

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

Advanced Rejuvenation Center

538-573-0874

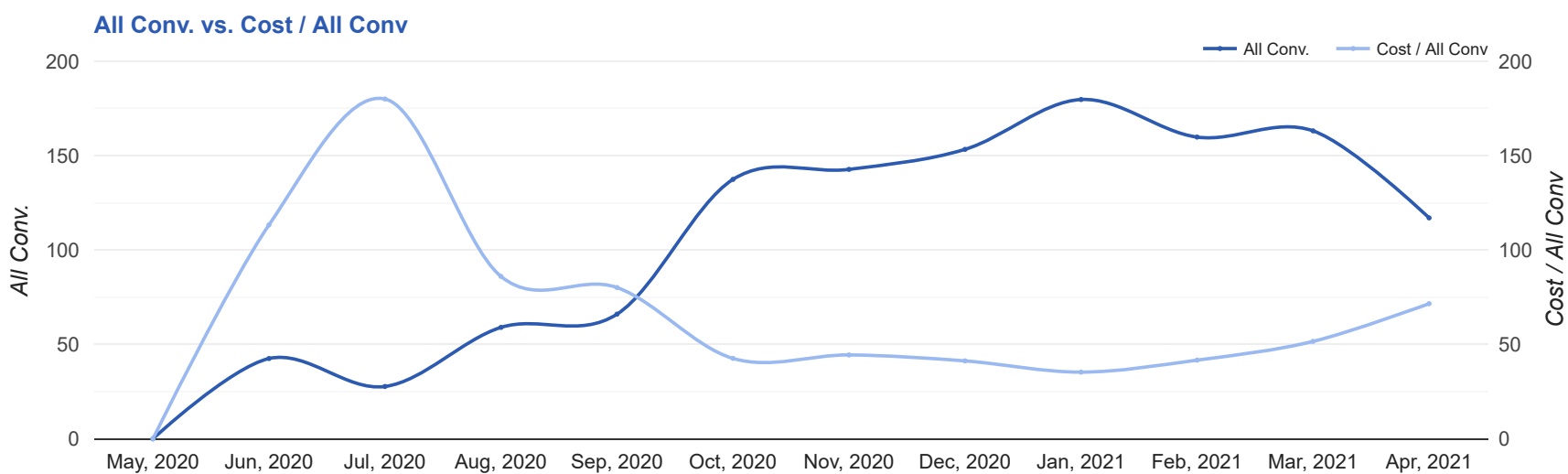
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$8,373	117	5.91%	\$71.56
↔ 0%	↓ 28%	↑ 42%	↑ 39%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	59,375	3,928	\$8,414.43	\$2.14	6.62%	-	4.15%	\$51.58	163.1
1 Apr 2021 — 30 Apr 2021	30,438	1,979	\$8,372.61	\$4.23	6.5%	-	5.91%	\$71.56	117
Change	28,937 ↓ 49%	1,949 ↓ 50%	\$41.82 ↓ 0%	\$2.09 ↑ 98%	0.12% ↓ 2%	0 ↔ -	1.76% ↑ 42%	\$19.98 ↑ 39%	46.12 ↓ 28%

Performance by Month - 1 May 2020 — 30 Apr 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%	-	163.1	4.15%	\$51.58
Apr '21	30,438	1,979	\$8,372.61	\$4.23	6.5%	-	117	5.91%	\$71.56
Total	420,848	22,433	\$68,434.86	\$3.05	5.33%	-	1,248	5.56%	\$54.84

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	8,196	462	\$4,192.03	\$9.07	5.64%	-	47.2	10.22%	\$88.76
search beta coolsculpting exp reach	5,533	259	\$789.29	\$3.05	4.68%	-	28	10.81%	\$28.19
search beta ultherapy	5,658	410	\$961.35	\$2.34	7.25%	-	15.4	3.76%	\$62.30
search beta kybella	4,395	353	\$999.64	\$2.83	8.03%	-	13	3.68%	\$76.90
search beta microneedling	3,914	324	\$499.92	\$1.54	8.28%	-	10.3	3.19%	\$48.39
search beta emsella	2,742	171	\$930.38	\$5.44	6.24%	-	3	1.75%	\$310.13

Top Keywords - 1 Apr 2021 — 30 Apr 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	77	26	\$372.19	\$14.31	33.77%	-	5.2	20.12%	\$71.16
kybella	327	35	\$48.67	\$1.39	10.70%	-	5	14.29%	\$9.73
coolsculpting westchester ny	12	9	\$52.79	\$5.87	75.00%	-	4	44.44%	\$13.20
coolsculpting cost	55	33	\$220.31	\$6.68	60.00%	-	3	9.09%	\$73.44
coolsculpting	98	14	\$147.37	\$10.53	14.29%	-	3	21.43%	\$49.12
fat farms for adults	1	1	\$4.43	\$4.43	100.00%	-	3	300.00%	\$1.48
kybella near me	11	6	\$51.24	\$8.54	54.55%	-	2	33.33%	\$25.62
sono bello	8	5	\$20.95	\$4.19	62.50%	-	2	40.00%	\$10.47
cool sculpting	203	41	\$414.59	\$10.11	20.20%	-	2	4.88%	\$207.29
coolsculpting	53	18	\$165.79	\$9.21	33.96%	-	2	11.11%	\$82.89

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Huge CoolSculpting Promotion - CoolSculpting® in Purchase, NY - Biggest CoolSculpting® Promo www.advancedrejuvenationcenters.com/--/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY	3,744	160	\$1,601.39	\$10.01	4.27%	-	20.9	13.07%	\$76.55
{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.	4,542	359	\$828.53	\$2.31	7.90%	-	13.8	3.84%	\$60.17
{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	2,131	150	\$448.75	\$2.99	7.04%	-	8	5.33%	\$56.09
[Dynamic Headline] [Dynamic Display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY.	599	46	\$352.82	\$7.67	7.68%	-	6	13.04%	\$58.80
Advanced Rejuvenation Centers - Fat Reduction in Purchase, NY - Non-Surgical Fat Reduction www.advancedrejuvenationcenters.com/--/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,133	73	\$211.42	\$2.90	6.44%	-	6	8.22%	\$35.24

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

Budget Coverage

Display Impr Share

0%

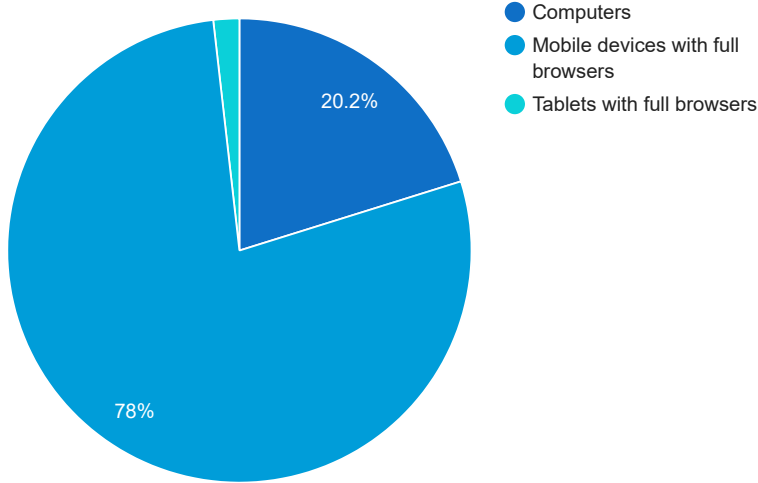
Search Impr Share

19.74%

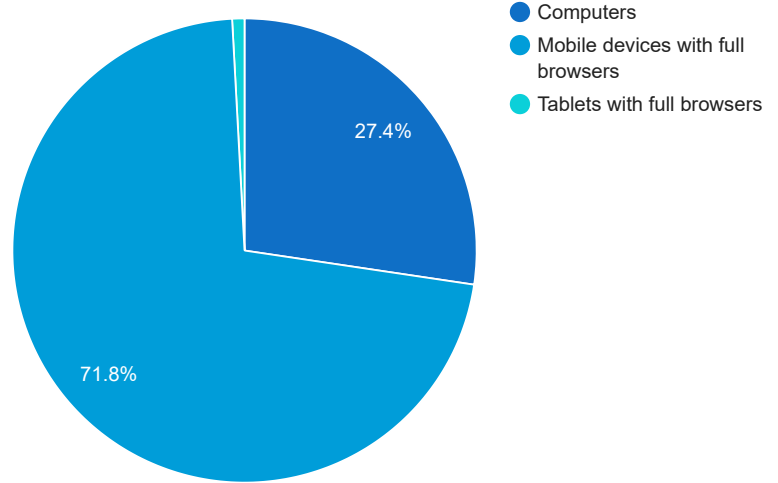
↑ 295%

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	23,664	1,592	\$6,531.73	\$4.10	6.73%	-	84	5.28%	\$77.76
Computers	6,043	339	\$1,689.86	\$4.98	5.61%	-	32	9.44%	\$52.81
Tablets with full browsers	731	48	\$151.02	\$3.15	6.57%	-	1	2.08%	\$151.02

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	30,438	1,979	\$8,372.61	\$4.23	6.5%	-	117	5.91%	\$71.56

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Form Submission	80
Calls from Website	7
Calls from Ads	14
Click to Call	4
Local actions - Directions	9
Clicks to call	3

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