

COR Medspa Monthly Ad Performance Summary

08/01/2021 - 08/31/2021

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

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	\$8,024.55	14,809	988	6.67%	52.22	\$153.67
07/01/2021 - 07/31/2021	\$8,738.93	17,401	1,164	6.69%	62.78	\$139.20
% Change	-8.17%	-14.90%	-15.12%	-0.30%	-16.82%	10.39%
Facebook Ads						
08/01/2021 - 08/31/2021	\$4,655.43	103,397	1,091	1.06%	70	\$66.51
07/01/2021 - 07/31/2021	\$4,647.56	115,284	1,175	1.02%	75	\$61.97
% Change	0.17%	-10.31%	-7.15%	3.53%	-6.67%	7.32%

Google Ads | Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
COR Medspa

\$8,024.55

\$8,738.93 -8.17%

Clicks
COR Medspa

988

1,164 -15.12%

Avg. CPC
COR Medspa

\$8.12

\$7.51 8.18%

Conversions
COR Medspa

52.22

62.78 -16.82%

Conv. rate
COR Medspa

5.29%

5.39% -1.86%

Cost / Conv
COR Medspa

\$153.67

\$139.20 10.39%

Google Ads | Month-Over-Month Performance Comparison

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

Overall Performance Summary
COR Medspa

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$8,024.55	\$8,738.93	-8.17%
Impressions	14,809	17,401	-14.90%
Clicks	988	1,164	-15.12%
Avg CPC	\$8.12	\$7.51	8.12%
CTR	6.67%	6.69%	-0.30%
Conversions	52.22	62.78	-16.82%
Conv Rate	5.29%	5.39%	-1.86%
Cost / Conv	\$153.67	\$139.20	10.40%

Google Ads | Budget Coverage

Search Impr. Share
COR Medspa

38.40%

42.28% -9.18%

Search IS Lost (due to Budget)
COR Medspa

26.97%

34.44% -21.69%

Search IS Lost (due to Rank)
COR Medspa

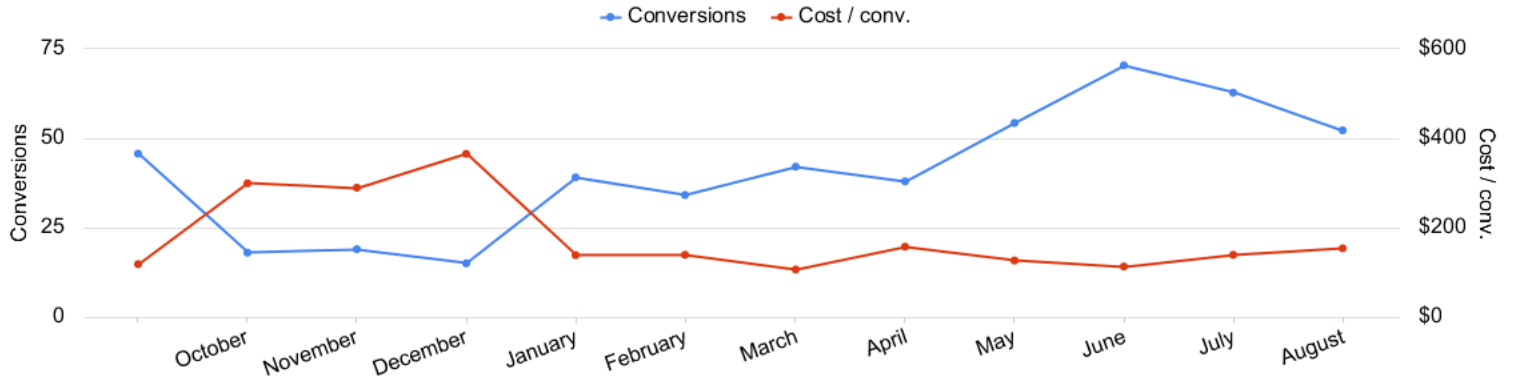
34.63%

23.28% 48.75%

Google Ads | Monthly Performance Trends

09/01/2020 - 08/31/2021

Conversions vs Cost/ Conv
COR Medspa




Account Performance by Month
COR Medspa

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
09/01/2020	\$5,404.10	24,705	1,062	\$5.09	4.30%	45.73	4.31%	\$118.18	35.60%	6.84%
10/01/2020	\$5,387.94	9,504	525	\$10.26	5.52%	18	3.43%	\$299.33	47.66%	12.68%
11/01/2020	\$5,498.83	14,156	568	\$9.68	4.01%	19	3.35%	\$289.41	41.59%	15.63%
12/01/2020	\$5,479.84	12,085	571	\$9.60	4.72%	15	2.63%	\$365.32	36.36%	22.36%
01/01/2021	\$5,414.85	14,093	717	\$7.55	5.09%	39.09	5.45%	\$138.51	33.28%	20.34%
02/01/2021	\$4,754.57	11,197	639	\$7.44	5.71%	34.13	5.34%	\$139.33	35.84%	22.40%
03/01/2021	\$4,477.23	9,666	668	\$6.70	6.91%	42.1	6.30%	\$106.36	38.74%	36.26%
04/01/2021	\$5,973.02	9,336	743	\$8.04	7.96%	37.97	5.11%	\$157.31	39.99%	27.95%
05/01/2021	\$6,866.83	11,491	761	\$9.02	6.62%	54.27	7.13%	\$126.53	45.40%	22.98%
06/01/2021	\$7,977.77	16,899	1,119	\$7.13	6.62%	70.45	6.30%	\$113.25	40.10%	37.14%
07/01/2021	\$8,738.93	17,401	1,164	\$7.51	6.69%	62.78	5.39%	\$139.20	42.28%	34.44%
08/01/2021	\$8,024.55	14,809	988	\$8.12	6.67%	52.22	5.29%	\$153.67	38.40%	26.97%
Total	\$73,998.46	165,342	9,525	\$7.77	5.76%	490.73	5.15%	\$150.79	38.85%	22.71%

Google Ads | Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)
COR Medspa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$3,536.53	2,346	186	\$19.01	7.93%	20.26	10.89%	\$174.56
search beta dermal fillers	\$998.73	4,028	352	\$2.84	8.74%	13.1	3.72%	\$76.24
search beta coolsculpting exp reach	\$1,000.87	4,868	181	\$5.53	3.72%	9.93	5.49%	\$100.79
search beta microneedling	\$1,005.60	2,164	208	\$4.83	9.61%	5.94	2.86%	\$169.29
search beta qwo cellulite	\$974.57	502	28	\$34.81	5.58%	2	7.14%	\$487.29
search beta aviva	\$508.25	901	33	\$15.40	3.66%	1	3.03%	\$508.25

Google Ads | Top Search Terms (by Conversions)

08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)
COR Medspa

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting near me	\$225.54	36	6	\$37.59	16.67%	2.73	45.50%	\$82.62
coolsculpting denville nj	\$95.17	14	8	\$11.90	57.14%	2	25.00%	\$47.59
daily carb intake to lose weight	\$4.13	1	1	\$4.13	100.00%	2	200.00%	\$2.06
qwo cellulite cost	\$293.45	6	5	\$58.69	83.33%	1	20.00%	\$293.45
cryoslimming	\$18.44	3	1	\$18.44	33.33%	1	100.00%	\$18.44
body contouring near me	\$37.69	10	3	\$12.56	30.00%	1	33.33%	\$37.69
morpheus 8	\$8.28	6	2	\$4.14	33.33%	1	50.00%	\$8.28
lose weight in arms fast	\$8.26	1	1	\$8.26	100.00%	1	100.00%	\$8.26
fillers before after	\$1.25	2	1	\$1.25	50.00%	1	100.00%	\$1.25
cool sculpting	\$208.54	148	12	\$17.38	8.11%	1	8.33%	\$208.54
coolsculpting cost	\$77.47	50	6	\$12.91	12.00%	1	16.67%	\$77.47
bodytite new york	\$1.72	2	1	\$1.72	50.00%	1	100.00%	\$1.72
prices of cool sculpting	\$18.73	1	1	\$18.73	100.00%	1	100.00%	\$18.73
ice therapy to lose weight	\$2.71	2	1	\$2.71	50.00%	1	100.00%	\$2.71
lumenis nuera tight reviews	\$1.75	1	1	\$1.75	100.00%	1	100.00%	\$1.75
coolsculpting	\$294.01	152	17	\$17.29	11.18%	1	5.88%	\$294.01
places to get lip injections near me	\$8.55	2	1	\$8.55	50.00%	1	100.00%	\$8.55
face fillers near me	\$1.60	2	1	\$1.60	50.00%	1	100.00%	\$1.60
coolsculpting sparta nj	\$114.08	13	3	\$38.03	23.08%	1	33.33%	\$114.08
morpheus8	\$36.50	54	10	\$3.65	18.52%	1	10.00%	\$36.50


Google Ads | Top Search Ads (by Conversions)

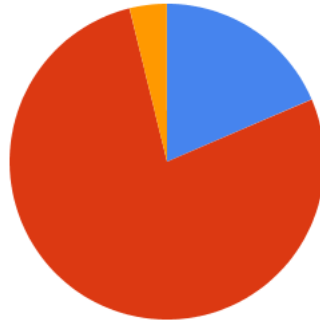
08/01/2021 - 08/31/2021

Top Responsive Search Ads (by Conversions)
COR Medspa


Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<p>{Keyword:COR Medspa} Dermal Fillers in Denville, NJ Smooth Wrinkles Restore Volume</p> <p>www.cormedspa.com/dermal_fillers/denville</p> <p>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</p>	search beta dermal fillers	\$342.05	1,325	131	\$2.61	9.89%	5.52	4.21%	\$61.97
<p>COR Medspa CoolSculpting in Denville, NJ Biggest CoolSculpting® Promo</p> <p>www.cormedspa.com/coolsculpting/denville</p> <p>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Denville, NJ. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	search beta coolsculpting exp reach	\$251.99	954	41	\$6.15	4.30%	4	9.76%	\$63.00
<p>{Keyword:COR Medspa} Dermal Fillers in Denville, NJ Smooth Wrinkles Restore Volume</p> <p>www.cormedspa.com/juvederm/denville</p> <p>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</p>	search beta dermal fillers	\$324.38	1,468	117	\$2.77	7.97%	3.65	3.12%	\$88.87
<p>{Keyword:COR Medspa} RF Microneedling Denville What is RF Microneedling?</p> <p>www.cormedspa.com/microneedling/denville</p> <p>RF Microneedling Improves Skin Tone & Texture + Diminishes Wrinkles + Stimulates Collagen. Microneedling Treatments from Leading Skin Spa in Denville, NJ. Schedule a Free Consult.</p>	search beta microneedling	\$162.27	499	38	\$4.27	7.62%	3	7.89%	\$54.09
<p>{Keyword:COR Medspa} CoolSculpting in Denville, NJ Biggest CoolSculpting® Promo</p> <p>www.cormedspa.com/coolsculpting/denville</p> <p>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Denville, NJ. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	search beta coolsculpting	\$971.33	550	35	\$27.75	6.36%	3	8.57%	\$323.78

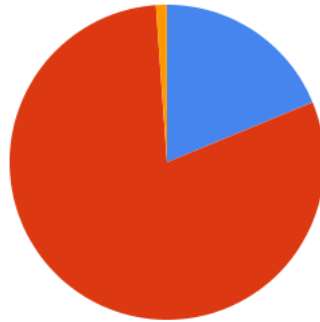
Google Ads | Budget Utilization by Device

 Conversions by Device
COR Medspa




■ Computers - Conversions: 9.69 (18.56%)
 ■ Mobile devices with full browsers - Conversions: 40.53 (77.61%)
 ■ Tablets with full browsers - Conversions: 2 (3.83%)

 Cost by Device
COR Medspa




■ Computers - Cost: \$1,507.00 (18.78%)
 ■ Mobile devices with full browsers - Cost: \$6,427.44 (80.10%)
 ■ Tablets with full browsers - Cost: \$90.11 (1.12%)

 Device Performance (by Conversions)
COR Medspa

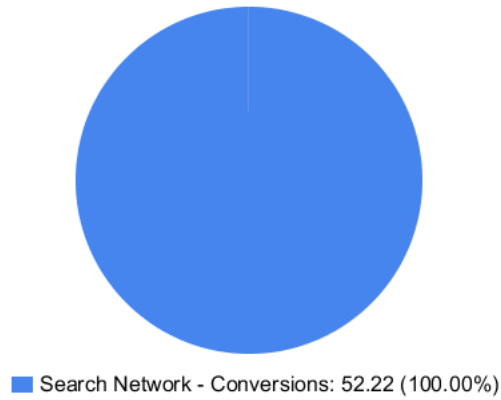
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	11,570	824	\$6,427.44	\$7.80	7.12%	40.53	4.92%	\$158.59
Computers	2,972	149	\$1,507.00	\$10.11	5.01%	9.69	6.50%	\$155.50
Tablets with full browsers	267	15	\$90.11	\$6.01	5.62%	2	13.33%	\$45.05


Google Ads | Budget Utilization by Network

 Cost by Network
COR Medspa



 Conversions by Network
COR Medspa

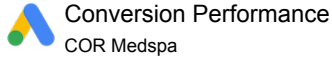


 Network Performance
COR Medspa

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	14,809	988	\$8,024.55	\$8.12	6.67%	52.22	5.29%	\$153.67

Google Ads | Conversion Summary

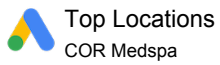
08/01/2021 - 08/31/2021



Conversion name	All conv.
Form Submission	40.22
Local actions - Directions	9
Calls from Website	6
Clicks to call	5
Click to Call	4
Calls from ads	2

Google Ads | Geo-Targeting Summary

08/01/2021 - 08/31/2021



Region	Clicks	Conversions	Cost / conv.
New Jersey	988	52.22	\$153.67

Facebook | Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
COR Medspa

\$4,655.43
\$4,647.56 **0.17%**

Clicks (Link)
COR Medspa

1,091
1,175 **-7.15%**

Impressions
COR Medspa

103,397
115,284 **-10.31%**

Leads
COR Medspa

73
82 **-10.98%**

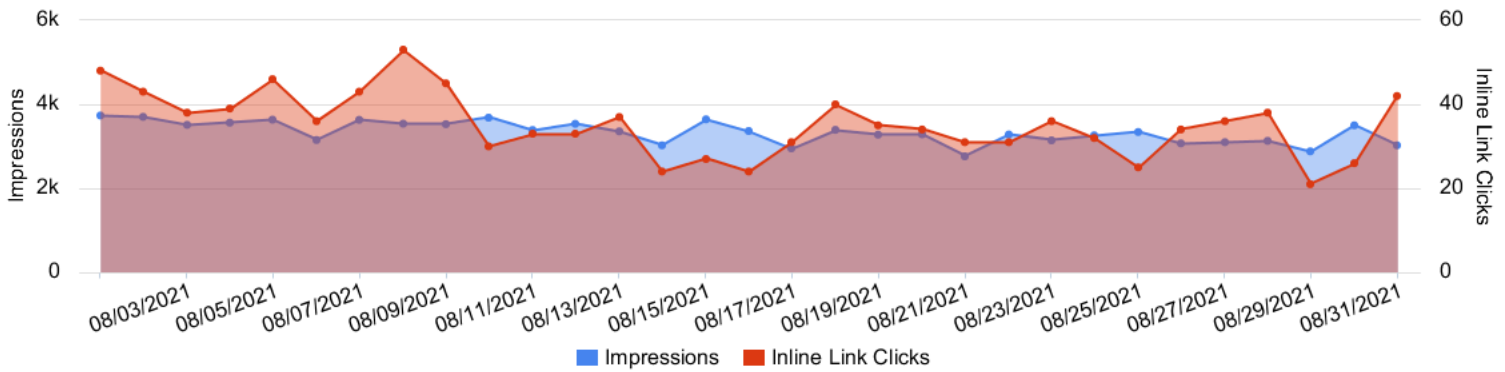
Reach
COR Medspa

33,574
37,929 **-11.48%**

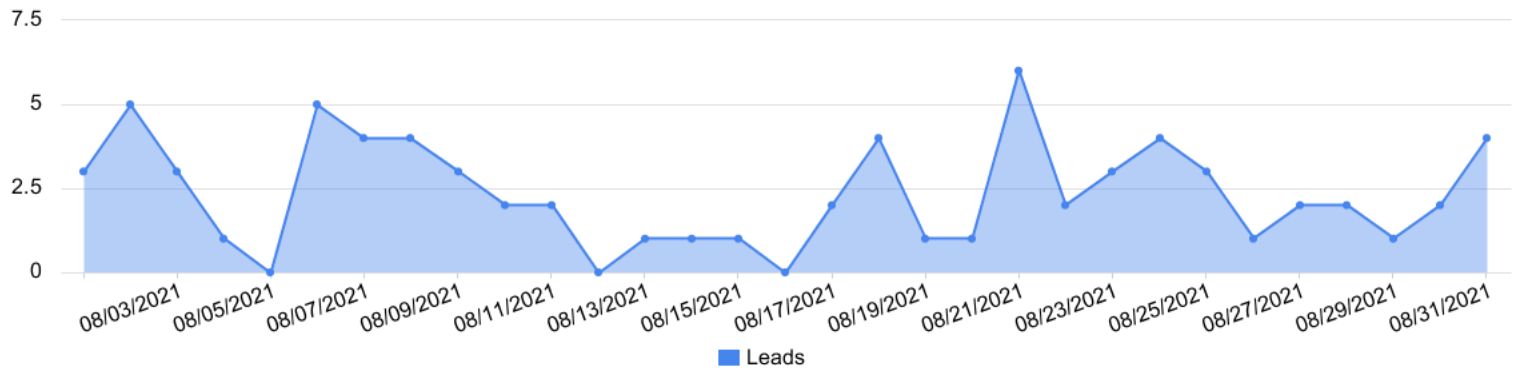
Cost / Lead
COR Medspa

\$63.77
\$56.68 **12.51%**

Impressions vs Inline Link Clicks
COR Medspa



Conversions by day
COR Medspa



Facebook | Month-Over-Month Performance Comparison

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

Overall Performance Summary COR Medspa

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$4,655.43	\$4,647.56	0.17%
Impressions	103,397	115,284	-10.31%
Reach	33,574	37,929	-11.48%
Clicks	1,091	1,175	-7.15%
CTR	1.06%	1.02%	3.53%
Frequency	3.08	3.04	1.32%
Leads	73	82	-10.98%
Cost / Lead	\$63.77	\$56.68	12.51%

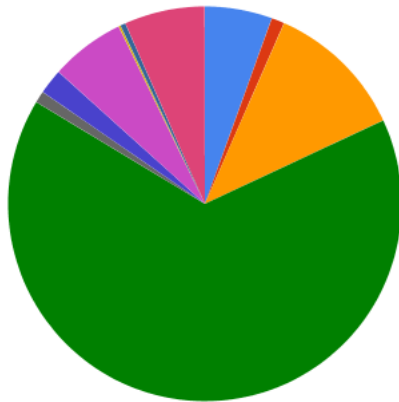
Engagement Summary COR Medspa

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	12	17	-29.41%
Post Reactions	128	142	-9.86%
Post Shares	16	21	-23.81%

Facebook | Placement Performance Summary

08/01/2021 - 08/31/2021

Reach Summary (by Placement) COR Medspa



- Audience Network - An Classic - Reach: 1,743 (5.54%)
- Audience Network - Rewarded Video - Reach: 336 (1.07%)
- Facebook - Facebook Stories - Reach: 3,607 (11.46%)
- Facebook - Feed - Reach: 20,642 (65.58%)
- Facebook - Instant Article - Reach: 296 (0.94%)
- Facebook - Instream Video - Reach: 656 (2.08%)
- Facebook - Marketplace - Reach: 1,927 (6.12%)
- Facebook - Right Hand Column - Reach: 48 (0.15%)
- Facebook - Search - Reach: 136 (0.43%)
- Facebook - Video Feeds - Reach: 2,087 (6.63%)

Placement Performance (by Leads) COR Medspa

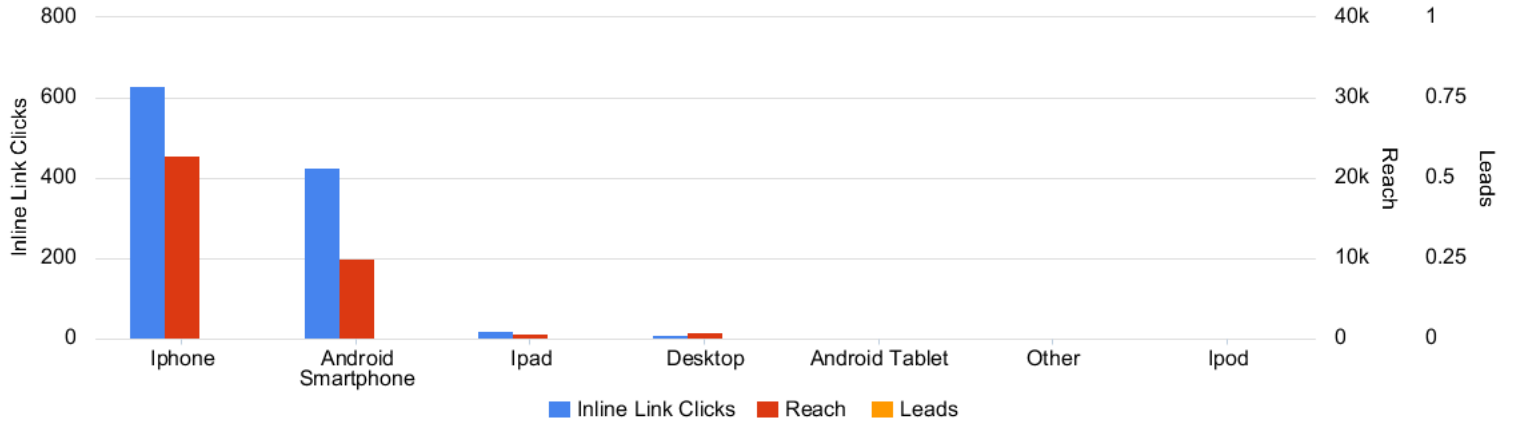
There was an error

Facebook | Device Performance Summary

08/01/2021 - 08/31/2021

Device Performance Chart

COR Medspa



Device Platform Performance

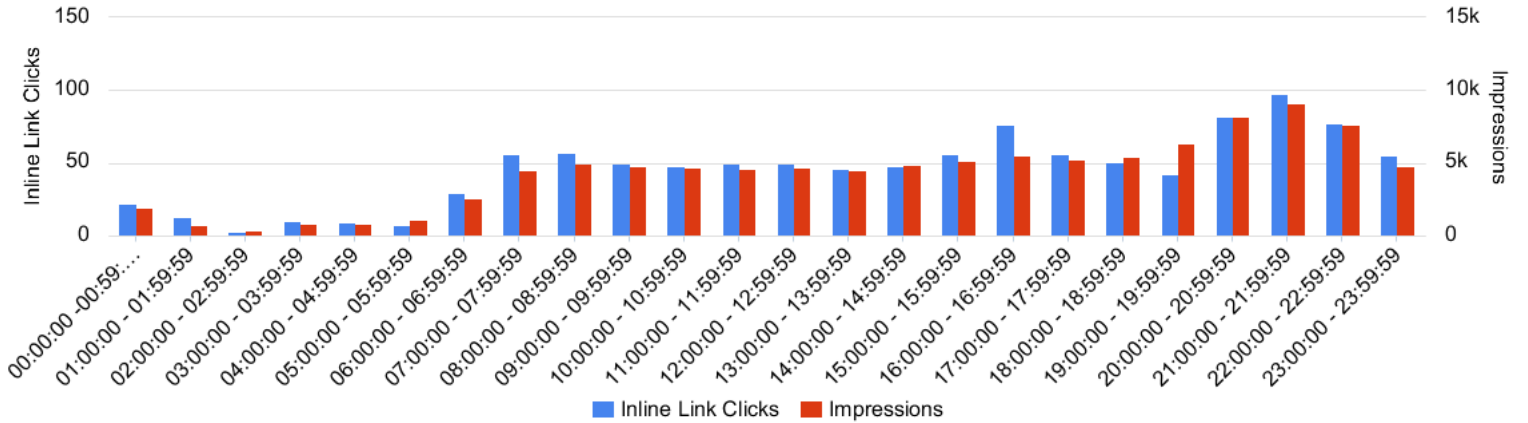
COR Medspa

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
COR Medspa	\$4,655.43	103,397	1,091	2.22%	33,574	3.08	73
> Mobile App	\$4,463.42	98,815	1,067	2.23%	32,246	3.06	0
> Mobile Web	\$109.36	2,490	14	3.01%	952	2.62	0
> Desktop	\$82.65	2,092	10	0.67%	880	2.38	0
> Unknown	\$0.00	0	0	--	0	0	0

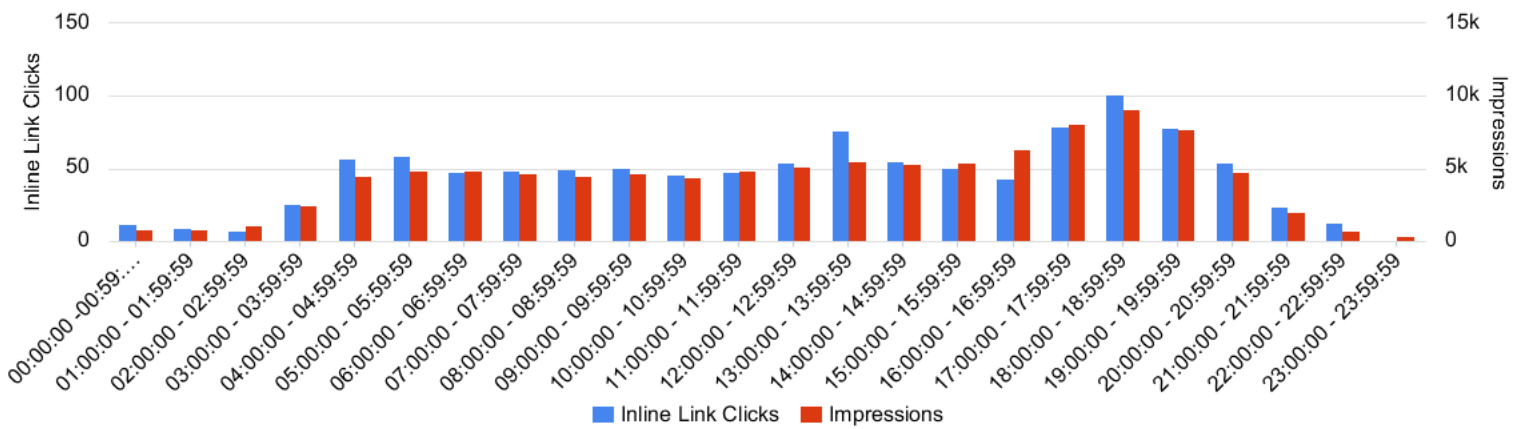
Facebook | Schedule Performance

08/01/2021 - 08/31/2021

Time of Day (Viewer)
COR Medspa



Time of Day (Ad Account)
COR Medspa



Facebook | Campaign Performance Summary (by Leads)

08/01/2021 - 08/31/2021

Campaign Performance Breakdown COR Medspa

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Emsculpt - Conversions	\$1,552.85	35,428	413	30	\$51.76
Coolsculpting - Conversions	\$1,551.75	38,871	461	28	\$55.42
Dermal Fillers - Conversions	\$1,550.83	29,098	217	15	\$103.39
Total	\$4,655.43	103,397	1,091	73	\$63.77

Facebook | Ad Set Performance Summary (by Leads)


08/01/2021 - 08/31/2021

Top Performing Ad Sets COR Medspa

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Emsculpt - Prospecting - Women	Emsculpt - Conversions	\$1,434.44	33,178	373	27	\$53.13
Coolsculpting - Prospecting - Women	Coolsculpting - Conversions	\$1,280.20	33,968	373	17	\$75.31
COR Medspa - prospecting	Dermal Fillers - Conversions	\$1,550.83	29,098	217	15	\$103.39
Coolsculpting - Retargeting - Women	Coolsculpting - Conversions	\$271.55	4,903	88	11	\$24.69
Emsculpt - Retargeting - Women	Emsculpt - Conversions	\$118.41	2,250	40	3	\$39.47
	Total	\$4,655.43	103,397	1,091	73	\$63.77

Facebook | Ad Performance Summary

08/01/2021 - 08/31/2021

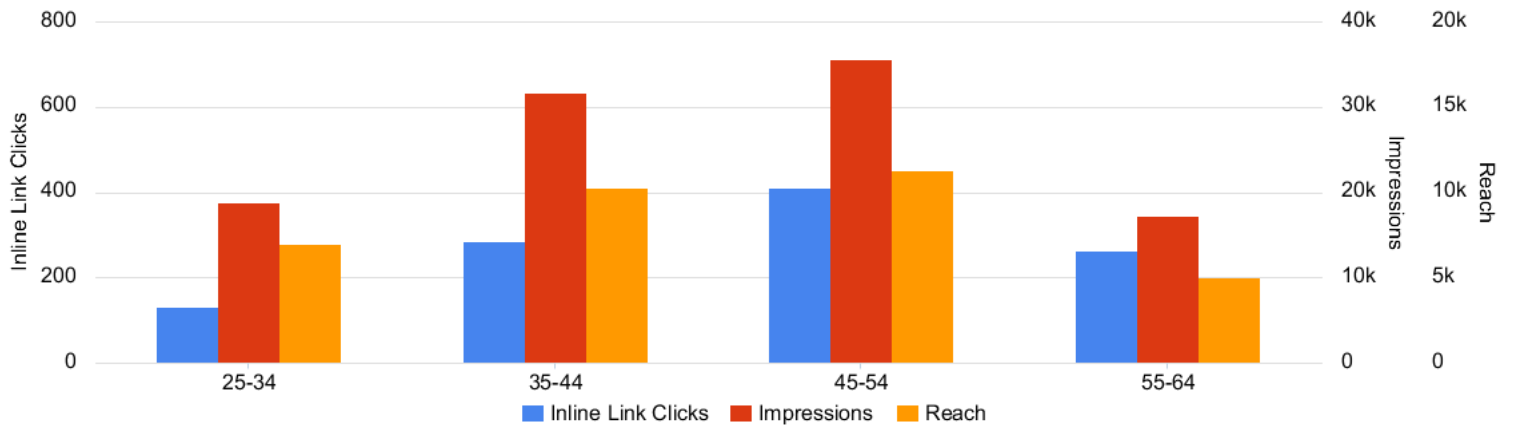
 Top Performing Ads (by Leads)
COR Medspa

There was an error

Facebook | Demographic Performance - Age

08/01/2021 - 08/31/2021

Age Performance Chart
COR Medspa



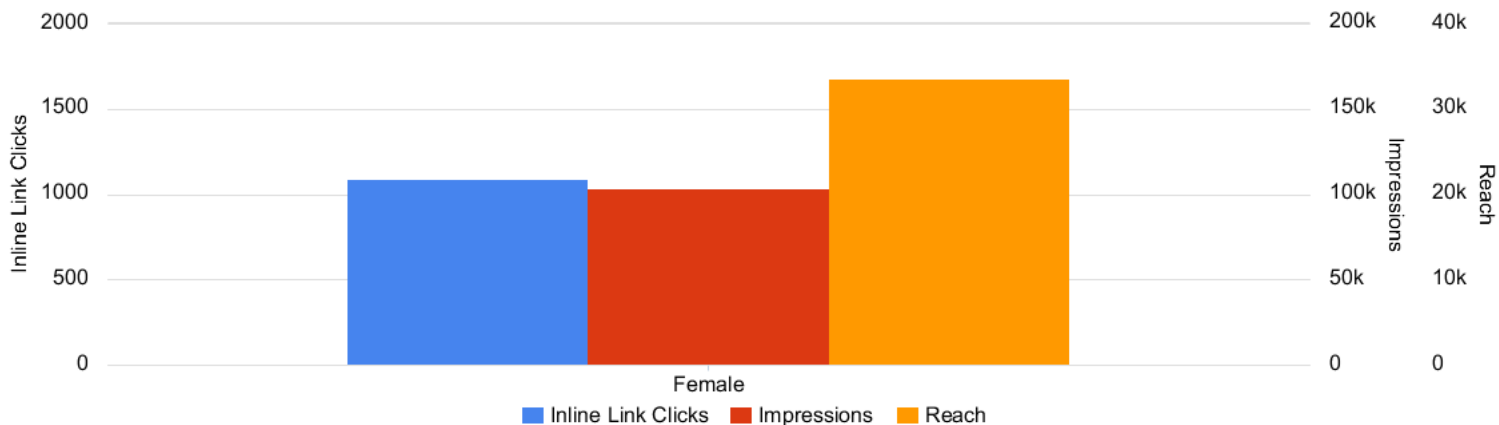
Age Performance Summary
COR Medspa

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
COR Medspa	\$4,655.43	103,397	33,574	1,091	2.22%	3.08	73
> 25-34	\$570.94	18,877	6,982	133	1.48%	2.7	0
> 35-44	\$1,114.06	31,659	10,245	285	1.99%	3.09	0
> 45-54	\$1,844.95	35,658	11,325	410	2.43%	3.15	0
> 55-64	\$1,125.47	17,203	5,022	263	3.01%	3.43	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Demographic Performance - Gender

08/01/2021 - 08/31/2021

Gender Performance Chart
COR Medspa



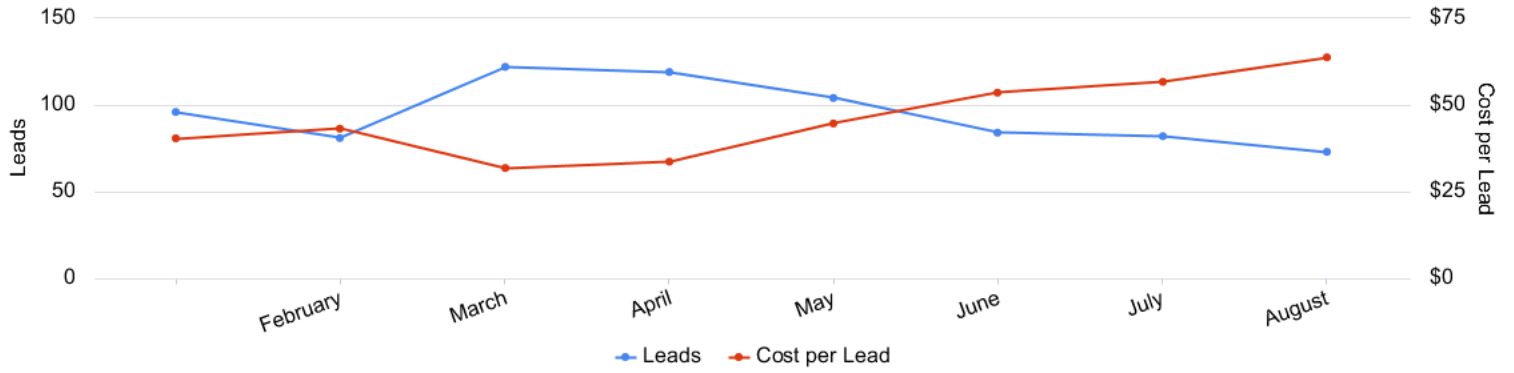
Gender Performance Summary
COR Medspa

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
COR Medspa	\$4,655.43	103,397	33,574	1,091	2.22%	3.08	73
> Female	\$4,655.43	103,397	33,574	1,091	2.22%	3.08	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Year-to-Date Performance

01/01/2021 - 08/31/2021

Year-to-Date Trend COR Medspa



Historical table (by month) COR Medspa

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