

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

Advanced Rejuvenation Center

538-573-0874

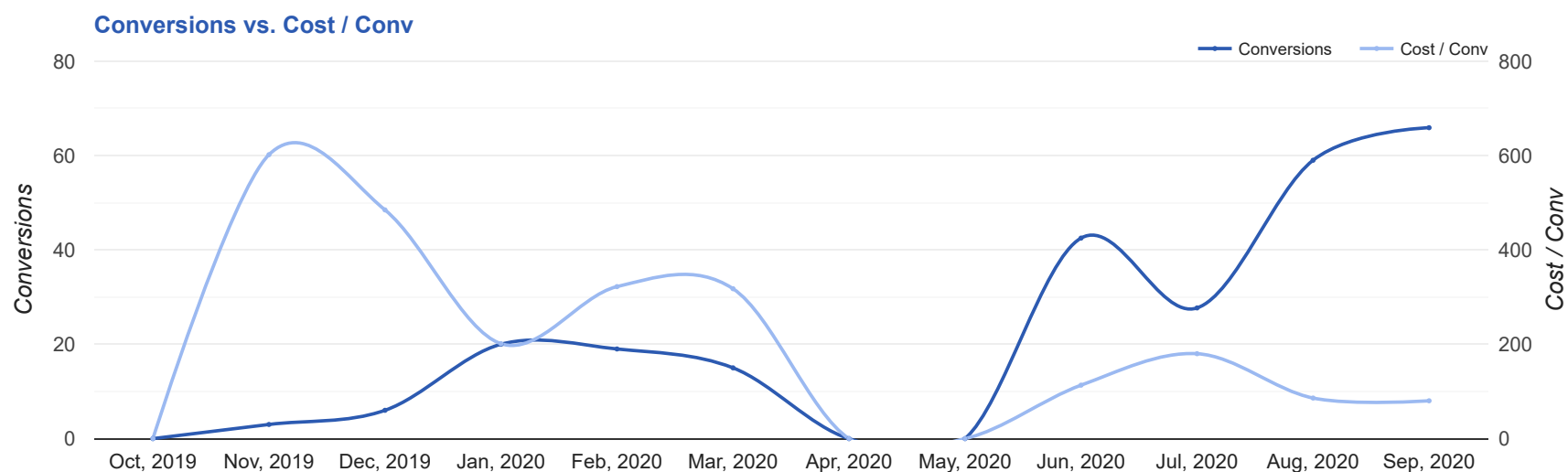
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$5,287	65.9	3.93%	\$80.18
↑ 4%	↑ 12%	↓ 4%	↓ 7%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	35,908	1,440	\$5,071.17	\$3.52	4.01%	-	59	4.1%	\$86.00	21.4%
1 Sep 2020 — 30 Sep 2020	42,580	1,677	\$5,286.50	\$3.15	3.94%	-	65.9	3.93%	\$80.18	24.55%
<b>Change</b>	6,672 ↑ 19%	237 ↑ 16%	\$215.33 ↑ 4%	\$0.37 ↓ 11%	0.07% ↓ 2%	--	6.96 ↑ 12%	0.17% ↓ 4%	\$5.82 ↓ 7%	3.15% ↑ 15%

# Performance by Month - 1 Oct 2019 — 30 Sep 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%	-	59	4.1%	\$86.00	21.4%
Sep '20	42,580	1,677	\$5,286.50	\$3.15	3.94%	-	65.9	3.93%	\$80.18	24.55%
<b>Total</b>	<b>176,265</b>	<b>6,914</b>	<b>\$39,766.64</b>	<b>\$5.75</b>	<b>3.92%</b>	<b>-</b>	<b>258</b>	<b>3.73%</b>	<b>\$154.13</b>	<b>23.3%</b>

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

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	27,035	1,000	\$3,954.26	\$3.95	3.7%	-	50.9	5.09%	\$77.64	25.51%
search   beta   hair restoration	10,160	390	\$989.89	\$2.54	3.84%	-	8	2.05%	\$123.74	20.55%
search   beta   ultherapy	5,385	287	\$342.35	\$1.19	5.33%	-	7	2.44%	\$48.91	29.35%

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

## Top Text Ads

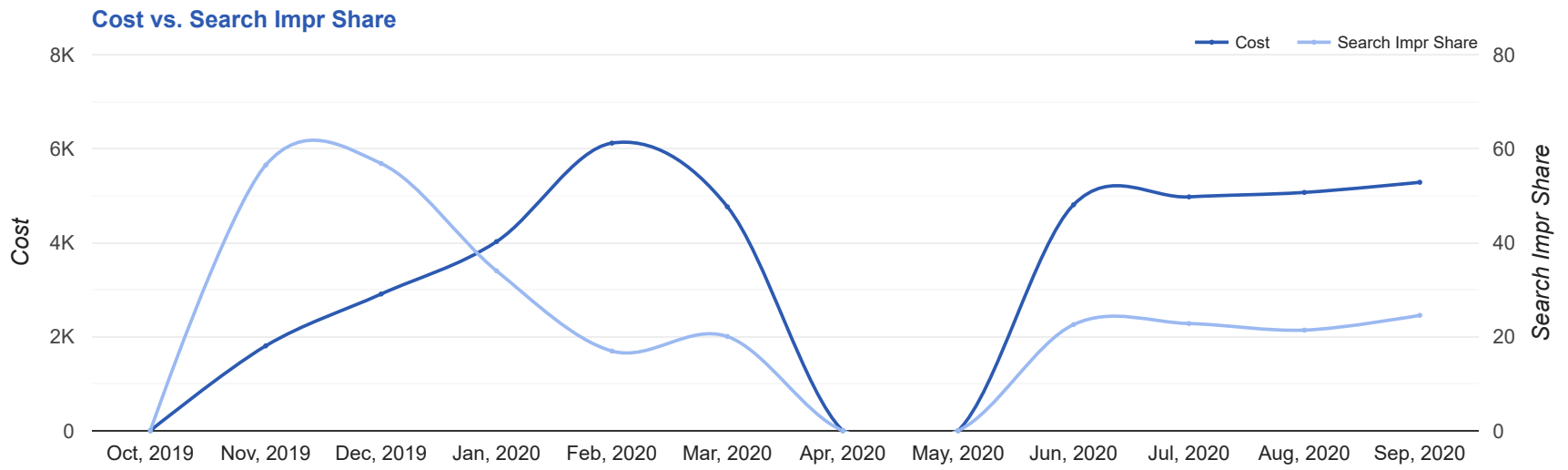
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Advanced Rejuvenation Center - CoolSculpting Near Me - 25% Off All Fat Freezing</a> <a href="http://www.advancedrejuvenationcenters.com/CoolSculpting/new-york">www.advancedrejuvenationcenters.com/CoolSculpting/new-york</a> Leading CoolSculpting Provider in Purchase, NY. Schedule a Free Consultation	9,140	445	\$1,173.63	\$2.64	4.87%	-	11	2.47%	\$106.69
<a href="#">CoolSculpting Deal: \$1,000 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.	6,145	113	\$626.99	\$5.55	1.84%	-	8	7.08%	\$78.37
{Keyword:Advanced Rejuvenation Center} - <a href="#">CoolSculpting Near Me - 25% Off All Fat Freezing</a> <a href="http://www.advancedrejuvenationcenters.com/CoolSculpting/new-york">www.advancedrejuvenationcenters.com/CoolSculpting/new-york</a> Leading CoolSculpting Provider in Purchase, NY. Schedule a Free Consultation	3,405	139	\$608.76	\$4.38	4.08%	-	7.9	5.71%	\$76.77
{Keyword:Advanced Rejuvenation Center} - <a href="#">CoolSculpting Near Me - 25% Off All Fat Freezing</a> <a href="http://www.advancedrejuvenationcenters.com/CoolSculpting/new-york">www.advancedrejuvenationcenters.com/CoolSculpting/new-york</a> Leading CoolSculpting Provider in Purchase, NY. Schedule a Free Consultation	1,710	61	\$428.41	\$7.02	3.57%	-	5.5	9.02%	\$77.89
<a href="#">CoolSculpting Deal: \$1,000 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.	1,022	27	\$190.97	\$7.07	2.64%	-	5	18.52%	\$38.19

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Sep 2020 — 30 Sep 2020

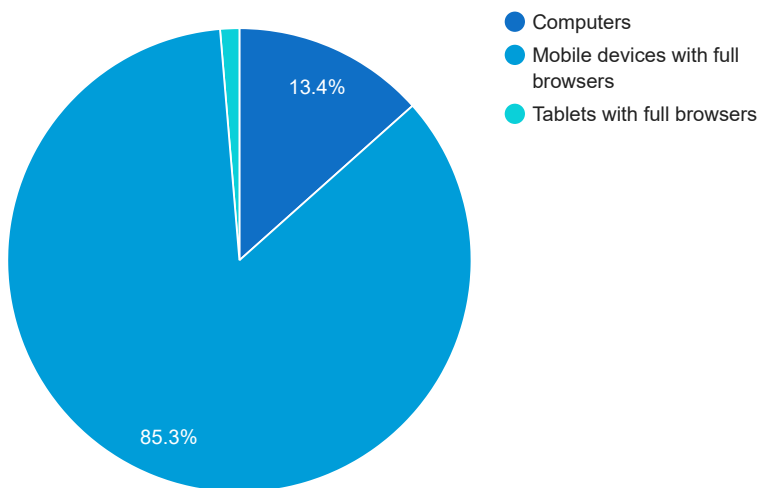
## Budget Coverage



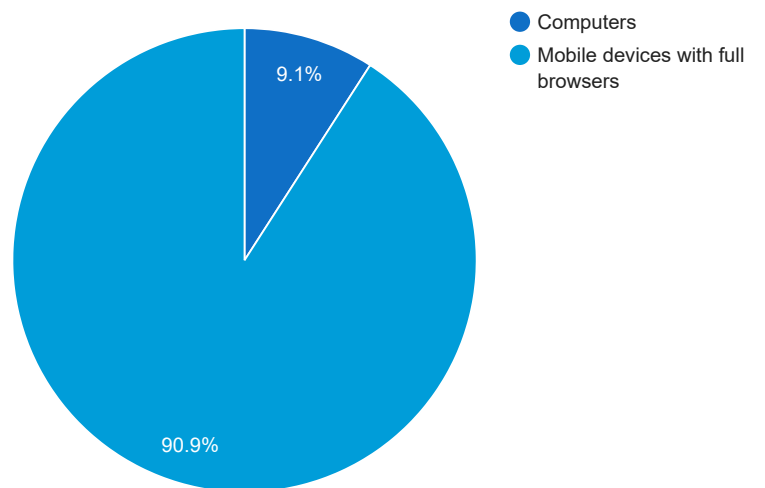
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	0	0
Nov, 2019	1,805.27	56.52
Dec, 2019	2,908.65	56.87
Jan, 2020	4,023.61	34.02
Feb, 2020	6,120.99	16.95
Mar, 2020	4,766.01	20.04
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	4,808.10	22.58
Jul, 2020	4,976.34	22.80
Aug, 2020	5,071.17	21.40
Sep, 2020	5,286.50	24.55

## Cost and Conversions by Device

### Cost



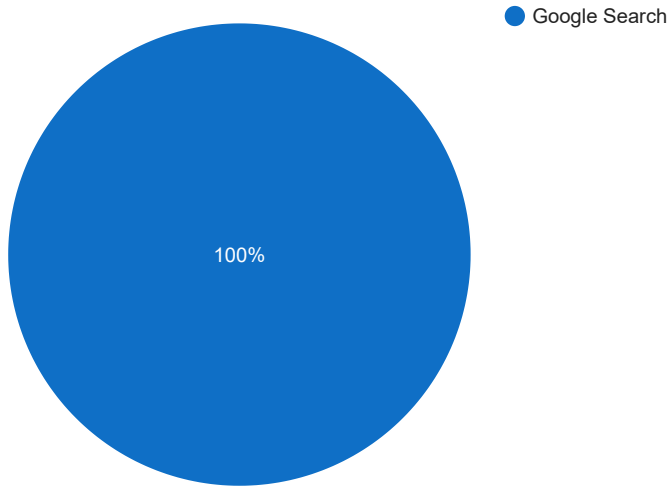
### Conversions



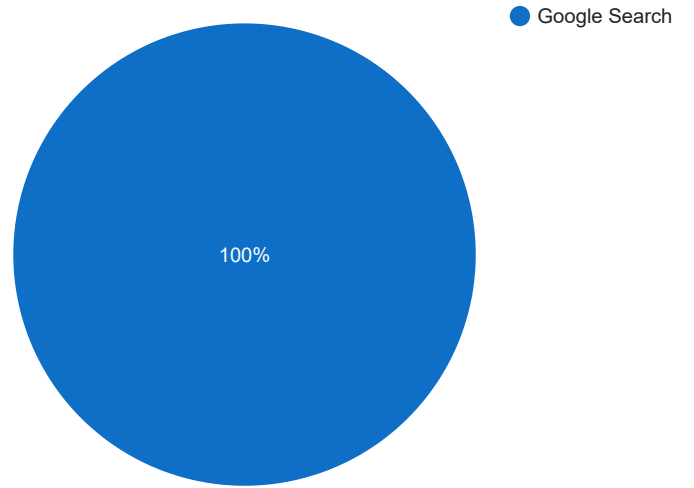
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	33,330	1,448	\$4,507.37	\$3.11	4.34%	-	59.9	4.14%	\$75.21
Computers	8,130	205	\$708.58	\$3.46	2.52%	-	6	2.93%	\$118.10
Tablets with full browsers	1,120	24	\$70.55	\$2.94	2.14%	-	0	0%	\$0.00

### 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	42,580	1,677	\$5,286.50	\$3.15	3.94%	-	65.9	3.93%	\$80.18

## Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
Form Submission	62.9
Click to Call	2
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 page 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