

**Monthly Account  
Performance Report  
1 Jun 2020 — 30 Jun 2020**

Advanced Rejuvenation Center

538-573-0874

# Key Performance Indicators (KPIs)

Cost

\$4,808

↑ ∞

Conv

41

↑ ∞

Conv Rate

4.86%

↑ ∞

Cost / Conv

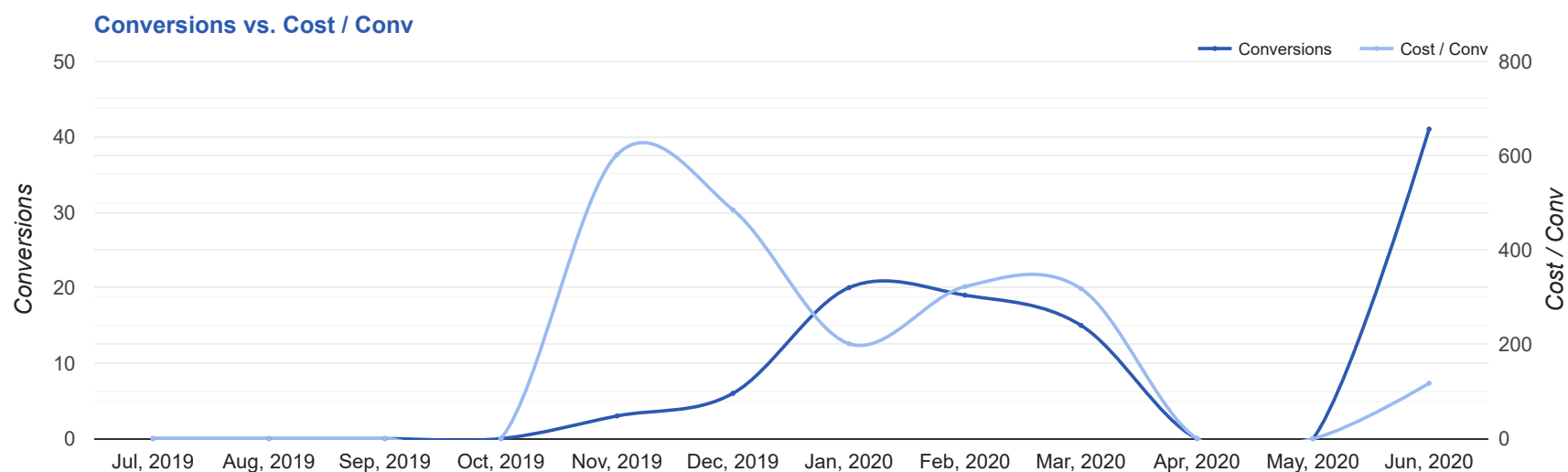
\$117.27

↑ ∞

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2020 — 31 May 2020	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 Jun 2020 — 30 Jun 2020	17,997	844	\$4,808.10	\$5.70	4.69%	-	41	4.86%	\$117.27	22.58%
Change	17,997 ↑ ∞%	844 ↑ ∞%	\$4,808.10 ↑ ∞%	\$5.70 ↑ ∞%	4.69% ↑ ∞%	--	41 ↑ ∞%	4.86% ↑ ∞%	\$117.27 ↑ ∞%	22.58% ↑ ∞%

# Performance by Month - 1 Jul 2019 — 30 Jun 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%	-	19	3.12%	\$322.16	16.95%	
Mar '20	15,273	492	\$4,766.01	\$9.69	3.22%	-	15	3.05%	\$317.73	20.04%	
Apr '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%	
May '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%	
Jun '20	17,997	844	\$4,808.10	\$5.70	4.69%	-	41	4.86%	\$117.27	22.58%	
<b>Total</b>	<b>80,521</b>	<b>3,074</b>	<b>\$24,432.63</b>	<b>\$7.95</b>	<b>3.82%</b>	<b>-</b>	<b>104</b>	<b>3.38%</b>	<b>\$234.93</b>	<b>23.72%</b>	

## Campaign Summary - 1 Jun 2020 — 30 Jun 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	6,577	371	\$3,818.37	\$10.29	5.64%	-	26	7.01%	\$146.86	72.66%
search   beta   hair restoration	11,420	473	\$989.73	\$2.09	4.14%	-	15	3.17%	\$65.98	15.87%

# Top Performing Ads - 1 Jun 2020 — 30 Jun 2020

## Top Text Ads

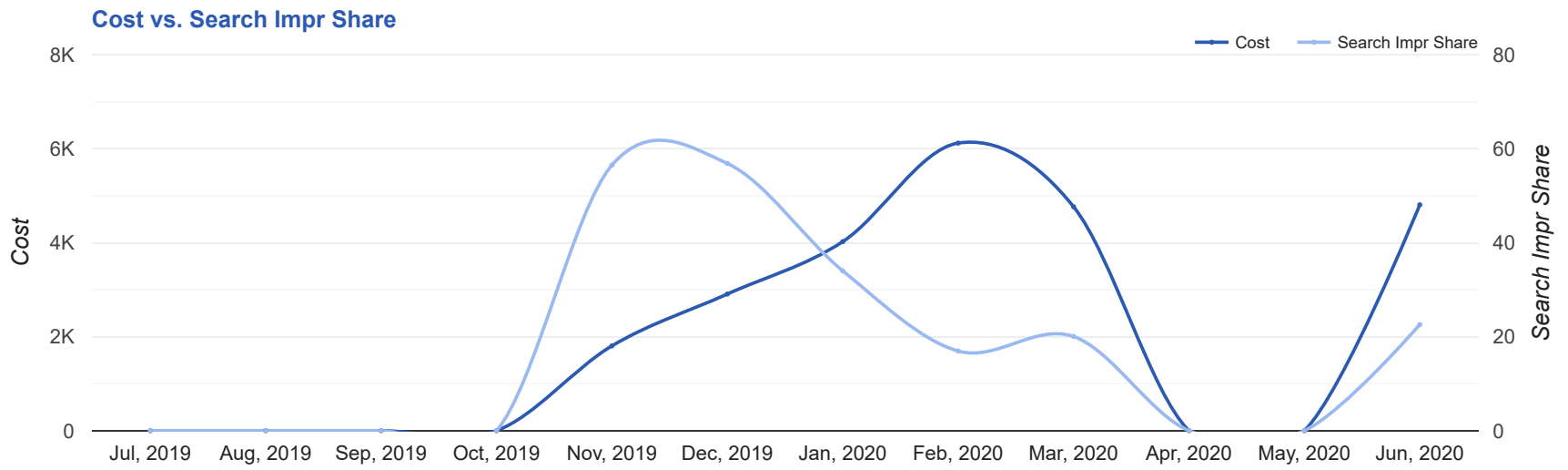
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">#1 Provider in Purchase, NY - Safe &amp; Effective Fat Reduction - 25% Off All CoolSculpting®</a> <a href="http://www.advancedrejuvenationcenters.com/coolsculpting/new-york">www.advancedrejuvenationcenters.com/coolsculpting/new-york</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Purchase, NY. Free Consult.	2,396	134	\$1,385.90	\$10.34	5.59%	-	10	7.46%	\$138.59
<a href="#">Hair Restoration Purchase, NY - Non-Surgical Hair Restoration - Hair Loss Treatment</a> <a href="http://www.advancedrejuvenationcenters.com/">www.advancedrejuvenationcenters.com/</a> - / - Customized Hair Restoration Solution. Stop Thinning Hair and Restore Hair Growth	5,939	235	\$505.94	\$2.15	3.96%	-	8	3.40%	\$63.24
<a href="#">CoolSculpting Deal: 25% Off - Freeze Away Stubborn Fat - Advanced Rejuvenation Centers</a> <a href="http://www.advancedrejuvenationcenters.com/coolsculpting/">www.advancedrejuvenationcenters.com/coolsculpting/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	1,340	74	\$811.81	\$10.97	5.52%	-	3.5	4.73%	\$231.95
<a href="#">25% Off All CoolSculpting® - Best Price in Purchase, NY - Advanced Rejuvenation Centers</a> <a href="http://www.advancedrejuvenationcenters.com/coolsculpting/special">www.advancedrejuvenationcenters.com/coolsculpting/special</a> Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	658	45	\$507.04	\$11.27	6.84%	-	3	6.67%	\$169.01
<a href="#">Natural Hair Restoration - Regrow Hair + Increase Density - NonSurgical Hair Loss Solution</a> <a href="http://www.advancedrejuvenationcenters.com//">www.advancedrejuvenationcenters.com//</a> Best Hair Loss Treatment. Safe, Effective and Non-Surgical Alternative to Hair Transplant.	1,753	87	\$142.53	\$1.64	4.96%	-	3	3.45%	\$47.51

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2020 — 30 Jun 2020

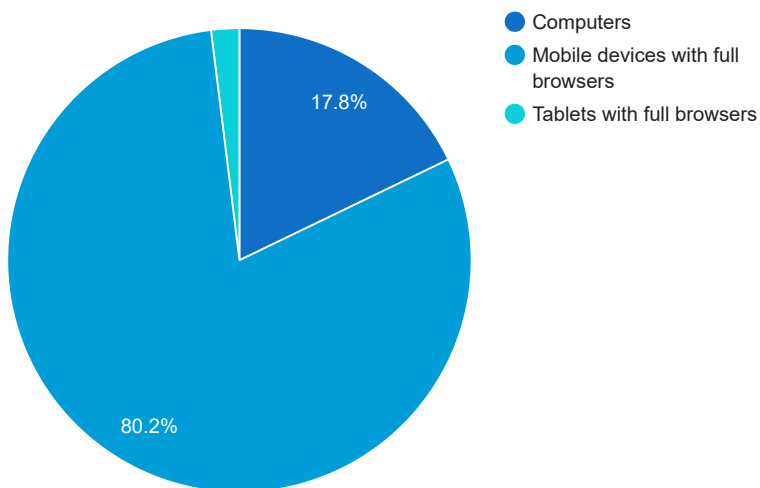
## Budget Coverage



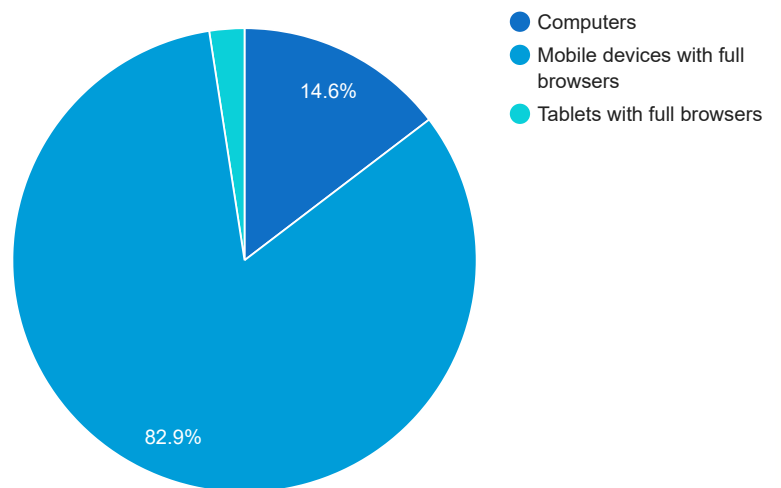
DATE	COST	SEARCH IMPR SHARE
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	1,805.27	56.52
Dec, 2019	2,908.65	56.87
Jan, 2020	4,023.61	34.02
Feb, 2020	6,120.99	16.95
Mar, 2020	4,766.01	20.04
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	4,808.10	22.58

## 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	14,592	708	\$3,855.68	\$5.45	4.85%	-	34	4.8%	\$113.40
Computers	2,895	112	\$858.05	\$7.66	3.87%	-	6	5.36%	\$143.01
Tablets with full browsers	510	24	\$94.37	\$3.93	4.71%	-	1	4.17%	\$94.37

### 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	17,997	844	\$4,808.10	\$5.70	4.69%	-	41	4.86%	\$117.27

# Conversion Types - 1 Jun 2020 — 30 Jun 2020

CONVERSION TYPE

CONV

Form Submission

39

Calls from Ads

2

## 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