

# **Riverside Medical Monthly Ad Performance Summary**

**08/01/2021 - 08/31/2021**

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# Overall Performance Summary

08/01/2021 - 08/31/2021

## Account Performance Summary (by Platform) Cross-platform

	Cost	Impressions	Clicks	CTR	Conversions	Cost / conv.
Google Ads						
08/01/2021 - 08/31/2021	\$2,855.37	5,734	321	5.60%	27.85	\$102.54
07/01/2021 - 07/31/2021	\$2,841.07	6,632	388	5.85%	34.94	\$81.31
% Change	0.50%	-13.54%	-17.27%	-4.27%	-20.29%	26.11%
Facebook Ads						
08/01/2021 - 08/31/2021	\$1,032.96	59,393	1,474	2.48%	29	\$35.62
07/01/2021 - 07/31/2021	\$1,031.31	58,836	1,490	2.53%	29	\$35.56
% Change	0.16%	0.95%	-1.07%	-2.00%	0.00%	0.16%

# Google Ads | Key Performance Indicators

08/01/2021 - 08/31/2021

Cost  
Riverside Medical

**\$2,855.37**

\$2,841.07 0.50%

Clicks  
Riverside Medical

**321**

388 -17.27%

Avg. CPC  
Riverside Medical

**\$8.90**

\$7.32 21.48%

Conversions  
Riverside Medical

**27.85**

34.94 -20.29%

Conv. rate  
Riverside Medical

**8.67%**

9.01% -3.77%

Cost / Conv  
Riverside Medical

**\$102.54**

\$81.31 26.11%

## Google Ads | Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Overall Performance Summary  
Riverside Medical

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$2,855.37	\$2,841.07	<span style="color: red;">0.50%</span>
Impressions	5,734	6,632	<span style="color: red;">-13.54%</span>
Clicks	321	388	<span style="color: red;">-17.27%</span>
Avg CPC	\$8.90	\$7.32	<span style="color: red;">21.58%</span>
CTR	5.60%	5.85%	<span style="color: red;">-4.27%</span>
Conversions	27.85	34.94	<span style="color: red;">-20.29%</span>
Conv Rate	8.68%	9.01%	<span style="color: red;">-3.66%</span>
Cost / Conv	\$102.53	\$81.31	<span style="color: red;">26.10%</span>

## Google Ads | Budget Coverage

Search Impr. Share  
Riverside Medical

**63.96%**

58.45% 9.43%

Search IS Lost (due to Budget)  
Riverside Medical

**12.21%**

10.37% 17.74%

Search IS Lost (due to Rank)  
Riverside Medical

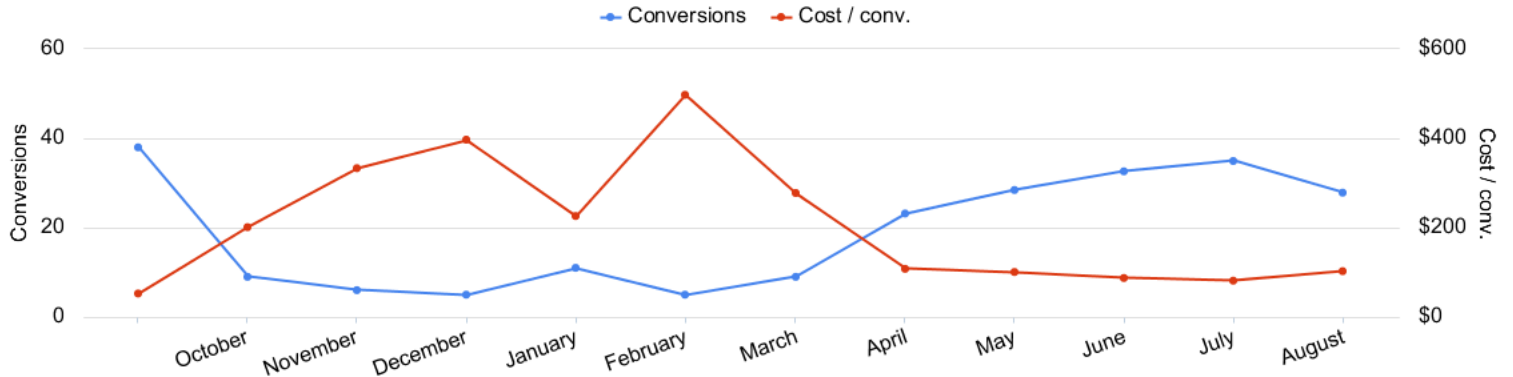
**23.83%**

31.18% -23.57%

# Google Ads | Monthly Performance Trends

09/01/2020 - 08/31/2021

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)
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%	34.94	9.01%	\$81.31	58.45%	10.37%
08/01/2021	\$2,855.37	5,734	321	\$8.90	5.60%	27.85	8.67%	\$102.54	63.96%	12.21%
<b>Total</b>	<b>\$29,165.02</b>	<b>84,654</b>	<b>4,006</b>	<b>\$7.28</b>	<b>4.73%</b>	<b>229.98</b>	<b>5.74%</b>	<b>\$126.82</b>	<b>33.18%</b>	<b>15.31%</b>

# Google Ads | Campaign Performance Summary (by Conversions)

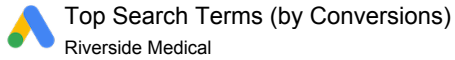
08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)  
Riverside Medical

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$2,855.37	5,734	321	\$8.90	5.60%	27.85	8.68%	\$102.53

# Google Ads | Top Search Terms (by Conversions)

08/01/2021 - 08/31/2021



Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
arm fat removal	\$31.00	3	3	\$10.33	100.00%	2	66.67%	\$15.50
freeze off fat	\$35.23	2	2	\$17.61	100.00%	2	100.00%	\$17.61
cool sculpting	\$163.99	18	16	\$10.25	88.89%	2	12.50%	\$82.00
liposuction	\$145.56	106	20	\$7.28	18.87%	2	10.00%	\$72.78
coolsculpting near me	\$187.72	10	9	\$20.86	90.00%	1.85	20.56%	\$101.47
how much does liposuction cost	\$30.77	5	5	\$6.15	100.00%	1	20.00%	\$30.77
liposuction near me	\$50.08	6	4	\$12.52	66.67%	1	25.00%	\$50.08
laser lipo	\$5.46	2	1	\$5.46	50.00%	1	100.00%	\$5.46
arm liposuction cost chicago	\$13.93	1	1	\$13.93	100.00%	1	100.00%	\$13.93
lose lower stomach fat in a week	\$8.45	1	1	\$8.45	100.00%	1	100.00%	\$8.45
lipo 360	\$25.79	3	3	\$8.60	100.00%	1	33.33%	\$25.79
elite lipo	\$22.14	1	2	\$11.07	200.00%	1	50.00%	\$22.14
is coolsculpting worth it	\$7.73	1	1	\$7.73	100.00%	1	100.00%	\$7.73
arm fat reduction	\$8.41	1	1	\$8.41	100.00%	1	100.00%	\$8.41
liposuction cost	\$63.03	18	11	\$5.73	61.11%	1	9.09%	\$63.03
arm liposuction	\$3.84	1	1	\$3.84	100.00%	1	100.00%	\$3.84
coolsculpting	\$68.62	8	6	\$11.44	75.00%	1	16.67%	\$68.62
coolsculpting arlington heights il	\$38.56	3	3	\$12.85	100.00%	0.5	16.67%	\$77.12
cool sculpting cost	\$52.81	7	5	\$10.56	71.43%	0.5	10.00%	\$105.62
neck liposuction near me	\$8.25	1	1	\$8.25	100.00%	0	0.00%	\$0.00

# Google Ads | Top Search Ads (by Conversions)

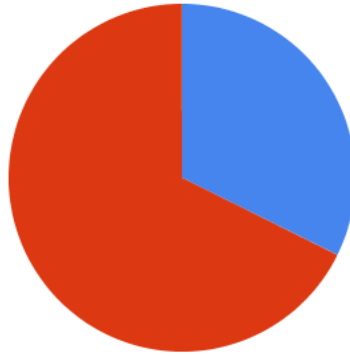
08/01/2021 - 08/31/2021

Top Responsive Search Ads (by Conversions)  
Riverside Medical

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">Riverside Medical   Fat Reduction in Chicago   Non-Surgical Fat Reduction</a> <a href="https://riversidemedicalsc.com/coolsculpting/chicago">riversidemedicalsc.com/coolsculpting/chicago</a> 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	\$825.05	1,711	112	\$7.37	6.55%	9	8.04%	\$91.67
<a href="#">{Keyword:Riverside Medical}   CoolSculpting in Chicago   Biggest CoolSculpting® Promo</a> <a href="https://riversidemedicalsc.com/coolsculpting/chicago">riversidemedicalsc.com/coolsculpting/chicago</a> 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	\$80.47	255	8	\$10.06	3.14%	0	0.00%	\$0.00
<a href="#">{Keyword:Riverside Medical}   CoolSculpting in Chicago   Biggest CoolSculpting® Promo</a> <a href="https://riversidemedicalsc.com/coolsculpting/chicago">riversidemedicalsc.com/coolsculpting/chicago</a> 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	\$13.74	55	2	\$6.87	3.64%	0	0.00%	\$0.00
<a href="#">{Keyword:Riverside Medical}   CoolSculpting in Chicago   Biggest CoolSculpting® Promo</a> <a href="https://riversidemedicalsc.com/coolsculpting/chicago">riversidemedicalsc.com/coolsculpting/chicago</a> 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	\$16.24	52	3	\$5.41	5.77%	0	0.00%	\$0.00

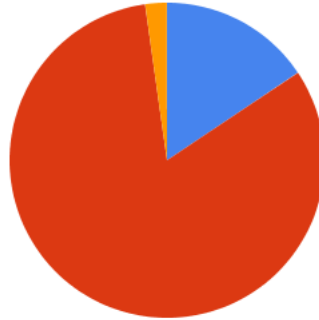
# Google Ads | Budget Utilization by Device

Conversions by Device  
Riverside Medical



■ Computers - Conversions: 9 (32.32%) ■ Mobile devices with full browsers - Conversions: 18.85 (67.68%)

Cost by Device  
Riverside Medical



■ Computers - Cost: \$446.03 (15.62%) ■ Mobile devices with full browsers - Cost: \$2,345.90 (82.16%)  
■ Tablets with full browsers - Cost: \$63.44 (2.22%)

Device Performance (by Conversions)  
Riverside Medical

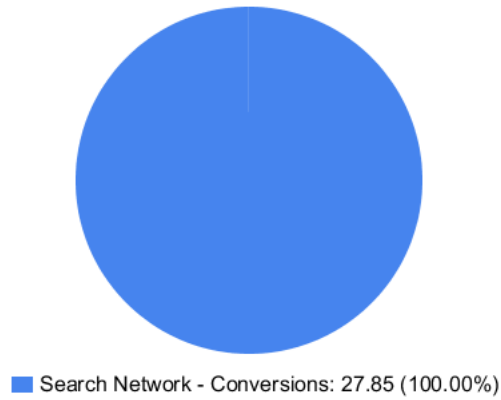
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	4,632	265	\$2,345.90	\$8.85	5.72%	18.85	7.11%	\$124.48
Computers	994	48	\$446.03	\$9.29	4.83%	9	18.75%	\$49.56
Tablets with full browsers	108	8	\$63.44	\$7.93	7.41%	0	0.00%	\$0.00

# Google Ads | Budget Utilization by Network

## Cost by Network Riverside Medical



## Conversions by Network Riverside Medical

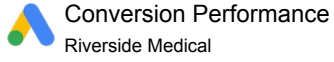


## Network Performance Riverside Medical

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	5,734	321	\$2,855.37	\$8.90	5.60%	27.85	8.67%	\$102.54

# Google Ads | Conversion Summary

08/01/2021 - 08/31/2021



Conversion name	All conv.
Form Submission	19.85
Click to Call	8

# Google Ads | Geo-Targeting Summary

08/01/2021 - 08/31/2021



Region	Clicks	Conversions	Cost / conv.
Illinois	321	27.85	\$102.53

# Facebook | Key Performance Indicators

08/01/2021 - 08/31/2021

Cost  
Riverside Medical

**\$1,032.96**

\$1,031.31 0.16%

Impressions  
Riverside Medical

**59,393**

58,836 0.95%

Reach  
Riverside Medical

**32,074**

31,082 3.19%

Clicks (Link)  
Riverside Medical

**1,474**

1,490 -1.07%

Leads  
Riverside Medical

**29**

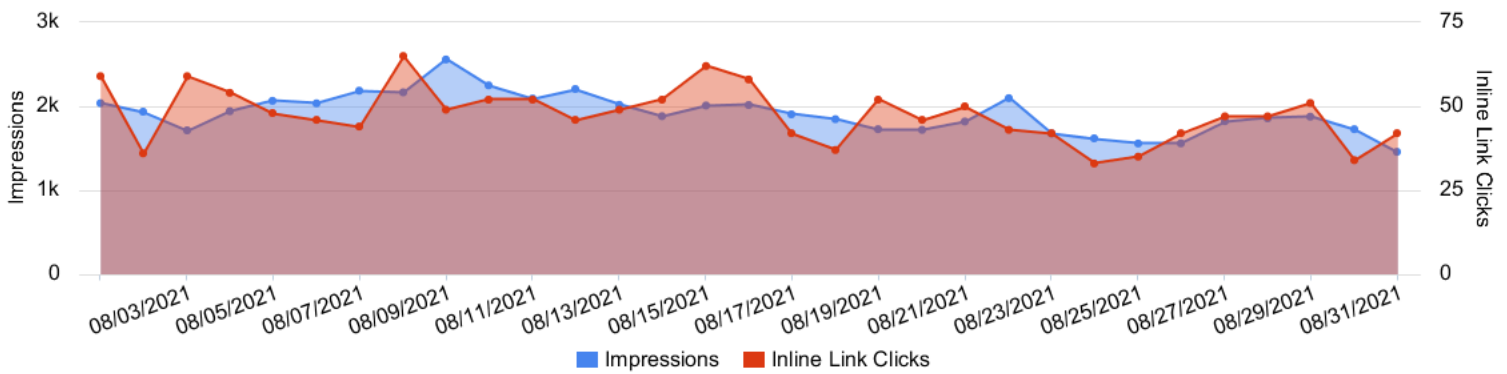
29 0.00%

Cost / Lead  
Riverside Medical

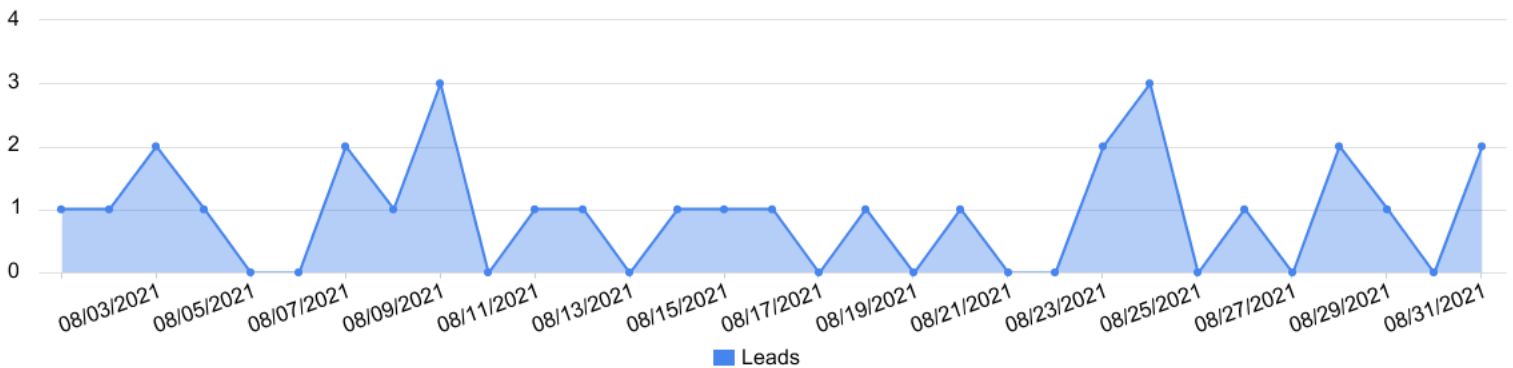
**\$35.62**

\$35.56 0.17%

Impressions vs Inline Link Clicks  
Riverside Medical



Conversions by day  
Riverside Medical



# Facebook | Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

## Overall Performance Summary Riverside Medical

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$1,032.96	\$1,031.31	0.16%
Impressions	59,393	58,836	0.95%
Reach	32,074	31,082	3.19%
Clicks	1,474	1,490	-1.07%
CTR	2.48%	2.53%	-2.00%
Frequency	1.85	1.89	-2.18%
Leads	29	29	0.00%
Cost / Lead	\$35.62	\$35.56	0.17%

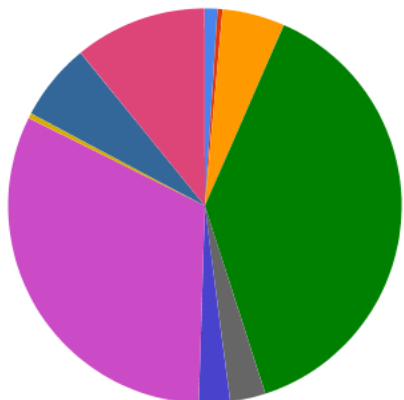
## Engagement Summary Riverside Medical

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	18	11	63.64%
Post Reactions	94	73	28.77%
Post Shares	12	6	100.00%

08/01/2021 - 08/31/2021

## Reach Summary (by Placement)

Riverside Medical



- Audience Network - An Classic - Reach: 368 (1.03%)
- Audience Network - Rewarded Video - Reach: 144 (0.40%)
- Facebook - Facebook Stories - Reach: 1,832 (5.15%)
- Facebook - Feed - Reach: 13,685 (38.46%)
- Facebook - Instant Article - Reach: 1,032 (2.90%)
- Facebook - Instream Video - Reach: 912 (2.56%)
- Facebook - Marketplace - Reach: 11,326 (31.83%)
- Facebook - Search - Reach: 150 (0.42%)
- Facebook - Video Feeds - Reach: 2,264 (6.36%)
- Instagram - Feed - Reach: 3,871 (10.88%)

## Placement Performance (by Leads)

Riverside Medical

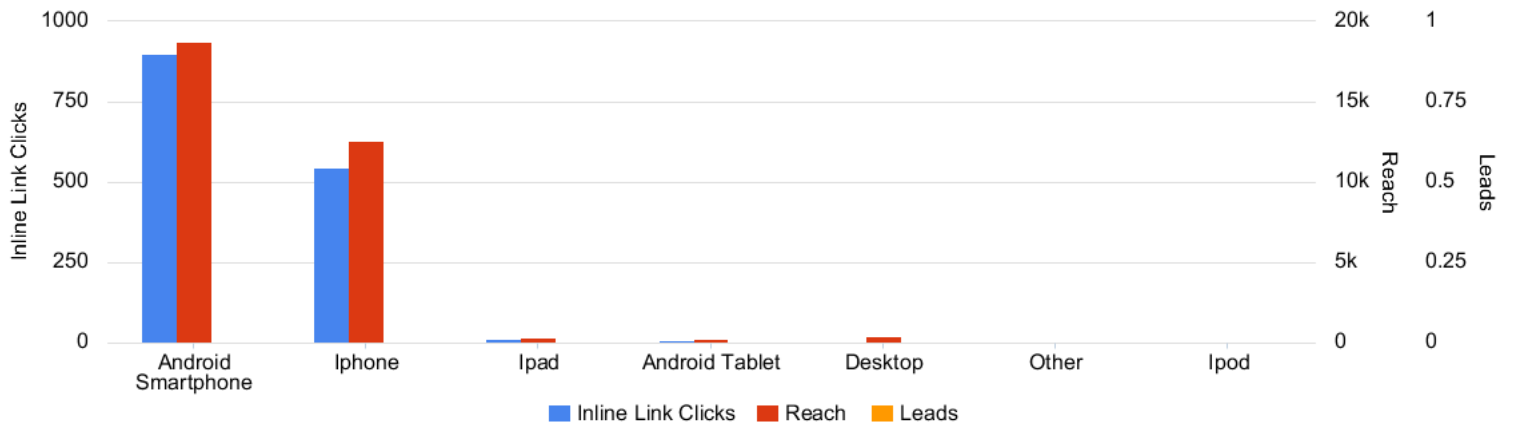
There was an error

# Facebook | Device Performance Summary

08/01/2021 - 08/31/2021

## Device Performance Chart

Riverside Medical



## Device Platform Performance

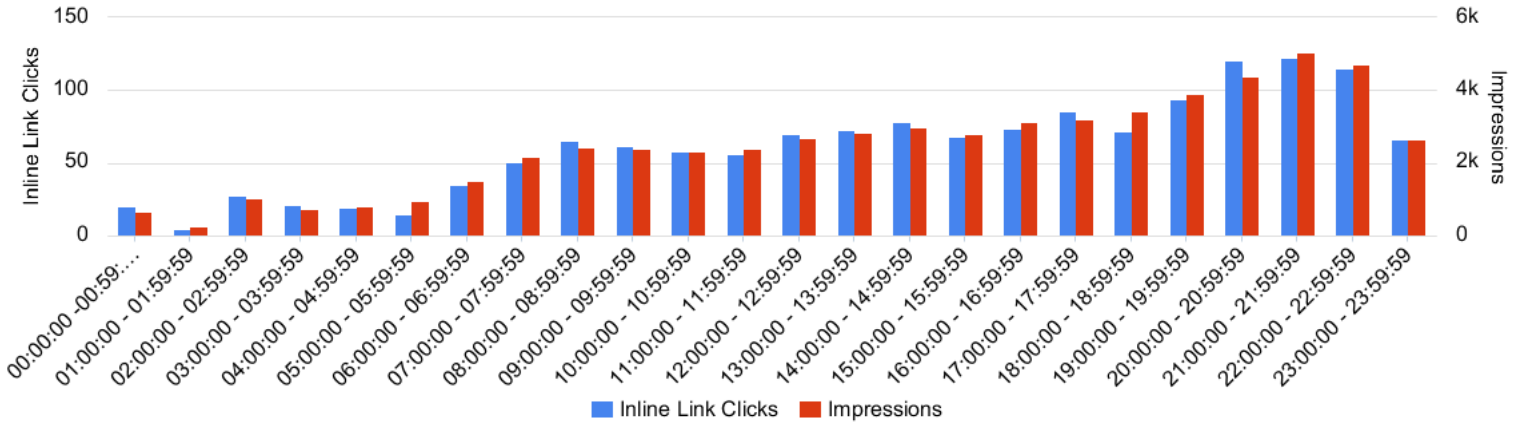
Riverside Medical

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Riverside Medical	\$1,032.96	59,393	1,474	4.58%	32,074	1.85	29
> Mobile App	\$1,012.30	58,445	1,466	4.60%	31,594	1.85	0
> Desktop	\$14.33	723	5	1.24%	440	1.64	0
> Mobile Web	\$6.33	225	3	10.67%	160	1.41	0
> Unknown	\$0.00	0	0	--	0	0	0

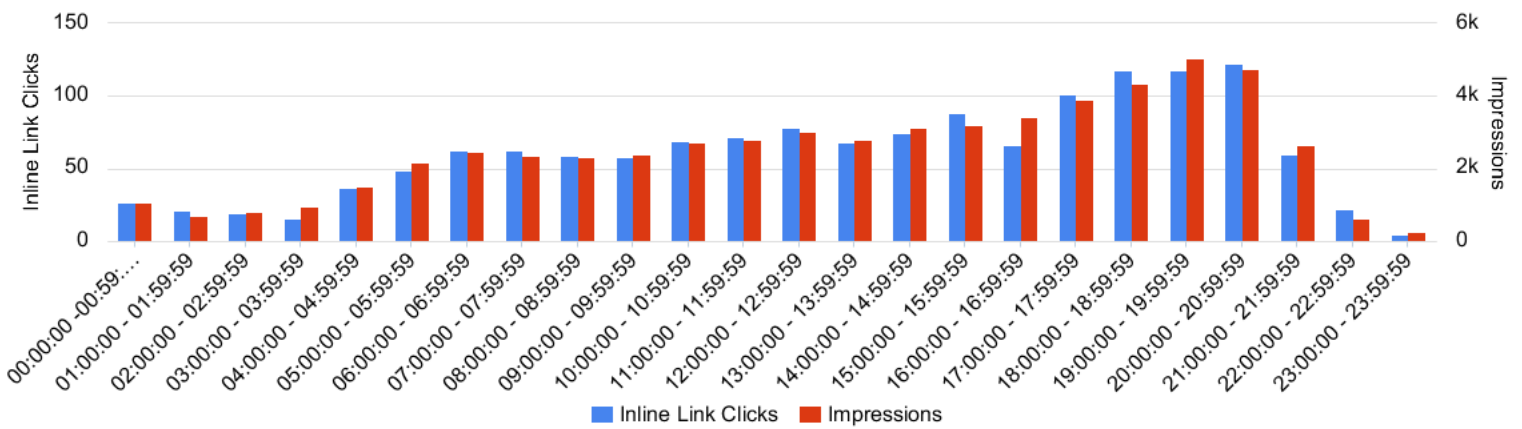
# Facebook | Schedule Performance

08/01/2021 - 08/31/2021

Time of Day (Viewer)  
Riverside Medical



Time of Day (Ad Account)  
Riverside Medical



## Facebook | Campaign Performance Summary (by Leads)

08/01/2021 - 08/31/2021

### Campaign Performance Breakdown Riverside Medical

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions (2)	\$1,032.96	59,393	1,474	29	\$35.62
<b>Total</b>	<b>\$1,032.96</b>	<b>59,393</b>	<b>1,474</b>	<b>29</b>	<b>\$35.62</b>

## Facebook | Ad Set Performance Summary (by Leads)

08/01/2021 - 08/31/2021


### Top Performing Ad Sets Riverside Medical

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests - Women- 25-64- 20mi Radius- Top 50	Coolsculpting - Conversions (2)	\$1,032.96	59,393	1,474	29	\$35.62
	<b>Total</b>	<b>\$1,032.96</b>	<b>59,393</b>	<b>1,474</b>	<b>29</b>	<b>\$35.62</b>

# Facebook | Ad Performance Summary

08/01/2021 - 08/31/2021

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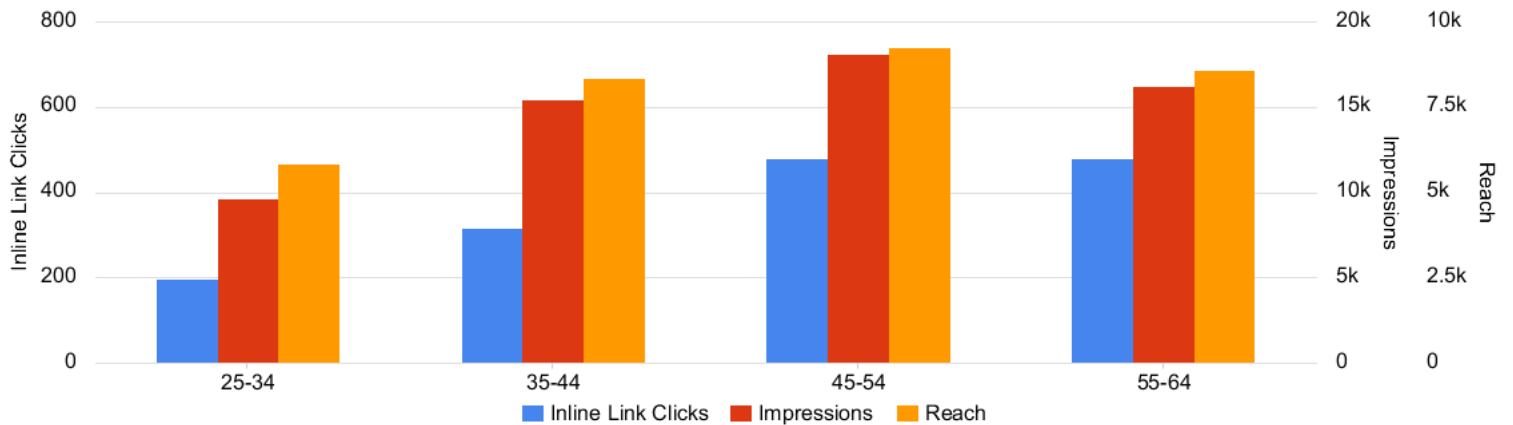
 Top Performing Ads (by Leads)  
Riverside Medical

There was an error

# Facebook | Demographic Performance - Age

08/01/2021 - 08/31/2021

Age Performance Chart  
Riverside Medical



Age Performance Summary  
Riverside Medical

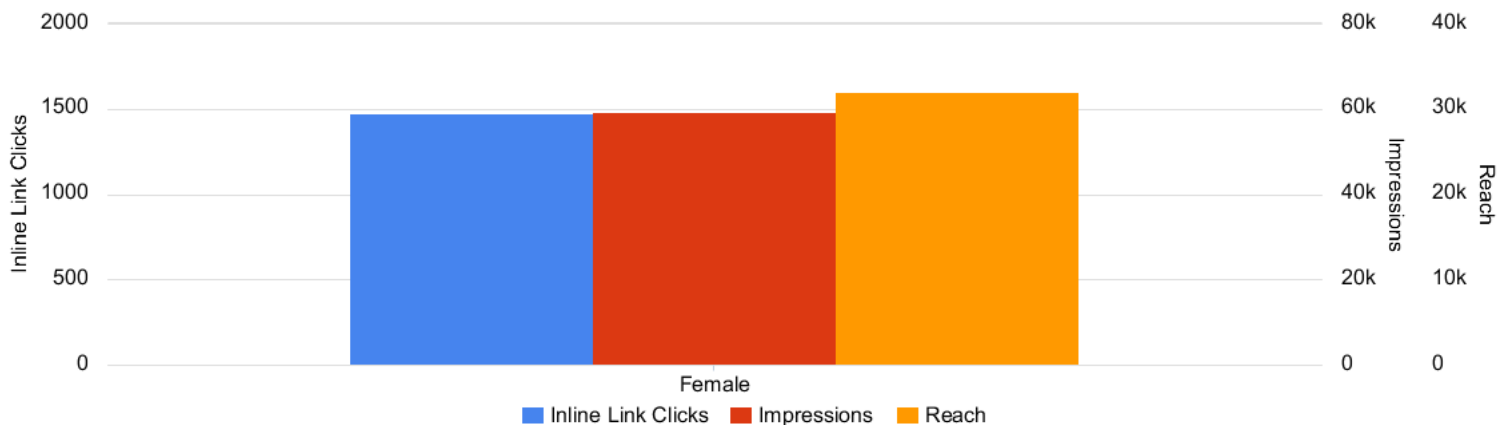
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Riverside Medical	\$1,032.96	59,393	32,074	1,474	4.58%	1.85	29
> 25-34	\$135.42	9,628	5,855	199	3.66%	1.64	0
> 35-44	\$213.96	15,441	8,366	317	4.02%	1.85	0
> 45-54	\$335.96	18,127	9,246	479	4.77%	1.96	0
> 55-64	\$347.63	16,197	8,606	479	5.46%	1.88	0
> Unknown	\$0.00	0	0	0	--	0	0

# Facebook | Demographic Performance - Gender

08/01/2021 - 08/31/2021

## Gender Performance Chart

Riverside Medical



## Gender Performance Summary

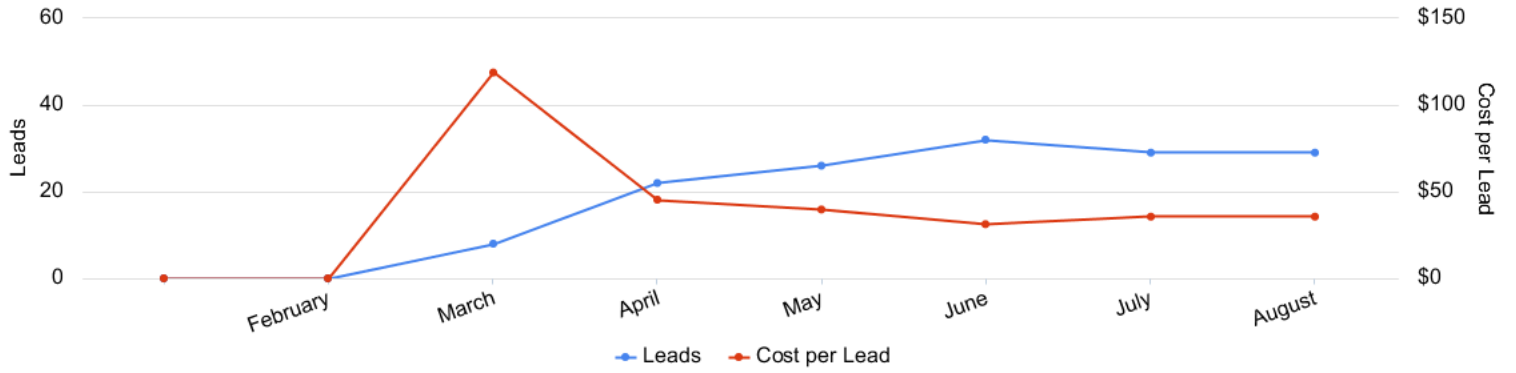
Riverside Medical

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Riverside Medical	\$1,032.96	59,393	32,074	1,474	4.58%	1.85	29
> Female	\$1,032.96	59,393	32,074	1,474	4.58%	1.85	0
> Unknown	\$0.00	0	0	0	--	0	0

# Facebook | Year-to-Date Performance

01/01/2021 - 08/31/2021

## Year-to-Date Trend Riverside Medical



## Historical table (by month) Riverside Medical

There was an error

# Glossary

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- 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