

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

Advanced Rejuvenation Center

538-573-0874

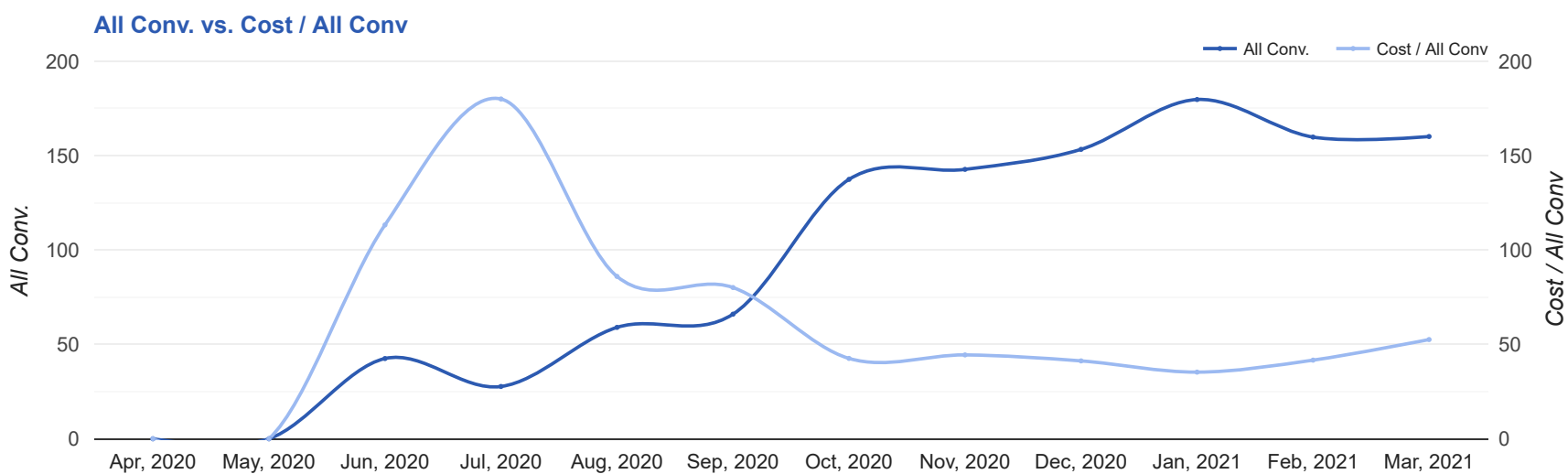
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$8,414	160.1	4.08%	\$52.55
↑ 26%	↔ 0%	↓ 25%	↑ 26%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Feb 2021 — 28 Feb 2021	48,420	2,951	\$6,654.04	\$2.25	6.09%	-	5.41%	\$41.65	159.8
1 Mar 2021 — 31 Mar 2021	59,375	3,928	\$8,414.43	\$2.14	6.62%	-	4.08%	\$52.55	160.1
Change	10,955 ↑ 23%	977 ↑ 33%	\$1,760.39 ↑ 26%	\$0.11 ↓ 5%	0.53% ↑ 9%	0 ↔ -	1.33% ↓ 25%	\$10.90 ↑ 26%	0.37 ↑ 0%

Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Jun '20	17,997	844	\$4,808.10	\$5.70	4.69%	-	42.5	5.03%	\$113.27
Jul '20	17,256	723	\$4,976.34	\$6.88	4.19%	-	27.7	3.82%	\$179.98
Aug '20	35,908	1,440	\$5,071.17	\$3.52	4.01%	-	59	4.1%	\$86.00
Sep '20	42,580	1,677	\$5,286.50	\$3.15	3.94%	-	66	3.94%	\$80.11
Oct '20	39,738	1,964	\$5,845.79	\$2.98	4.94%	-	137.4	6.99%	\$42.56
Nov '20	41,046	2,150	\$6,339.14	\$2.95	5.24%	-	142.7	6.64%	\$44.42
Dec '20	41,910	2,207	\$6,325.55	\$2.87	5.27%	-	153.3	6.95%	\$41.25
Jan '21	46,180	2,570	\$6,341.19	\$2.47	5.57%	-	179.7	6.99%	\$35.30
Feb '21	48,420	2,951	\$6,654.04	\$2.25	6.09%	-	159.8	5.41%	\$41.65
Mar '21	59,375	3,928	\$8,414.43	\$2.14	6.62%	-	160.1	4.08%	\$52.55
Total	390,410	20,454	\$60,062.25	\$2.94	5.24%	-	1,128	5.51%	\$53.25

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta kybella	22,517	1,676	\$943.18	\$0.56	7.44%	-	62.7	3.74%	\$15.04
search beta coolsculpting	8,473	436	\$4,195.85	\$9.62	5.15%	-	47.6	10.92%	\$88.15
search beta coolsculpting exp reach	6,898	324	\$783.13	\$2.42	4.7%	-	24	7.41%	\$32.63
search beta ultherapy	9,834	723	\$993.59	\$1.37	7.35%	-	14	1.94%	\$70.97
search beta emsella	5,001	296	\$999.98	\$3.38	5.92%	-	8	2.7%	\$125.00
search beta microneedling	6,646	473	\$498.70	\$1.05	7.12%	-	3.8	0.8%	\$131.24
search beta coolsculpting exp reach	6	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00

Top Keywords & Placements - 1 Mar 2021 — 31 Mar 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting near me	69	28	\$391.24	\$13.97	40.58%	-	5.5	19.64%	\$71.13
kybella	2,359	298	\$100.25	\$0.34	12.63%	-	5	1.68%	\$20.05
kybella cost	545	76	\$37.41	\$0.49	13.94%	-	3	3.95%	\$12.47
cool sculpting cost	43	30	\$203.51	\$6.78	69.77%	-	2.5	8.33%	\$81.40
kybella treatment near me	11	5	\$4.74	\$0.95	45.45%	-	2	40.00%	\$2.37
cool sculpting	113	26	\$246.64	\$9.49	23.01%	-	2	7.69%	\$123.32
kybella near me	191	24	\$21.81	\$0.91	12.57%	-	2	8.33%	\$10.90
kybella las vegas	13	8	\$5.70	\$0.71	61.54%	-	2	25.00%	\$2.85
kibella	50	6	\$1.63	\$0.27	12.00%	-	2	33.33%	\$0.81
neck fat removal	3	2	\$14.77	\$7.38	66.67%	-	2	100.00%	\$7.38

Top Display Placements

No Data Found for this account

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL 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	11,599	876	\$473.40	\$0.54	7.55%	-	29.7	3.39%	\$15.93
{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.	8,774	668	\$913.38	\$1.37	7.61%	-	13	1.95%	\$70.26
{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	4,349	306	\$184.50	\$0.60	7.04%	-	12	3.92%	\$15.38
{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	2,772	235	\$142.02	\$0.60	8.48%	-	9	3.83%	\$15.78
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	1,559	151	\$75.33	\$0.50	9.69%	-	7	4.64%	\$10.76

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

Budget Coverage

Display Impr Share

0%

-

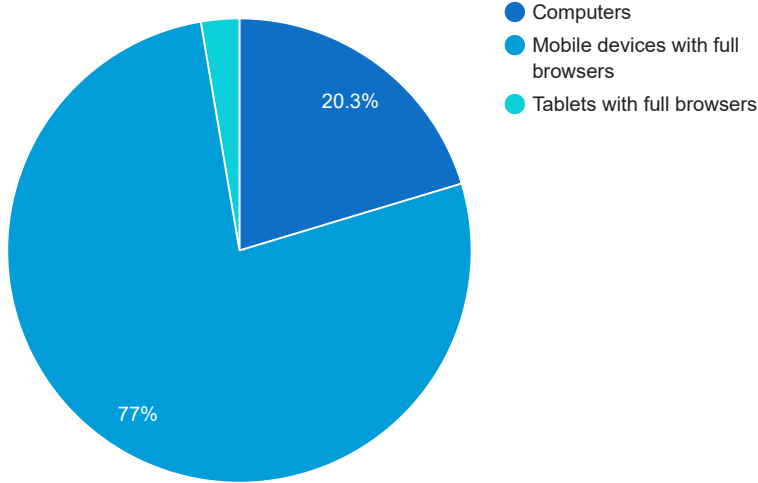
Search Impr Share

5%

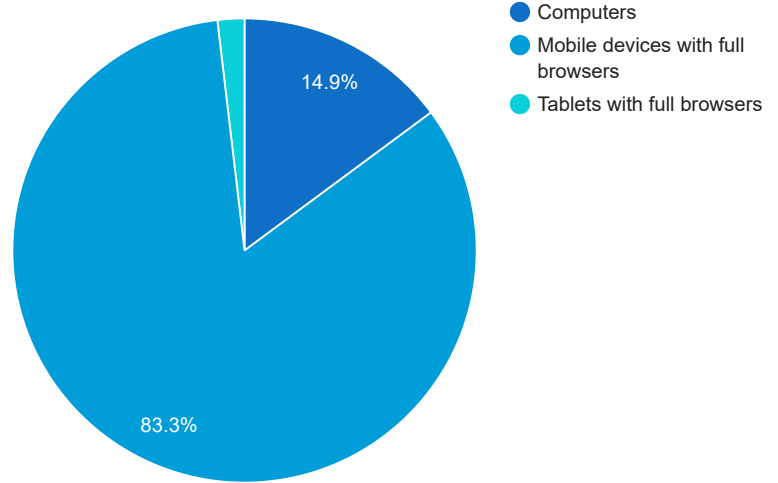
↔ 0%

Cost and Conversions by Device

Cost



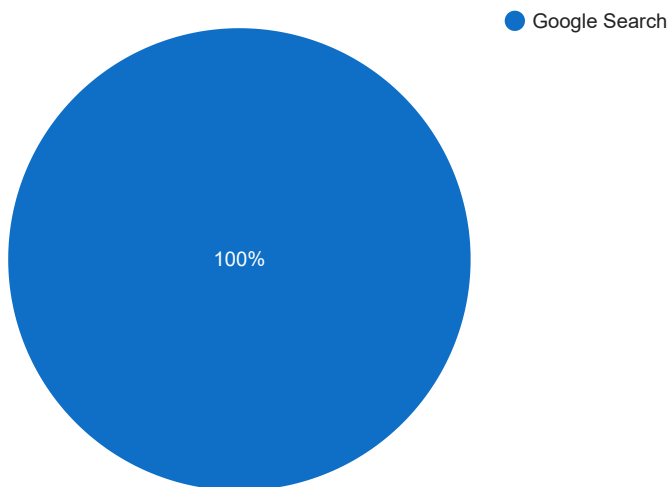
All Conv.



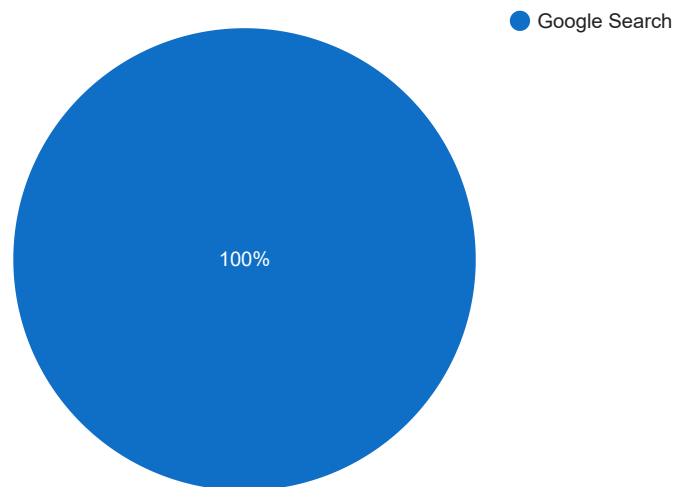
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	46,320	3,293	\$6,478.00	\$1.97	7.11%	-	133.4	4.05%	\$48.57
Computers	11,294	538	\$1,711.91	\$3.18	4.76%	-	23.8	4.42%	\$72.05
Tablets with full browsers	1,761	97	\$224.52	\$2.31	5.51%	-	3	3.09%	\$74.84

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	59,375	3,928	\$8,414.43	\$2.14	6.62%	-	160.1	4.08%	\$52.55

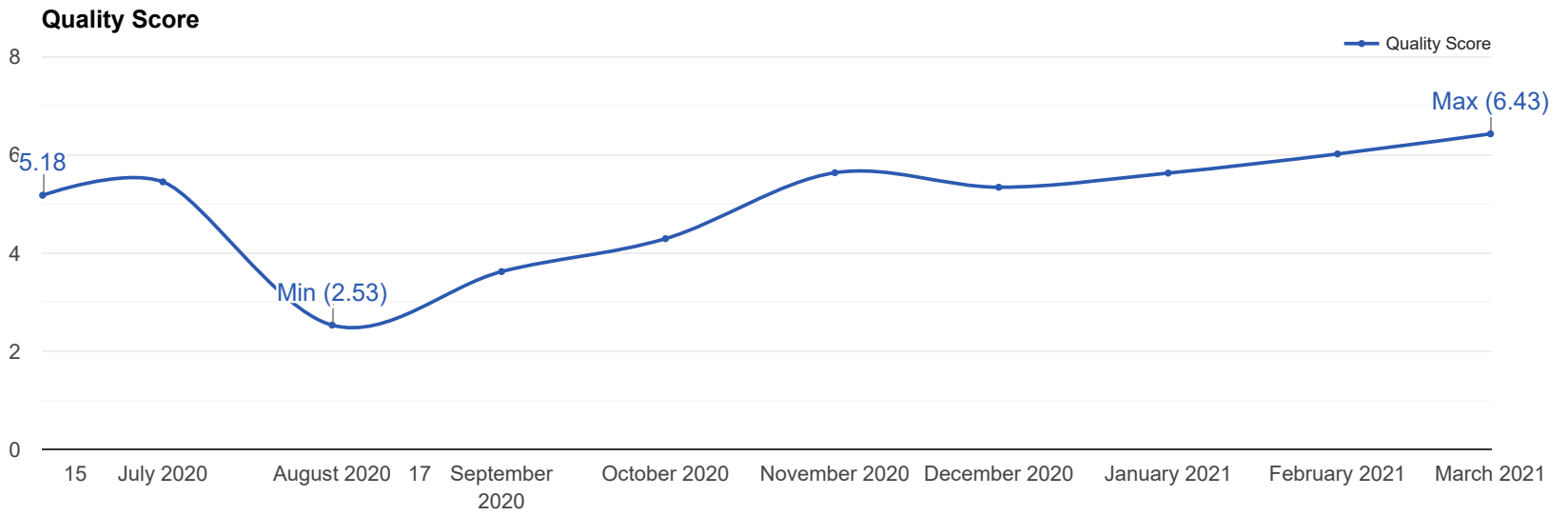
Account Health - Quality Score

Current Quality Score

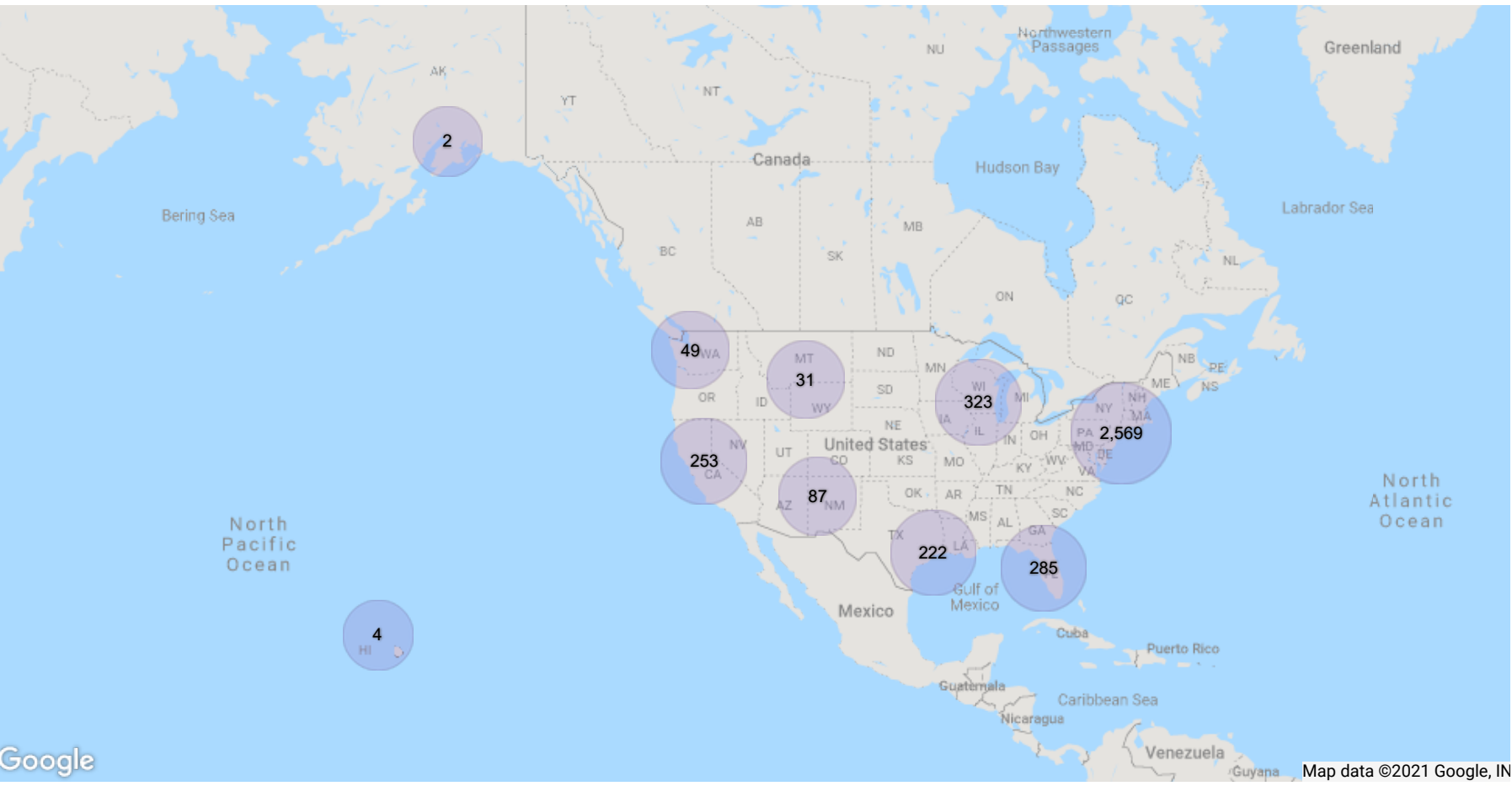
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Quality Score

Quality Score Trend - 1 Apr 2020 — 31 Mar 2021



Clicks by User Location - 1 Mar 2021 — 31 Mar 2021



Google

Map data ©2021 Google, IN

Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	ALL CONV.
Form Submission	132.6
Calls from Website	13.5
Calls from Ads	6
Click to Call	1
Local actions - Other engagements	1
Local actions - Website visits	4
Local actions - Menu views	1
Local actions - Directions	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