

Docere Medspa Monthly Ad Performance Summary

09/01/2021 - 09/30/2021

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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	\$3,041.10	14,119	657	4.65%	39	\$77.98
08/01/2021 - 08/31/2021	\$2,893.84	15,942	655	4.11%	34	\$85.11
% Change	5.09%	-11.44%	0.31%	13.14%	14.71%	-8.38%
Facebook Ads						
09/01/2021 - 09/30/2021	\$0.00	0	0	0.00%	0	\$0.00
08/01/2021 - 08/31/2021	\$984.12	35,386	553	1.56%	43	\$22.89
% Change	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%

Google Ads | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Docere Med Spa

\$3,041.10

\$2,893.84 **5.09%**

Conversions
Docere Med Spa

39

34 **14.71%**

Clicks
Docere Med Spa

657

655 **0.31%**

Conv. rate
Docere Med Spa

5.94%

5.19% **14.45%**

Avg. CPC
Docere Med Spa

\$4.63

\$4.42 **4.77%**

Cost / Conv
Docere Med Spa

\$77.98

\$85.11 **-8.38%**

Google Ads | Month-Over-Month Performance Comparison

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

Overall Performance Summary
Docere Med Spa

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$3,041.10	\$2,893.84	5.09%
Impressions	14,119	15,942	-11.44%
Clicks	657	655	0.31%
Avg CPC	\$4.63	\$4.42	4.75%
CTR	4.65%	4.11%	13.14%
Conversions	39	34	14.71%
Conv Rate	5.94%	5.19%	14.45%
Cost / Conv	\$77.98	\$85.11	-8.38%

Google Ads | Budget Coverage

Search Impr. Share
Docere Med Spa

26.30%

26.50% **-0.75%**

Search IS Lost (due to Budget)
Docere Med Spa

21.68%

12.65% **71.38%**

Search IS Lost (due to Rank)
Docere Med Spa

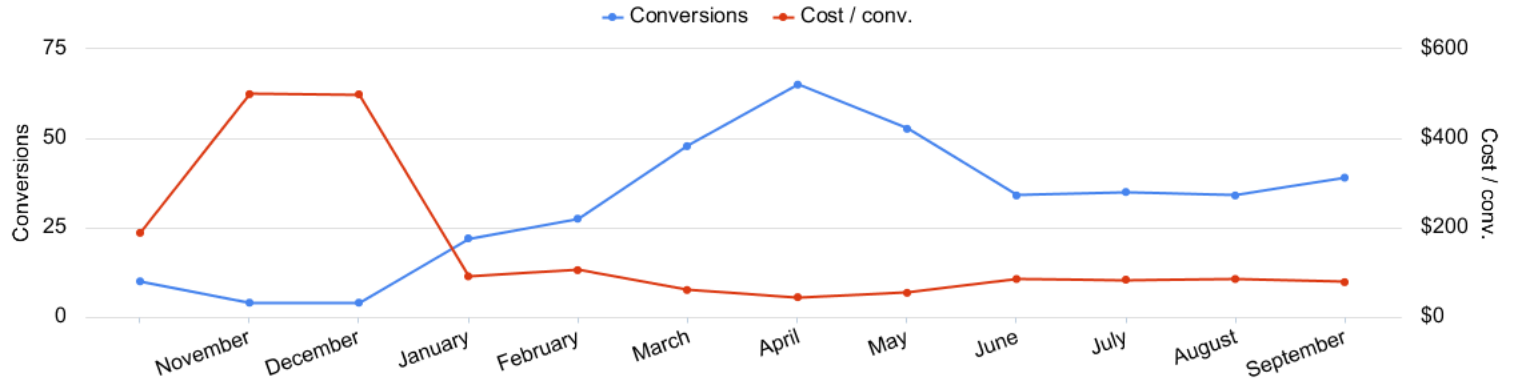
52.02%

60.85% **-14.51%**

Google Ads | Monthly Performance Trends

10/01/2020 - 09/30/2021

Conversions vs Cost/ Conv
Docere Med Spa




Account Performance by Month
Docere Med Spa

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
10/01/2020	\$1,884.99	4,540	163	\$11.56	3.59%	10	6.13%	\$188.50	27.61%	10.98%
11/01/2020	\$1,994.83	5,263	203	\$9.83	3.86%	4	1.97%	\$498.71	27.76%	40.89%
12/01/2020	\$1,993.66	9,161	464	\$4.30	5.06%	4	0.86%	\$498.42	19.34%	17.41%
01/01/2021	\$2,000.00	8,436	503	\$3.98	5.96%	22	4.37%	\$90.91	16.50%	22.64%
02/01/2021	\$2,885.94	14,340	821	\$3.52	5.73%	27.5	3.35%	\$104.94	21.09%	15.34%
03/01/2021	\$2,883.51	14,486	888	\$3.25	6.13%	47.82	5.38%	\$60.30	21.72%	19.01%
04/01/2021	\$2,884.91	15,649	920	\$3.14	5.88%	65.01	7.07%	\$44.37	22.98%	11.22%
05/01/2021	\$2,847.83	16,003	860	\$3.31	5.37%	52.67	6.12%	\$54.07	22.68%	11.52%
06/01/2021	\$2,889.65	14,538	740	\$3.90	5.09%	34	4.59%	\$84.99	22.08%	16.53%
07/01/2021	\$2,924.74	13,330	646	\$4.53	4.85%	35	5.42%	\$83.56	25.43%	15.17%
08/01/2021	\$2,893.84	15,942	655	\$4.42	4.11%	34	5.19%	\$85.11	26.50%	12.65%
09/01/2021	\$3,041.10	14,119	657	\$4.63	4.65%	39	5.94%	\$77.98	26.30%	21.68%
Total	\$31,125.00	145,807	7,520	\$4.14	5.16%	375	4.99%	\$83.00	22.85%	16.59%

Google Ads | Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Docere Med Spa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$2,543.63	12,920	525	\$4.85	4.06%	29	5.52%	\$87.71
search beta ultherapy	\$497.47	1,199	132	\$3.77	11.01%	10	7.58%	\$49.75

Google Ads | Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
Docere Med Spa

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
physicians weight loss	\$28.86	38	4	\$7.21	10.53%	2	50.00%	\$14.43
coolsculpting near me	\$91.46	44	6	\$15.24	13.64%	2	33.33%	\$45.73
coolsculpting cost	\$24.64	35	3	\$8.21	8.57%	1	33.33%	\$24.64
body contouring	\$10.99	17	3	\$3.66	17.65%	1	33.33%	\$10.99
nutrisystem	\$48.70	220	6	\$8.12	2.73%	1	16.67%	\$48.70
ultherapy jowls	\$2.48	2	1	\$2.48	50.00%	1	100.00%	\$2.48
cool sculpting cost	\$21.74	46	4	\$5.43	8.70%	1	25.00%	\$21.74
ultherapy near me cost	\$7.66	1	2	\$3.83	200.00%	1	50.00%	\$7.66
thermage treatment	\$1.64	3	1	\$1.64	33.33%	1	100.00%	\$1.64
lipolaser	\$3.34	3	1	\$3.34	33.33%	1	100.00%	\$3.34
cool sculpting	\$23.36	130	4	\$5.84	3.08%	1	25.00%	\$23.36
get rid of belly fat	\$7.32	9	2	\$3.66	22.22%	1	50.00%	\$7.32
liposuction inner thighs cost	\$4.89	1	1	\$4.89	100.00%	1	100.00%	\$4.89
ultherapy cost ohio	\$3.88	7	3	\$1.29	42.86%	1	33.33%	\$3.88
physicians weight loss strongsville	\$1.69	19	1	\$1.69	5.26%	1	100.00%	\$1.69
buccal fat removal cost near me	\$9.23	3	2	\$4.62	66.67%	1	50.00%	\$9.23
quick weight loss	\$4.67	11	1	\$4.67	9.09%	1	100.00%	\$4.67
fat reduction	\$5.81	5	1	\$5.81	20.00%	1	100.00%	\$5.81
sonobella	\$13.81	15	2	\$6.91	13.33%	1	50.00%	\$13.81
bodytite	\$2.16	5	1	\$2.16	20.00%	1	100.00%	\$2.16

Google Ads | Top Search Ads (by Conversions)

09/01/2021 - 09/30/2021

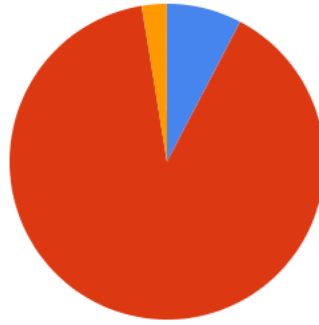
 Top Responsive Search Ads (by Conversions)
Docere Med Spa

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<p>Docere Medical Spa Fat Reduction in Strongsville Non-Surgical Fat Reduction</p> <p>doceremedspa.com/coolsculpting/strongsville</p> <p>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</p>	search beta coolsculpting	\$837.05	5,038	203	\$4.12	4.03%	10	4.93%	\$83.70
<p>{Keyword:Docere Medical Spa} Tighten Skin Without Surgery Non-Surgical Skin Tightening</p> <p>doceremedspa.com/ultherapy/strongsville</p> <p>Non-Invasive Skin Tightening. Save on Ultherapy Cost + Ultherapy Before and After Pics. Tighten Skin Without Surgery & Reduce Wrinkles on the Neck and Chest with Ultherapy.</p>	search beta ultherapy	\$423.77	1,015	113	\$3.75	11.13%	8.33	7.37%	\$50.87
<p>Docere Medical Spa Fat Reduction in Strongsville Non-Surgical Fat Reduction</p> <p>doceremedspa.com/coolsculpting/strongsville</p> <p>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</p>	search beta coolsculpting	\$644.06	2,051	133	\$4.84	6.48%	6	4.51%	\$107.34
<p>{Keyword:Docere Medical Spa} CoolSculpting in {LOCATION(City)} Freeze Away Body Fat</p> <p>doceremedspa.com/coolsculpting/strongsville</p> <p>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Strongsville, OH. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	search beta coolsculpting	\$179.48	630	24	\$7.48	3.81%	2	8.33%	\$89.74
<p>{Keyword:Docere Medical Spa} CoolSculpting in {LOCATION(City)} Freeze Away Body Fat</p> <p>doceremedspa.com/coolsculpting/strongsville</p> <p>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Strongsville, OH. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	search beta coolsculpting	\$44.51	75	9	\$4.95	12.00%	1	11.11%	\$44.51

Google Ads | Budget Utilization by Device

Conversions by Device

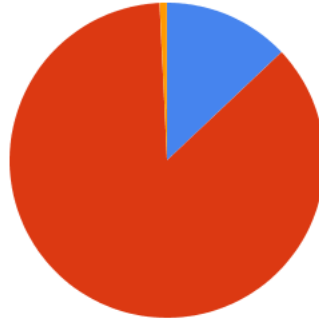
Docere Med Spa



■ Computers - Conversions: 3 (7.69%)
 ■ Mobile devices with full browsers - Conversions: 35 (89.74%)
 ■ Tablets with full browsers - Conversions: 1 (2.56%)

Cost by Device

Docere Med Spa




■ Computers - Cost: \$394.24 (12.96%)
 ■ Mobile devices with full browsers - Cost: \$2,624.62 (86.30%)
 ■ Tablets with full browsers - Cost: \$22.24 (0.73%)

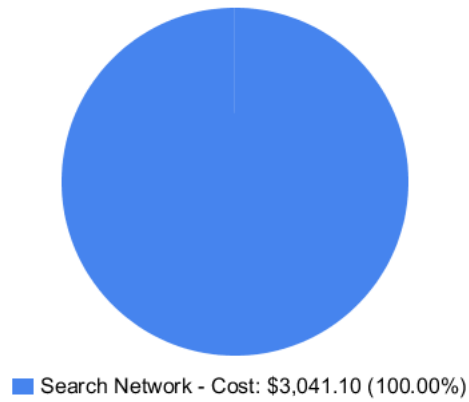
Device Performance (by Conversions)


Docere Med Spa

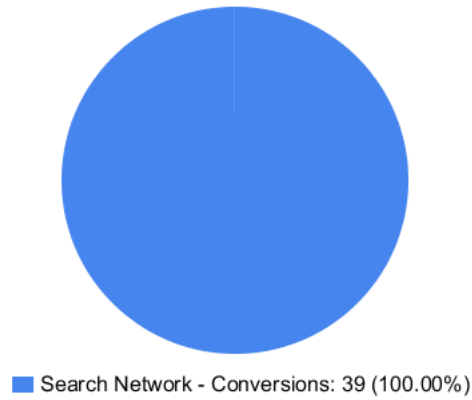
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	11,884	580	\$2,624.62	\$4.53	4.88%	35	6.03%	\$74.99
Computers	1,914	70	\$394.24	\$5.63	3.66%	3	4.29%	\$131.41
Tablets with full browsers	321	7	\$22.24	\$3.18	2.18%	1	14.29%	\$22.24


Google Ads | Budget Utilization by Network

 Cost by Network
Docere Med Spa



 Conversions by Network
Docere Med Spa



 Network Performance
Docere Med Spa

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	14,119	657	\$3,041.10	\$4.63	4.65%	39	5.94%	\$77.98

Google Ads | Conversion Summary


09/01/2021 - 09/30/2021

 Conversion Performance
Docere Med Spa

Conversion name	All conv.
Form Submit	21
Click to Call	14
Call From Ads	3
Calls from Website	1

Google Ads | Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
Docere Med Spa

Region	Clicks	Conversions	Cost / conv.
Ohio	657	39	\$77.98

Facebook | Key Performance Indicators

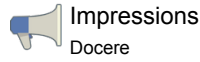
09/01/2021 - 09/30/2021



Cost
Docere

\$0.00

\$984.12 -100.00%



Impressions
Docere

0

35,386 -100.00%



Reach
Docere

0

19,567 -100.00%



Clicks (Link)
Docere

0

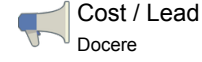
553 -100.00%



Leads
Docere

0

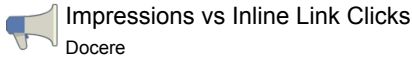
43 -100.00%



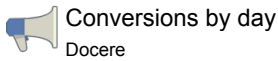
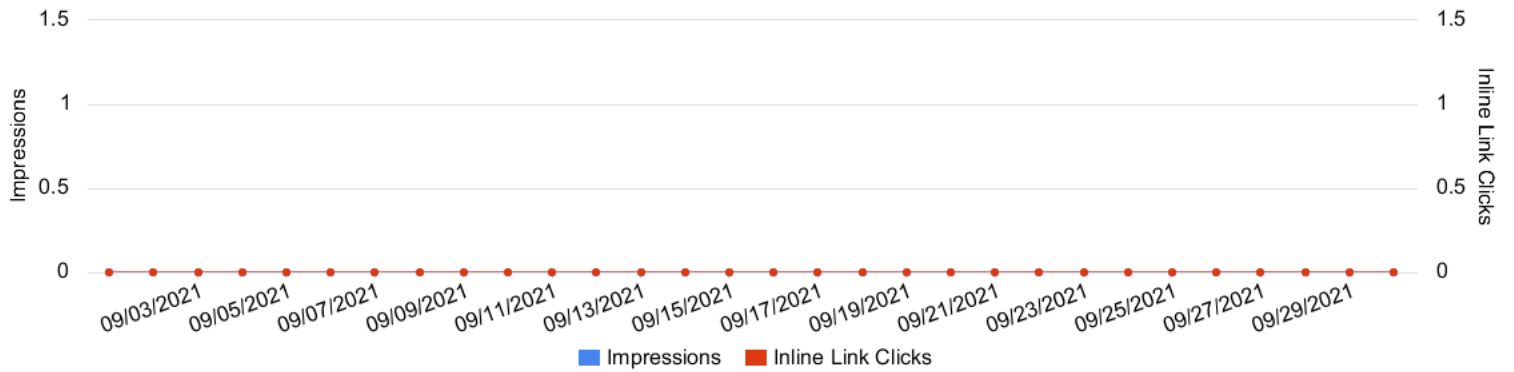
Cost / Lead
Docere

\$0.00

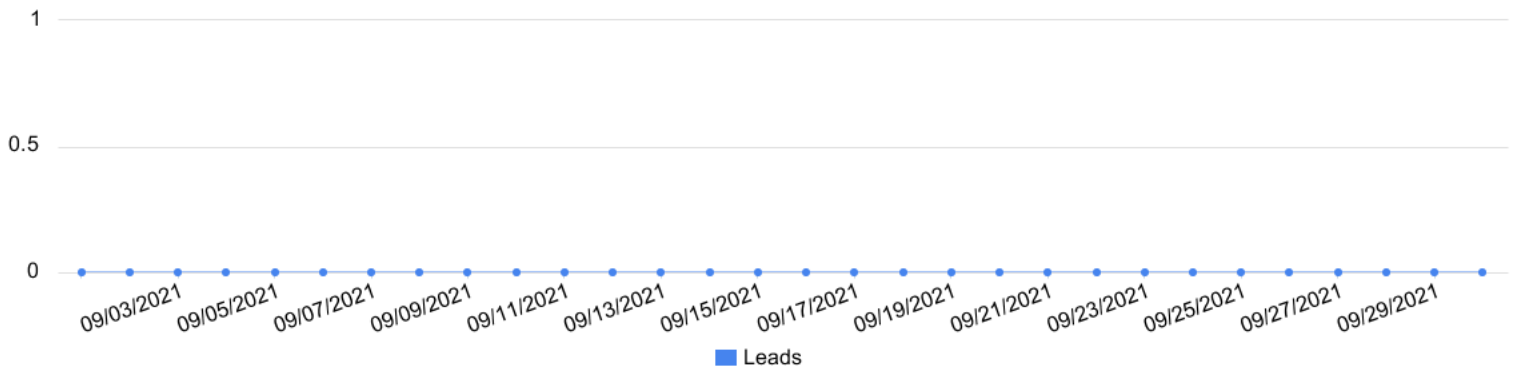
\$22.89 -100.00%



Impressions vs Inline Link Clicks
Docere



Conversions by day
Docere



Facebook | Month-Over-Month Performance Comparison

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

Overall Performance Summary Docere


Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$0.00	\$984.12	-100.00%
Impressions	0	35,386	-100.00%
Reach	0	19,567	-100.00%
Clicks	0	553	-100.00%
CTR	0.00%	1.56%	-100.00%
Frequency	0	1.81	-100.00%
Leads	0	43	-100.00%
Cost / Lead	\$0.00	\$22.89	-100.00%

Engagement Summary Docere


Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	0	13	-100.00%
Post Reactions	0	75	-100.00%
Post Shares	0	12	-100.00%

Facebook | Placement Performance Summary

09/01/2021 - 09/30/2021


 Reach Summary (by Placement)
Docere

There are no results

 Placement Performance (by Leads)
Docere

There are no results

09/01/2021 - 09/30/2021


 Device Performance Chart
Docere

There are no results


 Device Platform Performance
Docere

There are no results

09/01/2021 - 09/30/2021

 Time of Day (Viewer)
Docere

There are no results

 Time of Day (Ad Account)
Docere

There are no results

Facebook | Campaign Performance Summary (by Leads)

09/01/2021 - 09/30/2021



Campaign Performance Breakdown
Docere

There are no results

Facebook | Ad Set Performance Summary (by Leads)

09/01/2021 - 09/30/2021




Top Performing Ad Sets
Docere

There are no results

Facebook | Ad Performance Summary


09/01/2021 - 09/30/2021

 Top Performing Ads (by Leads)
Docere


There are no results

Facebook | Demographic Performance - Age

09/01/2021 - 09/30/2021


 Age Performance Chart
Docere

There are no results


 Age Performance Summary
Docere

There are no results

09/01/2021 - 09/30/2021

 Gender Performance Chart
Docere

There are no results

 Gender Performance Summary
Docere

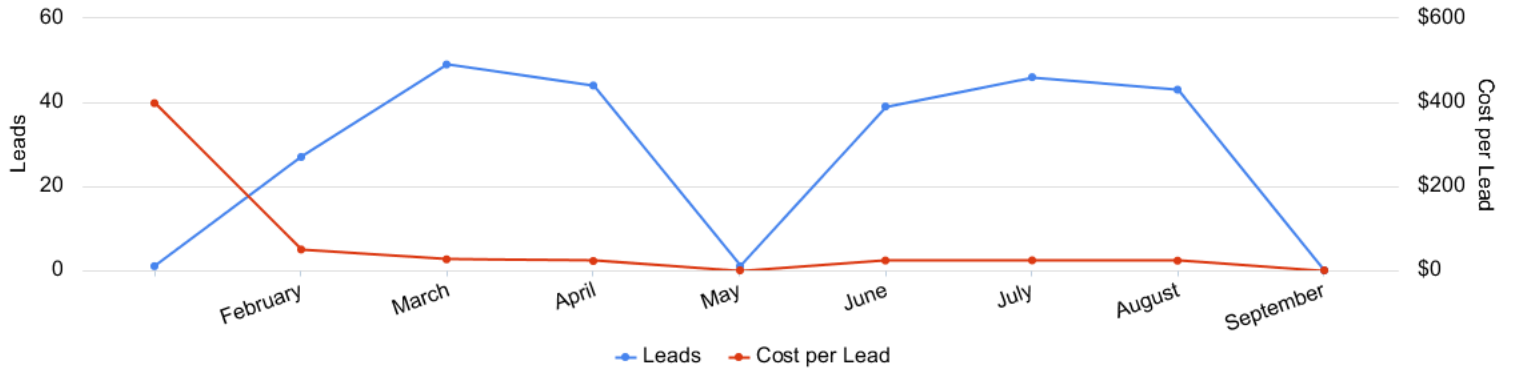
There are no results

Facebook | Year-to-Date Performance

01/01/2021 - 09/30/2021

Year-to-Date Trend

Docere



Historical table (by month)

Docere

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Docere	\$6,997.15	6,851	363,177	136,647	2.66	3.78%	250
> 2021-01-01 - 2021-01-31	\$398.12	751	45,093	21,264	2.12	2.45%	1
> 2021-02-01 - 2021-02-28	\$1,343.40	1,449	78,981	34,599	2.28	4.29%	27
> 2021-03-01 - 2021-03-31	\$1,285.49	1,098	77,502	39,336	1.97	2.94%	49
> 2021-04-01 - 2021-04-30	\$979.75	1,117	43,744	23,635	1.85	4.89%	44
> 2021-05-01 - 2021-05-31	\$0.00	0	0	0	0	--	1
> 2021-06-01 - 2021-06-30	\$915.96	1,226	38,298	24,945	1.54	5.37%	39
> 2021-07-01 - 2021-07-31	\$1,090.31	657	44,173	24,120	1.83	3.37%	46
> 2021-08-01 - 2021-08-31	\$984.12	553	35,386	19,567	1.81	3.57%	43

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