

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

Rejuvenation Medical Aesthetics - CS Only

774-360-9935

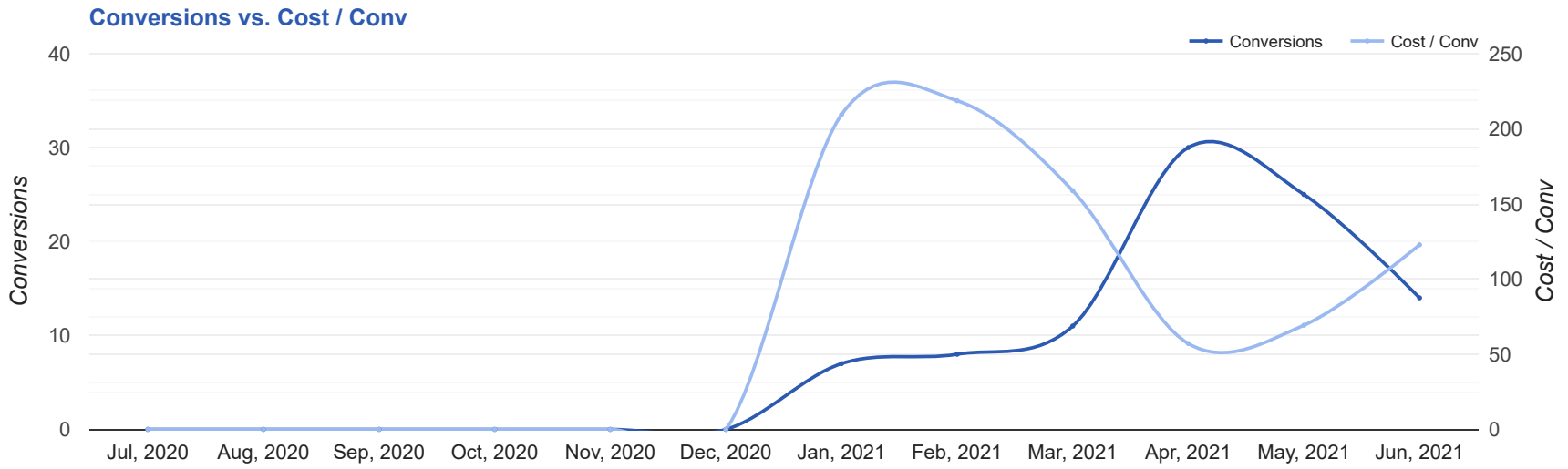
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,719	14	5.41%	\$122.80
↓ 1%	↓ 44%	↓ 40%	↑ 77%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2021 — 31 May 2021	7,280	278	\$1,732.36	\$6.23	3.82%	-	25	8.99%	\$69.29	32.35%
1 Jun 2021 — 30 Jun 2021	6,734	259	\$1,719.15	\$6.64	3.85%	-	14	5.41%	\$122.80	34.06%
Change	546 ↓ 7%	19 ↓ 7%	\$13.21 ↓ 1%	\$0.41 ↑ 7%	0.03% ↑ 1%	0 ↔ -	11 ↓ 44%	3.58% ↓ 40%	\$53.51 ↑ 77%	1.71% ↑ 5%

Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
Jan '21	5,239	154	\$1,465.47	\$9.52	2.94%	-	7	4.55%	\$209.35		32.59%
Feb '21	5,793	210	\$1,749.27	\$8.33	3.63%	-	8	3.81%	\$218.66		27.79%
Mar '21	6,116	202	\$1,746.42	\$8.65	3.3%	-	11	5.45%	\$158.77		30.06%
Apr '21	5,266	259	\$1,712.56	\$6.61	4.92%	-	30	11.58%	\$57.09		26.59%
May '21	7,280	278	\$1,732.36	\$6.23	3.82%	-	25	8.99%	\$69.29		32.35%
Jun '21	6,734	259	\$1,719.15	\$6.64	3.85%	-	14	5.41%	\$122.80		34.06%
Total	36,428	1,362	\$10,125.23	\$7.43	3.74%	-	95	6.98%	\$106.58		30.52%

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	6,734	259	\$1,719.15	\$6.64	3.85%	-	14	5.41%	\$122.80	34.06%

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

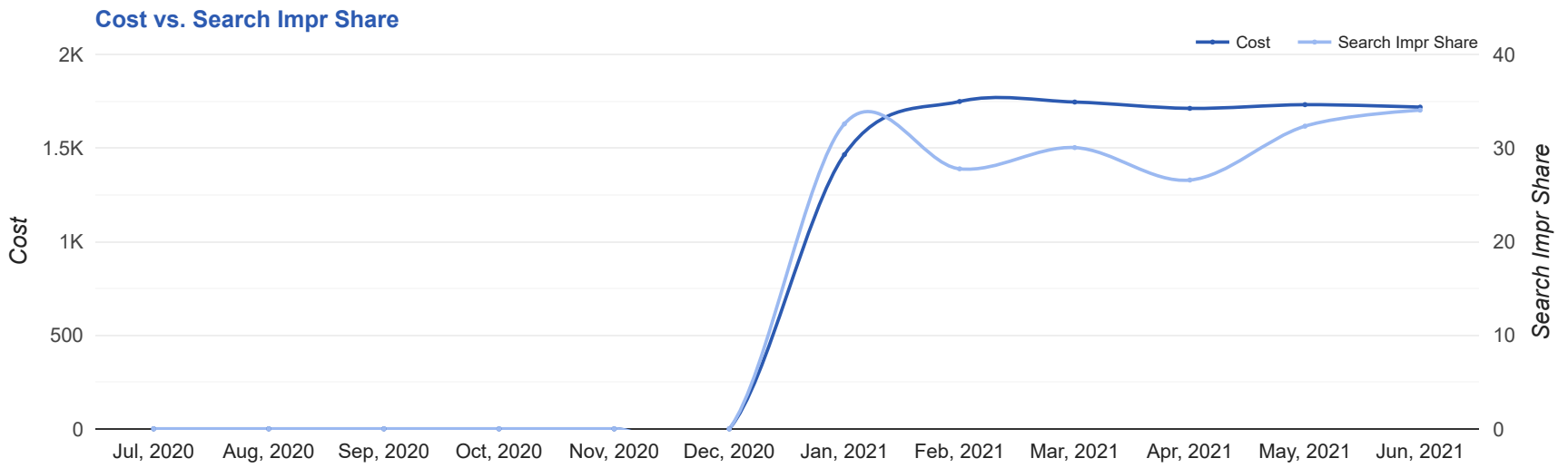
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Rejuvenation Med Aesthetics - Fat Reduction in Newtown, PA - Non-Surgical Fat Reduction rejuvenationma.mysculpt.net/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	587	43	\$290.29	\$6.75	7.33%	-	3	6.98%	\$96.76
CoolSculpting® in Newtown, PA - Limited Time Offer June 2021 - Our Biggest Discount Ever rejuvenationma.mysculpt.net// Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Newtown, PA	11	3	\$24.36	\$8.12	27.27%	-	2	66.67%	\$12.18
Rejuvenation Med Aesthetics - Fat Reduction in Newtown, PA - Non-Surgical Fat Reduction rejuvenationma.mysculpt.net/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	2,075	57	\$341.27	\$5.99	2.75%	-	2	3.51%	\$170.63
Fat Reduction in Newtown, PA - Freezing Fat Really Works - Get Rid of Unwanted Fat rejuvenationma.mysculpt.net// CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	313	7	\$41.41	\$5.92	2.24%	-	1	14.29%	\$41.41
Fat Reduction in Newtown, PA - Freeze Away Body Fat - Get Rid of Unwanted Fat rejuvenationma.mysculpt.net// CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	297	10	\$38.76	\$3.88	3.37%	-	1	10.00%	\$38.76

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

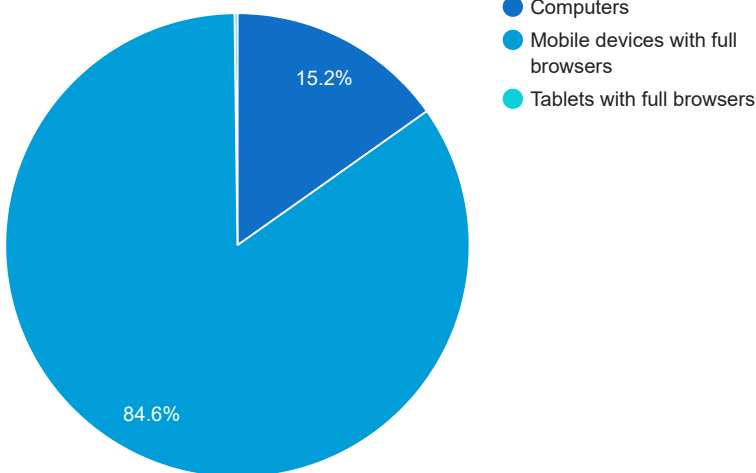
Budget Coverage



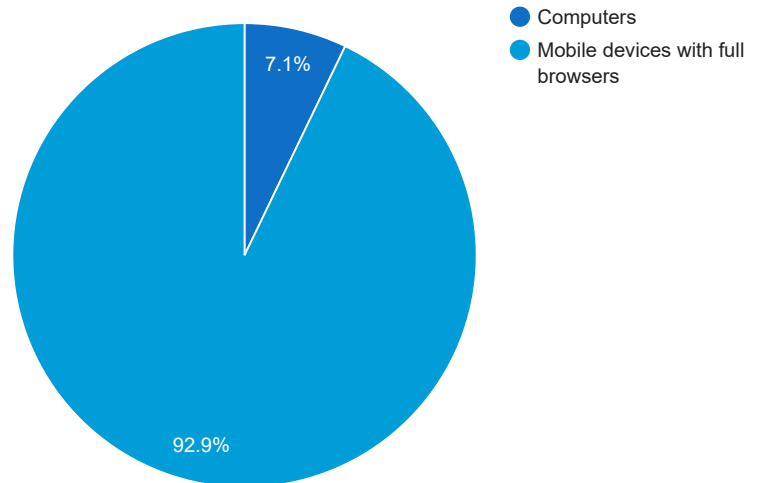
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	1,465.47	32.59
Feb, 2021	1,749.27	27.79
Mar, 2021	1,746.42	30.06
Apr, 2021	1,712.56	26.59
May, 2021	1,732.36	32.35
Jun, 2021	1,719.15	34.06

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	5,460	226	\$1,454.39	\$6.44	4.14%	-	13	5.75%	\$111.88
Computers	1,070	32	\$261.26	\$8.16	2.99%	-	1	3.13%	\$261.26
Tablets with full browsers	204	1	\$3.50	\$3.50	0.49%	-	0	0%	\$0.00

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	6,734	259	\$1,719.15	\$6.64	3.85%	-	14	5.41%	\$122.80

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	CONV
Click to Call	7
Submit lead form	6
Call 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