

Contour Medspa Monthly Ad Performance Summary

09/01/2021 - 09/30/2021

Table of contents

Overall Performance Summary.....	Page 3
Google Ads Key Performance Indicators.....	Page 4
Google Ads Month-Over-Month Performance Comparison.....	Page 4
Google Ads Budget Coverage.....	Page 4
Google Ads Monthly Performance Trends.....	Page 5
Google Ads Campaign Performance Summary (by Conversions).....	Page 6
Google Ads Top Search Terms (by Conversions).....	Page 7
Google Ads Top Search Ads (by Conversions).....	Page 8
Google Ads Budget Utilization by Device.....	Page 9
Google Ads Budget Utilization by Network.....	Page 10
Google Ads Conversion Summary.....	Page 11
Google Ads Geo-Targeting Summary.....	Page 11
Facebook Key Performance Indicators.....	Page 12
Facebook Month-Over-Month Performance Comparison.....	Page 13
Facebook Placement Performance Summary.....	Page 14
Facebook Device Performance Summary.....	Page 15
Facebook Schedule Performance.....	Page 16
Facebook Campaign Performance Summary (by Leads).....	Page 17
Facebook Ad Set Performance Summary (by Leads).....	Page 17
Facebook Ad Performance Summary.....	Page 18
Facebook Demographic Performance - Age.....	Page 19
Facebook Demographic Performance - Gender.....	Page 20
Facebook Year-to-Date Performance.....	Page 21
Glossary.....	Page 22

Overall Performance Summary

09/01/2021 - 09/30/2021

Account Performance Summary (by Platform) Cross-platform

	Cost	Impressions	Clicks	CTR	Conversions	Cost / conv.
Google Ads						
09/01/2021 - 09/30/2021	\$3,022.70	19,746	814	4.12%	19	\$159.09
08/01/2021 - 08/31/2021	\$3,167.41	16,513	583	3.53%	15	\$211.16
% Change	-4.57%	19.58%	39.62%	16.71%	26.67%	-24.66%
Facebook Ads						
09/01/2021 - 09/30/2021	\$1,981.99	59,308	702	1.18%	92	\$21.54
08/01/2021 - 08/31/2021	\$433.96	8,648	130	1.50%	20	\$21.70
% Change	356.72%	585.80%	440.00%	-21.26%	360.00%	-0.71%

Google Ads | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Contour Medspa -

\$3,022.70

\$3,167.41 -4.57%

Clicks
Contour Medspa -

814

583 39.62%

Avg. CPC
Contour Medspa -

\$3.71

\$5.43 -31.65%

Conversions
Contour Medspa -

19

15 26.67%

Conv. rate
Contour Medspa -

2.33%

2.57% -9.34%

Cost / Conv
Contour Medspa -

\$159.09

\$211.16 -24.66%

Google Ads | Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary
Contour Medspa -

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$3,022.70	\$3,167.41	-4.57%
Impressions	19,746	16,513	19.58%
Clicks	814	583	39.62%
Avg CPC	\$3.71	\$5.43	-31.68%
CTR	4.12%	3.53%	16.71%
Conversions	19	15	26.67%
Conv Rate	2.33%	2.57%	-9.34%
Cost / Conv	\$159.09	\$211.16	-24.66%

Google Ads | Budget Coverage

Search Impr. Share
Contour Medspa -

20.61%

20.12% 2.44%

Search IS Lost (due to Budget)
Contour Medspa -

21.28%

21.34% -0.28%

Search IS Lost (due to Rank)
Contour Medspa -

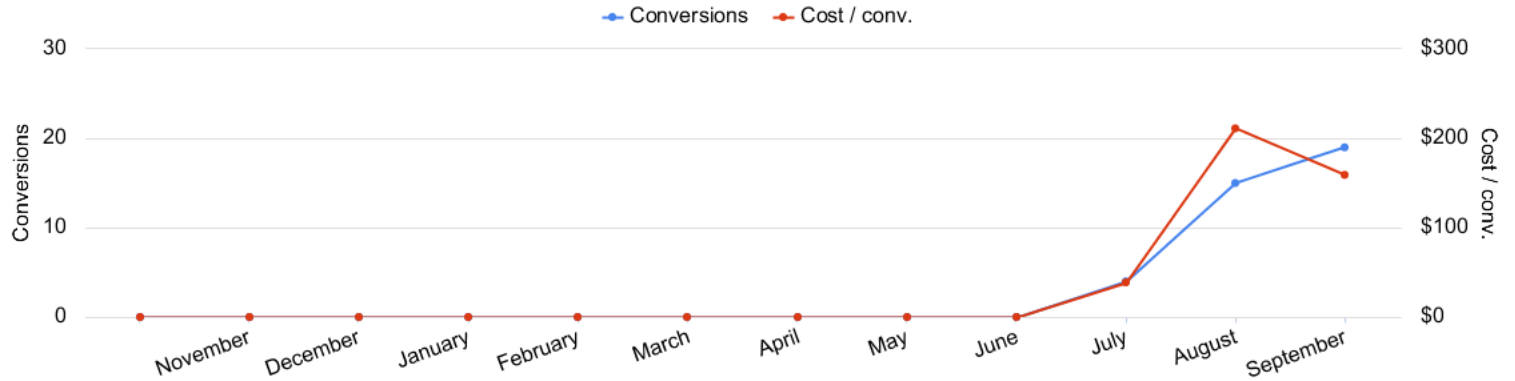
58.11%

58.54% -0.73%

Google Ads | Monthly Performance Trends

10/01/2020 - 09/30/2021

Conversions vs Cost/ Conv
Contour Medspa -




Account Performance by Month
Contour Medspa -

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
07/01/2021	\$155.01	1,800	126	\$1.23	7.00%	4	3.17%	\$38.75	0.10%	11.01%
08/01/2021	\$3,167.41	16,513	583	\$5.43	3.53%	15	2.57%	\$211.16	20.12%	21.34%
09/01/2021	\$3,022.70	19,746	814	\$3.71	4.12%	19	2.33%	\$159.09	20.61%	21.28%
Total	\$6,345.12	38,059	1,523	\$4.17	4.00%	38	2.50%	\$166.98	17.15%	19.59%

Google Ads | Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Contour Medspa -

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta dermal fillers	\$1,000.46	4,858	390	\$2.57	8.03%	12	3.08%	\$83.37
search beta coolsculpting	\$2,022.24	14,888	424	\$4.77	2.85%	7	1.65%	\$288.89

Google Ads | Top Search Terms (by Conversions)

09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
Contour Medspa -

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
lip flip near me	\$22.93	12	5	\$4.59	41.67%	2	40.00%	\$11.46
cheap lip injections	\$4.95	1	1	\$4.95	100.00%	1.83	183.00%	\$2.70
fat removal from arms	\$27.15	2	2	\$13.57	100.00%	1	50.00%	\$27.15
how much do under eye fillers cost	\$2.25	4	1	\$2.25	25.00%	1	100.00%	\$2.25
under eye filler before & after	\$4.12	2	2	\$2.06	100.00%	1	50.00%	\$4.12
slim fast	\$17.98	14	3	\$5.99	21.43%	1	33.33%	\$17.98
under eye filler	\$34.63	72	16	\$2.16	22.22%	1	6.25%	\$34.63
buccal fat removal houston	\$3.57	15	1	\$3.57	6.67%	1	100.00%	\$3.57
face fillers	\$4.55	13	2	\$2.27	15.38%	1	50.00%	\$4.55
juvederm voluma near me	\$5.22	2	1	\$5.22	50.00%	1	100.00%	\$5.22
long lasting dermal fillers	\$1.50	1	1	\$1.50	100.00%	1	100.00%	\$1.50
lipolaser	\$2.46	2	1	\$2.46	50.00%	1	100.00%	\$2.46
fillers near me	\$23.96	14	4	\$5.99	28.57%	1	25.00%	\$23.96
sota weight loss	\$15.91	84	4	\$3.98	4.76%	1	25.00%	\$15.91
non surgical jawline contouring	\$4.28	4	1	\$4.28	25.00%	0.83	83.00%	\$5.16
best way to lose weight	\$0.00	10	0	\$0.00	0.00%	0	0.00%	\$0.00
\$75 off juvederm alle	\$0.00	3	0	\$0.00	0.00%	0	0.00%	\$0.00
body contouring prices	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
hard to lose belly fat	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
memorial hermann weight loss program the woodlands	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00

Google Ads | Top Search Ads (by Conversions)

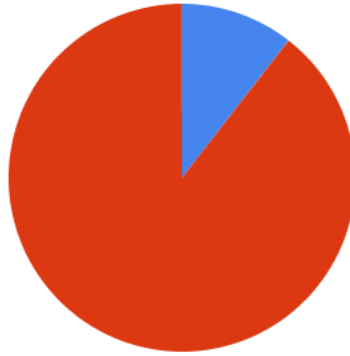
09/01/2021 - 09/30/2021

Top Responsive Search Ads (by Conversions)
Contour Medspa -

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Contour Medspa} Schedule A Free Consultation Dermal Fillers Near Me contourmedspa.org/dermal_fillers/woodlands Look Younger and More Energized with Dermal Fillers. Leading Provider in {LOCATION(City)} Reverse the Signs of Aging + Stimulate Collagen Production. Schedule A Free Consultation.	search beta dermal fillers	\$440.79	1,770	183	\$2.41	10.34%	6	3.28%	\$73.47
Contour Medspa Freeze Away Body Fat Freeze Fat with CoolSculpting contourmedspa.org/coolsculpting/woodlands CoolSculpting Is The Top Non-Surgical Fat Reduction Treatment. No Surgery. Quick Results. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.	search beta coolsculpting	\$556.35	2,744	109	\$5.10	3.97%	3	2.75%	\$185.45
Contour Medspa Freeze Away Body Fat Freeze Fat with CoolSculpting contourmedspa.org/coolsculpting/woodlands CoolSculpting Is The Top Non-Surgical Fat Reduction Treatment. No Surgery. Quick Results. Ready To Say Goodbye to Stubborn Fat? Schedule Your Free Consultation Today.	search beta coolsculpting	\$955.21	7,088	203	\$4.71	2.86%	3	1.48%	\$318.40
{Keyword:Contour Medspa} Dermal Fillers in {LOCATION(City)} Smooth Wrinkles Restore Volume contourmedspa.org/juvederm/woodlands Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results. Juvederm is the #1 Line of Hyaluronic Acid Fillers & a Leading Anti Aging Treatment.	search beta dermal fillers	\$187.45	1,108	87	\$2.15	7.85%	2	2.30%	\$93.72
{Keyword:Contour Medspa} CoolSculpting® Deal \$1100 Off Huge CoolSculpting Promotion contourmedspa.org/coolsculpting/woodlands Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Our Biggest Deal Ever Now Available: Save Up to \$1100 on Coolsculpting. Schedule a Consult	search beta coolsculpting	\$19.24	61	3	\$6.41	4.92%	0	0.00%	\$0.00

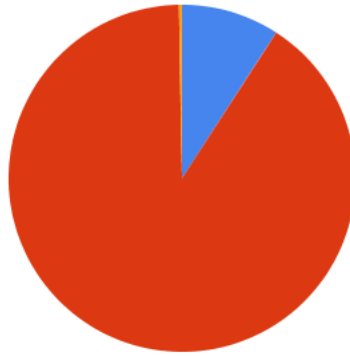
Google Ads | Budget Utilization by Device

Conversions by Device
Contour Medspa -



Computers - Conversions: 2 (10.53%) Mobile devices with full browsers - Conversions: 17 (89.47%)

Cost by Device
Contour Medspa -



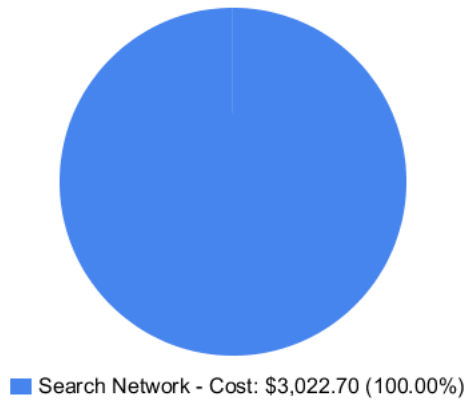
Computers - Cost: \$276.66 (9.15%) Mobile devices with full browsers - Cost: \$2,737.81 (90.57%) Tablets with full browsers - Cost: \$8.23 (0.27%)


Device Performance (by Conversions)
Contour Medspa -

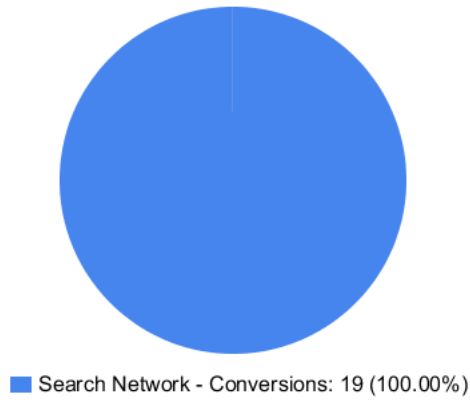
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	16,947	741	\$2,737.81	\$3.69	4.37%	17	2.29%	\$161.05
Computers	2,499	70	\$276.66	\$3.95	2.80%	2	2.86%	\$138.33
Tablets with full browsers	300	3	\$8.23	\$2.74	1.00%	0	0.00%	\$0.00


Google Ads | Budget Utilization by Network

 Cost by Network
Contour Medspa -



 Conversions by Network
Contour Medspa -




 Network Performance
Contour Medspa -

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	19,746	814	\$3,022.70	\$3.71	4.12%	19	2.33%	\$159.09

Google Ads | Conversion Summary


09/01/2021 - 09/30/2021

 Conversion Performance
Contour Medspa -

Conversion name	All conv.
Submit lead form	14
Local actions - Other engagements	13
Local actions - Directions	8
Local actions - Website visits	6
Click to Call	4
Call From Ads (MS)	1

Google Ads | Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
Contour Medspa -

Region	Clicks	Conversions	Cost / conv.
Texas	814	19	\$159.09

Facebook | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Contour Medspa

\$1,981.99

\$433.96 356.72%

Impressions
Contour Medspa

59,308

8,648 585.80%

Reach
Contour Medspa

26,993

4,966 443.56%

Clicks (Link)
Contour Medspa

702

130 440.00%

Leads
Contour Medspa

93

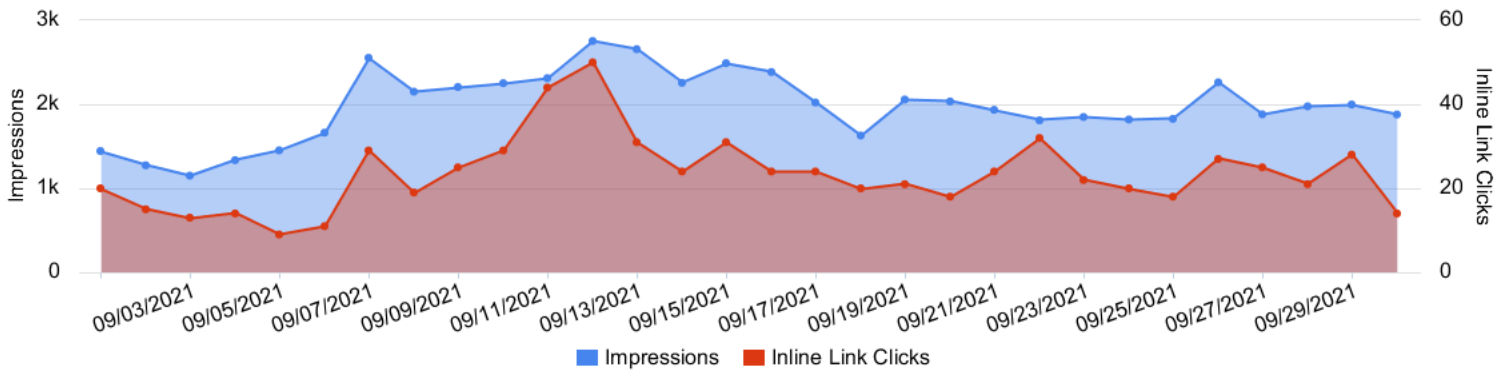
20 365.00%

Cost / Lead
Contour Medspa

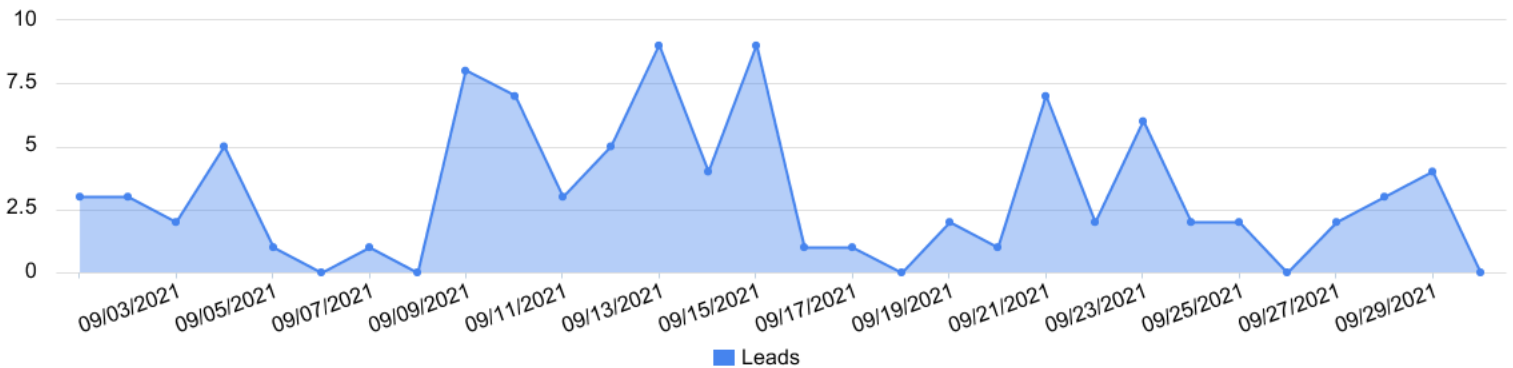
\$21.31

\$21.70 -1.80%

Impressions vs Inline Link Clicks
Contour Medspa



Conversions by day
Contour Medspa



Facebook | Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary Contour Medspa

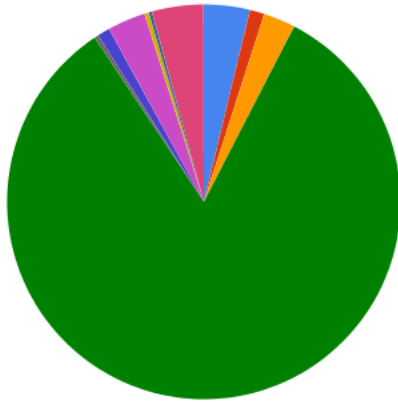
Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$1,981.99	\$433.96	356.72%
Impressions	59,308	8,648	585.80%
Reach	26,993	4,966	443.56%
Clicks	702	130	440.00%
CTR	1.18%	1.50%	-21.26%
Frequency	2.2	1.74	26.17%
Leads	93	20	365.00%
Cost / Lead	\$21.31	\$21.70	-1.80%

Engagement Summary Contour Medspa

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	15	4	275.00%
Post Reactions	178	31	474.19%
Post Shares	17	2	750.00%

09/01/2021 - 09/30/2021

Reach Summary (by Placement) Contour Medspa



- Audience Network - An Classic - Reach: 872 (3.77%)
- Audience Network - Rewarded Video - Reach: 280 (1.21%)
- Facebook - Facebook Stories - Reach: 600 (2.60%)
- Facebook - Feed - Reach: 19,197 (83.08%)
- Facebook - Instant Article - Reach: 74 (0.32%)
- Facebook - Instream Video - Reach: 238 (1.03%)
- Facebook - Marketplace - Reach: 720 (3.12%)
- Facebook - Right Hand Column - Reach: 80 (0.35%)
- Facebook - Search - Reach: 64 (0.28%)
- Facebook - Video Feeds - Reach: 983 (4.25%)

Placement Performance (by Leads) Contour Medspa

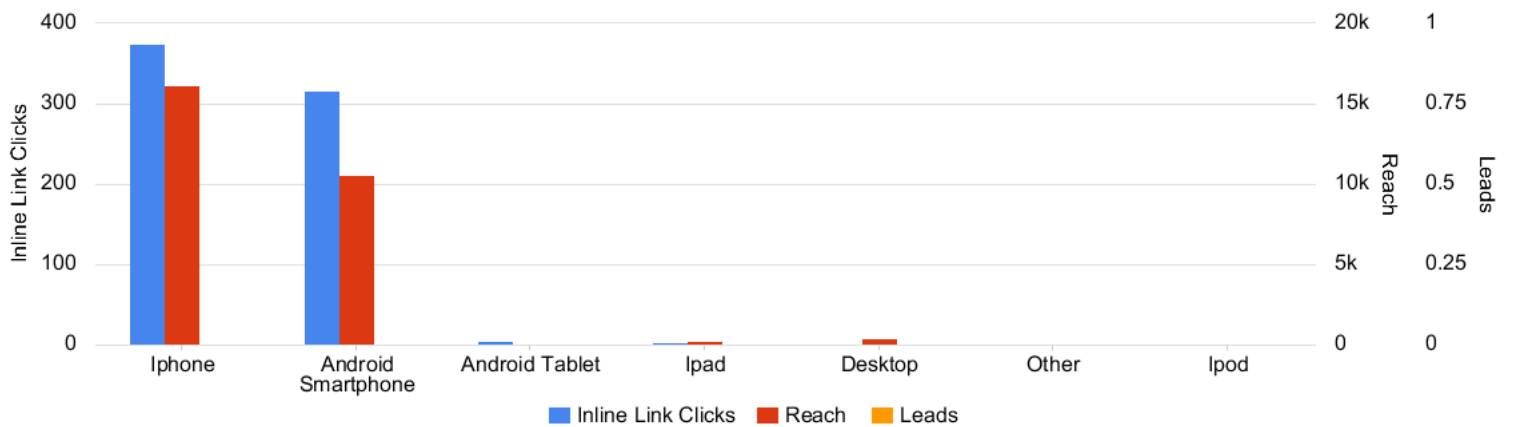
There was an error

Facebook | Device Performance Summary

09/01/2021 - 09/30/2021

Device Performance Chart

Contour Medspa



Device Platform Performance

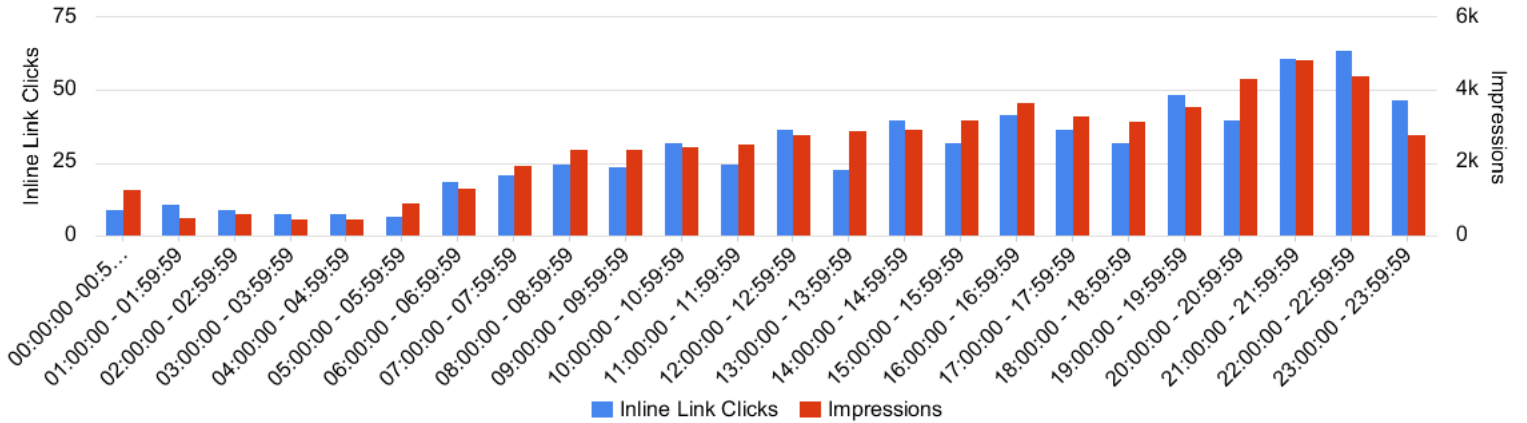
Contour Medspa

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Contour Medspa	\$1,981.99	59,308	702	3.03%	26,993	2.2	93
> Mobile App	\$1,939.60	58,163	697	3.06%	26,465	2.2	0
> Mobile Web	\$22.38	607	3	2.64%	440	1.38	0
> Desktop	\$20.01	538	2	0.37%	384	1.4	0
> Unknown	\$0.00	0	0	--	0	0	0

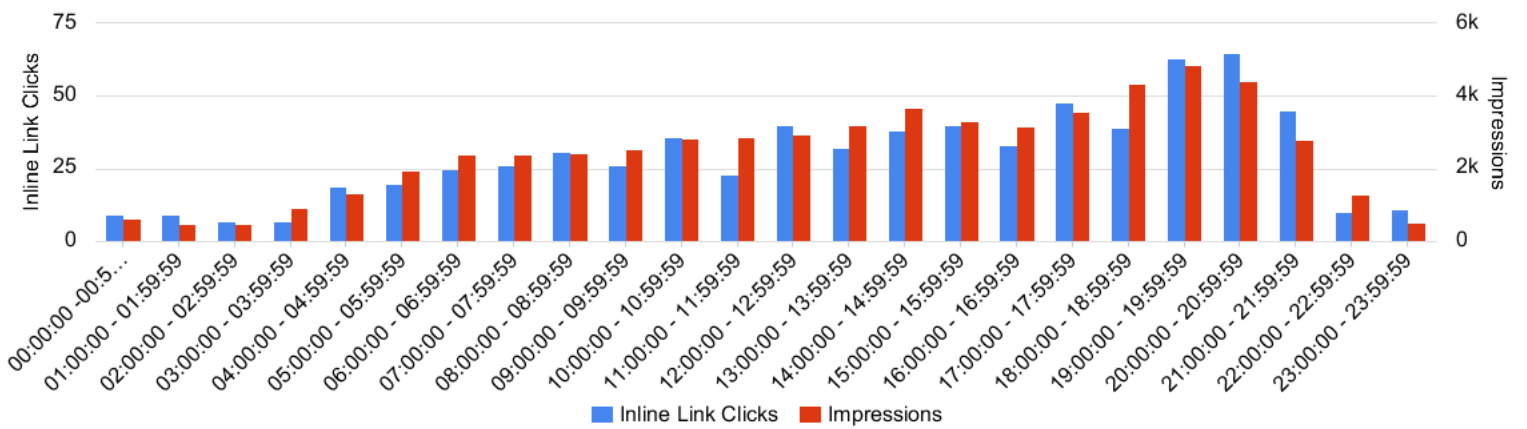
Facebook | Schedule Performance

09/01/2021 - 09/30/2021

Time of Day (Viewer)
Contour Medspa



Time of Day (Ad Account)
Contour Medspa



Facebook | Campaign Performance Summary (by Leads)

09/01/2021 - 09/30/2021

Campaign Performance Breakdown Contour Medspa

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Botox- Conversions	\$990.34	37,142	360	74	\$13.38
Coolsculpting- Conversions	\$991.65	22,166	342	19	\$52.19
Total	\$1,981.99	59,308	702	93	\$21.31

Facebook | Ad Set Performance Summary (by Leads)

09/01/2021 - 09/30/2021

Top Performing Ad Sets Contour Medspa

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests - Women 25-60 -15mi Radius- Top 50%	Botox- Conversions	\$990.34	37,142	360	74	\$13.38
Interests - Women 25-64 - 15mi Radius -Top 50%	Coolsculpting- Conversions	\$991.65	22,166	342	19	\$52.19
	Total	\$1,981.99	59,308	702	93	\$21.31

Facebook | Ad Performance Summary

09/01/2021 - 09/30/2021

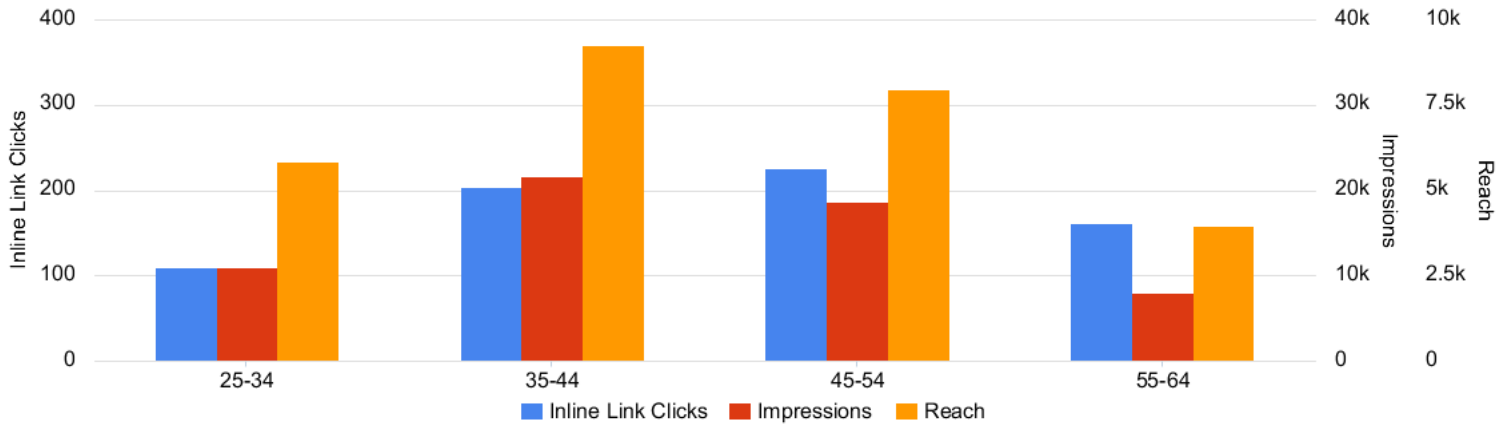
Top Performing Ads (by Leads)
Contour Medspa

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Botox- Video -\$9 Unit		Botox- Conversions	\$853.30	312	32,253	15,613	2.07	2.86%	66
CS - Video - UGC Sitting		Coolsculpting-Conversions	\$793.48	330	20,872	13,122	1.59	3.53%	18
Botox - Static Image-Two Women		Botox- Conversions	\$88.51	30	3,151	1,669	1.89	2.16%	5
Botox- Static Image - Film Reel		Botox- Conversions	\$34.89	14	1,296	768	1.69	1.93%	2
CS - Video - CS Journey		Coolsculpting-Conversions	\$198.17	12	1,294	1,059	1.22	2.55%	1
Botox- Static Image-Hand On Chin		Botox- Conversions	\$13.64	4	442	249	1.78	2.71%	1
Total			\$1,981.99	702	59,308	26,993	2.2	3.03%	93

Facebook | Demographic Performance - Age

09/01/2021 - 09/30/2021

Age Performance Chart
Contour Medspa



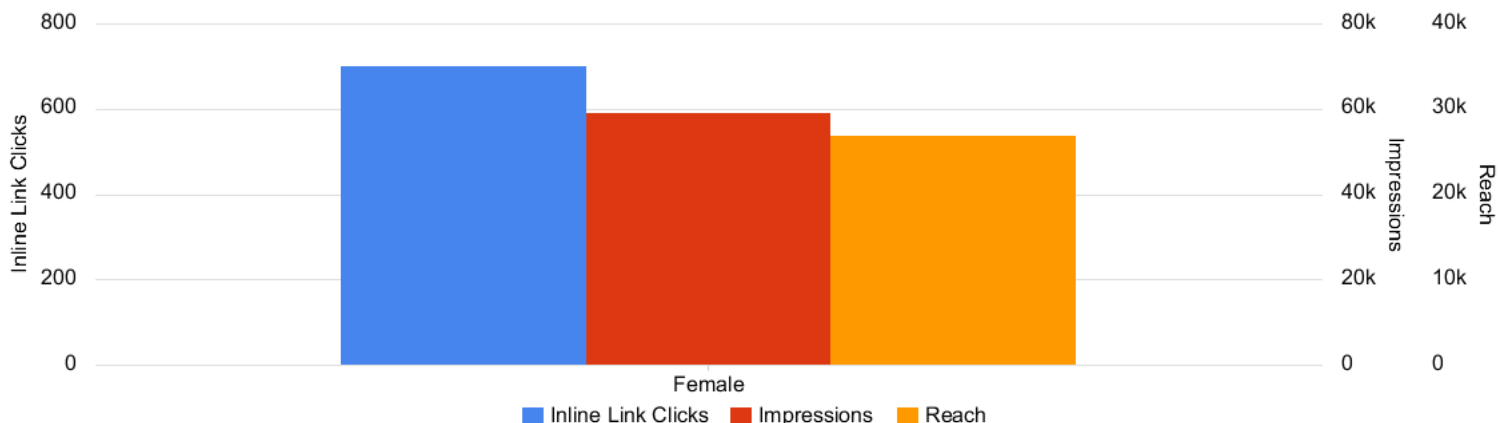
Age Performance Summary
Contour Medspa

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Contour Medspa	\$1,981.99	59,308	26,993	702	3.03%	2.2	93
> 25-34	\$278.29	10,904	5,829	110	2.62%	1.87	0
> 35-44	\$581.03	21,660	9,251	204	2.71%	2.34	0
> 45-54	\$707.04	18,734	7,964	226	3.12%	2.35	0
> 55-64	\$415.63	8,010	3,950	162	4.23%	2.03	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Demographic Performance - Gender

09/01/2021 - 09/30/2021

Gender Performance Chart
Contour Medspa



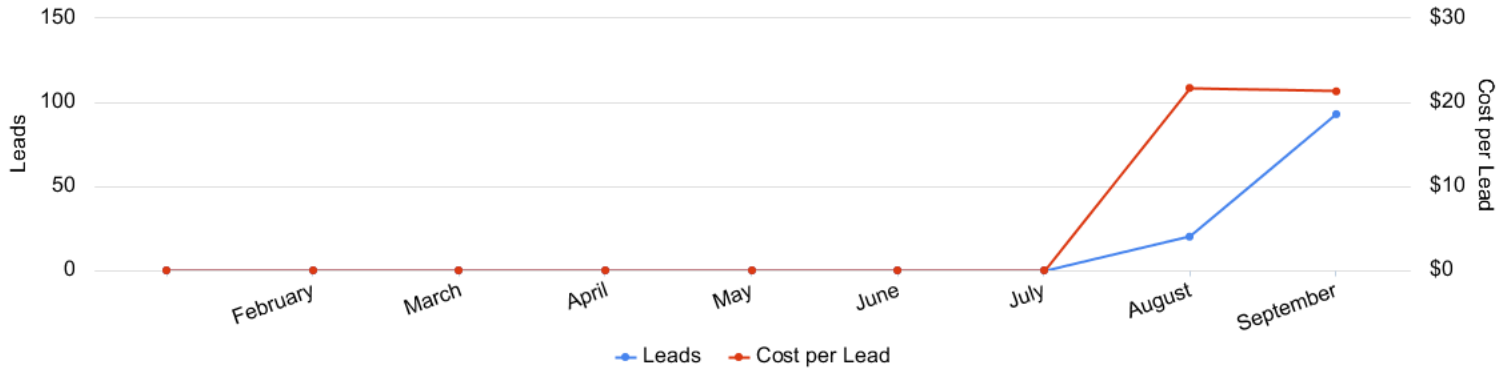
Gender Performance Summary
Contour Medspa

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Contour Medspa	\$1,981.99	59,308	26,993	702	3.03%	2.2	93
> Female	\$1,981.99	59,308	26,993	702	3.03%	2.2	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Year-to-Date Performance

01/01/2021 - 09/30/2021

Year-to-Date Trend Contour Medspa



Historical table (by month) Contour Medspa

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Contour Medspa	\$2,674.57	1,047	87,596	37,330	2.35	3.06%	113
> 2021-01-01 - 2021-01-31	\$76.97	98	6,963	3,469	2.01	2.43%	0
> 2021-02-01 - 2021-02-28	\$26.72	7	1,377	692	1.99	4.21%	0
> 2021-05-01 - 2021-05-31	\$99.88	79	8,715	4,600	1.89	1.92%	0
> 2021-06-01 - 2021-06-30	\$30.05	25	1,567	770	2.04	7.85%	0
> 2021-07-01 - 2021-07-31	\$25.00	6	1,018	672	1.51	5.01%	0
> 2021-08-01 - 2021-08-31	\$433.96	130	8,648	4,966	1.74	3.70%	20
> 2021-09-01 - 2021-09-30	\$1,981.99	702	59,308	26,993	2.2	3.03%	93

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