

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

Advanced Rejuvenation Center

538-573-0874

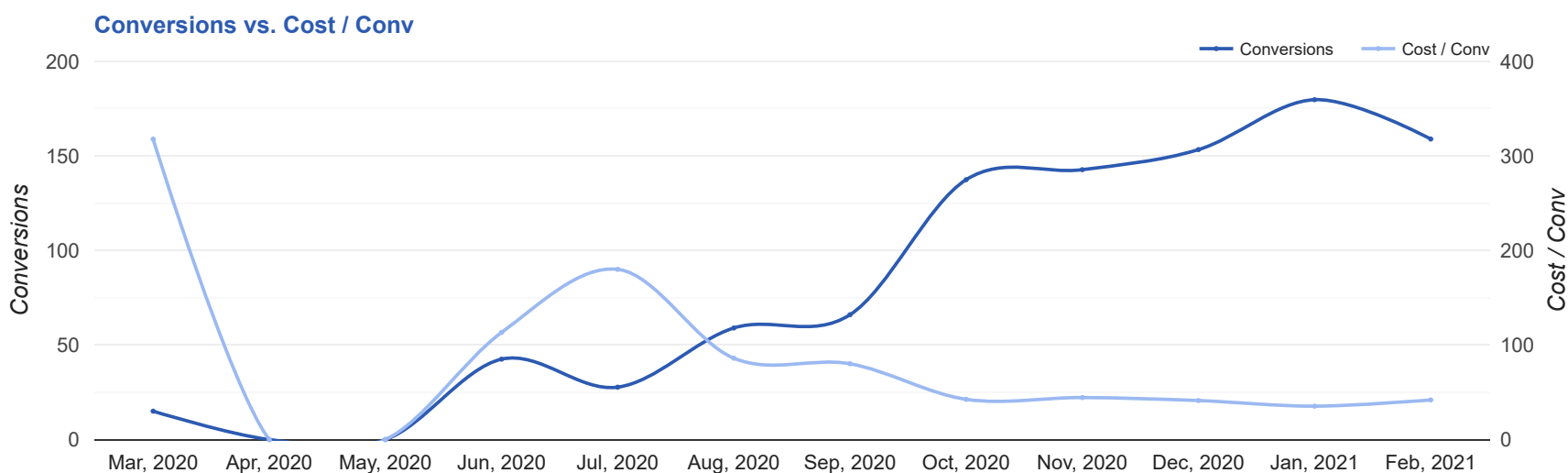
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$6,654	158.9	5.38%	\$41.88
↑ 5%	↓ 12%	↓ 23%	↑ 19%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	46,180	2,570	\$6,341.19	\$2.47	5.57%	-	179.7	6.99%	\$35.30	5%
1 Feb 2021 — 28 Feb 2021	48,420	2,951	\$6,654.04	\$2.25	6.09%	-	158.9	5.38%	\$41.88	5%
Change	2,240 ↑ 5%	381 ↑ 15%	\$312.85 ↑ 5%	\$0.22 ↓ 9%	0.52% ↑ 9%	--	20.79 ↓ 12%	1.61% ↓ 23%	\$6.58 ↑ 19%	0% ↔ 0%

Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	179.7	6.99%	\$35.30	5%
Feb '21	48,420	2,951	\$6,654.04	\$2.25	6.09%	-	158.9	5.38%	\$41.88	5%
Total	346,308	17,018	\$56,413.83	\$3.31	4.91%	-	982	5.77%	\$57.45	7.04%

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta kybella	17,617	1,217	\$769.30	\$0.63	6.91%	-	59	4.85%	\$13.04	5%
search beta coolsculpting	5,692	319	\$2,917.12	\$9.14	5.6%	-	43.1	13.51%	\$67.67	78.31%
search beta ultherapy	9,143	640	\$996.64	\$1.56	7%	-	28.5	4.45%	\$35.03	40.93%
search beta coolsculpting exp reach	8,628	436	\$1,135.72	\$2.60	5.05%	-	21.3	4.89%	\$53.27	13.75%
search beta hydration iv	1,948	69	\$265.24	\$3.84	3.54%	-	4	5.8%	\$66.31	24.57%
search beta hair restoration	3,414	130	\$278.32	\$2.14	3.81%	-	3	2.31%	\$92.77	10.22%
search beta emsella	634	44	\$141.67	\$3.22	6.94%	-	0	0%	\$0.00	34.19%
search beta microneedling	1,344	96	\$150.03	\$1.56	7.14%	-	0	0%	\$0.00	39.23%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

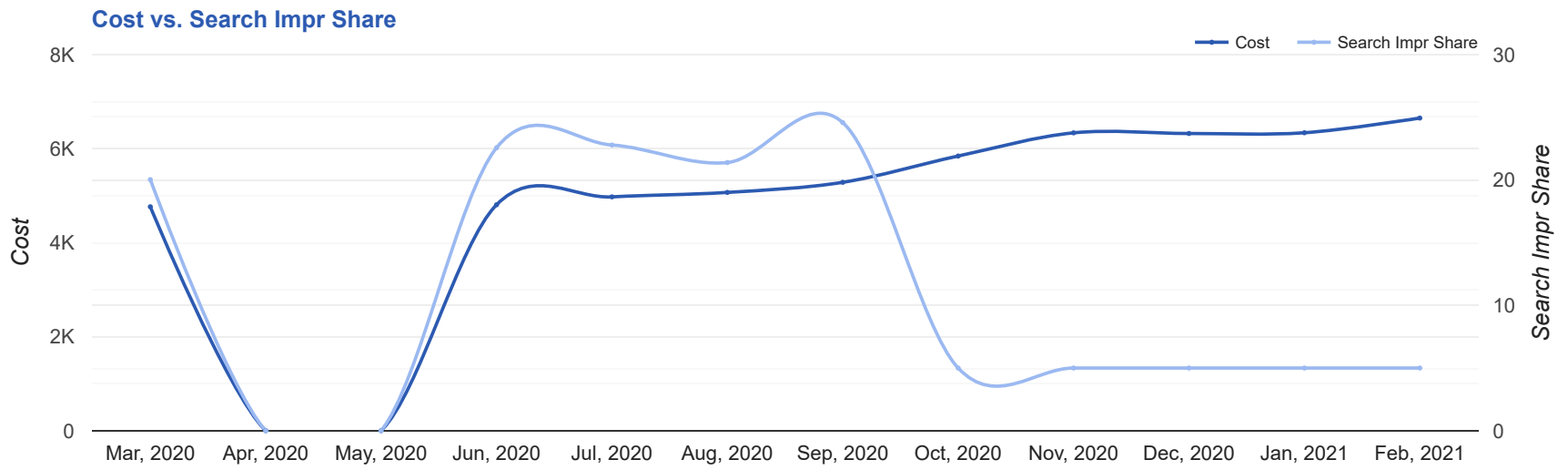
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Advanced Rejuvenation Center} - KYBELLA® Injections - Double Chin Treatment www.advancedrejuvenationcenters.com/--/ Kybella is a Non-Surgical Injection Technique Used to Reduce Excess Fat Beneath the Chin	8,054	548	\$312.23	\$0.57	6.80%	-	28	5.11%	\$11.15
{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.	7,202	560	\$865.55	\$1.55	7.78%	-	26.7	4.76%	\$32.48
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	5,412	321	\$749.41	\$2.33	5.93%	-	14.3	4.46%	\$52.33
{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	3,093	274	\$189.84	\$0.69	8.86%	-	11	4.01%	\$17.26
{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	2,108	130	\$105.85	\$0.81	6.17%	-	10.8	8.31%	\$9.80

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

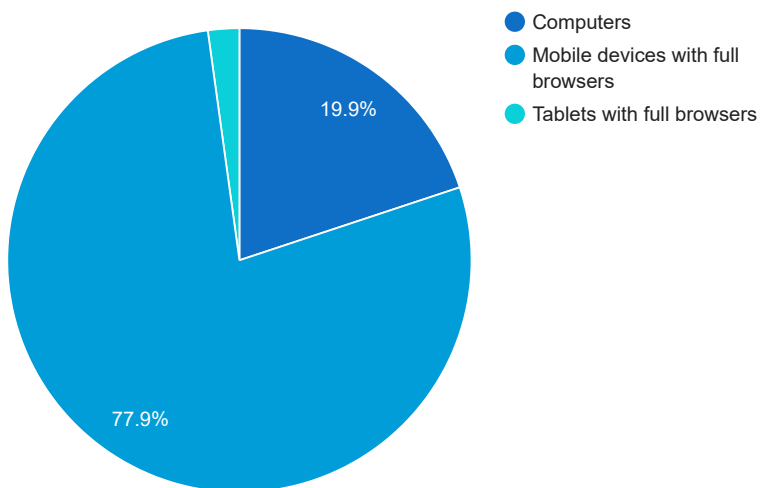
Budget Coverage



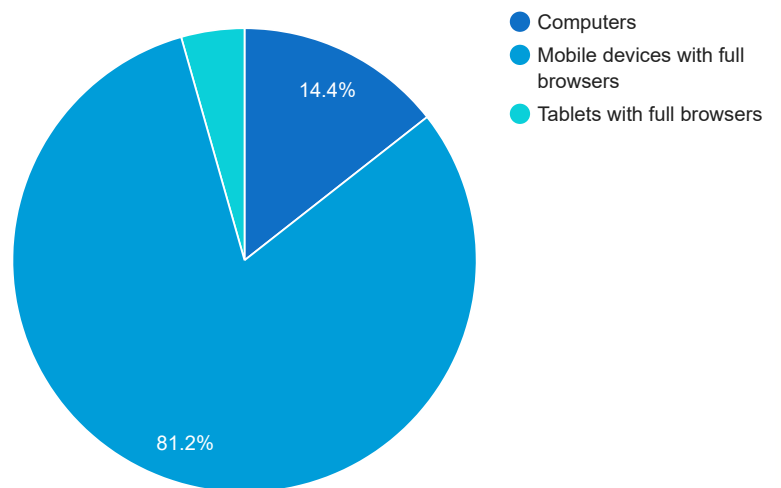
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	4,766.01	20.04
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	4,808.10	22.58
Jul, 2020	4,976.34	22.80
Aug, 2020	5,071.17	21.40
Sep, 2020	5,286.50	24.59
Oct, 2020	5,845.79	5
Nov, 2020	6,339.14	5
Dec, 2020	6,325.55	5
Jan, 2021	6,341.19	5
Feb, 2021	6,654.04	5

Cost and Conversions by Device

Cost



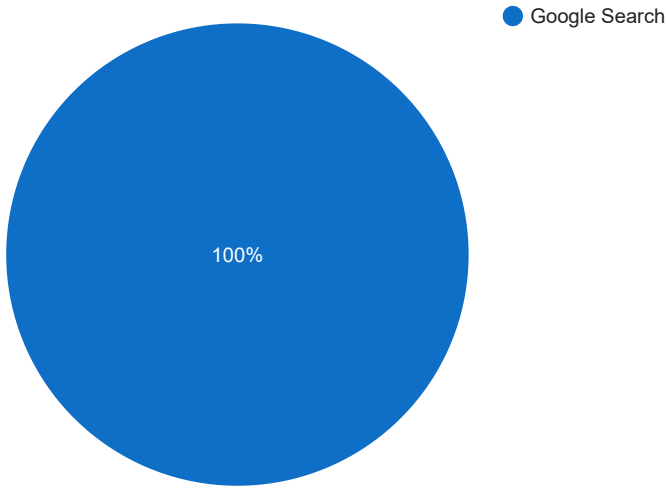
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	37,675	2,493	\$5,183.91	\$2.08	6.62%	-	129	5.17%	\$40.19
Computers	9,094	385	\$1,324.98	\$3.44	4.23%	-	22.9	5.94%	\$57.94
Tablets with full browsers	1,651	73	\$145.15	\$1.99	4.42%	-	7	9.59%	\$20.74

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	48,420	2,951	\$6,654.04	\$2.25	6.09%	-	158.9	5.38%	\$41.88

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Form Submission	79
Click to Call	71.9
Calls from Ads	7
Calls from Website	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