

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

Advanced Rejuvenation Center

538-573-0874

Key Performance Indicators (KPIs)

Cost

\$6,326

↔ 0%

Conv

151.9

↑ 6%

Conv Rate

6.88%

↑ 4%

Cost / Conv

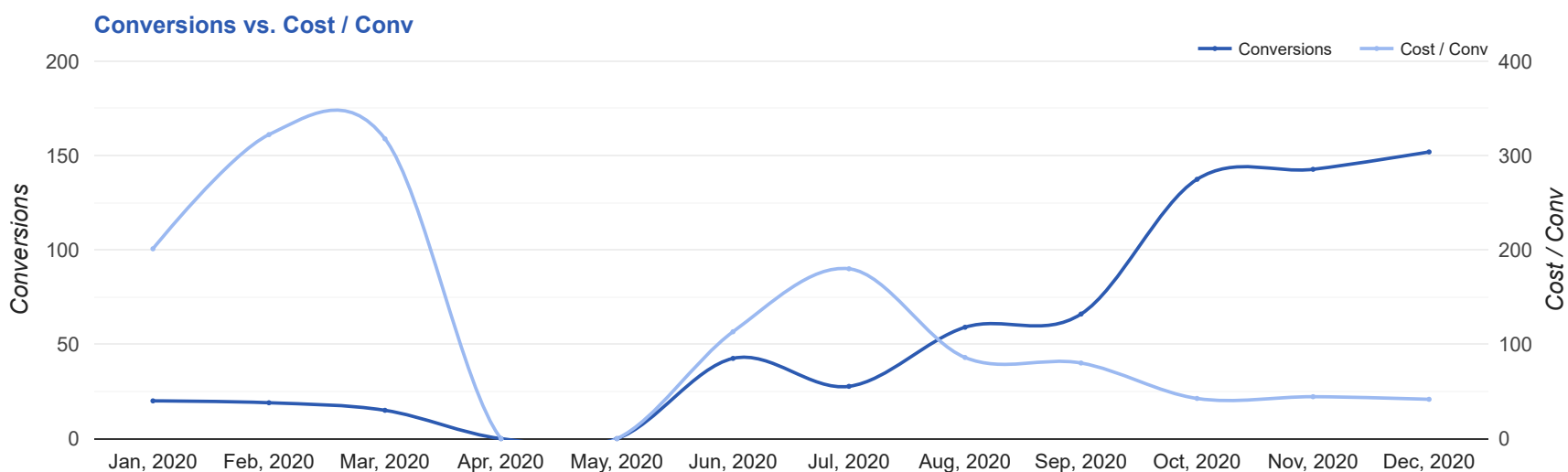
\$41.65

↓ 6%

Performance Comparison - Month-over-Month

| | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|-------------------------------------|-------------|------------|-----------------|----------------|---------------|---------|--------------|---------------|----------------|----------------------|
| 1 Nov 2020 — 30 Nov 2020 | 41,046 | 2,150 | \$6,339.14 | \$2.95 | 5.24% | - | 142.7 | 6.64% | \$44.42 | 5% |
| 1 Dec 2020 — 31 Dec 2020 | 41,910 | 2,207 | \$6,325.55 | \$2.87 | 5.27% | - | 151.9 | 6.88% | \$41.65 | 5% |
| Change | 864 ↑ 2% | 57 ↑ 3% | \$13.59 ↓ 0% | \$0.08 ↓ 3% | 0.03% ↑ 1% | -- | 9.15 ↑ 6% | 0.24% ↑ 4% | \$2.77 ↓ 6% | 0% ↔ 0% |

Performance by Month - 1 Jan 2020 — 31 Dec 2020



| MONTH | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH |
|--------------|----------------|---------------|--------------------|---------------|--------------|----------|------------|--------------|----------------|--------------|
| | | | | | | | | | | IMPR SHARE |
| 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% | - | 142.7 | 6.64% | \$44.42 | 5% |
| Dec '20 | 41,910 | 2,207 | \$6,325.55 | \$2.87 | 5.27% | - | 151.9 | 6.88% | \$41.65 | 5% |
| Total | 288,989 | 12,902 | \$53,563.20 | \$4.15 | 4.46% | - | 681 | 5.28% | \$78.65 | 9.05% |

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

| CAMPAIGN | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|---|--------|--------|------------|---------|-------|---------|------|-----------|----------------|----------------------|
| search beta kybella | 12,353 | 706 | \$347.68 | \$0.49 | 5.72% | - | 56 | 7.93% | \$6.21 | 5% |
| search beta ultherapy | 6,918 | 507 | \$996.81 | \$1.97 | 7.33% | - | 34 | 6.71% | \$29.32 | 43.91% |
| search beta coolsculpting | 4,215 | 241 | \$2,787.14 | \$11.56 | 5.72% | - | 27.3 | 11.34% | \$102.02 | 75.8% |
| search beta coolsculpting exp reach | 8,357 | 383 | \$1,197.86 | \$3.13 | 4.58% | - | 15.6 | 4.07% | \$76.88 | 15.61% |
| search beta hair restoration | 6,069 | 244 | \$496.21 | \$2.03 | 4.02% | - | 10 | 4.08% | \$49.82 | 10.76% |
| search beta hydration iv | 3,998 | 126 | \$499.85 | \$3.97 | 3.15% | - | 9 | 7.14% | \$55.54 | 25.37% |

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

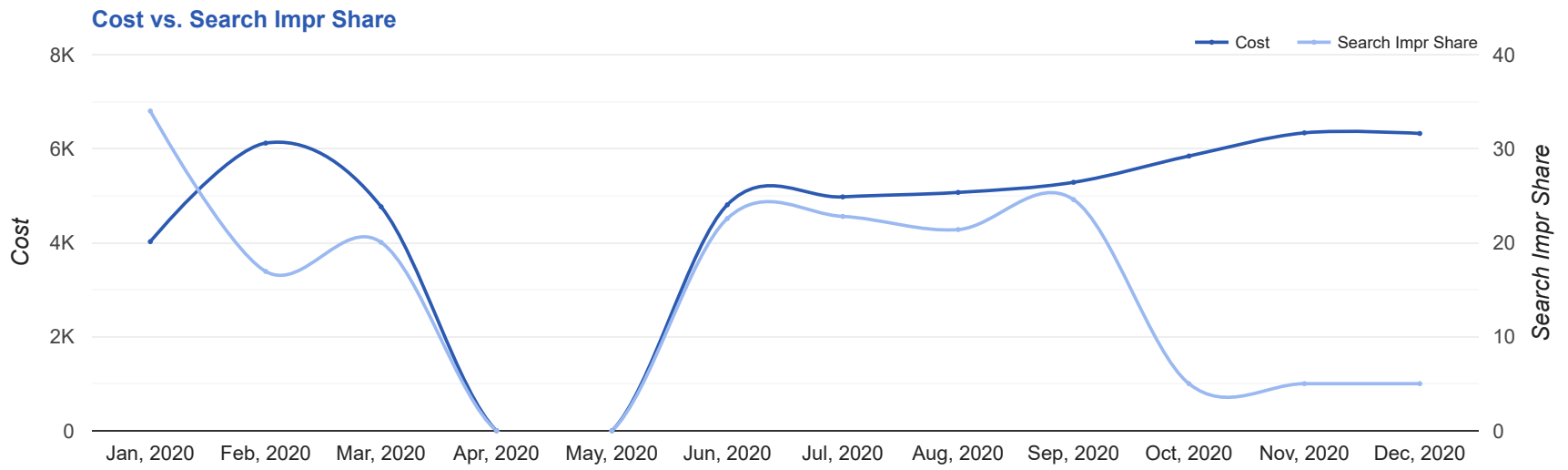
| AD | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV |
|--|-------|--------|----------|---------|-------|---------|------|-----------|-------------|
| {Keyword:Advanced Rejuvenation Center} - Tighten Skin Without Surgery - Non-Surgical Skin Tightening www.advancedrejuvenationcenters.com/ -- -- Non-Invasive Skin Tightening. Save on Ultherapy Cost + Ultherapy Before and After Pics. | 6,102 | 466 | \$911.03 | \$1.95 | 7.64% | - | 33 | 7.08% | \$27.61 |
| {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 | 2,721 | 167 | \$84.79 | \$0.51 | 6.14% | - | 19.4 | 11.60% | \$4.38 |
| {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 | 2,731 | 199 | \$96.17 | \$0.48 | 7.29% | - | 10.9 | 5.49% | \$8.81 |
| KYBELLA® Injections - Double Chin Treatment - Non-Surgical Skin Tightening www.advancedrejuvenationcenters.com/ Kybella is a Non-Surgical Injection Technique Used to Reduce Excess Fat Beneath the Chin | 1,521 | 109 | \$45.66 | \$0.42 | 7.17% | - | 8.5 | 7.78% | \$5.38 |
| {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 | 2,087 | 95 | \$44.77 | \$0.47 | 4.55% | - | 8.2 | 8.66% | \$5.44 |

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

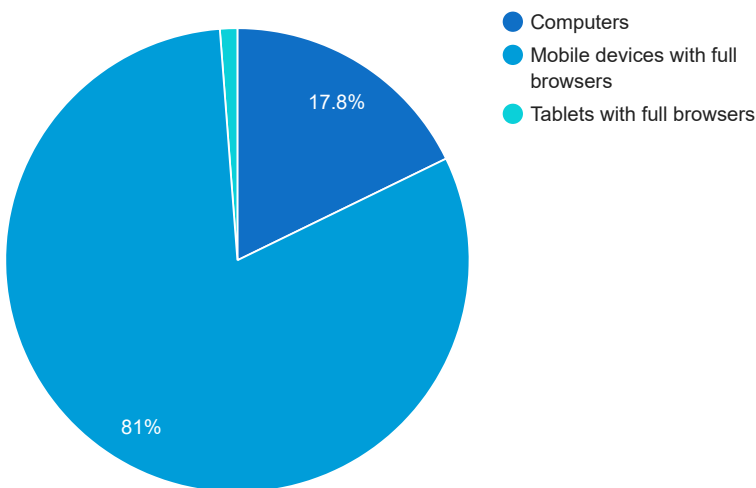
Budget Coverage



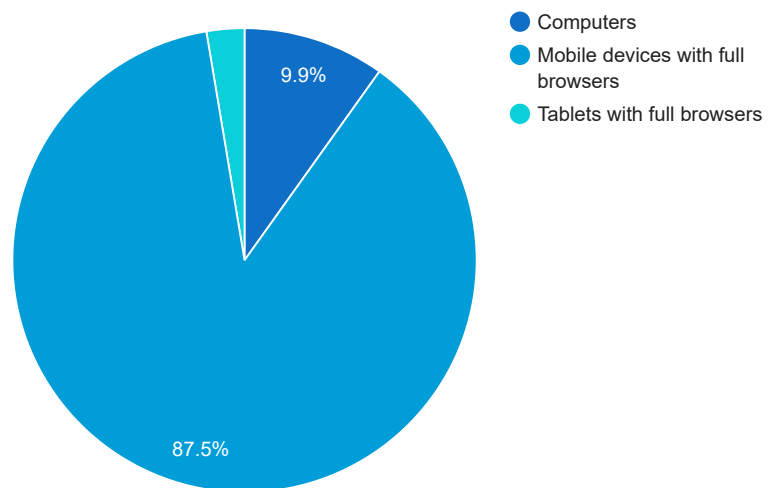
| DATE | COST | SEARCH IMPR SHARE |
|-----------|----------|-------------------|
| Jan, 2020 | 4,023.61 | 34.02 |
| Feb, 2020 | 6,120.99 | 16.95 |
| Mar, 2020 | 4,766.01 | 20.04 |
| Apr, 2020 | 0 | 0 |
| May, 2020 | 0 | 0 |
| Jun, 2020 | 4,808.10 | 22.58 |
| Jul, 2020 | 4,976.34 | 22.80 |
| Aug, 2020 | 5,071.17 | 21.40 |
| Sep, 2020 | 5,286.50 | 24.59 |
| Oct, 2020 | 5,845.79 | 5 |
| Nov, 2020 | 6,339.14 | 5 |
| Dec, 2020 | 6,325.55 | 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 | 33,025 | 1,891 | \$5,123.90 | \$2.71 | 5.73% | - | 132.9 | 7.03% | \$38.57 |
| Computers | 7,425 | 270 | \$1,125.08 | \$4.17 | 3.64% | - | 15 | 5.56% | \$75.01 |
| Tablets with full browsers | 1,460 | 46 | \$76.57 | \$1.66 | 3.15% | - | 4 | 8.7% | \$19.14 |

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 | 41,910 | 2,207 | \$6,325.55 | \$2.87 | 5.27% | - | 151.9 | 6.88% | \$41.65 |

Conversion Types - 1 Dec 2020 — 31 Dec 2020

| CONVERSION TYPE | CONV |
|-----------------|------|
| Click to Call | 78.9 |
| Form Submission | 70.9 |
| 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