

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

Advanced Rejuvenation Center

538-573-0874

Key Performance Indicators (KPIs)

Cost

\$6,339

↑ 8%

Conv

140.6

↑ 2%

Conv Rate

6.54%

↓ 6%

Cost / Conv

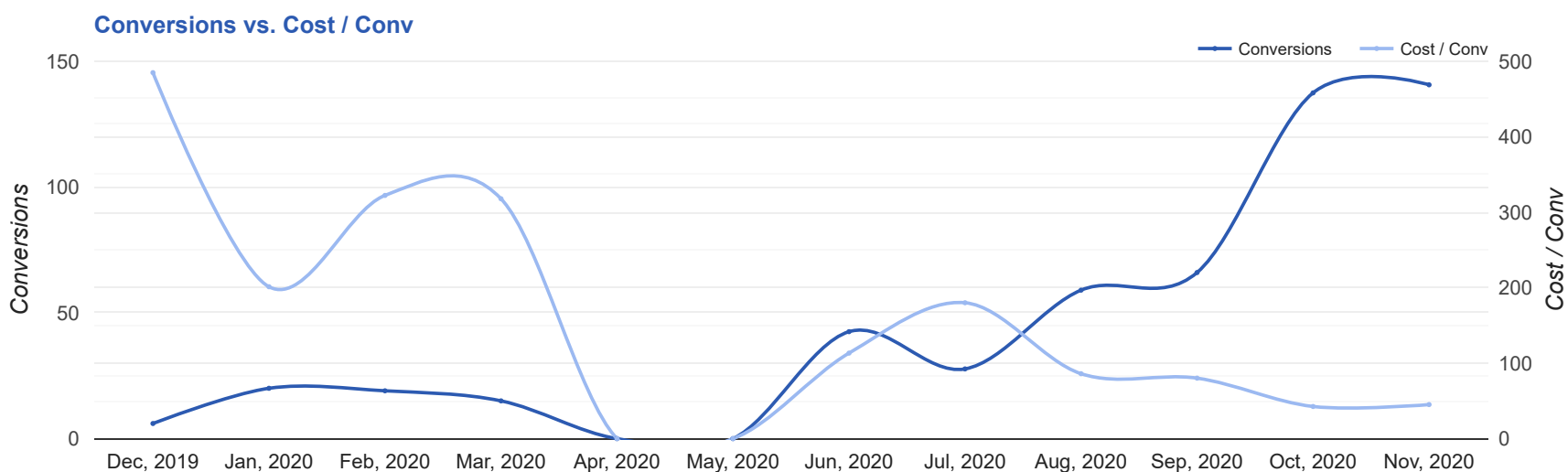
\$45.10

↑ 6%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	39,738	1,964	\$5,845.79	\$2.98	4.94%	-	137.4	6.99%	\$42.56	5%
1 Nov 2020 — 30 Nov 2020	41,046	2,150	\$6,339.14	\$2.95	5.24%	-	140.6	6.54%	\$45.10	5%
Change	1,308 ↑ 3%	186 ↑ 9%	\$493.35 ↑ 8%	\$0.03 ↓ 1%	0.30% ↑ 6%	--	3.20 ↑ 2%	0.45% ↓ 6%	\$2.54 ↑ 6%	0% ↔ 0%

Performance by Month - 1 Dec 2019 — 30 Nov 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	66	3.94%	\$80.11	24.59%
Oct '20	39,738	1,964	\$5,845.79	\$2.98	4.94%	-	137.4	6.99%	\$42.56	5%
Nov '20	41,046	2,150	\$6,339.14	\$2.95	5.24%	-	140.6	6.54%	\$45.10	5%
Total	254,006	10,929	\$50,146.30	\$4.59	4.3%	-	533	4.88%	\$94.08	10.73%

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta kybella	11,621	680	\$348.60	\$0.51	5.85%	-	51	7.5%	\$6.84	5%
search beta ultherapy	8,101	526	\$993.08	\$1.89	6.49%	-	31.6	6%	\$31.46	37.97%
search beta coolsculpting	3,398	176	\$2,000.00	\$11.36	5.18%	-	25	14.2%	\$80.00	69.33%
search beta coolsculpting exp reach	10,182	443	\$2,002.30	\$4.52	4.35%	-	22	4.97%	\$91.01	20.43%
search beta hair restoration	5,047	234	\$495.20	\$2.12	4.64%	-	6	2.56%	\$82.53	10.5%
search beta hydration iv	2,697	91	\$499.96	\$5.49	3.37%	-	5	5.49%	\$99.99	28.62%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

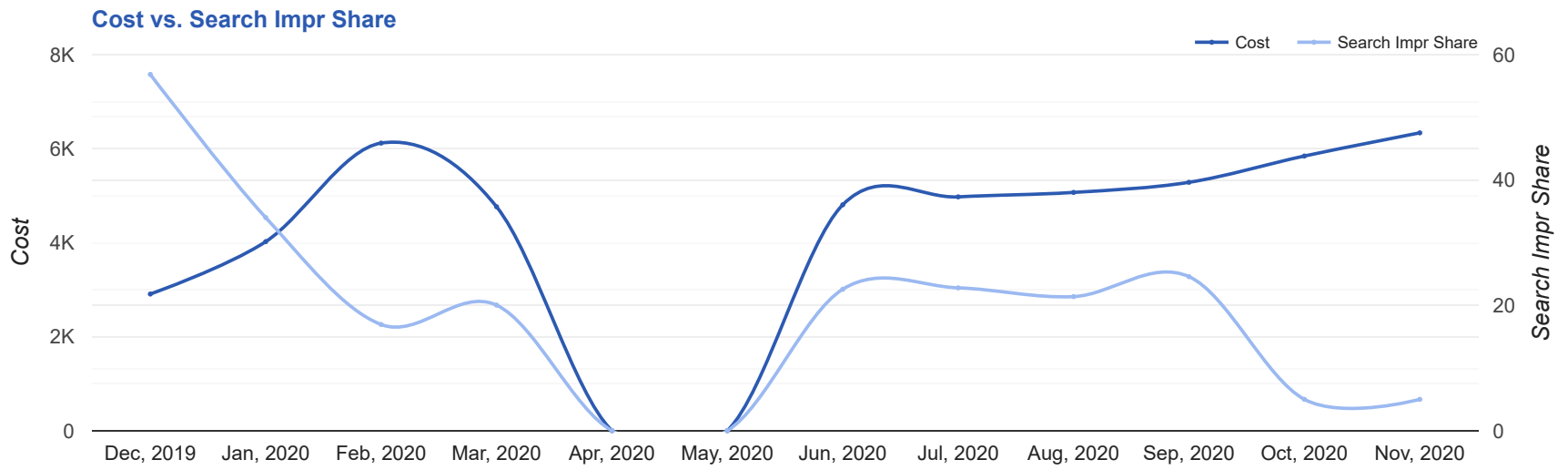
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Advanced Rejuvenation Center} - Tighten Skin Without Surgery - Non-Surgical Skin Tightening www.advancedrejuvenationcenters.com/--/-- Non-Invasive Skin Tightening. Save on Ultherapy Cost + Ultherapy Before and After Pics.	6,931	478	\$883.85	\$1.85	6.90%	-	26.6	5.56%	\$33.26
{Keyword:Advanced Rejuvenation Center} - KYBELLA® Injections - Double Chin Treatment www.advancedrejuvenationcenters.com/--/-- Kybella is a Non-Surgical Injection Technique Used to Reduce Excess Fat Beneath the Chin	3,759	211	\$114.77	\$0.54	5.61%	-	16	7.58%	\$7.17
{Keyword:Advanced Rejuvenation Center} - KYBELLA® Injections - Double Chin Treatment www.advancedrejuvenationcenters.com/--/-- Kybella is a Non-Surgical Injection Technique Used to Reduce Excess Fat Beneath the Chin	3,365	221	\$106.77	\$0.48	6.57%	-	13	5.88%	\$8.21
Advanced Rejuvenation Center - CoolSculpting Near Me - Freeze Away Stubborn Fat www.advancedrejuvenationcenters.com/CoolSculpting/new-york Leading CoolSculpting Provider in Purchase, NY. Schedule a Free Consultation	4,125	248	\$911.39	\$3.67	6.01%	-	12	4.84%	\$75.95
{Keyword:Advanced Rejuvenation Center} - Reduce Double Chin & Jowls - Kybella in Purchase NY www.advancedrejuvenationcenters.com// Kybella is a Non-Surgical Injection Technique Used to Reduce Excess Fat Beneath the Chin	1,294	107	\$54.99	\$0.51	8.27%	-	10	9.35%	\$5.50

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

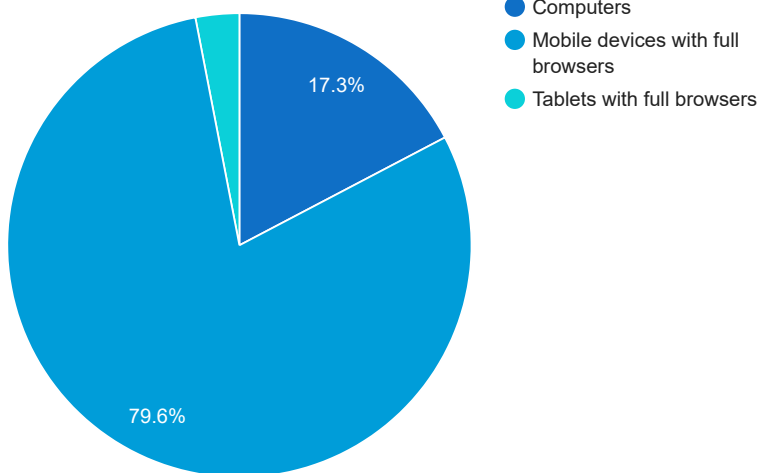
Budget Coverage



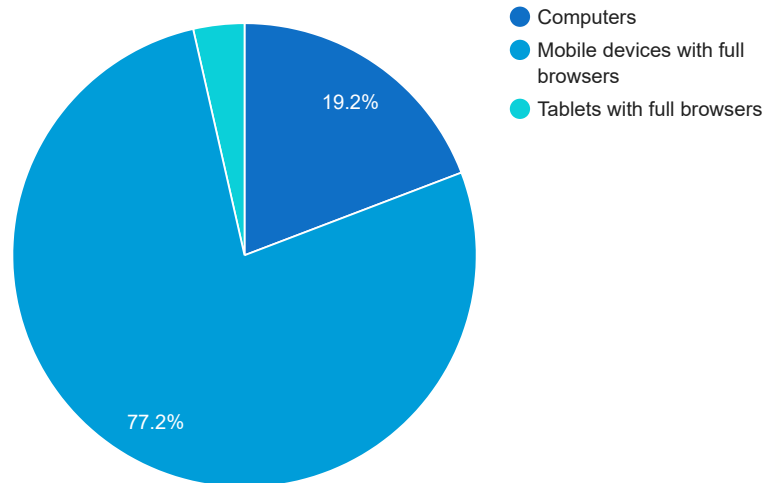
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	2,908.65	56.87
Jan, 2020	4,023.61	34.02
Feb, 2020	6,120.99	16.95
Mar, 2020	4,766.01	20.04
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	4,808.10	22.58
Jul, 2020	4,976.34	22.80
Aug, 2020	5,071.17	21.40
Sep, 2020	5,286.50	24.59
Oct, 2020	5,845.79	5
Nov, 2020	6,339.14	5

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	32,225	1,828	\$5,048.79	\$2.76	5.67%	-	108.6	5.94%	\$46.50
Computers	7,382	270	\$1,097.38	\$4.06	3.66%	-	27	10%	\$40.64
Tablets with full browsers	1,439	52	\$192.97	\$3.71	3.61%	-	5	9.62%	\$38.59

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	41,046	2,150	\$6,339.14	\$2.95	5.24%	-	140.6	6.54%	\$45.10

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE

CONV

Form Submission

72.6

Click to Call

68

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