

Admire Aesthetics Monthly Ad Performance Summary

09/01/2021 - 09/30/2021

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Overall Performance Summary

09/01/2021 - 09/30/2021

Account Performance Summary (by Platform) Cross-platform

	Cost	Impressions	Clicks	CTR	Conversions	Cost / conv.
Google Ads						
09/01/2021 - 09/30/2021	\$2,034.22	5,290	299	5.65%	23	\$88.44
08/01/2021 - 08/31/2021	\$2,014.03	5,389	393	7.29%	20	\$100.70
% Change	1.00%	-1.84%	-23.92%	-22.50%	15.00%	-12.17%
Facebook Ads						
09/01/2021 - 09/30/2021	\$0.00	0	0	0.00%	0	\$0.00
08/01/2021 - 08/31/2021	\$661.06	16,852	146	0.87%	8	\$82.63
% Change	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%

Google Ads | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Admire Aesthetics

\$2,034.22

\$2,014.03 **1.00%**

Clicks
Admire Aesthetics

299

393 **-23.92%**

Avg. CPC
Admire Aesthetics

\$6.80

\$5.12 **32.76%**

Conversions
Admire Aesthetics

23

20 **15.00%**

Conv. rate
Admire Aesthetics

7.69%

5.09% **51.08%**

Cost / Conv
Admire Aesthetics

\$88.44

\$100.70 **-12.17%**

Google Ads | Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary
Admire Aesthetics

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$2,034.22	\$2,014.03	1.00%
Impressions	5,290	5,389	-1.84%
Clicks	299	393	-23.92%
Avg CPC	\$6.80	\$5.12	32.81%
CTR	5.65%	7.29%	-22.50%
Conversions	23	20	15.00%
Conv Rate	7.69%	5.09%	51.08%
Cost / Conv	\$88.44	\$100.70	-12.17%

Google Ads | Budget Coverage

Search Impr. Share
Admire Aesthetics

43.05%

37.71% **14.16%**

Search IS Lost (due to Budget)
Admire Aesthetics

19.70%

14.82% **32.93%**

Search IS Lost (due to Rank)
Admire Aesthetics

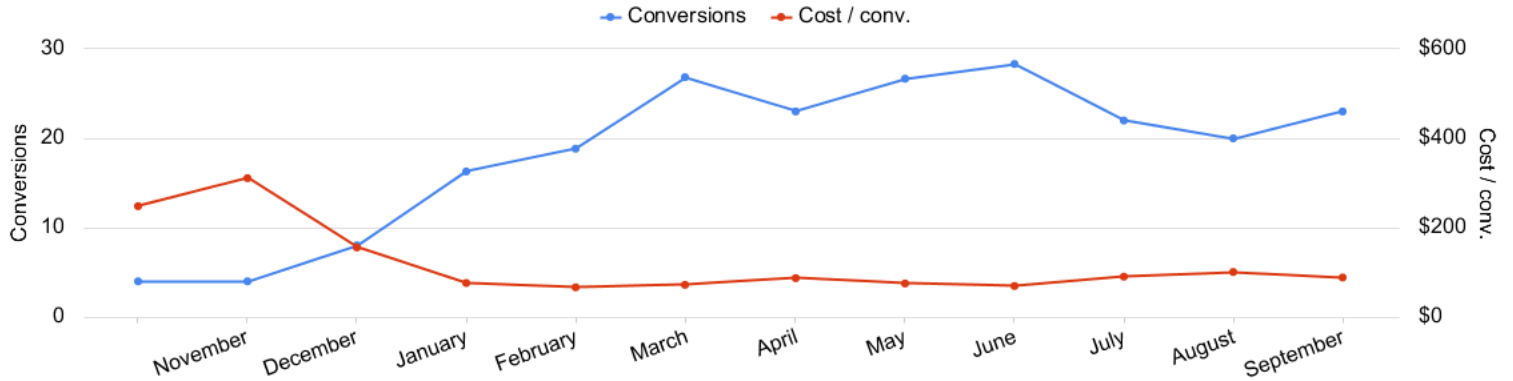
37.24%

47.47% **-21.55%**

Google Ads | Monthly Performance Trends

10/01/2020 - 09/30/2021

Conversions vs Cost/ Conv
Admire Aesthetics




Account Performance by Month
Admire Aesthetics

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
10/01/2020	\$992.36	1,621	212	\$4.68	13.08%	4	1.89%	\$248.09	47.34%	6.60%
11/01/2020	\$1,242.75	2,921	162	\$7.67	5.55%	4	2.47%	\$310.69	36.05%	28.63%
12/01/2020	\$1,249.91	3,485	184	\$6.79	5.28%	8.03	4.36%	\$155.70	32.94%	25.52%
01/01/2021	\$1,240.73	6,190	341	\$3.64	5.51%	16.28	4.77%	\$76.23	26.84%	18.72%
02/01/2021	\$1,249.81	4,899	383	\$3.26	7.82%	18.85	4.92%	\$66.29	25.25%	15.75%
03/01/2021	\$1,932.26	6,401	463	\$4.17	7.23%	26.84	5.80%	\$71.99	32.14%	21.80%
04/01/2021	\$1,995.98	6,469	521	\$3.83	8.05%	23	4.41%	\$86.78	37.25%	20.58%
05/01/2021	\$1,996.38	6,628	529	\$3.77	7.98%	26.67	5.04%	\$74.86	38.81%	13.48%
06/01/2021	\$1,964.17	6,111	498	\$3.94	8.15%	28.33	5.69%	\$69.32	36.59%	16.23%
07/01/2021	\$1,985.55	5,563	450	\$4.41	8.09%	22	4.89%	\$90.25	35.60%	15.10%
08/01/2021	\$2,014.03	5,389	393	\$5.12	7.29%	20	5.09%	\$100.70	37.71%	14.82%
09/01/2021	\$2,034.22	5,290	299	\$6.80	5.65%	23	7.69%	\$88.44	43.05%	19.70%
Total	\$19,898.15	60,967	4,435	\$4.49	7.27%	221	4.98%	\$90.04	34.38%	18.24%

Google Ads | Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Admire Aesthetics

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$2,034.22	5,290	299	\$6.80	5.65%	23	7.69%	\$88.44

Google Ads | Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
Admire Aesthetics

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting medford oregon	\$89.38	38	10	\$8.94	26.32%	2.2	22.00%	\$40.63
coolsculpting	\$37.94	41	7	\$5.42	17.07%	2	28.57%	\$18.97
arsenic for weight loss	\$5.14	1	1	\$5.14	100.00%	2	200.00%	\$2.57
coolsculpting cost	\$6.78	16	3	\$2.26	18.75%	2	66.67%	\$3.39
stomach fat removal	\$14.37	1	1	\$14.37	100.00%	1.36	136.00%	\$10.57
i gained a lot of weight fast	\$16.77	1	1	\$16.77	100.00%	1	100.00%	\$16.77
liposuction for saddlebags cost	\$5.21	1	1	\$5.21	100.00%	1	100.00%	\$5.21
cost of liposuction	\$7.17	4	1	\$7.17	25.00%	1	100.00%	\$7.17
freeze double chin fat	\$2.90	1	1	\$2.90	100.00%	1	100.00%	\$2.90
skald weight loss	\$9.94	2	1	\$9.94	50.00%	1	100.00%	\$9.94
cool sculpting cost 2020	\$1.53	1	1	\$1.53	100.00%	1	100.00%	\$1.53
coolsculpting discounts near me	\$32.82	1	2	\$16.41	200.00%	1	50.00%	\$32.82
medical weight loss near me	\$0.22	3	1	\$0.22	33.33%	1	100.00%	\$0.22
cool sculpting cost	\$31.06	17	11	\$2.82	64.71%	1	9.09%	\$31.06
coolsculpting near me	\$8.72	10	2	\$4.36	20.00%	1	50.00%	\$8.72
body sculpting near me	\$3.36	10	1	\$3.36	10.00%	1	100.00%	\$3.36
how much is coolsculpting for chin	\$1.12	1	1	\$1.12	100.00%	1	100.00%	\$1.12
belly fat won t go away	\$12.43	1	1	\$12.43	100.00%	0.45	45.00%	\$27.62
5 day rapid reset reviews	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
best weigt loss	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00

Google Ads | Top Search Ads (by Conversions)

09/01/2021 - 09/30/2021

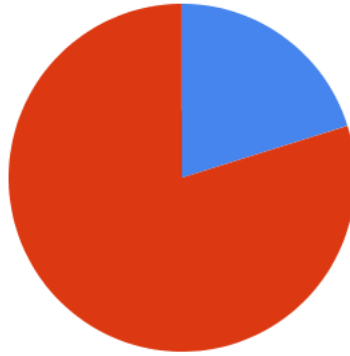
 Top Responsive Search Ads (by Conversions)
Admire Aesthetics

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Admire Aesthetics} CoolSculpting in Medford, OR Biggest CoolSculpting@ Promo www.admireaesthetics.com/coolsculpting/medford Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Medford, OR Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$391.66	372	54	\$7.25	14.52%	7.2	13.33%	\$54.40
{Keyword:Admire Aesthetics} CoolSculpting in Medford, OR 2021 CoolSculpting Discount www.admireaesthetics.com/coolsculpting/medford Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Medford, OR Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$61.27	65	20	\$3.06	30.77%	4	20.00%	\$15.32
Admire Aesthetics Fat Reduction in Medford, OR Non-Surgical Fat Reduction www.admireaesthetics.com/coolsculpting/medford Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting	\$239.92	841	36	\$6.66	4.28%	3	8.33%	\$79.97
Admire Aesthetics Fat Reduction in Medford, OR Non-Surgical Fat Reduction www.admireaesthetics.com/coolsculpting/medford Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting	\$292.96	377	49	\$5.98	13.00%	2	4.08%	\$146.48

Google Ads | Budget Utilization by Device

Conversions by Device

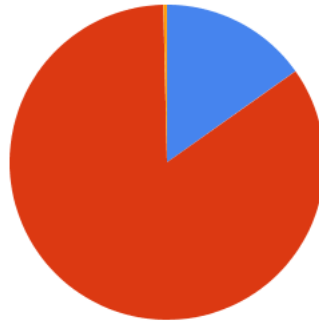
Admire Aesthetics



■ Computers - Conversions: 4.64 (20.17%) ■ Mobile devices with full browsers - Conversions: 18.36 (79.83%)

Cost by Device

Admire Aesthetics




■ Computers - Cost: \$309.17 (15.20%) ■ Mobile devices with full browsers - Cost: \$1,717.68 (84.44%)
 ■ Tablets with full browsers - Cost: \$7.37 (0.36%)

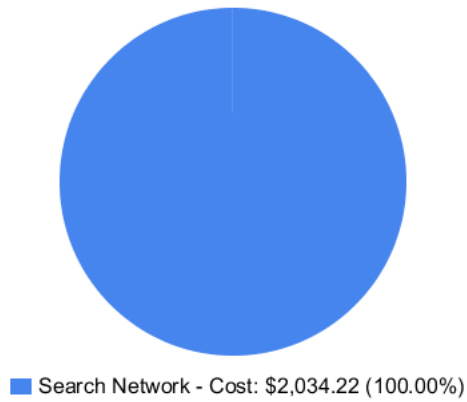
Device Performance (by Conversions)

Admire Aesthetics

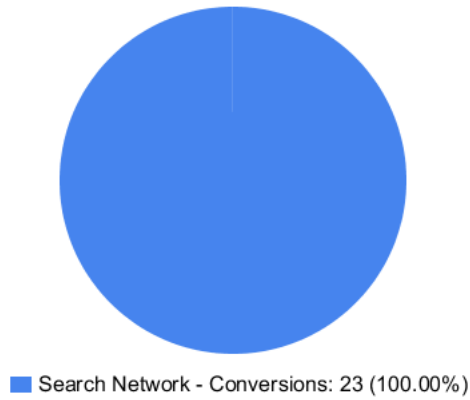
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	4,247	259	\$1,717.68	\$6.63	6.10%	18.36	7.09%	\$93.57
Computers	864	38	\$309.17	\$8.14	4.40%	4.64	12.22%	\$66.59
Tablets with full browsers	179	2	\$7.37	\$3.69	1.12%	0	0.00%	\$0.00


Google Ads | Budget Utilization by Network

 Cost by Network
Admire Aesthetics



 Conversions by Network
Admire Aesthetics




 Network Performance
Admire Aesthetics

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	5,290	299	\$2,034.22	\$6.80	5.65%	23	7.69%	\$88.44

Google Ads | Conversion Summary

09/01/2021 - 09/30/2021

 Conversion Performance
Admire Aesthetics

Conversion name	All conv.
Submit lead form	13
Click to Call	9
Local actions - Directions	4
Clicks to call	3
Calls from Ads	1

Google Ads | Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
Admire Aesthetics

Region	Clicks	Conversions	Cost / conv.
Oregon	299	23	\$88.44

Facebook | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Admire Aesthetics

\$0.00
\$661.06 -100.00%

Impressions
Admire Aesthetics

0
16,852 -100.00%

Reach
Admire Aesthetics

0
4,053 -100.00%

Clicks (Link)
Admire Aesthetics

0
146 -100.00%

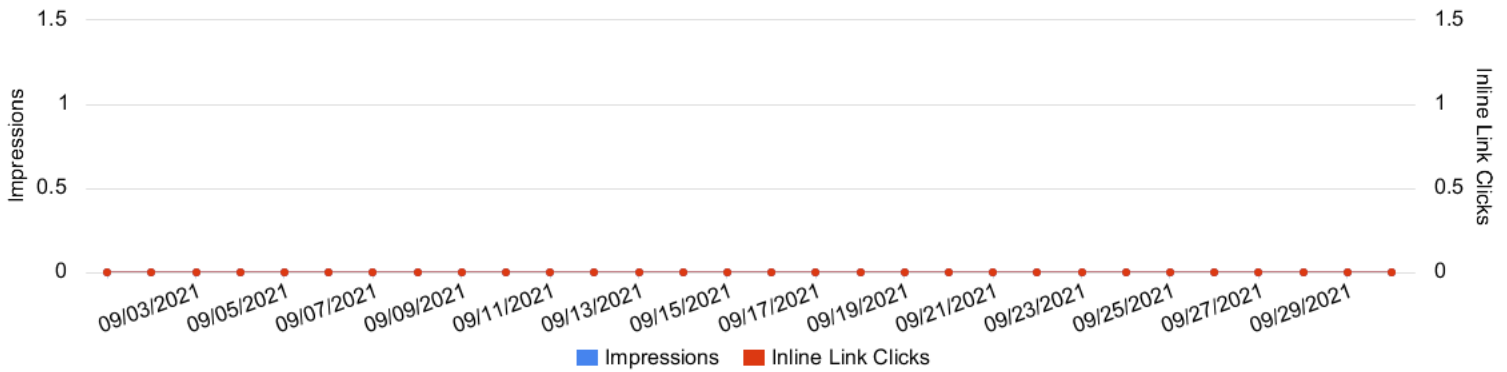
Leads
Admire Aesthetics

0
8 -100.00%

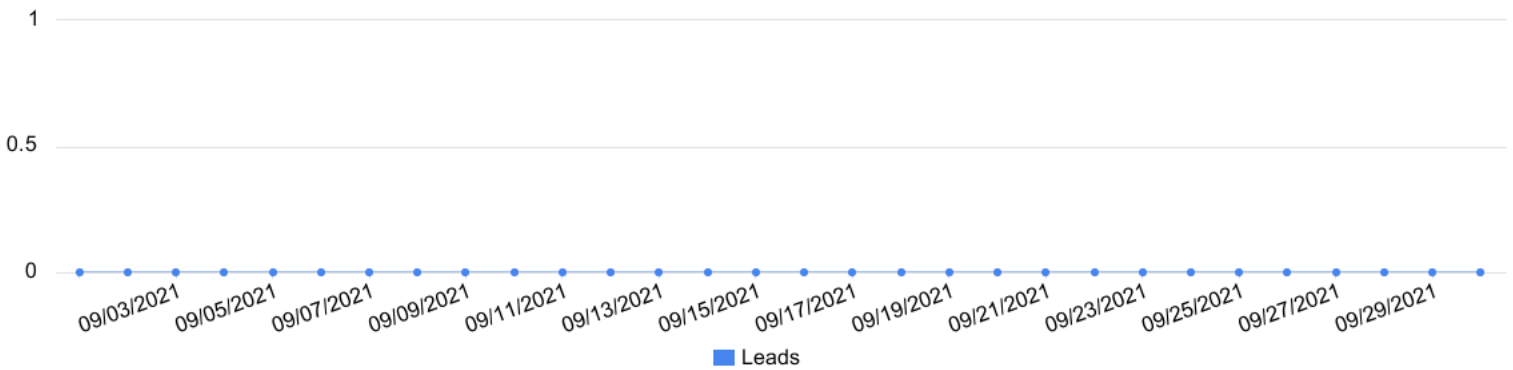
Cost / Lead
Admire Aesthetics

\$0.00
\$82.63 -100.00%

Impressions vs Inline Link Clicks
Admire Aesthetics



Conversions by day
Admire Aesthetics



Facebook | Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary Admire Aesthetics


Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$0.00	\$661.06	-100.00%
Impressions	0	16,852	-100.00%
Reach	0	4,053	-100.00%
Clicks	0	146	-100.00%
CTR	0.00%	0.87%	-100.00%
Frequency	0	4.16	-100.00%
Leads	0	8	-100.00%
Cost / Lead	\$0.00	\$82.63	-100.00%

Engagement Summary Admire Aesthetics


Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	0	0	0.00%
Post Reactions	0	4	-100.00%
Post Shares	0	1	-100.00%

Facebook | Placement Performance Summary

09/01/2021 - 09/30/2021


 Reach Summary (by Placement)
Admire Aesthetics

There are no results


 Placement Performance (by Leads)
Admire Aesthetics

There are no results

09/01/2021 - 09/30/2021

 Device Performance Chart
Admire Aesthetics

There are no results


 Device Platform Performance
Admire Aesthetics

There are no results

09/01/2021 - 09/30/2021

 Time of Day (Viewer)
Admire Aesthetics

There are no results

 Time of Day (Ad Account)
Admire Aesthetics

There are no results

Facebook | Campaign Performance Summary (by Leads)

09/01/2021 - 09/30/2021



Campaign Performance Breakdown
Admire Aesthetics

There are no results

Facebook | Ad Set Performance Summary (by Leads)

09/01/2021 - 09/30/2021




Top Performing Ad Sets
Admire Aesthetics

There are no results


Facebook | Ad Performance Summary

09/01/2021 - 09/30/2021


 Top Performing Ads (by Leads)
Admire Aesthetics

There are no results

09/01/2021 - 09/30/2021


 Age Performance Chart
Admire Aesthetics

There are no results


 Age Performance Summary
Admire Aesthetics

There are no results

09/01/2021 - 09/30/2021

 Gender Performance Chart
Admire Aesthetics

There are no results

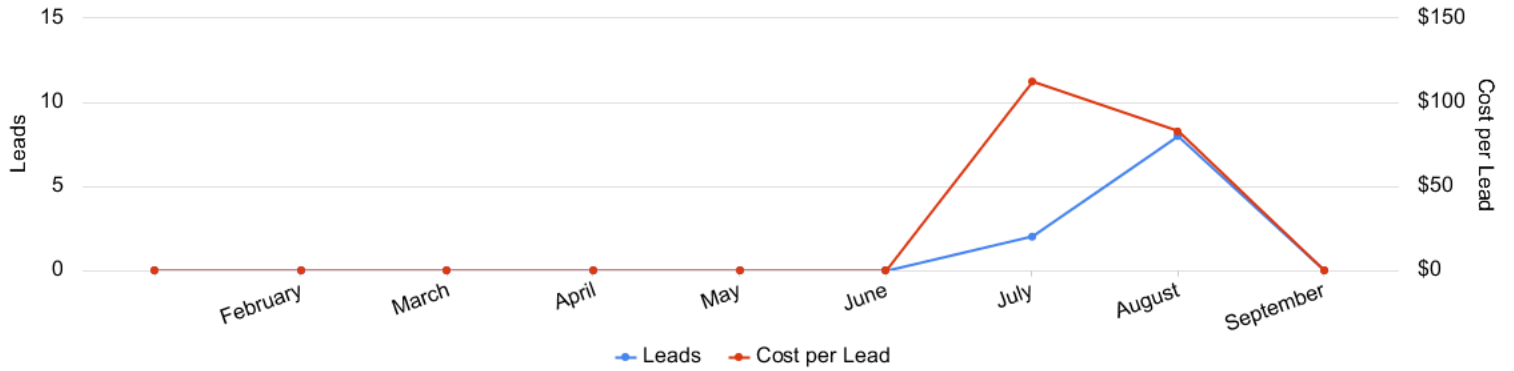
 Gender Performance Summary
Admire Aesthetics

There are no results

Facebook | Year-to-Date Performance

01/01/2021 - 09/30/2021

Year-to-Date Trend Admire Aesthetics



Historical table (by month) Admire Aesthetics

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Admire Aesthetics	\$922.02	308	29,564	8,373	3.53	2.29%	10
> 2021-02-01 - 2021-02-28	\$13.10	21	1,391	555	2.51	7.40%	0
> 2021-06-01 - 2021-06-30	\$23.09	25	2,397	1,496	1.6	5.67%	0
> 2021-07-01 - 2021-07-31	\$224.77	116	8,924	3,575	2.5	2.66%	2
> 2021-08-01 - 2021-08-31	\$661.06	146	16,852	4,053	4.16	1.19%	8

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