	1	14.29%	\$35.41
how much is coolsculpting in chicago	1	1	\$7.04	\$7.04	100.00%	-	1	100.00%	\$7.04
cool sculp	1	1	\$4.53	\$4.53	100.00%	-	1	100.00%	\$4.53

Top Performing Ads - 1 Jun 2021 — 30 Jun 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 riversidemedicalsc.com/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	2,332	157	\$808.95	\$5.15	6.73%	-	9	5.73%	\$89.88
CoolSculpting® Fat Reduction - CoolSculpting in Chicago - Biggest CoolSculpting® Promo riversidemedicalsc.com/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arlington Heights, IL	1,838	74	\$699.08	\$9.45	4.03%	-	7	9.46%	\$99.87
CoolSculpting® Fat Reduction - CoolSculpting in Chicago - Biggest CoolSculpting® Promo riversidemedicalsc.com/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arlington Heights, IL	364	44	\$294.79	\$6.70	12.09%	-	3.3	7.39%	\$90.70
CoolSculpting® Fat Reduction - CoolSculpting in Chicago - Biggest CoolSculpting® Promo riversidemedicalsc.com/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arlington Heights, IL	192	14	\$80.38	\$5.74	7.29%	-	3	21.43%	\$26.79
CoolSculpting® in Chicago - Freeze Away Body Fat - 25% Off All CoolSculpting riversidemedicalsc.com/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	17	2	\$17.04	\$8.52	11.76%	-	1	50.00%	\$17.04

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

Budget Coverage

Display Impr Share

0%

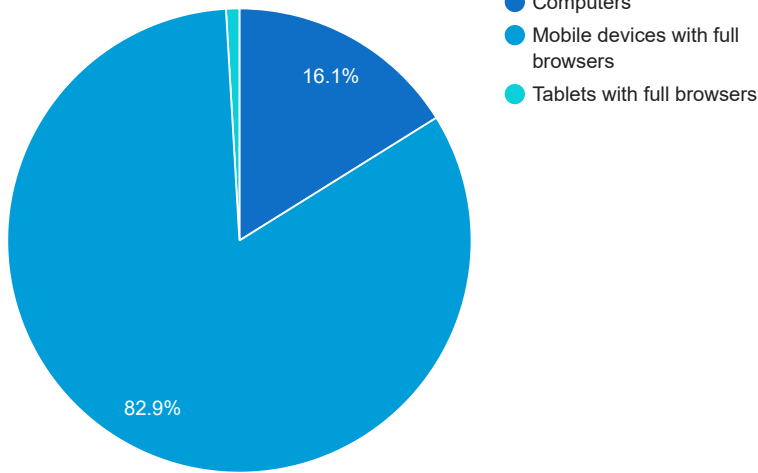
Search Impr Share

56.18%

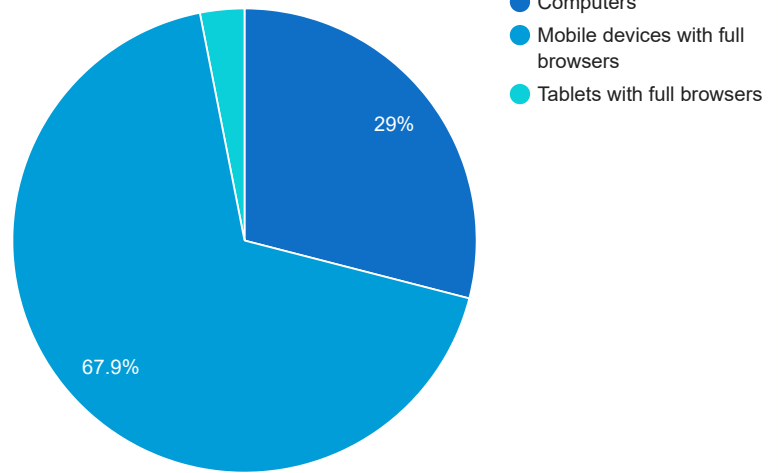
↑ 10%

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	5,569	334	\$2,361.87	\$7.07	6%	-	22	6.59%	\$107.36
Computers	1,201	76	\$459.25	\$6.04	6.33%	-	9.4	12.36%	\$48.91
Tablets with full browsers	120	5	\$26.43	\$5.29	4.17%	-	1	20%	\$26.43

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	6,890	415	\$2,847.55	\$6.86	6.02%	-	32.4	7.8%	\$87.91

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE

ALL CONV.

Form Submission

22

Click to Call

10.4

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