

Riverside Medical Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Riverside Medical

\$2,841.07

\$2,847.55 -0.23%

Conversions
Riverside Medical

34.79

32.61 6.69%

Clicks
Riverside Medical

388

415 -6.51%

Conv. Rate
Riverside Medical

8.97%

7.86% 14.12%

Avg CPC
Riverside Medical

\$7.32

\$6.86 6.71%

Cost / Conv
Riverside Medical

\$81.66

\$87.32 -6.48%

Month-Over-Month Performance Comparison

07/01/2021 - 07/31/2021 - Comparing to 06/01/2021 - 06/30/2021

Overall Performance Summary
Riverside Medical

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$2,841.07	\$2,847.55	-0.23%
Impressions	6,632	6,890	-3.74%
Clicks	388	415	-6.51%
Avg CPC	\$7.32	\$6.86	6.71%
CTR	5.85%	6.02%	-2.82%
Conversions	34.79	32.61	6.69%
Conv Rate	8.97%	7.86%	14.12%
Cost / Conv	\$81.66	\$87.32	-6.48%

Budget Coverage

Search Impr. Share
Riverside Medical

58.39%

56.04% 4.19%

Search IS Lost (due to Budget)
Riverside Medical

10.44%

17.29% -39.62%

Search IS Lost (due to Rank)
Riverside Medical

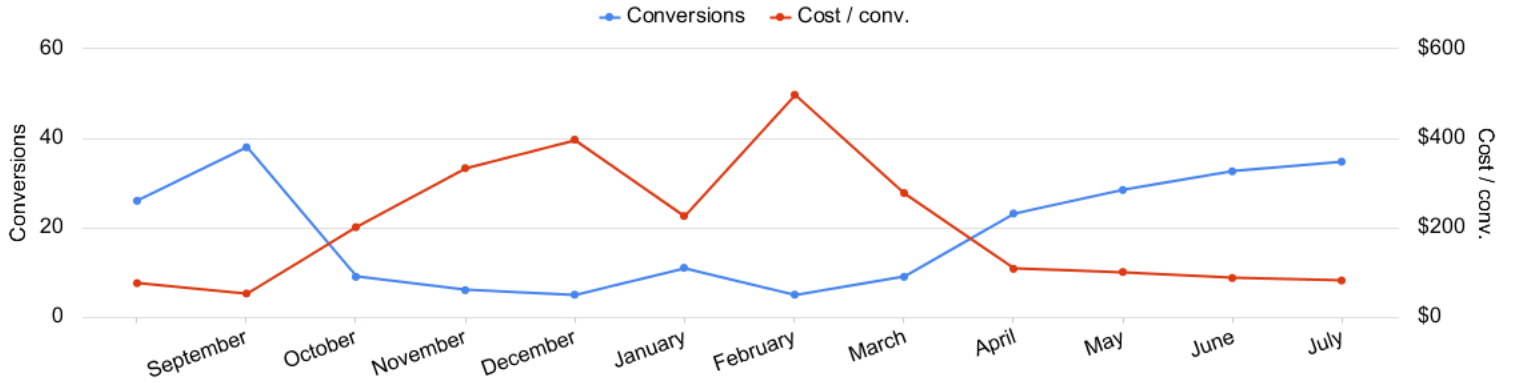
31.18%

26.67% 16.91%

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Riverside Medical




Account Performance by Month
Riverside Medical

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$1,971.42	15,351	635	\$3.10	4.14%	26.02	4.10%	\$75.77	16.25%	5.71%
09/01/2020	\$1,993.36	15,549	619	\$3.22	3.98%	37.98	6.14%	\$52.49	19.37%	7.77%
10/01/2020	\$1,811.31	4,207	218	\$8.31	5.18%	9	4.13%	\$201.25	22.56%	20.24%
11/01/2020	\$1,999.45	7,265	154	\$12.98	2.12%	6	3.90%	\$333.24	33.51%	17.21%
12/01/2020	\$1,984.72	6,780	258	\$7.69	3.81%	5	1.94%	\$396.94	22.89%	28.01%
01/01/2021	\$2,485.69	7,294	319	\$7.79	4.37%	11	3.45%	\$225.98	30.31%	22.39%
02/01/2021	\$2,486.59	4,134	231	\$10.76	5.59%	5	2.16%	\$497.32	54.04%	17.95%
03/01/2021	\$2,498.27	4,303	228	\$10.96	5.30%	9	3.95%	\$277.59	60.02%	16.34%
04/01/2021	\$2,496.60	7,718	415	\$6.02	5.38%	23.19	5.59%	\$107.67	46.62%	14.20%
05/01/2021	\$2,865.04	8,148	440	\$6.51	5.40%	28.42	6.46%	\$100.81	50.91%	13.68%
06/01/2021	\$2,847.55	6,890	415	\$6.86	6.02%	32.61	7.86%	\$87.33	56.04%	17.29%
07/01/2021	\$2,841.07	6,632	388	\$7.32	5.85%	34.79	8.97%	\$81.67	58.39%	10.44%
Total	\$28,281.07	94,271	4,320	\$6.55	4.58%	228	5.28%	\$124.04	27.66%	12.71%

Campaign Performance Summary (by Conversions)

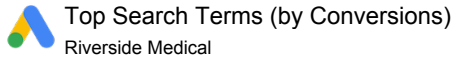
07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Riverside Medical

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$2,841.07	6,632	388	\$7.32	5.85%	34.79	8.97%	\$81.66

Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021



Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting	\$167.61	42	18	\$9.31	42.86%	3	16.67%	\$55.87
coolsculpting near me	\$256.84	52	16	\$16.05	30.77%	3	18.75%	\$85.61
body sculpting near me	\$25.98	3	4	\$6.50	133.33%	2	50.00%	\$12.99
coolsculpting cost	\$93.10	25	12	\$7.76	48.00%	2	16.67%	\$46.55
liposuction	\$130.77	134	24	\$5.45	17.91%	2	8.33%	\$65.39
burn stomach fat fast	\$3.11	1	1	\$3.11	100.00%	1	100.00%	\$3.11
chin liposuction	\$4.12	1	1	\$4.12	100.00%	1	100.00%	\$4.12
sculpting body	\$19.38	3	3	\$6.46	100.00%	1	33.33%	\$19.38
cool sculpting deals	\$23.58	1	2	\$11.79	200.00%	1	50.00%	\$23.58
how safe is liposuction	\$1.65	1	1	\$1.65	100.00%	1	100.00%	\$1.65
ways to get rid of fat belly	\$6.07	1	1	\$6.07	100.00%	1	100.00%	\$6.07
liposuction near me	\$10.73	1	1	\$10.73	100.00%	1	100.00%	\$10.73
coolsculpting faq	\$5.95	1	1	\$5.95	100.00%	1	100.00%	\$5.95
cool sculpting cost	\$100.63	35	13	\$7.74	37.14%	1	7.69%	\$100.63
freeze fat treatment cost	\$10.97	1	1	\$10.97	100.00%	1	100.00%	\$10.97
lipoma removal liposuction cost	\$8.09	1	1	\$8.09	100.00%	1	100.00%	\$8.09
body sculpting chicago	\$10.41	1	1	\$10.41	100.00%	1	100.00%	\$10.41
liposuction cost	\$41.19	28	8	\$5.15	28.57%	1	12.50%	\$41.19
body sculpting and contouring	\$2.84	1	1	\$2.84	100.00%	1	100.00%	\$2.84
coolsculpting thighs cellulite	\$6.79	1	1	\$6.79	100.00%	1	100.00%	\$6.79

Top Search Ads (by Conversions)

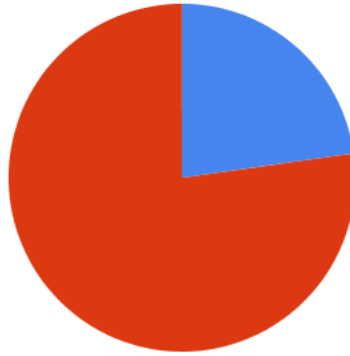
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)
Riverside Medical

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	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 Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$879.36	1,956	85	\$10.35	4.35%	10.79	12.69%	\$81.50
Riverside Medical Fat Reduction in Chicago Non-Surgical Fat Reduction riversidemedicalsc.com/ CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting	\$814.37	2,257	132	\$6.17	5.85%	7	5.30%	\$116.34
CoolSculpting® Fat Reduction CoolSculpting in Chicago Biggest CoolSculpting® Promo riversidemedicalsc.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arlington Heights, IL Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$61.05	237	11	\$5.55	4.64%	6	54.55%	\$10.17
CoolSculpting® Fat Reduction CoolSculpting in Chicago Biggest CoolSculpting® Promo riversidemedicalsc.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arlington Heights, IL Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$383.38	410	54	\$7.10	13.17%	4	7.41%	\$95.84
CoolSculpting® Fat Reduction CoolSculpting in Chicago Biggest CoolSculpting® Promo riversidemedicalsc.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arlington Heights, IL Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$6.24	8	1	\$6.24	12.50%	0	0.00%	\$0.00

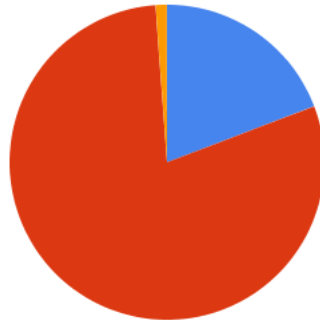
Budget Utilization by Device

Conversions by Device
Riverside Medical



■ Computers - Conversions: 7.92 (22.77%) ■ Mobile devices with full browsers - Conversions: 26.86 (77.23%)

Cost by Device
Riverside Medical




■ Computers - Cost: \$546.11 (19.22%) ■ Mobile devices with full browsers - Cost: \$2,262.11 (79.62%)
■ Tablets with full browsers - Cost: \$32.85 (1.16%)


Device Performance (by Conversions)
Riverside Medical

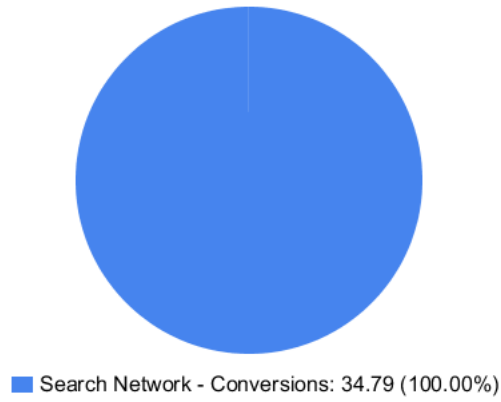
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	5,521	314	\$2,262.11	\$7.20	5.69%	26.86	8.56%	\$84.21
Computers	1,019	68	\$546.11	\$8.03	6.67%	7.92	11.65%	\$68.93
Tablets with full browsers	92	6	\$32.85	\$5.47	6.52%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
Riverside Medical



 Conversions by Network
Riverside Medical




 Network Performance
Riverside Medical

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	6,632	388	\$2,841.07	\$7.32	5.85%	34.79	8.97%	\$81.67

Conversion Summary

07/01/2021 - 07/31/2021

 Conversion Performance
Riverside Medical

Conversion name	All conv.
Form Submission	19.86
Click to Call	14.92

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
Riverside Medical

Region	Clicks	Conversions	Cost / conv.
Illinois	388	34.79	\$81.66

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
- Conversion Value (Conv Val) - Reported revenue by the eCommerce site. Does not include returns, refunds, or canceled orders.
- Conversion Value / Click (Conv Val / Click) - Average revenue generated per click. Is used to determine effectiveness of the account when compared against average cost per click (CPC).
- Conversion Value / Cost (Conv Val / Cost) - is a metric that shows the conversion value over the cost of advertising. This is the same calculation as Return on Ad Spend (ROAS) but is not expressed as a percentage.
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage