

**Monthly Account
Performance Report
1 Jan 2020 — 31 Jan 2020**

Advanced Rejuvenation Center

538-573-0874

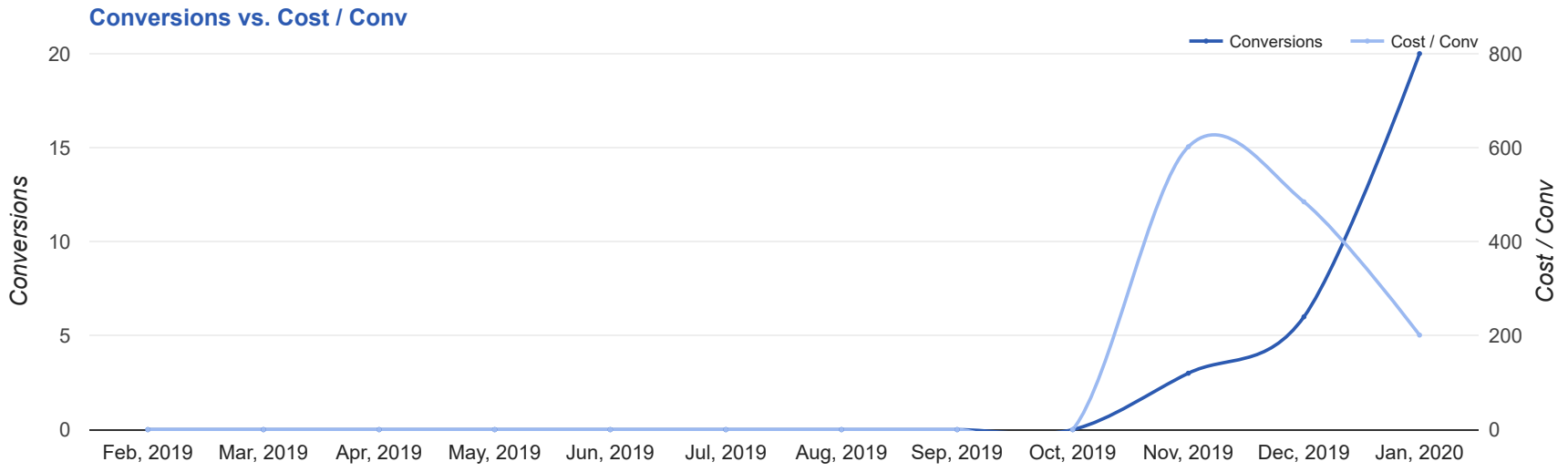
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$4,024	20	2.51%	\$201.18
↑ 38%	↑ 233%	↓ 2%	↓ 58%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2019 — 31 Dec 2019	6,927	234	\$2,908.65	\$12.43	3.38%	-	6	2.56%	\$484.77	56.86%
1 Jan 2020 — 31 Jan 2020	18,228	796	\$4,023.61	\$5.05	4.37%	-	20	2.51%	\$201.18	34.01%
Change	11,301 ↑ 163%	562 ↑ 240%	\$1,114.96 ↑ 38%	\$7.38 ↓ 59%	0.99% ↑ 29%	--	14 ↑ 233%	0.05% ↓ 2%	\$283.59 ↓ 58%	22.85% ↓ 40%

Performance by Month - 1 Feb 2019 — 31 Jan 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Nov '19	3,043	99	\$1,805.27	\$18.24	3.25%	-	3	3.03%	\$601.76	56.52%
Dec '19	6,927	234	\$2,908.65	\$12.43	3.38%	-	6	2.56%	\$484.78	56.87%
Jan '20	18,228	796	\$4,023.61	\$5.05	4.37%	-	20	2.51%	\$201.18	34.02%
Total	28,198	1,129	\$8,737.53	\$7.74	4%	-	29	2.57%	\$301.29	39.63%

Campaign Summary - 1 Jan 2020 — 31 Jan 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta dermal fillers	4,685	131	\$321.37	\$2.45	2.8%	-	7	5.34%	\$45.91	22.75%
search beta coolsculpting	2,078	109	\$1,798.13	\$16.50	5.25%	-	5	4.59%	\$359.63	69.34%
search beta microneedling	7,524	448	\$442.05	\$0.99	5.95%	-	4	0.89%	\$110.51	32.69%
search alpha coolsculpting	3,648	85	\$1,146.14	\$13.48	2.33%	-	3	3.53%	\$382.05	54.71%
search beta trusculpt	153	21	\$264.50	\$12.60	13.73%	-	1	4.76%	\$264.50	91.07%
search beta botox	140	2	\$51.42	\$25.71	1.43%	-	0	0%	\$0.00	92.72%

Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

Top Text Ads

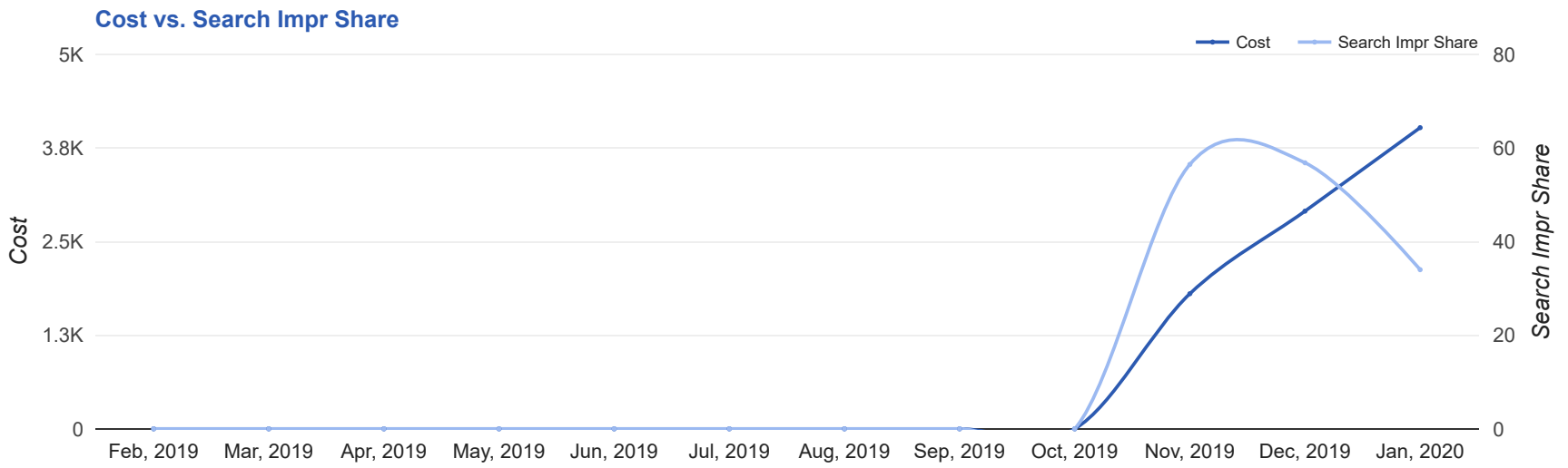
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Dermal Fillers in Purchase, NY - Longest Lasting Facial Filler - Look Younger & More Energized www.advancedrejuvenationcenters.com// Long-Lasting Dermal Filler That Treats Wrinkles and Skin Folds	2,955	89	\$215.23	\$2.42	3.01%	-	3.6	3.99%	\$60.63
Dermal Fillers in Purchase, NY - Smooth Wrinkles Restore Volume - Look Younger & More Energized www.advancedrejuvenationcenters.com// Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Undereye Bags	1,730	42	\$106.14	\$2.53	2.43%	-	3.5	8.21%	\$30.77
#1 Provider in Purchase, NY - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® www.advancedrejuvenationcenters.com/coolsculpting/new-york #1 CoolSculpting Deal. Freeze Fat. Top Provider in Purchase, NY. Free Consult.	146	15	\$276.63	\$18.44	10.27%	-	2	13.33%	\$138.31
25% Off All CoolSculpting® - Best Price in Purchase, NY - Advanced Rejuvenation Centers www.advancedrejuvenationcenters.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	45	3	\$47.59	\$15.86	6.67%	-	2	66.67%	\$23.80
CoolSculpting Deal: 25% Off - Freeze Away Stubborn Fat - Advanced Rejuvenation Centers www.advancedrejuvenationcenters.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	813	25	\$354.51	\$14.18	3.08%	-	1	4.00%	\$354.51

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2020 — 31 Jan 2020

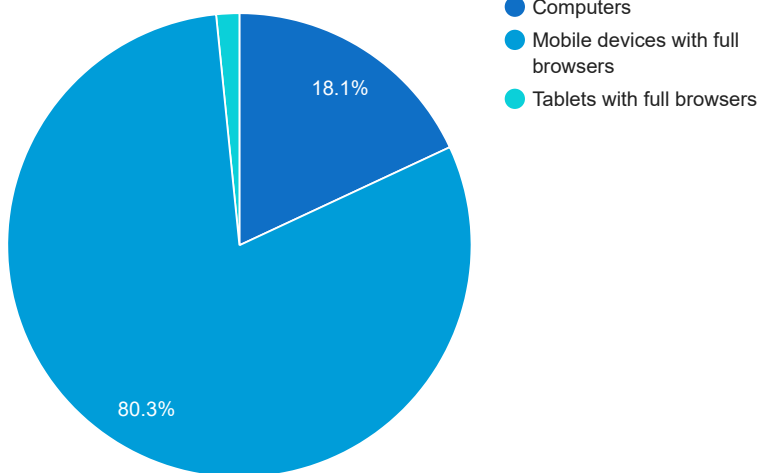
Budget Coverage



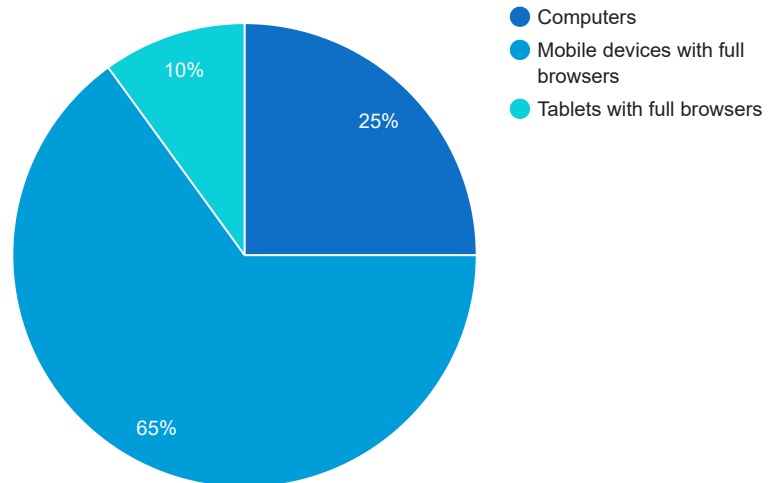
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	1,805.27	56.52
Dec, 2019	2,908.65	56.87
Jan, 2020	4,023.61	34.02

Cost and Conversions by Device

Cost



Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	13,221	636	\$3,232.48	\$5.08	4.81%	-	13	2.04%	\$248.65
Computers	4,289	122	\$726.49	\$5.95	2.84%	-	5	4.1%	\$145.30
Tablets with full browsers	718	38	\$64.64	\$1.70	5.29%	-	2	5.26%	\$32.32

Cost and Conversions by Network (Search vs. Display)

Cost



Conversions



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Google search	18,228	796	\$4,023.61	\$5.05	4.37%	-	20	2.51%	\$201.18

Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE

CONV

Form Submission

13

Phone Call

7

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