

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

Rejuvenation Medical A - Rhino + Derm Only

415-147-1543

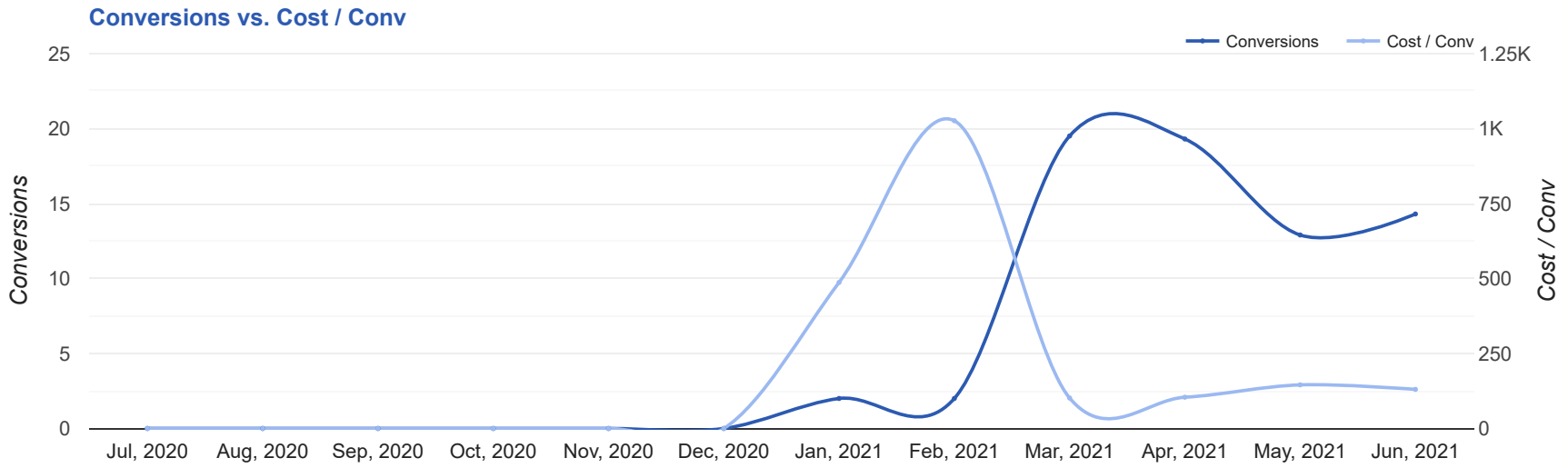
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,867	14.3	7.7%	\$130.31
↓ 1%	↑ 11%	↑ 21%	↓ 10%

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	2,426	203	\$1,878.50	\$9.25	8.37%	-	12.9	6.36%	\$145.39	84.56%
1 Jun 2021 — 30 Jun 2021	2,060	186	\$1,867.34	\$10.04	9.03%	-	14.3	7.7%	\$130.31	81.1%
Change	366 ↓ 15%	17 ↓ 8%	\$11.16 ↓ 1%	\$0.79 ↑ 9%	0.66% ↑ 8%	0 ↔ -	1.41 ↑ 11%	1.34% ↑ 21%	\$15.08 ↓ 10%	3.46% ↓ 4%

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	3,878	195	\$973.66	\$4.99	5.03%	-	2	1.03%	\$486.83	36.83%
Feb '21	4,401	299	\$2,051.71	\$6.86	6.79%	-	2	0.67%	\$1,025.86	51.32%
Mar '21	6,243	442	\$1,981.26	\$4.48	7.08%	-	19.5	4.41%	\$101.60	45.49%
Apr '21	3,874	346	\$2,005.47	\$5.80	8.93%	-	19.3	5.56%	\$104.18	60.07%
May '21	2,426	203	\$1,878.50	\$9.25	8.37%	-	12.9	6.36%	\$145.39	84.56%
Jun '21	2,060	186	\$1,867.34	\$10.04	9.03%	-	14.3	7.7%	\$130.31	81.1%
Total	22,882	1,671	\$10,757.94	\$6.44	7.3%	-	70	4.19%	\$153.68	51.2%

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 dermal fillers	2,060	186	\$1,867.34	\$10.04	9.03%	-	14.3	7.7%	\$130.31	81.1%

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

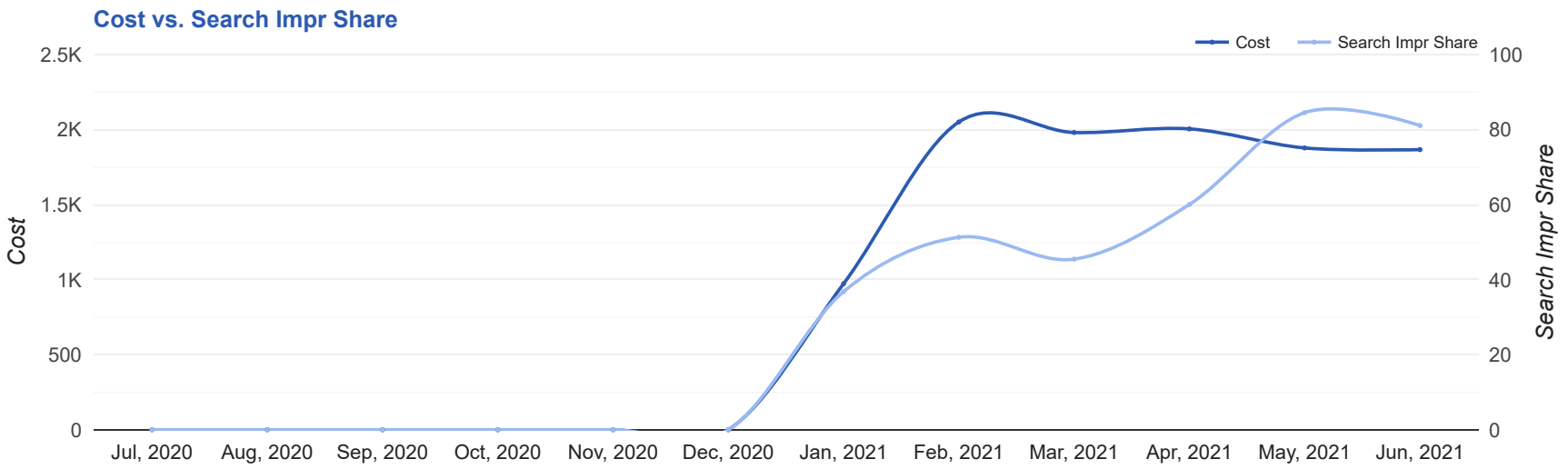
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Rejuvenation Medical Aesthetic} - Dermal Fillers in Newtown, PA - Smooth Wrinkles Restore Volume rejuvenationma.mysculpt.net/dermal_fillers/ -- Look Younger and More Energized with Dermal Fillers. Leading Provider in Newtown, PA.	730	77	\$835.84	\$10.86	10.55%	-	8	10.39%	\$104.48
{Keyword:Rejuvenation Medical Aesthetic} - Dermal Fillers in Newtown, PA - Smooth Wrinkles Restore Volume rejuvenationma.mysculpt.net/juvederm/ -- Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.	1,100	87	\$779.86	\$8.96	7.91%	-	2.3	2.68%	\$334.70
{Keyword:Rejuvenation Medical Aesthetic} - Dermal Fillers in Newtown, PA - Look Younger & More Energized rejuvenationma.mysculpt.net/juvederm/ Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Under eye Bags	49	3	\$46.78	\$15.59	6.12%	-	2	66.67%	\$23.39
Dermal Fillers in Newtown, PA - Smooth Wrinkles Restore Volume - Look Younger & More Energized rejuvenationma.mysculpt.net/dermal_fillers/ Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Under eye Bags	7	1	\$4.22	\$4.22	14.29%	-	1	100.00%	\$4.22
{Keyword:Rejuvenation Medical Aesthetic} - Dermal Fillers in Newtown, PA - Smooth Wrinkles Restore Volume rejuvenationma.mysculpt.net/restylane/ -- Restylane Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.	124	11	\$73.00	\$6.64	8.87%	-	1	9.09%	\$73.00

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

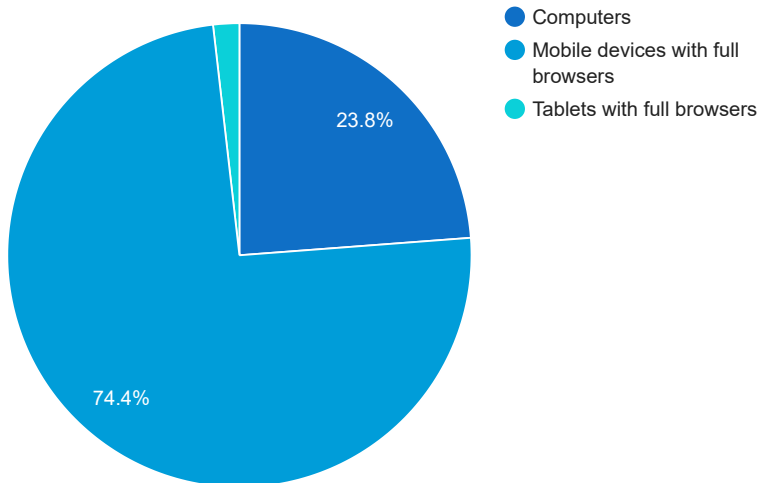
Budget Coverage



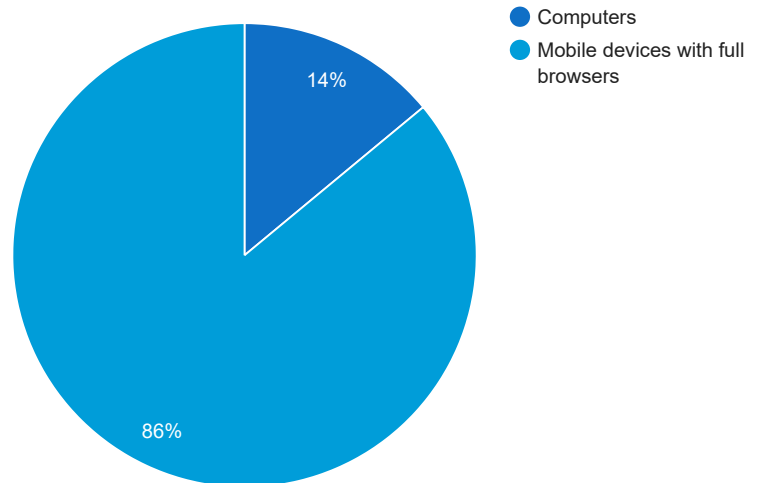
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	973.66	36.83
Feb, 2021	2,051.71	51.32
Mar, 2021	1,981.26	45.49
Apr, 2021	2,005.47	60.07
May, 2021	1,878.50	84.56
Jun, 2021	1,867.34	81.10

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	1,633	149	\$1,388.93	\$9.32	9.12%	-	12.3	8.28%	\$112.65
Computers	403	34	\$444.44	\$13.07	8.44%	-	2	5.88%	\$222.22
Tablets with full browsers	24	3	\$33.97	\$11.32	12.5%	-	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	2,060	186	\$1,867.34	\$10.04	9.03%	-	14.3	7.7%	\$130.31

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE

CONV

Click to Call

9.3

Submit lead form

5

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