

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

Advanced Rejuvenation Center

538-573-0874

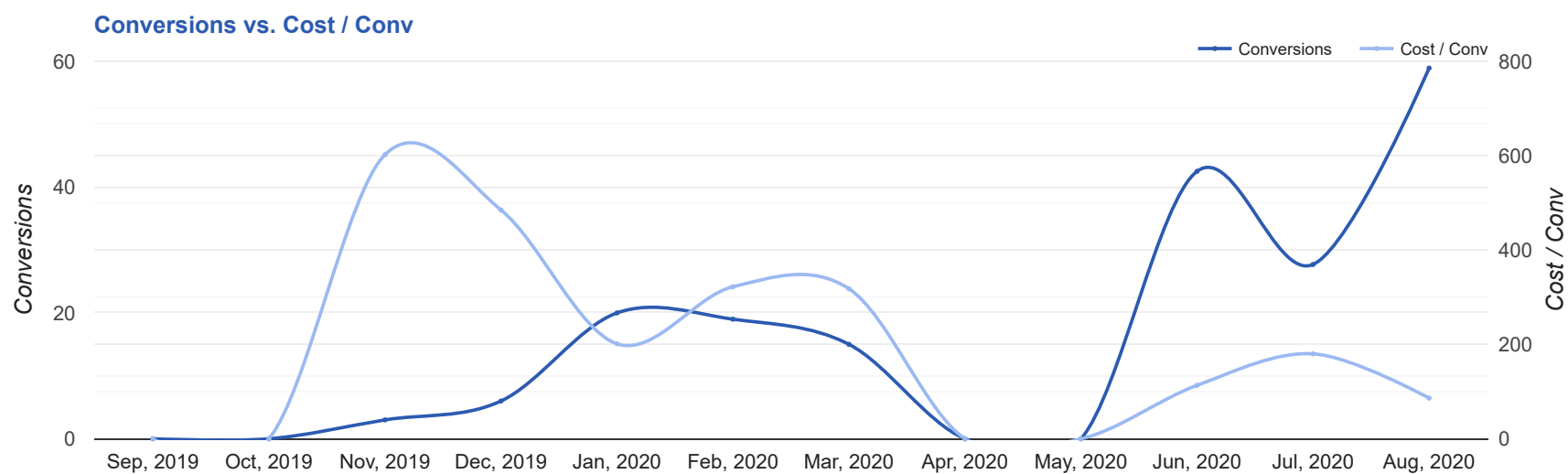
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$5,071	58.9	4.09%	\$86.10
↑ 2%	↑ 113%	↑ 7%	↓ 52%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jul 2020 — 31 Jul 2020	17,256	723	\$4,976.34	\$6.88	4.19%	-	27.7	3.82%	\$179.98	22.8%
1 Aug 2020 — 31 Aug 2020	35,908	1,440	\$5,071.17	\$3.52	4.01%	-	58.9	4.09%	\$86.10	21.41%
Change	18,652 ↑ 108%	717 ↑ 99%	\$94.83 ↑ 2%	\$3.36 ↓ 49%	0.18% ↓ 4%	--	31.25 ↑ 113%	0.27% ↑ 7%	\$93.88 ↓ 52%	1.39% ↓ 6%

Performance by Month - 1 Sep 2019 — 31 Aug 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%	-	42.5	5.03%	\$113.27	22.58%
Jul '20	17,256	723	\$4,976.34	\$6.88	4.19%	-	27.7	3.82%	\$179.98	22.8%
Aug '20	35,908	1,440	\$5,071.17	\$3.52	4.01%	-	58.9	4.09%	\$86.10	21.41%
Total	133,685	5,237	\$34,480.14	\$6.58	3.92%	-	192	3.67%	\$179.58	22.94%

Campaign Summary - 1 Aug 2020 — 31 Aug 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	25,666	975	\$3,919.56	\$4.02	3.8%	-	48	4.92%	\$81.66	22.23%
search beta hair restoration	8,755	350	\$970.10	\$2.77	4%	-	10.9	3.11%	\$89.00	17.85%
search beta ultherapy	1,487	115	\$181.51	\$1.58	7.73%	-	0	0%	\$0.00	43.02%

Top Performing Ads - 1 Aug 2020 — 31 Aug 2020

Top Text Ads

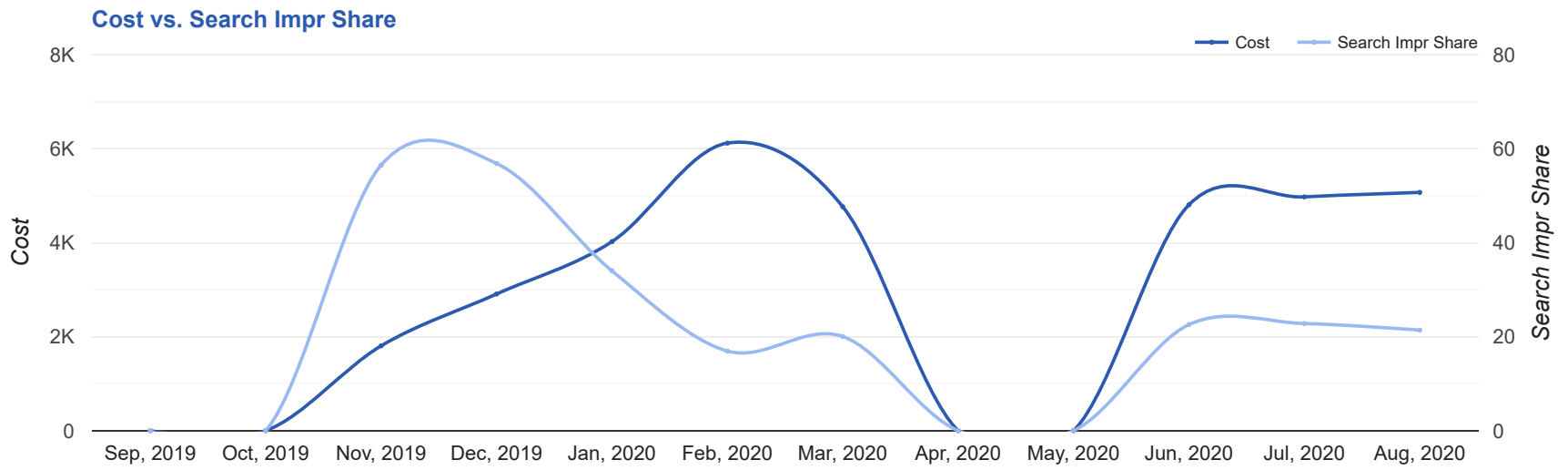
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Advanced Rejuvenation Center - CoolSculpting Near Me - 25% Off All Fat Freezing www.advancedrejuvenationcenters.com/CoolSculpting/new-york Leading CoolSculpting Provider in Purchase, NY. Schedule a Free Consultation	11,320	521	\$1,574.11	\$3.02	4.60%	-	15.5	2.98%	\$101.42
CoolSculpting Deal: \$1,000 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.	4,686	92	\$413.68	\$4.50	1.96%	-	11.5	12.48%	\$36.03
CoolSculpting Deal: \$1,000 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.	836	27	\$215.64	\$7.99	3.23%	-	7	25.93%	\$30.81
{Keyword:Advanced Rejuvenation Center} - CoolSculpting Near Me - 25% Off All Fat Freezing www.advancedrejuvenationcenters.com/CoolSculpting/new-york Leading CoolSculpting Provider in Purchase, NY. Schedule a Free Consultation	2,052	88	\$591.53	\$6.72	4.29%	-	5	5.68%	\$118.31
CoolSculpting in Purchase - Fat Reduction Treatment - Flexible Payment Options www.advancedrejuvenationcenters.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	2,066	60	\$224.04	\$3.73	2.90%	-	3	5.00%	\$74.68

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Aug 2020 — 31 Aug 2020

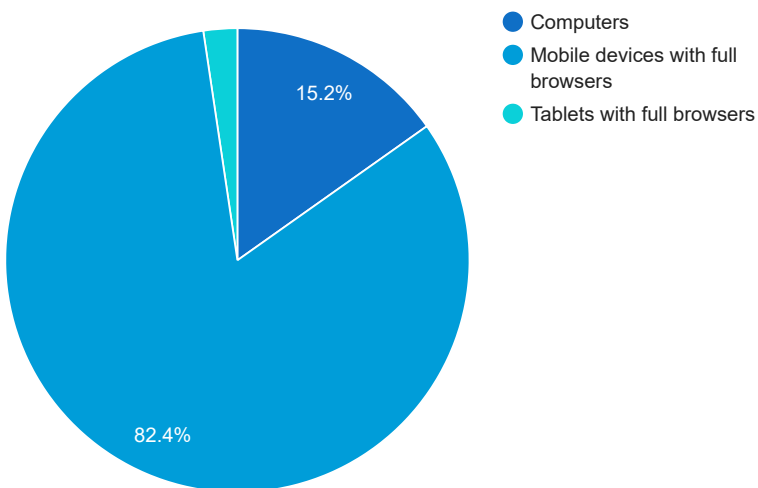
Budget Coverage



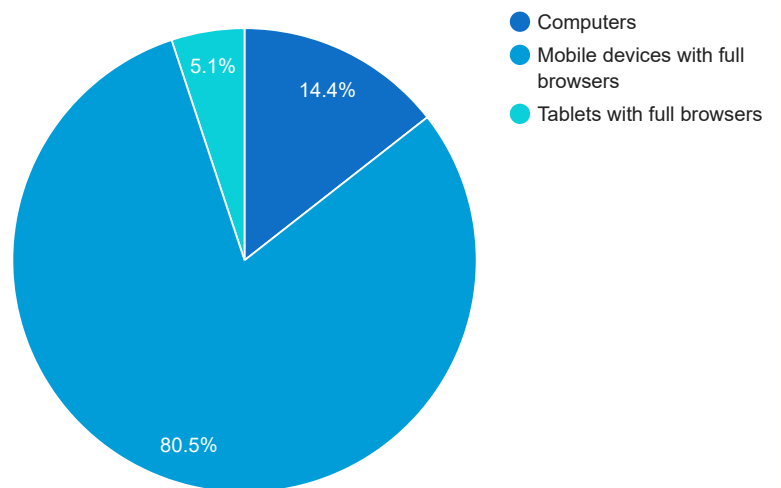
DATE	COST	SEARCH IMPR SHARE
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	1,805.27	56.52
Dec, 2019	2,908.65	56.87
Jan, 2020	4,023.61	34.02
Feb, 2020	6,120.99	16.95
Mar, 2020	4,766.01	20.04
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	4,808.10	22.58
Jul, 2020	4,976.34	22.80
Aug, 2020	5,071.17	21.41

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	28,948	1,225	\$4,181.06	\$3.41	4.23%	-	47.4	3.87%	\$88.21
Computers	6,128	176	\$770.69	\$4.38	2.87%	-	8.5	4.83%	\$90.67
Tablets with full browsers	832	39	\$119.42	\$3.06	4.69%	-	3	7.69%	\$39.81

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	35,908	1,440	\$5,071.17	\$3.52	4.01%	-	58.9	4.09%	\$86.10

Conversion Types - 1 Aug 2020 — 31 Aug 2020

CONVERSION TYPE

CONV

Form Submission

57.9

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