

**Monthly Account  
Performance Report  
1 Jan 2021 — 31 Jan 2021**

Advanced Rejuvenation Center

538-573-0874

# Key Performance Indicators (KPIs)

Cost

\$6,341

↔ 0%

Conv

177.5

↑ 16%

Conv Rate

6.91%

↓ 1%

Cost / Conv

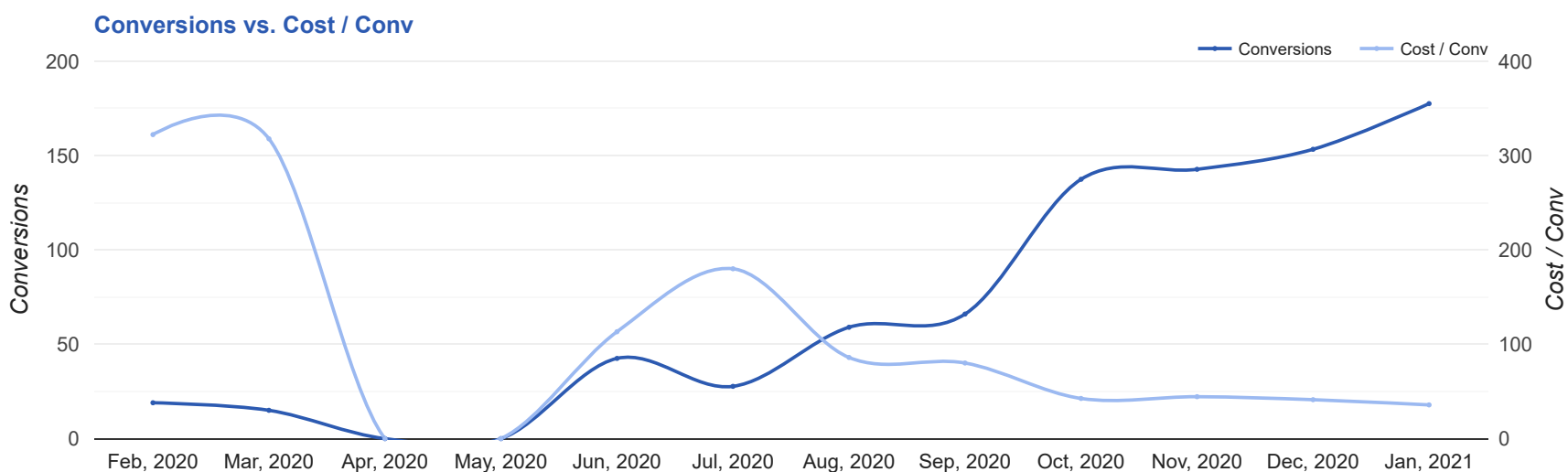
\$35.72

↓ 13%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Dec 2020 — 31 Dec 2020</b>	41,910	2,207	\$6,325.55	\$2.87	5.27%	-	153.3	6.95%	\$41.25	5%
<b>1 Jan 2021 — 31 Jan 2021</b>	46,180	2,570	\$6,341.19	\$2.47	5.57%	-	177.5	6.91%	\$35.72	5%
<b>Change</b>	4,270 ↑ 10%	363 ↑ 16%	\$15.64 ↑ 0%	\$0.40 ↓ 14%	0.30% ↑ 6%	--	24.20 ↑ 16%	0.04% ↓ 1%	\$5.53 ↓ 13%	0% ↔ 0%

# Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	153.3	6.95%	\$41.25	5%
Jan '21	46,180	2,570	\$6,341.19	\$2.47	5.57%	-	177.5	6.91%	\$35.72	5%
<b>Total</b>	<b>316,941</b>	<b>14,676</b>	<b>\$55,880.78</b>	<b>\$3.81</b>	<b>4.63%</b>	<b>-</b>	<b>840</b>	<b>5.72%</b>	<b>\$66.52</b>	<b>7.8%</b>

# Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   kybella	13,397	770	\$349.38	\$0.45	5.75%	-	60	7.79%	\$5.82	5%
search   beta   coolsculpting	5,627	297	\$2,799.97	\$9.43	5.28%	-	32	10.76%	\$87.58	77.05%
search   beta   ultherapy	8,176	599	\$995.65	\$1.66	7.33%	-	29.1	4.86%	\$34.17	41.23%
search   beta   coolsculpting   exp reach	9,137	499	\$1,197.67	\$2.40	5.46%	-	27.4	5.49%	\$43.69	13.12%
search   beta   hydration iv	3,595	146	\$499.71	\$3.42	4.06%	-	21	14.38%	\$23.80	22.47%
search   beta   hair restoration	6,248	259	\$498.81	\$1.93	4.15%	-	8	3.09%	\$62.35	5%

# Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

## Top Text Ads

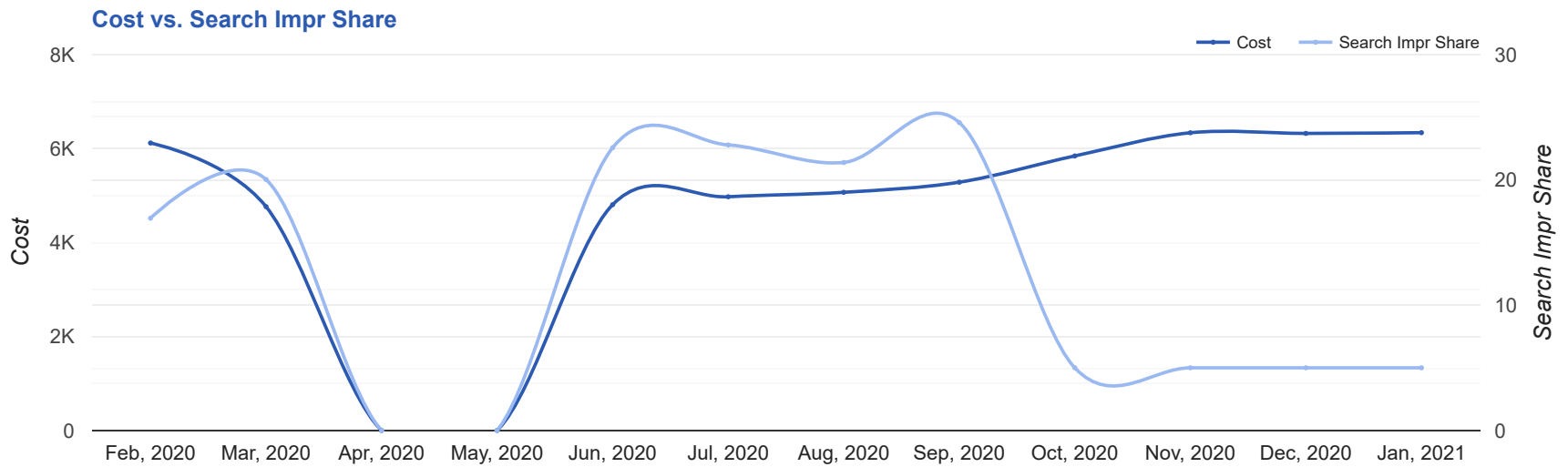
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Advanced Rejuvenation Center} - Tighten Skin Without Surgery - Non-Surgical Skin Tightening <a href="http://www.advancedrejuvenationcenters.com/--/--">www.advancedrejuvenationcenters.com/--/--</a> Non-Invasive Skin Tightening. Save on Ultherapy Cost + Ultherapy Before and After Pics.	6,361	513	\$825.21	\$1.61	8.06%	-	21.6	4.22%	\$38.15
{Keyword:Advanced Rejuvenation Center} - KYBELLA® Injections - Double Chin Treatment <a href="http://www.advancedrejuvenationcenters.com/--/--">www.advancedrejuvenationcenters.com/--/--</a> Kybella is a Non-Surgical Injection Technique Used to Reduce Excess Fat Beneath the Chin	2,873	174	\$74.09	\$0.43	6.06%	-	16	9.20%	\$4.63
KYBELLA® Injections - Double Chin Treatment - Non-Surgical Skin Tightening <a href="http://www.advancedrejuvenationcenters.com//">www.advancedrejuvenationcenters.com//</a> Kybella is a Non-Surgical Injection Technique Used to Reduce Excess Fat Beneath the Chin	2,397	176	\$71.86	\$0.41	7.34%	-	14	7.95%	\$5.13
Advanced Rejuvenation Center - CoolSculpting Near Me - Freeze Away Stubborn Fat <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	5,584	333	\$716.27	\$2.15	5.96%	-	13.6	4.08%	\$52.74
{Keyword:Advanced Rejuvenation Center} - Reduce Double Chin & Jowls - Kybella in Purchase, NY <a href="http://www.advancedrejuvenationcenters.com//">www.advancedrejuvenationcenters.com//</a> Kybella is a Non-Surgical Injection Technique Used to Reduce Excess Fat Beneath the Chin	2,986	189	\$92.07	\$0.49	6.33%	-	11	5.82%	\$8.37

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jan 2021 — 31 Jan 2021

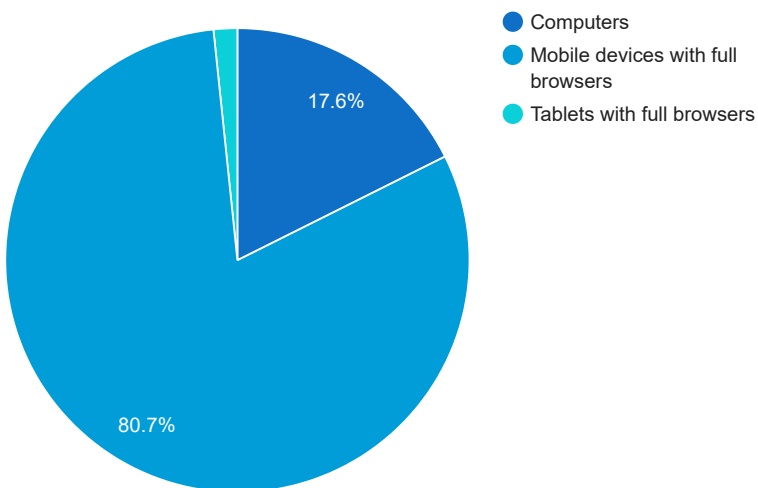
## Budget Coverage



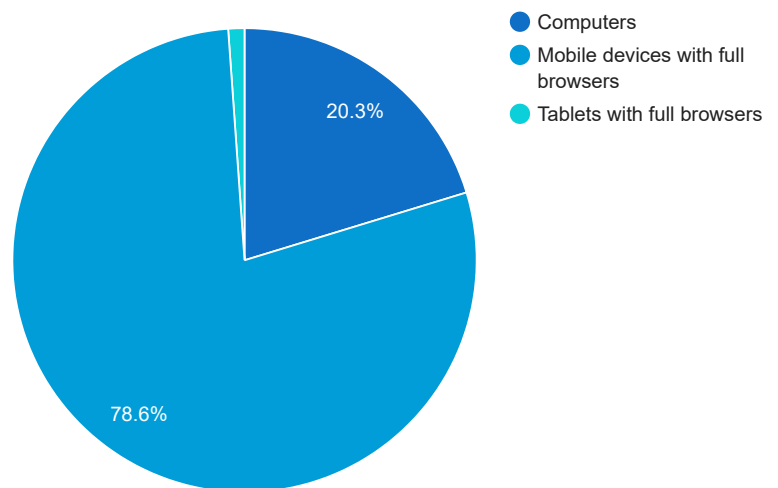
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	6,120.99	16.95
Mar, 2020	4,766.01	20.04
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	4,808.10	22.58
Jul, 2020	4,976.34	22.80
Aug, 2020	5,071.17	21.40
Sep, 2020	5,286.50	24.59
Oct, 2020	5,845.79	5
Nov, 2020	6,339.14	5
Dec, 2020	6,325.55	5
Jan, 2021	6,341.19	5

## 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	36,838	2,187	\$5,118.78	\$2.34	5.94%	-	139.5	6.38%	\$36.69
Computers	7,900	328	\$1,117.73	\$3.41	4.15%	-	36	10.98%	\$31.05
Tablets with full browsers	1,442	55	\$104.68	\$1.90	3.81%	-	2	3.64%	\$52.34

### 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	46,180	2,570	\$6,341.19	\$2.47	5.57%	-	177.5	6.91%	\$35.72

# Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Click to Call	98.6
Form Submission	78
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