

**Monthly Account
Performance Report
1 Feb 2020 — 29 Feb 2020**

Advanced Rejuvenation Center

538-573-0874

Key Performance Indicators (KPIs)

Cost

\$6,121

↑ 52%

Conv

18

↓ 10%

Conv Rate

2.96%

↑ 18%

Cost / Conv

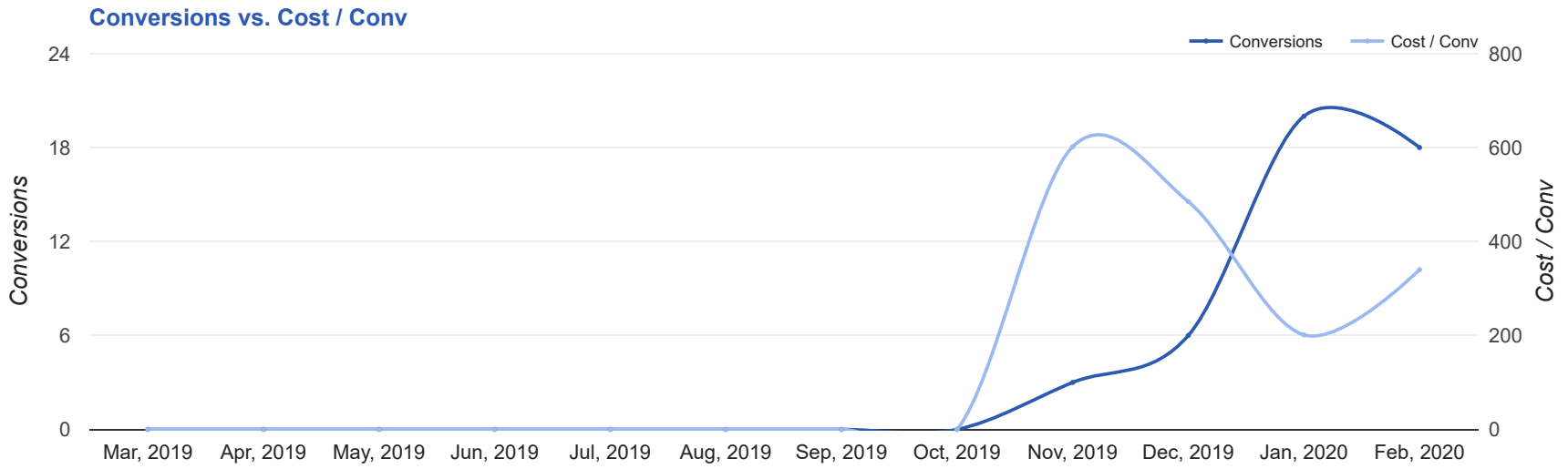
\$340.06

↑ 69%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2020 — 31 Jan 2020	18,228	796	\$4,023.61	\$5.05	4.37%	-	20	2.51%	\$201.18	34.02%
1 Feb 2020 — 29 Feb 2020	19,053	609	\$6,120.99	\$10.05	3.2%	-	18	2.96%	\$340.06	16.95%
Change	825 ↑ 5%	187 ↓ 23%	\$2,097.38 ↑ 52%	\$5.00 ↑ 99%	1.17% ↓ 27%	--	2 ↓ 10%	0.45% ↑ 18%	\$138.88 ↑ 69%	17.07% ↓ 50%

Performance by Month - 1 Mar 2019 — 29 Feb 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%
Feb '20	19,053	609	\$6,120.99	\$10.05	3.2%	-	18	2.96%	\$340.06	16.95%
Total	47,251	1,738	\$14,858.52	\$8.55	3.68%	-	47	2.7%	\$316.14	25.74%

Campaign Summary - 1 Feb 2020 — 29 Feb 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	12,118	342	\$2,951.71	\$8.63	2.82%	-	16	4.68%	\$184.48	56.03%
search beta hair restoration	2,058	67	\$399.68	\$5.97	3.26%	-	2	2.99%	\$199.84	5%
search beta botox	658	15	\$526.80	\$35.12	2.28%	-	0	0%	\$0.00	94.68%
search beta trusculpt	94	14	\$153.80	\$10.99	14.89%	-	0	0%	\$0.00	83.93%
search beta cooltone	3,341	120	\$2,002.46	\$16.69	3.59%	-	0	0%	\$0.00	59.12%
search beta microneedling	784	51	\$86.54	\$1.70	6.51%	-	0	0%	\$0.00	35.51%

Top Performing Ads - 1 Feb 2020 — 29 Feb 2020

Top Text Ads

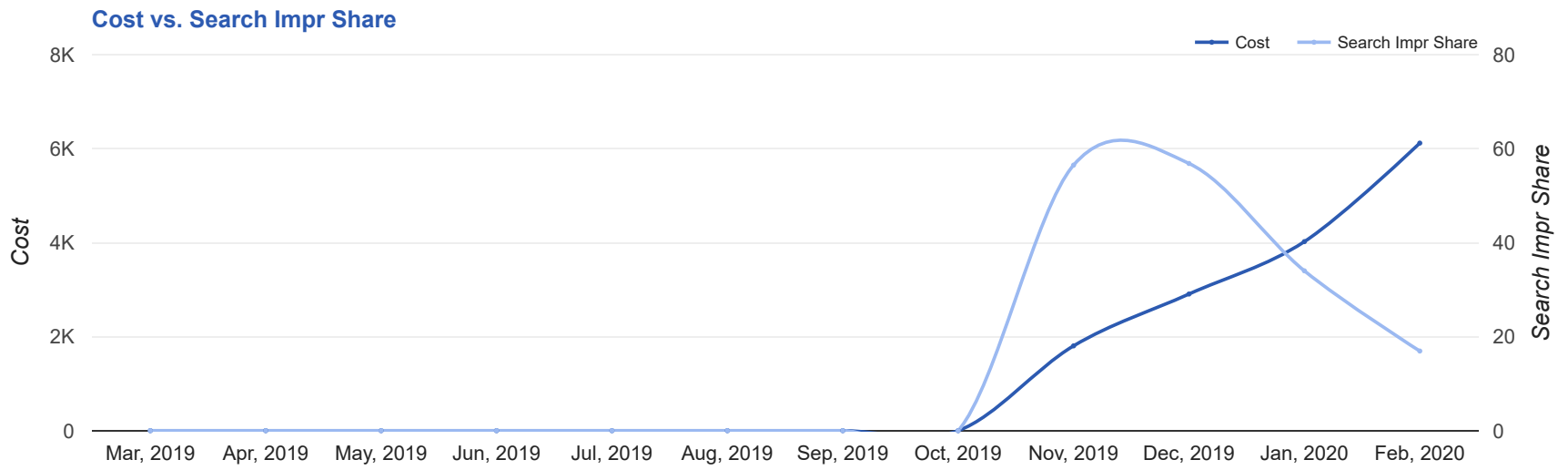
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting Deal: 25% Off - Freeze Away Stubborn Fat - Advanced Rejuvenation Centers www.advancedrejuvenationcenters.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	2,413	63	\$585.30	\$9.29	2.61%	-	5	7.94%	\$117.06
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.	683	37	\$282.93	\$7.65	5.42%	-	5	13.51%	\$56.59
25% Off All CoolSculpting - Advanced Rejuvenation Centers - Fat Reduction Treatment www.advancedrejuvenationcenters.com/coolsculpting/ #1 CoolSculpting Deal. Freeze Fat. Top Provider in Purchase, NY. Free Consult.	1,909	37	\$511.21	\$13.82	1.94%	-	2	5.41%	\$255.60
#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.	107	9	\$98.52	\$10.95	8.41%	-	1	11.11%	\$98.52
CoolSculpting in Purchase, NY - Freeze Away Stubborn Fat - Advanced Rejuvenation Centers www.advancedrejuvenationcenters.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,380	32	\$243.15	\$7.60	2.32%	-	1	3.13%	\$243.15

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2020 — 29 Feb 2020

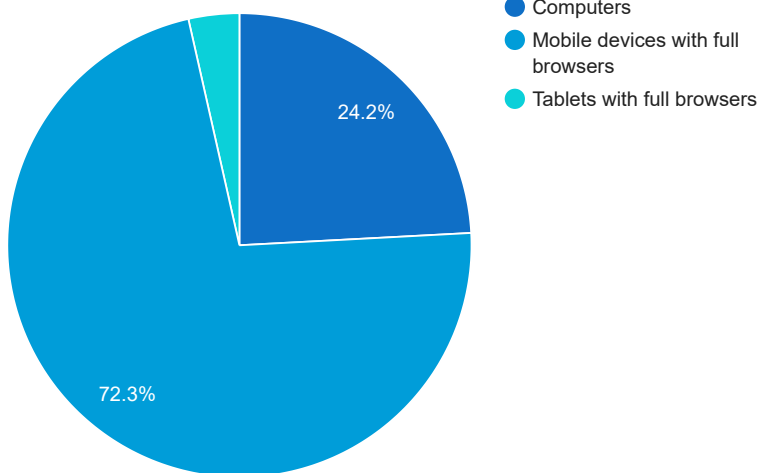
Budget Coverage



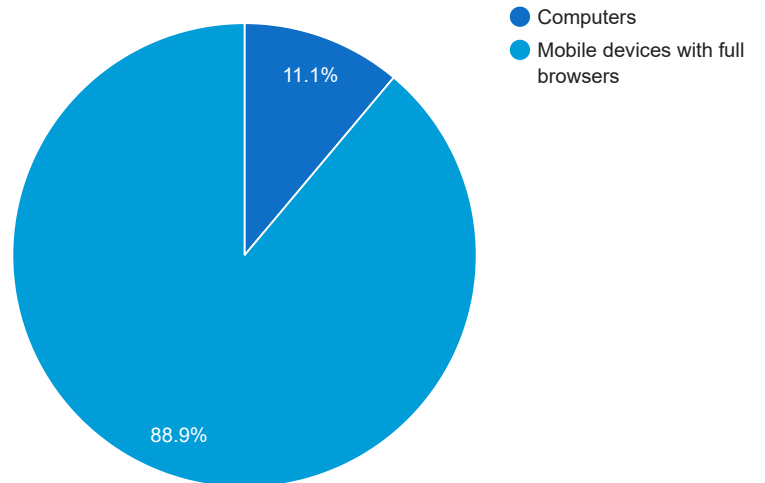
DATE	COST	SEARCH IMPR SHARE
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	1,805.27	56.52
Dec, 2019	2,908.65	56.87
Jan, 2020	4,023.61	34.02
Feb, 2020	6,120.99	16.95

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	14,444	474	\$4,426.29	\$9.34	3.28%	-	16	3.38%	\$276.64
Computers	4,159	115	\$1,478.45	\$12.86	2.77%	-	2	1.74%	\$739.23
Tablets with full browsers	450	20	\$216.25	\$10.81	4.44%	-	0	0%	\$0.00

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	19,053	609	\$6,120.99	\$10.05	3.2%	-	18	2.96%	\$340.06

Conversion Types - 1 Feb 2020 — 29 Feb 2020

CONVERSION TYPE	CONV
Form Submission	13
Phone Call	4
Calls from Ads	1

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