

Cypress Dermatology 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	\$1,517.50	8,567	364	4.25%	26	\$58.37
08/01/2021 - 08/31/2021	\$1,510.42	5,300	269	5.08%	29	\$52.08
% Change	0.47%	61.64%	35.32%	-16.34%	-10.34%	12.06%
Facebook Ads						
09/01/2021 - 09/30/2021	\$989.76	39,027	585	1.50%	31	\$31.93
08/01/2021 - 08/31/2021	\$1,022.83	46,992	739	1.57%	36	\$28.41
% Change	-3.23%	-16.95%	-20.84%	-4.68%	-13.89%	12.37%

Google Ads | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Cypress Dermatology -

\$1,517.50

\$1,510.42 **0.47%**

Clicks
Cypress Dermatology -

364

269 **35.32%**

Avg. CPC
Cypress Dermatology -

\$4.17

\$5.61 **-25.75%**

Conversions
Cypress Dermatology -

26

29 **-10.34%**

Conv. rate
Cypress Dermatology -

7.14%

10.78% **-33.77%**

Cost / Conv
Cypress Dermatology -

\$58.37

\$52.08 **12.06%**

Google Ads | Month-Over-Month Performance Comparison

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

Overall Performance Summary
Cypress Dermatology -

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$1,517.50	\$1,510.42	0.47%
Impressions	8,567	5,300	61.64%
Clicks	364	269	35.32%
Avg CPC	\$4.17	\$5.61	-25.67%
CTR	4.25%	5.08%	-16.34%
Conversions	26	29	-10.34%
Conv Rate	7.14%	10.78%	-33.77%
Cost / Conv	\$58.37	\$52.08	12.08%

Google Ads | Budget Coverage

Search Impr. Share
Cypress Dermatology -

22.64%

24.59% **-7.93%**

Search IS Lost (due to Budget)
Cypress Dermatology -

17.90%

24.63% **-27.32%**

Search IS Lost (due to Rank)
Cypress Dermatology -

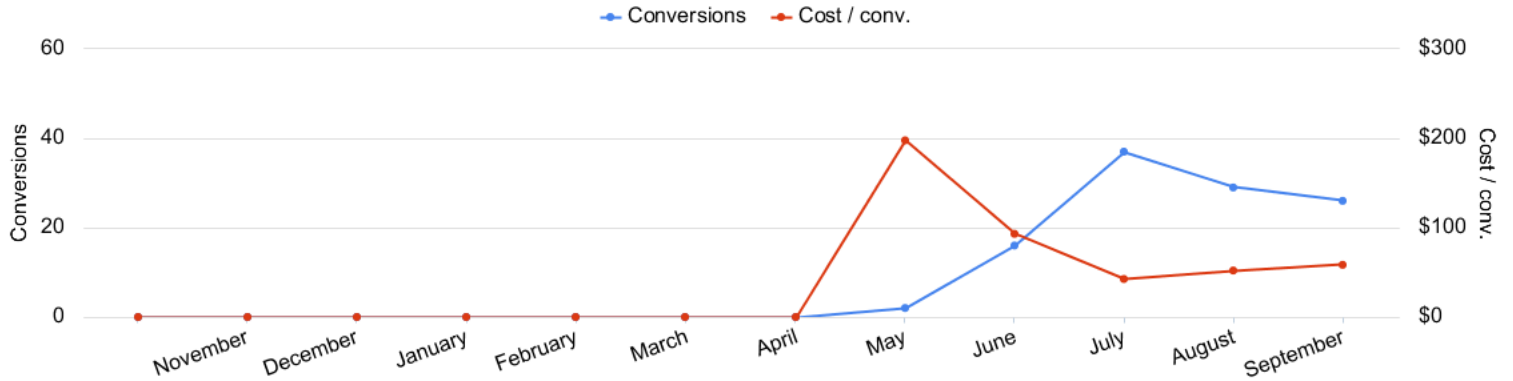
59.46%

50.79% **17.07%**

Google Ads | Monthly Performance Trends

10/01/2020 - 09/30/2021

Conversions vs Cost/ Conv
Cypress Dermatology -




Account Performance by Month
Cypress Dermatology -

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
05/01/2021	\$395.61	576	31	\$12.76	5.38%	2	6.45%	\$197.81	64.65%	1.91%
06/01/2021	\$1,488.95	2,274	170	\$8.76	7.48%	16	9.41%	\$93.06	63.27%	16.25%
07/01/2021	\$1,574.39	1,911	206	\$7.64	10.78%	37	17.96%	\$42.55	84.15%	8.45%
08/01/2021	\$1,510.42	5,300	269	\$5.61	5.08%	29	10.78%	\$52.08	24.59%	24.63%
09/01/2021	\$1,517.50	8,567	364	\$4.17	4.25%	26	7.14%	\$58.37	22.64%	17.90%
Total	\$6,486.87	18,628	1,040	\$6.24	5.58%	110	10.58%	\$58.97	28.25%	19.47%

Google Ads | Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Cypress Dermatology -

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$1,517.50	8,567	364	\$4.17	4.25%	26	7.14%	\$58.37

Google Ads | Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
Cypress Dermatology -

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting cost	\$18.83	40	4	\$4.71	10.00%	2	50.00%	\$9.41
cool sculpting	\$58.58	128	11	\$5.33	8.59%	2	18.18%	\$29.29
cool sculpting cost	\$40.23	58	9	\$4.47	15.52%	2	22.22%	\$20.11
coolsculpting session price	\$4.04	2	2	\$2.02	100.00%	1	50.00%	\$4.04
fat burner shots near me	\$3.67	6	1	\$3.67	16.67%	1	100.00%	\$3.67
pediatric weight loss clinic near me	\$5.55	2	1	\$5.55	50.00%	1	100.00%	\$5.55
weight loss clinic cypress tx	\$4.84	48	1	\$4.84	2.08%	1	100.00%	\$4.84
coolsculpting prices near me	\$5.00	4	1	\$5.00	25.00%	1	100.00%	\$5.00
non surgical butt lift	\$2.12	9	1	\$2.12	11.11%	1	100.00%	\$2.12
coolsculpting houston	\$20.43	17	2	\$10.21	11.76%	1	50.00%	\$20.43
coolsculpting	\$37.97	107	7	\$5.42	6.54%	1	14.29%	\$37.97
cool sculpting cost houston	\$28.05	17	4	\$7.01	23.53%	1	25.00%	\$28.05
chin lipo cost houston	\$6.06	4	2	\$3.03	50.00%	1	50.00%	\$6.06
coolsculpting specials houston	\$4.17	2	1	\$4.17	50.00%	1	100.00%	\$4.17
lose 20 lbs in 2 weeks	\$5.33	2	1	\$5.33	50.00%	1	100.00%	\$5.33
weight loss that actually works	\$3.39	2	1	\$3.39	50.00%	1	100.00%	\$3.39
fat reduction	\$3.37	1	1	\$3.37	100.00%	0.5	50.00%	\$6.74
body sculpting near me	\$13.00	21	3	\$4.33	14.29%	0.5	16.67%	\$26.00
coolsculpting stomach cost	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
freezing fat procedure	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00

Google Ads | Top Search Ads (by Conversions)

09/01/2021 - 09/30/2021

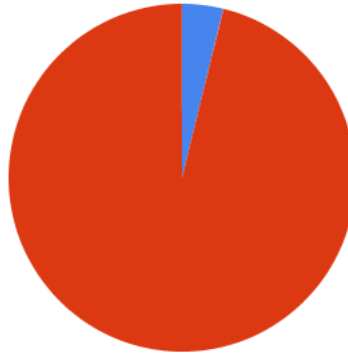
 Top Responsive Search Ads (by Conversions)
Cypress Dermatology -

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Cypress Dermatology} CoolSculpting in Cypress, TX Biggest CoolSculpting® Promo www.sculptcypress.com/coolsculpting/cypress Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Cypress, Texas Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$106.87	179	26	\$4.11	14.53%	7	26.92%	\$15.27
{Keyword:Cypress Dermatology} CoolSculpting in Cypress, TX Biggest CoolSculpting® Promo www.sculptcypress.com/coolsculpting/cypress Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Cypress, Texas Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$369.73	1,190	71	\$5.21	5.97%	7	9.86%	\$52.82
Cypress Dermatology Fat Reduction in Cypress, TX Non-Surgical Fat Reduction www.sculptcypress.com/coolsculpting/cypress CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting	\$447.70	2,901	102	\$4.39	3.52%	6	5.88%	\$74.62
Cypress Dermatology Fat Reduction in Cypress, TX Non-Surgical Fat Reduction www.sculptcypress.com/coolsculpting/cypress CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting	\$326.11	1,620	88	\$3.71	5.43%	2	2.27%	\$163.06

Google Ads | Budget Utilization by Device

Conversions by Device

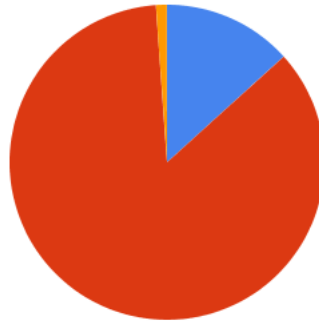
Cypress Dermatology -



■ Computers - Conversions: 1 (3.85%) ■ Mobile devices with full browsers - Conversions: 25 (96.15%)

Cost by Device

Cypress Dermatology -



■ Computers - Cost: \$201.84 (13.30%) ■ Mobile devices with full browsers - Cost: \$1,298.68 (85.58%)
 ■ Tablets with full browsers - Cost: \$16.98 (1.12%)

Device Performance (by Conversions)


Cypress Dermatology -

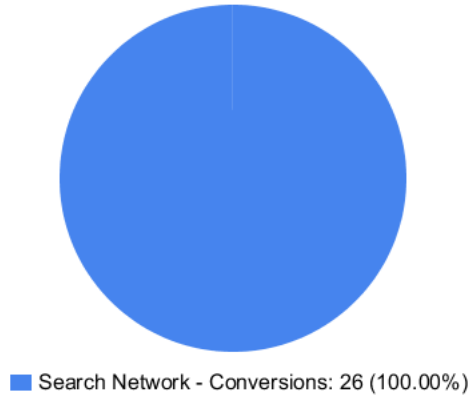
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	7,218	320	\$1,298.68	\$4.06	4.43%	25	7.81%	\$51.95
Computers	1,233	38	\$201.84	\$5.31	3.08%	1	2.63%	\$201.84
Tablets with full browsers	116	6	\$16.98	\$2.83	5.17%	0	0.00%	\$0.00


Google Ads | Budget Utilization by Network

 Cost by Network
Cypress Dermatology -



 Conversions by Network
Cypress Dermatology -




 Network Performance
Cypress Dermatology -

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	8,567	364	\$1,517.50	\$4.17	4.25%	26	7.14%	\$58.37

Google Ads | Conversion Summary

09/01/2021 - 09/30/2021

 Conversion Performance
Cypress Dermatology -

Conversion name	All conv.
Submit lead form	16
Click to Call	10

Google Ads | Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
Cypress Dermatology -

Region	Clicks	Conversions	Cost / conv.
Texas	364	26	\$58.37

Facebook | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Cypress Derm

\$989.76
\$1,022.83 -3.23%

Clicks (Link)
Cypress Derm

585
739 -20.84%

Impressions
Cypress Derm

39,027
46,992 -16.95%

Leads
Cypress Derm

33
37 -10.81%

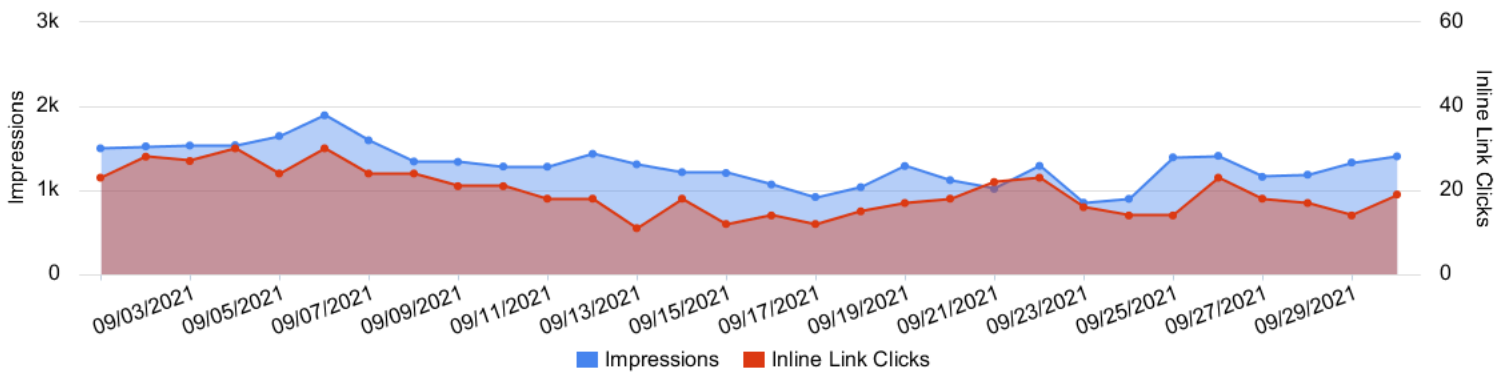
Reach
Cypress Derm

17,023
20,115 -15.37%

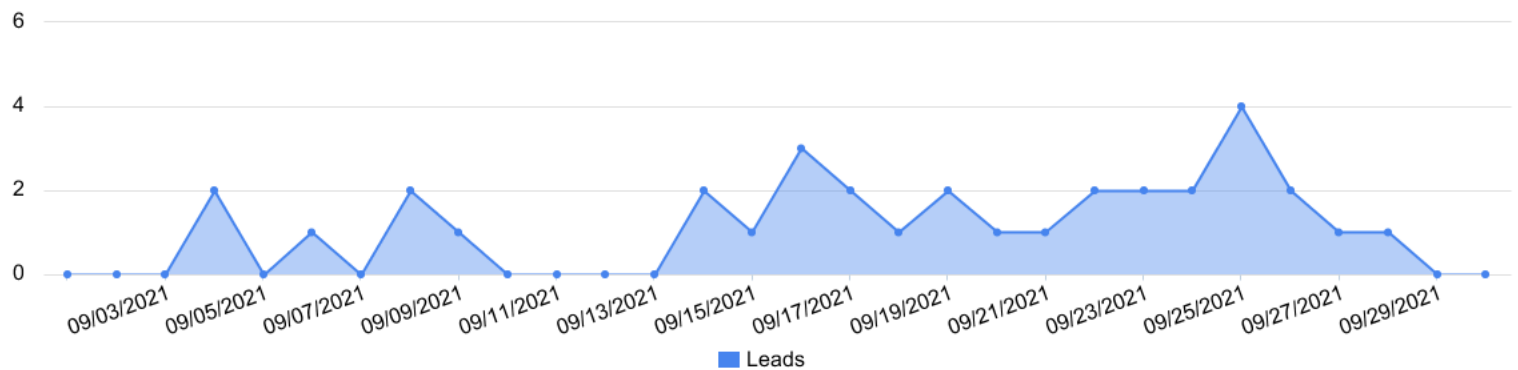
Cost / Lead
Cypress Derm

\$29.99
\$27.64 8.50%

Impressions vs Inline Link Clicks
Cypress Derm



Conversions by day
Cypress Derm



Facebook | Month-Over-Month Performance Comparison

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

Overall Performance Summary Cypress Dem

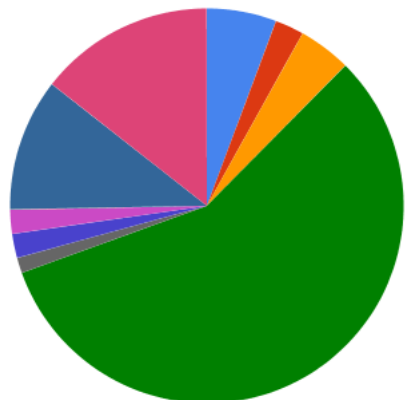
Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$989.76	\$1,022.83	-3.23%
Impressions	39,027	46,992	-16.95%
Reach	17,023	20,115	-15.37%
Clicks	585	739	-20.84%
CTR	1.50%	1.57%	-4.68%
Frequency	2.29	2.34	-1.86%
Leads	33	37	-10.81%
Cost / Lead	\$29.99	\$27.64	8.50%

Engagement Summary Cypress Dem

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	2	6	-66.67%
Post Reactions	66	72	-8.33%
Post Shares	12	10	20.00%

09/01/2021 - 09/30/2021

Reach Summary (by Placement) Cypress Derm



- Audience Network - An Classic - Reach: 1,128 (5.73%)
- Audience Network - Rewarded Video - Reach: 464 (2.36%)
- Facebook - Facebook Stories - Reach: 852 (4.33%)
- Facebook - Feed - Reach: 11,229 (57.08%)
- Facebook - Instant Article - Reach: 248 (1.26%)
- Facebook - Instream Video - Reach: 388 (1.97%)
- Facebook - Marketplace - Reach: 384 (1.95%)
- Facebook - Search - Reach: 7 (0.04%)
- Facebook - Video Feeds - Reach: 2,135 (10.85%)
- Instagram - Feed - Reach: 2,839 (14.43%)

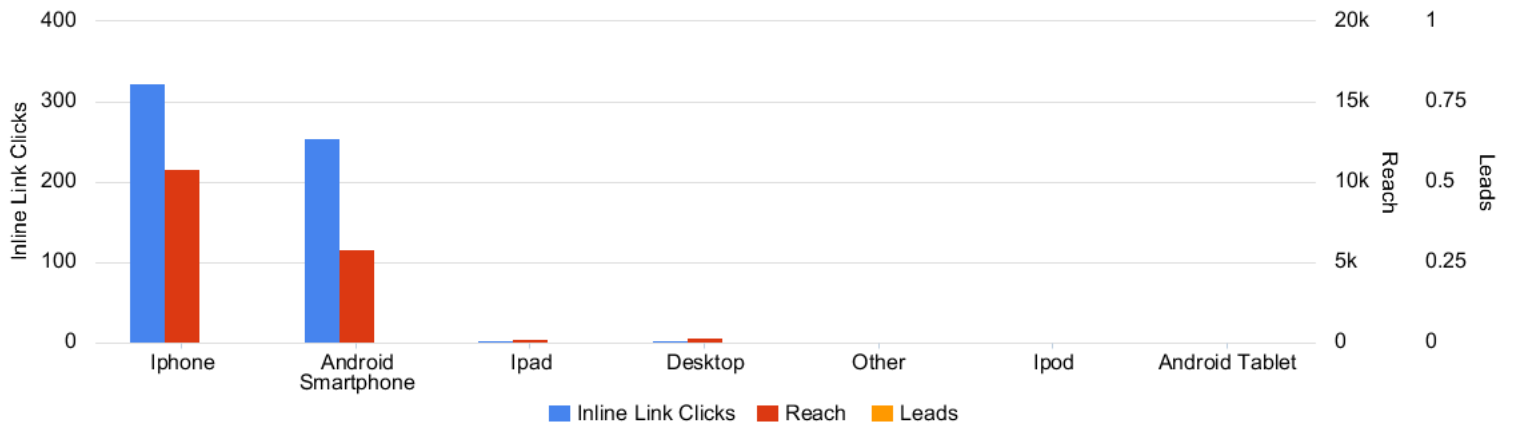
Placement Performance (by Leads) Cypress Derm

There was an error

Facebook | Device Performance Summary

09/01/2021 - 09/30/2021

Device Performance Chart Cypress Derm

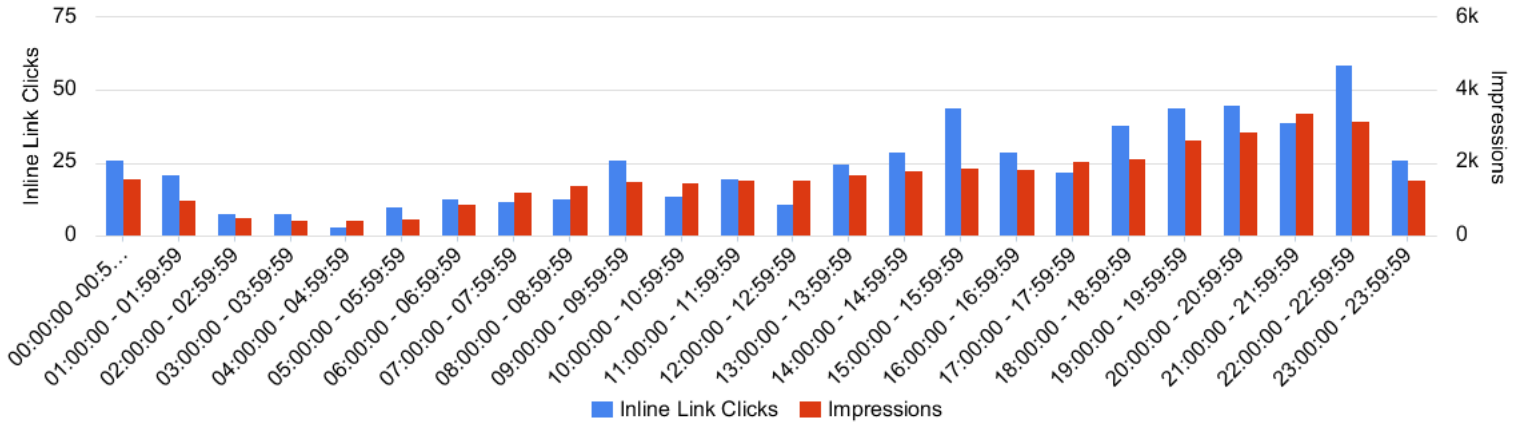


Device Platform Performance Cypress Derm

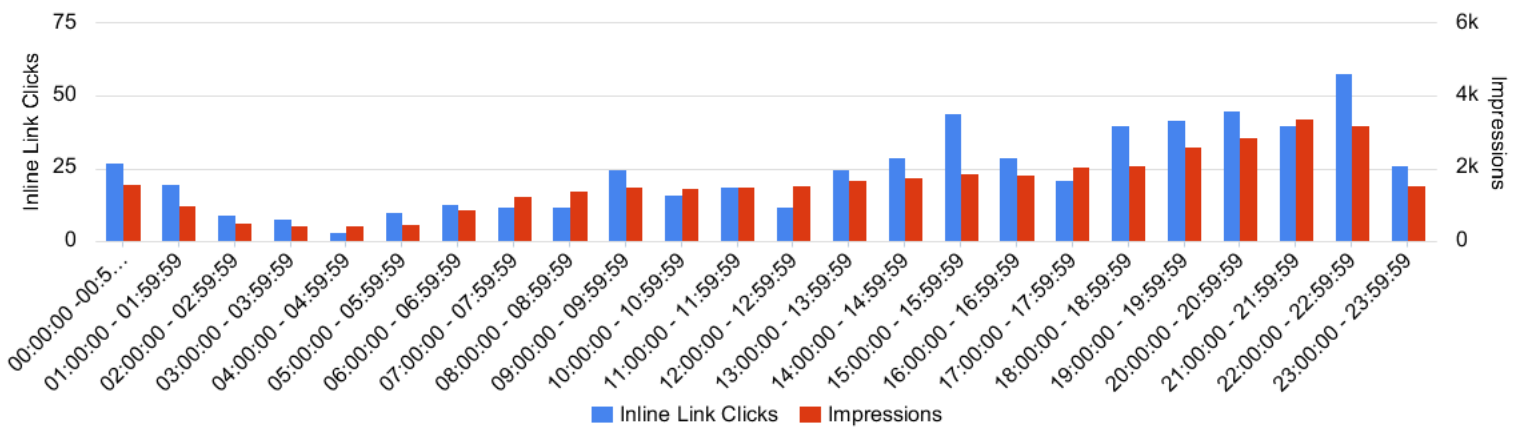
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Cypress Derm	\$989.76	39,027	585	3.23%	17,023	2.29	33
> Mobile App	\$961.68	38,327	581	3.25%	16,667	2.3	0
> Desktop	\$23.14	519	3	0.96%	324	1.6	0
> Mobile Web	\$4.94	181	1	4.42%	128	1.41	0
> Unknown	\$0.00	0	0	--	0	0	0

09/01/2021 - 09/30/2021

Time of Day (Viewer)
Cypress Dem



Time of Day (Ad Account)
Cypress Dem



Facebook | Campaign Performance Summary (by Leads)

09/01/2021 - 09/30/2021

Campaign Performance Breakdown Cypress Derm

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting- Conversions	\$989.76	39,027	585	33	\$29.99
Total	\$989.76	39,027	585	33	\$29.99

Facebook | Ad Set Performance Summary (by Leads)


09/01/2021 - 09/30/2021



Top Performing Ad Sets Cypress Derm

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interest Targeting - Women - Top 50% Income- Conversions	Coolsculpting- Conversions	\$989.76	39,027	585	33	\$29.99
	Total	\$989.76	39,027	585	33	\$29.99

Facebook | Ad Performance Summary

09/01/2021 - 09/30/2021

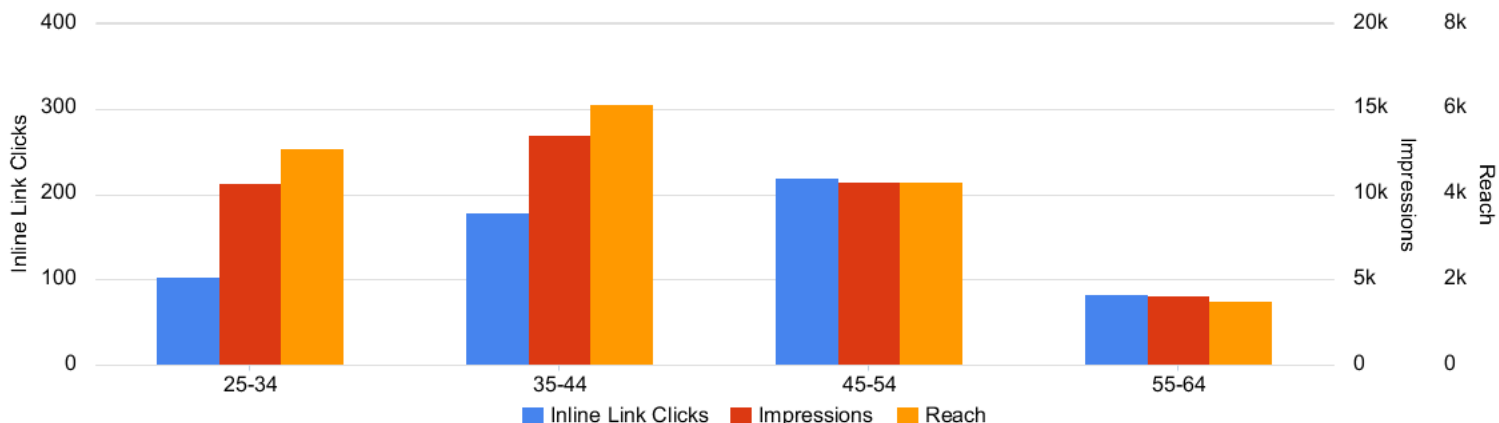
 Top Performing Ads (by Leads)
Cypress Derm

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
CS - Video- Alysson		Coolsculpting-Conversions	\$517.93	347	21,069	11,416	1.85	3.37%	17
CS- Video- David		Coolsculpting-Conversions	\$471.83	238	17,958	9,682	1.85	3.05%	16
Total			\$989.76	585	39,027	17,023	2.29	3.23%	33

Facebook | Demographic Performance - Age

09/01/2021 - 09/30/2021

Age Performance Chart
Cypress Derm



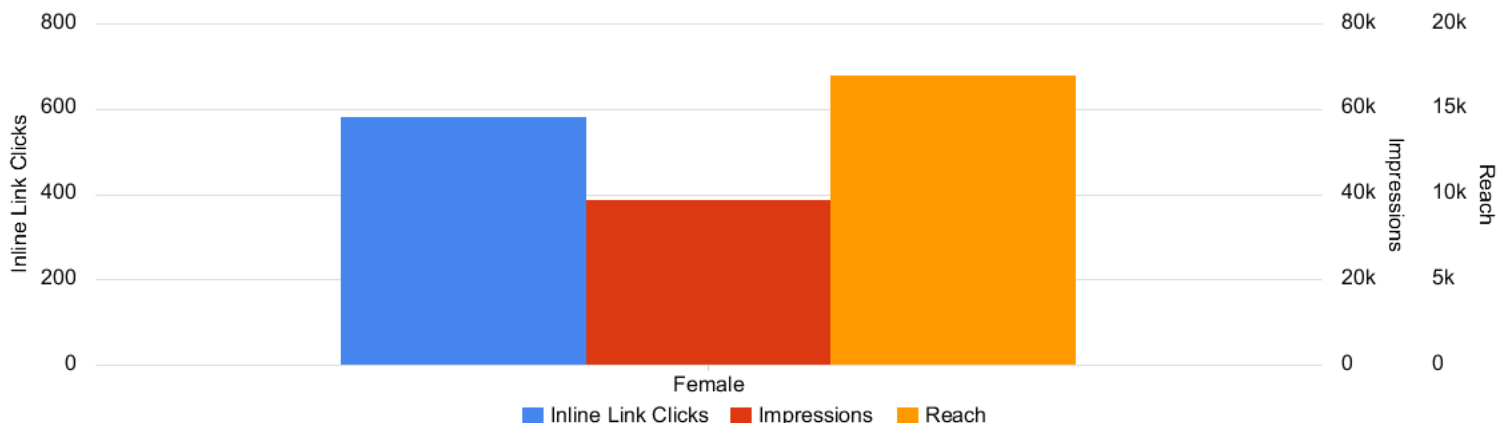
Age Performance Summary
Cypress Derm

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Cypress Derm	\$989.76	39,027	17,023	585	3.23%	2.29	33
> 25-34	\$221.73	10,685	5,083	104	2.48%	2.1	0
> 35-44	\$294.83	13,514	6,114	179	3.13%	2.21	0
> 45-54	\$319.49	10,725	4,307	219	3.82%	2.49	0
> 55-64	\$153.70	4,103	1,520	83	3.92%	2.7	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Demographic Performance - Gender

09/01/2021 - 09/30/2021

Gender Performance Chart
Cypress Derm



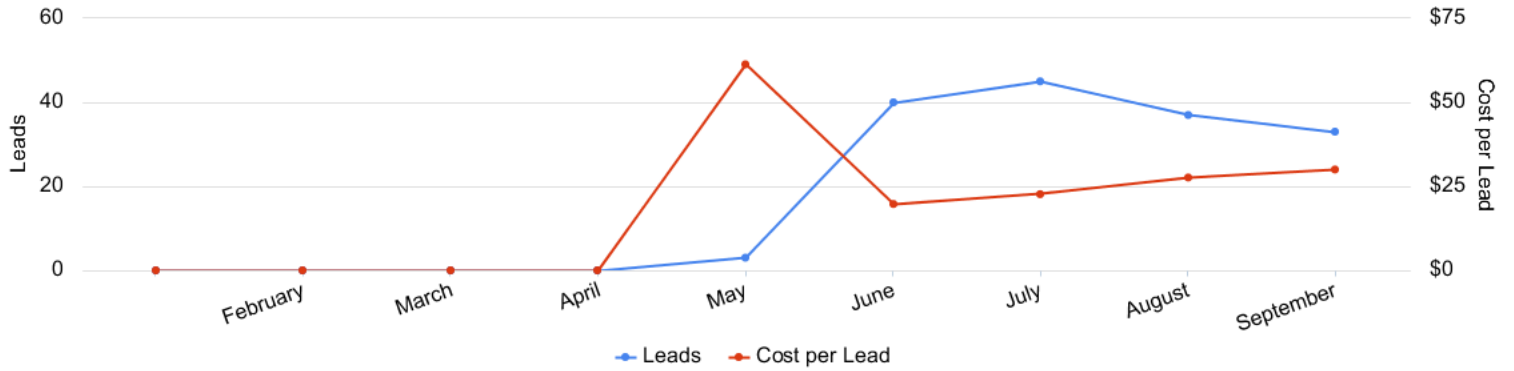
Gender Performance Summary
Cypress Derm

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Cypress Derm	\$989.76	39,027	17,023	585	3.23%	2.29	33
> Female	\$989.76	39,027	17,023	585	3.23%	2.29	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Year-to-Date Performance

01/01/2021 - 09/30/2021

Year-to-Date Trend Cypress Derm



Historical table (by month) Cypress Derm

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Cypress Derm	\$4,016.76	3,613	184,909	63,572	2.91	3.66%	158
> 2021-01-01 - 2021-01-31	\$10.00	26	1,936	1,445	1.34	1.50%	0
> 2021-05-01 - 2021-05-31	\$184.00	435	12,481	8,964	1.39	5.07%	3
> 2021-06-01 - 2021-06-30	\$788.91	1,080	40,768	27,231	1.5	4.39%	40
> 2021-07-01 - 2021-07-31	\$1,021.26	748	43,705	18,661	2.34	3.46%	45
> 2021-08-01 - 2021-08-31	\$1,022.83	739	46,992	20,115	2.34	3.27%	37
> 2021-09-01 - 2021-09-30	\$989.76	585	39,027	17,023	2.29	3.23%	33

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