

Concierge Medspa Monthly Ad Performance Summary

08/01/2021 - 08/31/2021

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Overall Performance Summary

08/01/2021 - 08/31/2021

Account Performance Summary (by Platform) Cross-platform

	Cost	Impressions	Clicks	CTR	Conversions	Cost / conv.
Google Ads						
08/01/2021 - 08/31/2021	\$26,519.26	55,939	3,445	6.16%	224.5	\$118.13
07/01/2021 - 07/31/2021	\$25,850.81	73,404	4,767	6.49%	254.17	\$101.71
% Change	2.59%	-23.79%	-27.73%	-5.08%	-11.67%	16.14%
Facebook Ads						
08/01/2021 - 08/31/2021	\$4,649.93	160,094	1,715	1.07%	133	\$34.96
07/01/2021 - 07/31/2021	\$4,648.68	165,549	1,702	1.03%	175	\$26.56
% Change	0.03%	-3.30%	0.76%	4.20%	-24.00%	31.61%

Google Ads | Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
Concierge - CI MED Spa

\$26,519.26

\$25,850.81 **2.59%**

Clicks
Concierge - CI MED Spa

3,445

4,767 **-27.73%**

Avg. CPC
Concierge - CI MED Spa

\$7.70

\$5.42 **41.95%**

Conversions
Concierge - CI MED Spa

224.5

254.17 **-11.67%**

Conv. rate
Concierge - CI MED Spa

6.52%

5.33% **22.33%**

Cost / Conv
Concierge - CI MED Spa

\$118.13

\$101.71 **16.14%**

Google Ads | Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Overall Performance Summary
Concierge - CI MED Spa

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$26,519.26	\$25,850.81	2.59%
Impressions	55,939	73,404	-23.79%
Clicks	3,445	4,767	-27.73%
Avg CPC	\$7.70	\$5.42	42.07%
CTR	6.16%	6.49%	-5.08%
Conversions	224.5	254.17	-11.67%
Conv Rate	6.52%	5.33%	22.33%
Cost / Conv	\$118.13	\$101.71	16.14%

Google Ads | Budget Coverage

Search Impr. Share
Concierge - CI MED Spa

30.64%

31.73% **-3.44%**

Search IS Lost (due to Budget)
Concierge - CI MED Spa

4.75%

6.19% **-23.26%**

Search IS Lost (due to Rank)
Concierge - CI MED Spa

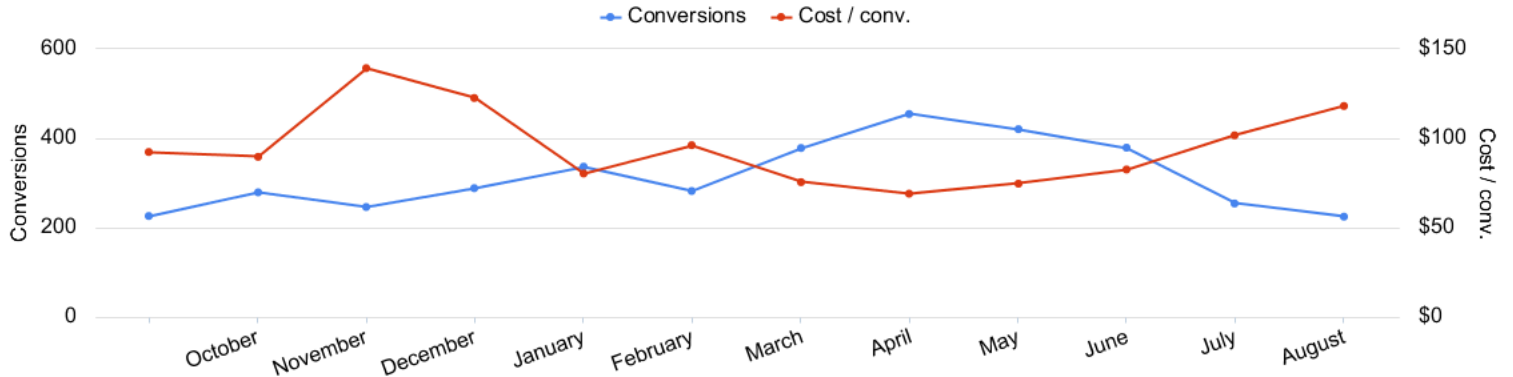
64.62%

62.08% **4.09%**

Google Ads | Monthly Performance Trends

09/01/2020 - 08/31/2021

Conversions vs Cost/ Conv
Concierge - CI MED Spa




Account Performance by Month
Concierge - CI MED Spa

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
09/01/2020	\$20,865.87	102,721	3,850	\$5.42	3.75%	225.98	5.87%	\$92.33	28.53%	8.29%
10/01/2020	\$25,015.20	62,009	4,524	\$5.53	7.30%	279.12	6.17%	\$89.62	28.85%	10.41%
11/01/2020	\$34,323.60	88,366	5,572	\$6.16	6.31%	246.42	4.42%	\$139.29	27.34%	14.27%
12/01/2020	\$35,360.27	80,269	5,326	\$6.64	6.64%	288.48	5.42%	\$122.57	24.17%	21.43%
01/01/2021	\$27,037.33	71,643	5,218	\$5.18	7.28%	336.75	6.45%	\$80.29	23.70%	15.04%
02/01/2021	\$27,129.60	67,679	5,127	\$5.29	7.58%	281.99	5.50%	\$96.21	25.43%	16.01%
03/01/2021	\$28,571.76	73,928	5,805	\$4.92	7.85%	378.44	6.52%	\$75.50	27.76%	25.42%
04/01/2021	\$31,384.66	82,652	6,519	\$4.81	7.89%	454.45	6.97%	\$69.06	29.55%	27.93%
05/01/2021	\$31,404.39	81,842	6,435	\$4.88	7.86%	420.66	6.54%	\$74.66	30.72%	23.75%
06/01/2021	\$31,279.74	87,999	6,102	\$5.13	6.93%	378.98	6.21%	\$82.54	31.65%	17.75%
07/01/2021	\$25,850.81	73,404	4,767	\$5.42	6.49%	254.17	5.33%	\$101.71	31.73%	6.19%
08/01/2021	\$26,519.26	55,939	3,445	\$7.70	6.16%	224.5	6.52%	\$118.13	30.64%	4.75%
Total	\$344,742.49	928,451	62,690	\$5.50	6.75%	3,769.93	6.01%	\$91.45	28.11%	16.40%

Google Ads | Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)
Concierge - CI MED Spa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta liposuction	\$3,012.74	13,678	1,059	\$2.84	7.74%	76.17	7.19%	\$39.55
search beta coolsculpting gold coast	\$9,060.53	14,112	784	\$11.56	5.56%	55	7.02%	\$164.74
search beta breast augmentation gold coast	\$3,495.83	8,114	581	\$6.02	7.16%	25	4.30%	\$139.83
search beta coolsculpting geneva	\$2,956.75	1,898	165	\$17.92	8.69%	21.4	12.97%	\$138.17
search beta coolsculpting gold coast exp reach	\$1,670.37	10,296	391	\$4.27	3.80%	15.33	3.92%	\$108.96
search beta rhinoplasty	\$2,437.25	2,170	185	\$13.17	8.53%	13	7.03%	\$187.48
search beta coolsculpting geneva exp reach	\$857.85	4,835	168	\$5.11	3.47%	12.6	7.50%	\$68.08
search beta tummy tuck	\$3,027.94	836	112	\$27.04	13.40%	6	5.36%	\$504.66

Google Ads | Top Search Terms (by Conversions)

08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)
Concierge - CI MED Spa

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
liposuction	\$124.76	602	48	\$2.60	7.97%	7	14.58%	\$17.82
coolsculpting	\$488.38	785	36	\$13.57	4.59%	6.67	18.53%	\$73.22
cool sculpting chicago	\$461.07	167	25	\$18.44	14.97%	6	24.00%	\$76.84
coolsculpting near me	\$731.22	90	22	\$33.24	24.44%	6	27.27%	\$121.87
cool sculpting	\$648.23	917	65	\$9.97	7.09%	5.5	8.46%	\$117.86
coolsculpting chicago	\$557.22	240	29	\$19.21	12.08%	3.5	12.07%	\$159.21
chicago liposuction	\$50.51	137	12	\$4.21	8.76%	3	25.00%	\$16.84
coolsculpting near me	\$425.18	298	22	\$19.33	7.38%	2.33	10.59%	\$182.48
breast augmentation surgery chicago	\$198.44	98	14	\$14.17	14.29%	2	14.29%	\$99.22
affordable breast implants	\$16.49	1	1	\$16.49	100.00%	2	200.00%	\$8.24
how much does a tummy tuck cost	\$47.28	14	4	\$11.82	28.57%	2	50.00%	\$23.64
fupa surgery near me	\$4.27	2	2	\$2.13	100.00%	2	100.00%	\$2.13
tummy tuck cost	\$572.84	66	17	\$33.70	25.76%	2	11.76%	\$286.42
jorie weight loss	\$54.05	47	2	\$27.03	4.26%	2	100.00%	\$27.03
breast implants	\$42.98	89	6	\$7.16	6.74%	2	33.33%	\$21.49
fat transfer to buttocks chicago cost	\$4.97	6	2	\$2.48	33.33%	2	100.00%	\$2.48
mommy lift cost	\$1.04	1	1	\$1.04	100.00%	1.5	150.00%	\$0.69
body contouring	\$59.33	218	6	\$9.89	2.75%	1	16.67%	\$59.33
double chin and face fat removal	\$6.46	1	1	\$6.46	100.00%	1	100.00%	\$6.46
cost of cool sculpting	\$29.62	42	5	\$5.92	11.90%	1	20.00%	\$29.62

Google Ads | Top Search Ads (by Conversions)

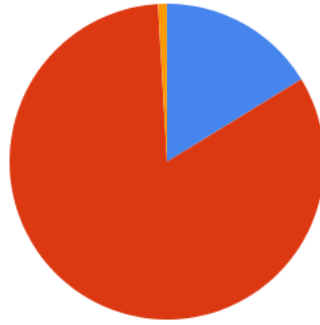
08/01/2021 - 08/31/2021

Top Responsive Search Ads (by Conversions)
Concierge - CI MED Spa

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<p>{Keyword:Concierge Med Spa} Surgical Fat Reduction Natural-Looking Fat Reduction</p> <p>www.concierge-medspa.com/liposuction/chicago</p> <p>Leading Liposuction Surgeon in Chicago, IL. Schedule a Free Consultation Today Remove Stubborn Fat that Resists Diet and Exercise. Minimally Invasive + Minimal Downtime.</p>	search beta liposuction	\$1,559.34	7,046	534	\$2.92	7.58%	43.67	8.18%	\$35.71
<p>{Keyword:Concierge Med Spa} Surgical Fat Reduction Natural-Looking Fat Reduction</p> <p>www.concierge-medspa.com/liposuction/chicago</p> <p>Leading Liposuction Surgeon in Chicago, IL. Schedule a Free Consultation Today Remove Stubborn Fat that Resists Diet and Exercise. Minimally Invasive + Minimal Downtime.</p>	search beta liposuction	\$1,209.78	5,366	438	\$2.76	8.16%	25	5.71%	\$48.39
<p>{Keyword:Concierge Plastic Surgery} Rhinoplasty in Geneva Plastic Surgeon Dr. David Hill</p> <p>www.concierge-medspa.com/rhinoplasty/geneva</p> <p>Minimally Invasive Nose Job. Performed by Renowned Chicago Plastic Surgeon, Dr. David Hill Nose Job Surgery. Natural Looking Results. Transform into the Best Version of Yourself.</p>	search beta rhinoplasty	\$1,897.49	1,575	147	\$12.91	9.33%	10	6.80%	\$189.75
<p>CoolSculpting® Fat Reduction CoolSculpting in Chicago Biggest CoolSculpting® Promo</p> <p>www.concierge-medspa.com/coolsculpting/chicago</p> <p>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Chicago, IL Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	search beta coolsculpting gold coast	\$1,396.98	1,903	97	\$14.40	5.10%	9.33	9.62%	\$149.73
<p>{Keyword:Concierge Med Spa} Breast Augmentation Feel More Feminine & Confident</p> <p>www.concierge-medspa.com/</p> <p>Leading Breast Augmentation Surgeon in Chicago, IL. Schedule a Free Consultation Natural-Looking Enhancement. Look and Feel Younger, More Feminine & More Confident.</p>	search beta breast augmentation gold coast	\$1,087.49	1,938	174	\$6.25	8.98%	7	4.02%	\$155.36

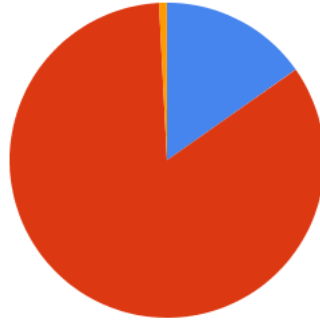
Google Ads | Budget Utilization by Device

Conversions by Device
Concierge - CI MED Spa



■ Computers - Conversions: 36.5 (16.26%)
 ■ Mobile devices with full browsers - Conversions: 186 (82.85%)
 ■ Tablets with full browsers - Conversions: 2 (0.89%)

Cost by Device
Concierge - CI MED Spa




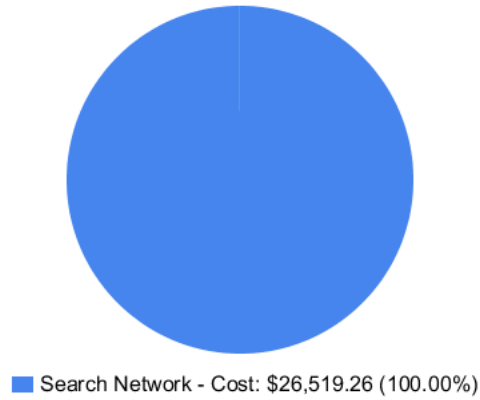
■ Computers - Cost: \$4,043.79 (15.25%)
 ■ Mobile devices with full browsers - Cost: \$22,263.72 (83.95%)
 ■ Tablets with full browsers - Cost: \$211.75 (0.80%)


Device Performance (by Conversions)
Concierge - CI MED Spa

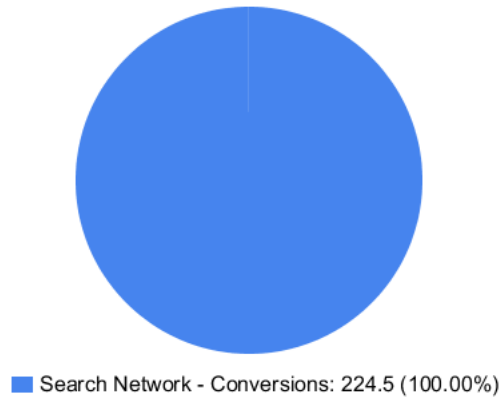
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	47,883	3,038	\$22,263.72	\$7.33	6.34%	186	6.12%	\$119.70
Computers	7,534	370	\$4,043.79	\$10.93	4.91%	36.5	9.86%	\$110.79
Tablets with full browsers	522	37	\$211.75	\$5.72	7.09%	2	5.41%	\$105.88


Google Ads | Budget Utilization by Network

 Cost by Network
Concierge - CI MED Spa



 Conversions by Network
Concierge - CI MED Spa




 Network Performance
Concierge - CI MED Spa

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	55,939	3,445	\$26,519.26	\$7.70	6.16%	224.5	6.52%	\$118.13

Google Ads | Conversion Summary


08/01/2021 - 08/31/2021

 Conversion Performance
Concierge - CI MED Spa

Conversion name	All conv.
Form Submission	198.5
Call From Ads (MS)	14
Click to Call	10
Phone Calls from Website	2

Google Ads | Geo-Targeting Summary

08/01/2021 - 08/31/2021

 Top Locations
Concierge - CI MED Spa

Region	Clicks	Conversions	Cost / conv.
Illinois	3,439	224.5	\$117.40

Facebook | Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
Concierge Med Spa 1

\$4,649.93

\$4,648.68 0.03%

Impressions
Concierge Med Spa 1

160,094

165,549 -3.30%

Reach
Concierge Med Spa 1

65,205

70,498 -7.51%

Clicks (Link)
Concierge Med Spa 1

1,715

1,702 0.76%

Leads
Concierge Med Spa 1

141

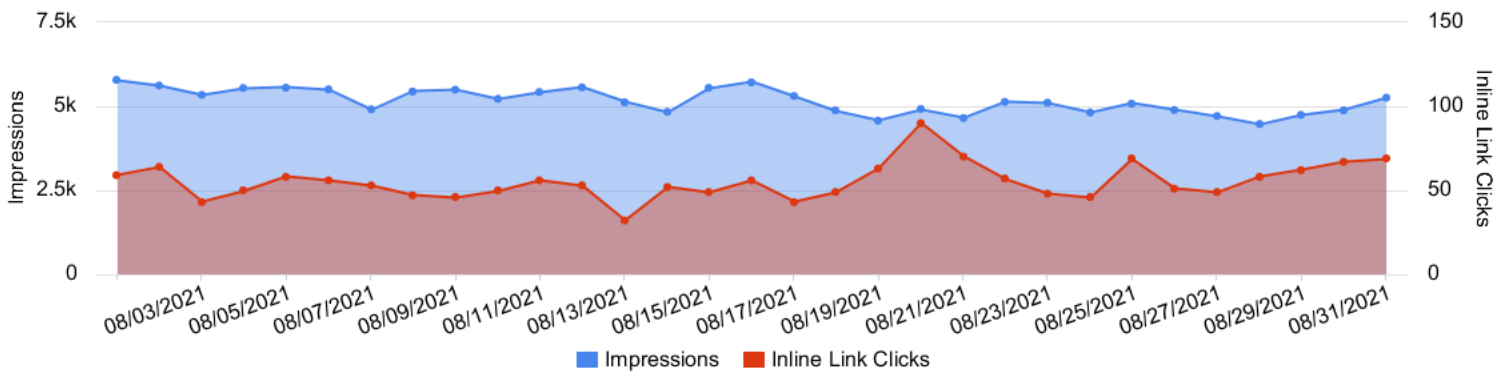
198 -28.79%

Cost / Lead
Concierge Med Spa 1

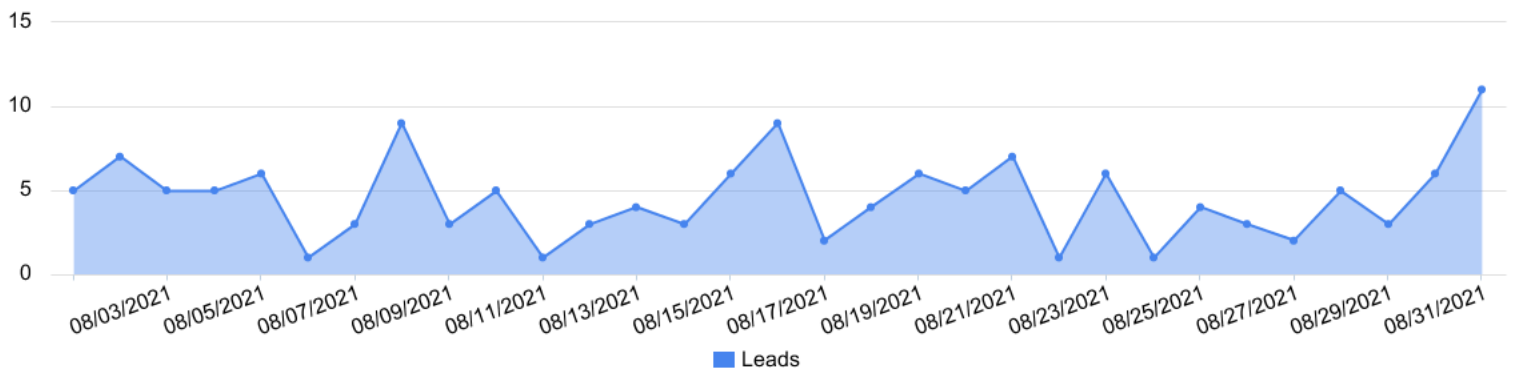
\$32.98

\$23.48 40.46%

Impressions vs Inline Link Clicks
Concierge Med Spa 1



Conversions by day
Concierge Med Spa 1



Facebook | Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Overall Performance Summary Concierge Med Spa 1

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$4,649.93	\$4,648.68	0.03%
Impressions	160,094	165,549	-3.30%
Reach	65,205	70,498	-7.51%
Clicks	1,715	1,702	0.76%
CTR	1.07%	1.03%	4.20%
Frequency	2.46	2.35	4.55%
Leads	141	198	-28.79%
Cost / Lead	\$32.98	\$23.48	40.46%

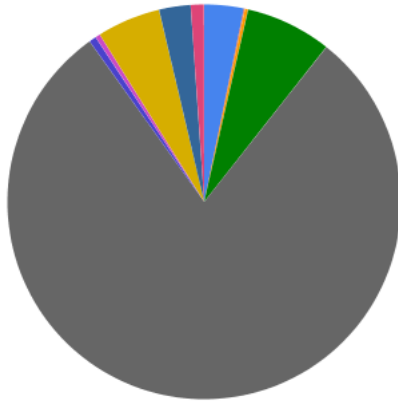
Engagement Summary Concierge Med Spa 1

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	26	31	-16.13%
Post Reactions	265	279	-5.02%
Post Shares	47	53	-11.32%

08/01/2021 - 08/31/2021

Reach Summary (by Placement)

Concierge Med Spa 1



- Audience Network - An Classic - Reach: 1,680 (3.24%)
- Audience Network - Rewarded Video - Reach: 43 (0.08%)
- Facebook - Facebook Groups Feed - Reach: 134 (0.26%)
- Facebook - Facebook Stories - Reach: 3,663 (7.07%)
- Facebook - Feed - Reach: 41,145 (79.45%)
- Facebook - Instant Article - Reach: 304 (0.59%)
- Facebook - Instream Video - Reach: 208 (0.40%)
- Facebook - Marketplace - Reach: 2,704 (5.22%)
- Facebook - Right Hand Column - Reach: 1,344 (2.60%)
- Facebook - Search - Reach: 560 (1.08%)

Placement Performance (by Leads)

Concierge Med Spa 1

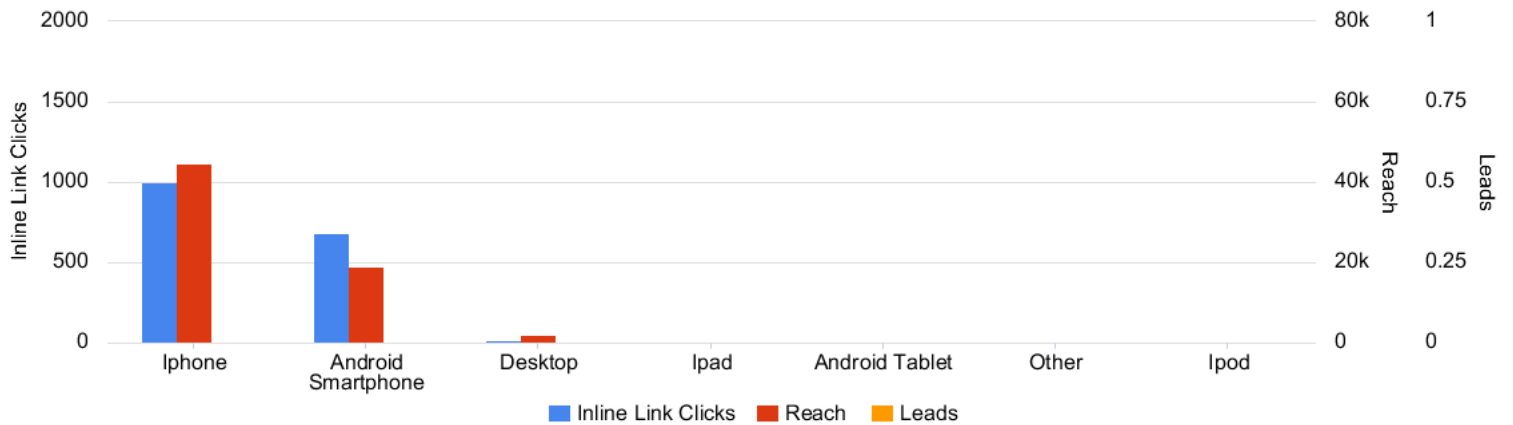
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Facebook | Device Performance Summary

08/01/2021 - 08/31/2021

Device Performance Chart

Concierge Med Spa 1



Device Platform Performance

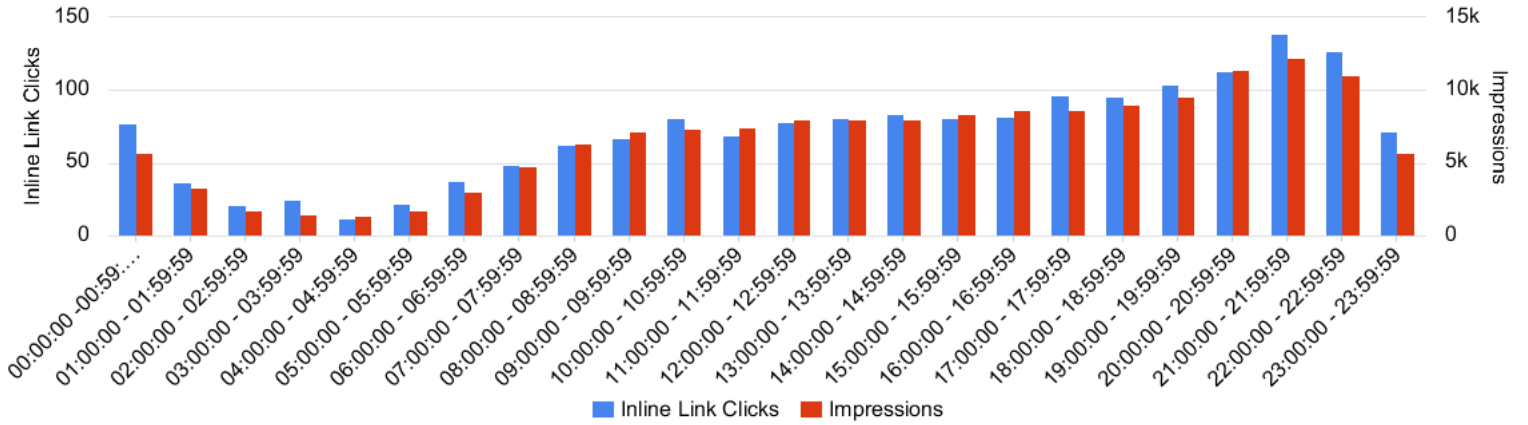
Concierge Med Spa 1

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Concierge Med Spa 1	\$4,649.93	160,094	1,715	2.47%	65,205	2.46	141
> Mobile App	\$4,367.10	147,813	1,665	2.59%	61,109	2.42	0
> Mobile Web	\$181.95	6,158	36	1.69%	3,167	1.94	0
> Desktop	\$100.87	6,123	14	0.29%	2,096	2.92	0
> Unknown	\$0.00	0	0	--	0	0	0

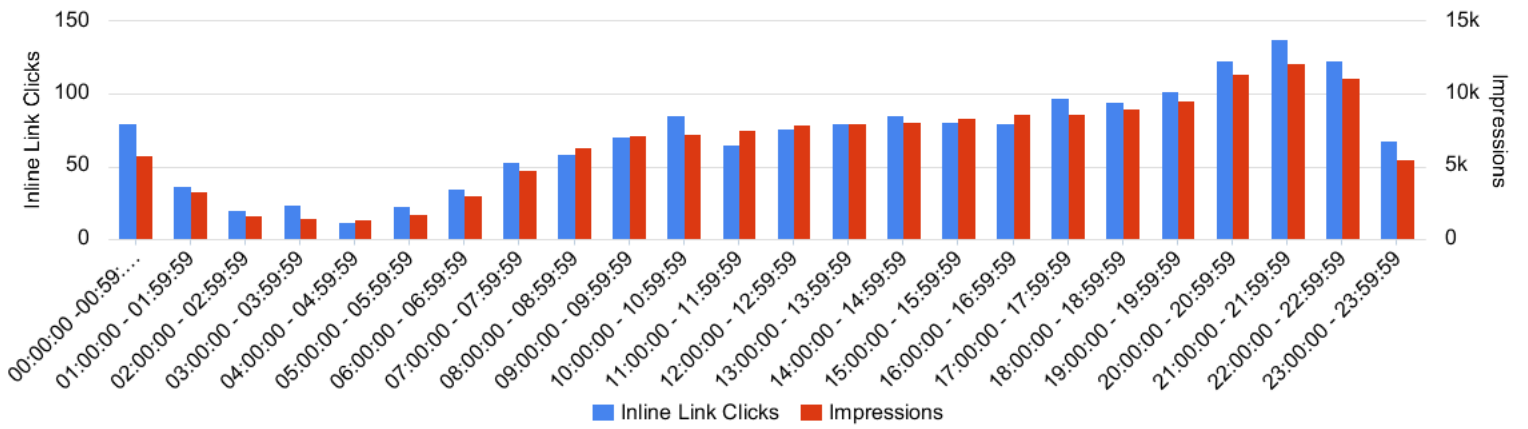
Facebook | Schedule Performance

08/01/2021 - 08/31/2021

Time of Day (Viewer) Concierge Med Spa 1



Time of Day (Ad Account) Concierge Med Spa 1



Facebook | Campaign Performance Summary (by Leads)

08/01/2021 - 08/31/2021

Campaign Performance Breakdown
Concierge Med Spa 1

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions	\$1,549.54	68,377	1,012	87	\$17.81
Botox - Conversions	\$1,549.90	52,064	422	30	\$51.66
Dermal Fillers - Conversions	\$1,550.49	39,653	281	24	\$64.60
Total	\$4,649.93	160,094	1,715	141	\$32.98

Facebook | Ad Set Performance Summary (by Leads)


08/01/2021 - 08/31/2021

Top Performing Ad Sets
Concierge Med Spa 1

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
100 East Walton St. Suite 400 Chicago IL 60611 - Women - 25-60	Coolsculpting - Conversions	\$1,252.69	55,166	778	65	\$19.27
135 S. Washington St Naperville, IL 60564 - Women - 25-60	Coolsculpting - Conversions	\$192.97	8,341	155	16	\$12.06
135 S. Washington St Naperville, IL 60564 - Women - 25-60	Dermal Fillers - Conversions	\$515.69	13,176	86	14	\$36.84
135 S. Washington St Naperville, IL 60564 - Women - 25-60	Botox - Conversions	\$583.54	19,310	171	13	\$44.89
100 East Walton St. Suite 400 Chicago IL 60611 - Women - 25-60	Botox - Conversions	\$613.82	20,718	125	10	\$61.38
135 Park Avenue Barrington, IL 60010 - Women - 25-60	Botox - Conversions	\$352.54	12,036	126	7	\$50.36
135 Park Avenue Barrington, IL 60010 - Women - 25-60	Coolsculpting - Conversions	\$103.88	4,870	79	6	\$17.31
100 East Walton St. Suite 400 Chicago IL 60611 - Women - 25-60	Dermal Fillers - Conversions	\$730.00	18,517	135	6	\$121.67
135 Park Avenue Barrington, IL 60010 - Women - 25-60	Dermal Fillers - Conversions	\$304.80	7,960	60	4	\$76.20
Total		\$4,649.93	160,094	1,715	141	\$32.98

Facebook | Ad Performance Summary

08/01/2021 - 08/31/2021

 Top Performing Ads (by Leads)
Concierge Med Spa 1

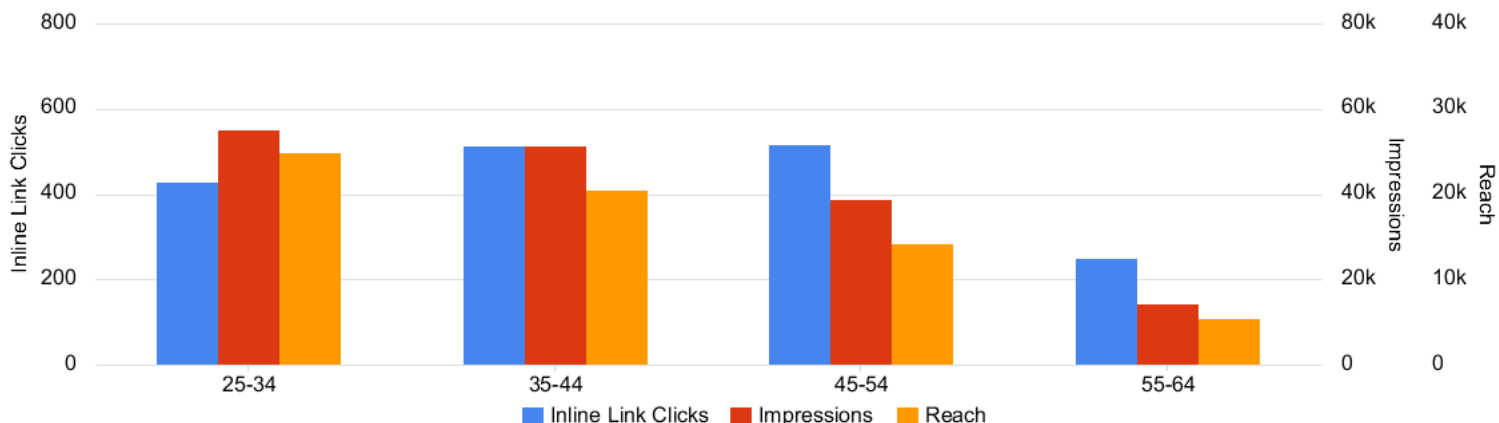
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Facebook | Demographic Performance - Age

08/01/2021 - 08/31/2021

Age Performance Chart

Concierge Med Spa 1



Age Performance Summary

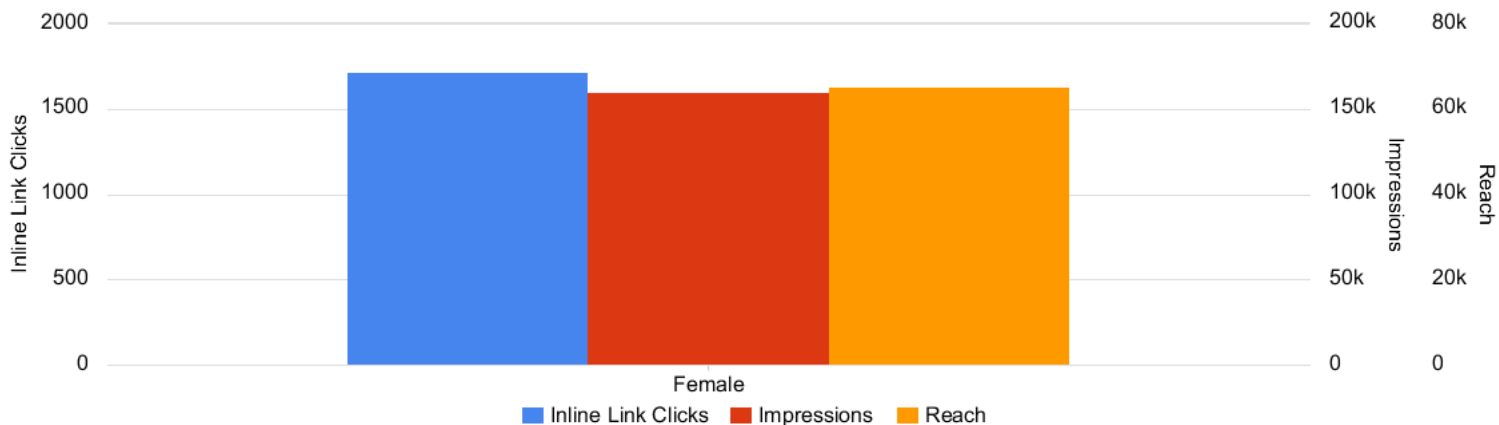
Concierge Med Spa 1

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Concierge Med Spa 1	\$4,649.93	160,094	65,205	1,715	2.47%	2.46	141
> 25-34	\$1,105.70	55,276	24,924	430	1.87%	2.22	0
> 35-44	\$1,367.64	51,389	20,540	516	2.38%	2.5	0
> 45-54	\$1,467.92	38,973	14,301	519	3.08%	2.73	0
> 55-64	\$708.68	14,456	5,439	250	3.44%	2.66	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Demographic Performance - Gender

08/01/2021 - 08/31/2021

Gender Performance Chart Concierge Med Spa 1



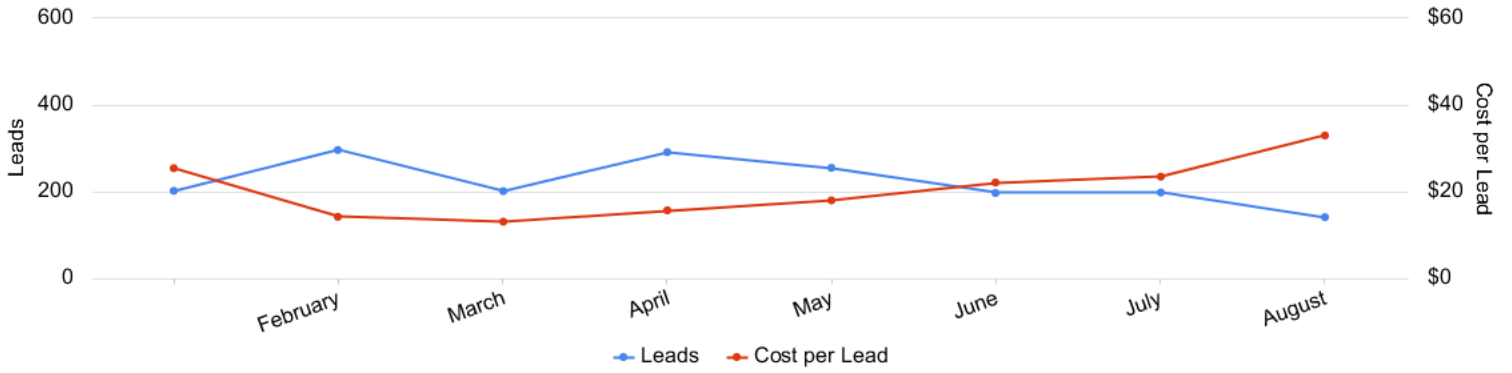
Gender Performance Summary Concierge Med Spa 1

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Concierge Med Spa 1	\$4,649.93	160,094	65,205	1,715	2.47%	2.46	141
> Female	\$4,649.93	160,094	65,205	1,715	2.47%	2.46	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Year-to-Date Performance

01/01/2021 - 08/31/2021

Year-to-Date Trend Concierge Med Spa 1



Historical table (by month) Concierge Med Spa 1

There was an error

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
- Conversion Value (Conv Val) - Reported revenue by the eCommerce site. Does not include returns, refunds, or canceled orders.
- Conversion Value / Click (Conv Val / Click) - Average revenue generated per click. Is used to determine effectiveness of the account when compared against average cost per click (CPC).
- Conversion Value / Cost (Conv Val / Cost) - is a metric that shows the conversion value over the cost of advertising. This is the same calculation as Return on Ad Spend (ROAS) but is not expressed as a percentage.
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage