

Dr. Julia Edelman 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	\$3,203.46	10,318	445	4.31%	21.67	\$147.82
08/01/2021 - 08/31/2021	\$2,491.86	4,977	304	6.11%	23.33	\$106.82
% Change	28.56%	107.31%	46.38%	-29.46%	-7.12%	38.39%
Facebook Ads						
09/01/2021 - 09/30/2021	\$1,236.50	6,825	168	2.46%	12	\$103.04
08/01/2021 - 08/31/2021	\$1,428.67	14,885	222	1.49%	14	\$102.05
% Change	-13.45%	-54.15%	-24.32%	65.05%	-14.29%	0.97%

Google Ads | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
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\$3,203.46

\$2,491.86 **28.56%**

Conversions
Dr. Edelman - Julia

21.67

23.33 **-7.12%**

Clicks
Dr. Edelman - Julia

445

304 **46.38%**

Conv. rate
Dr. Edelman - Julia

4.87%

7.67% **-36.51%**

Avg. CPC
Dr. Edelman - Julia

\$7.20

\$8.20 **-12.18%**

Cost / Conv
Dr. Edelman - Julia

\$147.82

\$106.82 **38.39%**

Google Ads | Month-Over-Month Performance Comparison

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

Overall Performance Summary
Dr. Edelman - Julia

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$3,203.46	\$2,491.86	28.56%
Impressions	10,318	4,977	107.31%
Clicks	445	304	46.38%
Avg CPC	\$7.20	\$8.20	-12.20%
CTR	4.31%	6.11%	-29.46%
Conversions	21.67	23.33	-7.12%
Conv Rate	4.87%	7.67%	-36.51%
Cost / Conv	\$147.83	\$106.81	38.40%

Google Ads | Budget Coverage

Search Impr. Share
Dr. Edelman - Julia

29.78%

21.72% **37.11%**

Search IS Lost (due to Budget)
Dr. Edelman - Julia

21.41%

3.85% **456.10%**

Search IS Lost (due to Rank)
Dr. Edelman - Julia

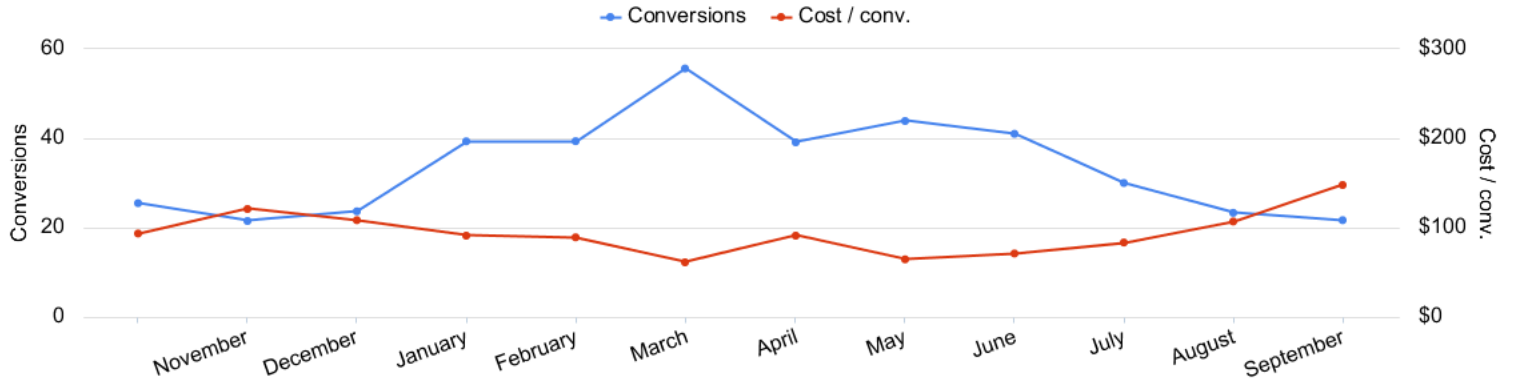
48.81%

74.42% **-34.41%**

Google Ads | Monthly Performance Trends

10/01/2020 - 09/30/2021

Conversions vs Cost/ Conv
Dr. Edelman - Julia




Account Performance by Month
Dr. Edelman - Julia

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
10/01/2020	\$2,385.63	6,952	402	\$5.93	5.78%	25.5	6.34%	\$93.55	21.30%	14.63%
11/01/2020	\$2,599.89	8,449	473	\$5.50	5.60%	21.5	4.55%	\$120.93	24.90%	23.08%
12/01/2020	\$2,564.48	9,808	574	\$4.47	5.85%	23.67	4.12%	\$108.36	24.16%	19.93%
01/01/2021	\$3,581.45	13,530	816	\$4.39	6.03%	39.33	4.82%	\$91.05	24.33%	16.79%
02/01/2021	\$3,507.30	13,940	830	\$4.23	5.95%	39.35	4.74%	\$89.12	24.34%	20.93%
03/01/2021	\$3,406.40	6,336	566	\$6.02	8.93%	55.65	9.83%	\$61.22	21.30%	43.82%
04/01/2021	\$3,562.64	5,961	477	\$7.47	8.00%	39.11	8.20%	\$91.09	22.60%	55.09%
05/01/2021	\$2,834.53	6,622	525	\$5.40	7.93%	43.89	8.36%	\$64.58	23.28%	30.69%
06/01/2021	\$2,918.10	6,902	471	\$6.20	6.82%	41	8.70%	\$71.17	24.39%	22.87%
07/01/2021	\$2,501.28	6,180	412	\$6.07	6.67%	30	7.28%	\$83.38	20.89%	14.54%
08/01/2021	\$2,491.86	4,977	304	\$8.20	6.11%	23.33	7.67%	\$106.82	21.72%	3.85%
09/01/2021	\$3,203.46	10,318	445	\$7.20	4.31%	21.67	4.87%	\$147.82	29.78%	21.41%
Total	\$35,557.03	99,975	6,295	\$5.65	6.30%	404	6.42%	\$88.01	23.78%	23.18%

Google Ads | Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Dr. Edelman - Julia

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search coolsculpting	\$2,999.61	9,164	379	\$7.91	4.14%	19.67	5.19%	\$152.50
search beta coolsculpting exp reach	\$203.85	1,154	66	\$3.09	5.72%	2	3.03%	\$101.92

Google Ads | Top Search Terms (by Conversions)

09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
Dr. Edelman - Julia

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting	\$144.93	100	9	\$16.10	9.00%	2.67	29.67%	\$54.28
coolsculpting near me	\$168.47	45	10	\$16.85	22.22%	2	20.00%	\$84.23
body fat removal	\$5.44	1	1	\$5.44	100.00%	1	100.00%	\$5.44
chin lift cost	\$7.86	1	1	\$7.86	100.00%	1	100.00%	\$7.86
rybelsus weight loss prescription	\$3.37	8	1	\$3.37	12.50%	1	100.00%	\$3.37
cool sculpting	\$103.04	122	8	\$12.88	6.56%	1	12.50%	\$103.04
proven weight loss products	\$10.36	1	1	\$10.36	100.00%	1	100.00%	\$10.36
is cool sculpting worth it	\$26.62	1	2	\$13.31	200.00%	1	50.00%	\$26.62
to get rid of belly fat in 2 weeks	\$11.96	1	1	\$11.96	100.00%	1	100.00%	\$11.96
body sculpting near me	\$8.14	6	2	\$4.07	33.33%	1	50.00%	\$8.14
fat freezing	\$18.18	2	2	\$9.09	100.00%	1	50.00%	\$18.18
fast way to burn fat	\$2.77	1	1	\$2.77	100.00%	1	100.00%	\$2.77
cool therapy	\$31.94	1	2	\$15.97	200.00%	1	50.00%	\$31.94
liposuction cost	\$49.28	33	7	\$7.04	21.21%	1	14.29%	\$49.28
amaka ubaka weight loss	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
slim upper body	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
shayna seymour weight loss	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
does lemon and hot water help you lose weight	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
medical weight loss programs	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
how many calories in a pound	\$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)

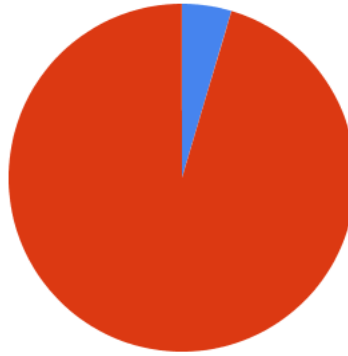
Dr. Edelman - Julia

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
NE Center for Body Sculpting Fat Reduction in Middleboro Non-Surgical Fat Reduction www.juliaedelmanmd.com/coolsculpting Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search coolsculpting	\$963.15	5,276	162	\$5.95	3.07%	7	4.32%	\$137.59
{Keyword:NE Center for Body Sculpting} CoolSculpting in {LOCATION(City)} Freeze Away Body Fat www.juliaedelmanmd.com/coolsculpting Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search coolsculpting	\$328.52	301	25	\$13.14	8.31%	5	20.00%	\$65.70
CoolSculpting® Fat Reduction CoolSculpting in Middleboro Biggest CoolSculpting® Promo www.juliaedelmanmd.com/coolsculpting/middleboro Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search coolsculpting	\$298.62	158	14	\$21.33	8.86%	2.67	19.07%	\$111.84
NE Center for Body Sculpting Fat Reduction in Middleboro Non-Surgical Fat Reduction www.juliaedelmanmd.com/coolsculpting Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search coolsculpting	\$378.62	648	62	\$6.11	9.57%	1	1.61%	\$378.62
CoolSculpting® Fat Reduction CoolSculpting in Middleboro Biggest CoolSculpting® Promo www.juliaedelmanmd.com/coolsculpting/middleboro Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search coolsculpting	\$65.66	19	2	\$32.83	10.53%	1	50.00%	\$65.66

Google Ads | Budget Utilization by Device

Conversions by Device

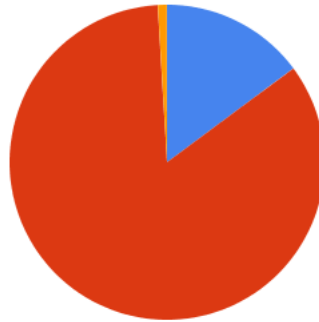
Dr. Edelman - Julia



■ Computers - Conversions: 1 (4.61%)
 ■ Mobile devices with full browsers - Conversions: 20.67 (95.39%)

Cost by Device

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■ Computers - Cost: \$475.61 (14.85%)
 ■ Mobile devices with full browsers - Cost: \$2,698.31 (84.23%)
 ■ Tablets with full browsers - Cost: \$29.54 (0.92%)

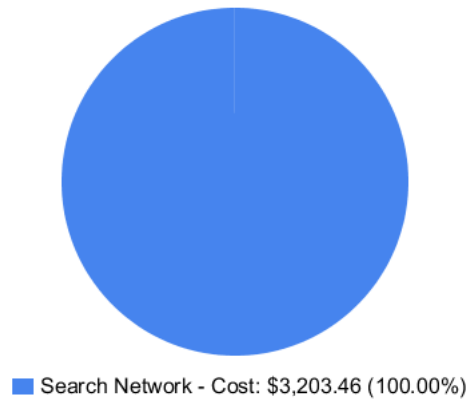
Device Performance (by Conversions)


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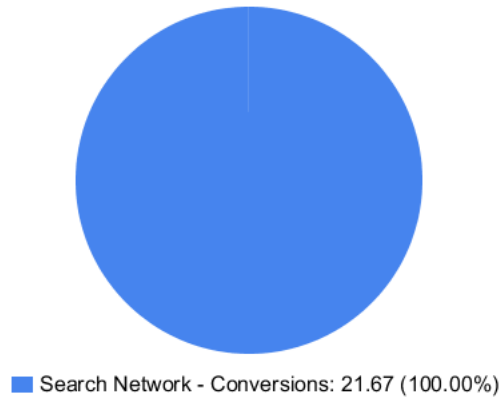
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	8,293	389	\$2,698.31	\$6.94	4.69%	20.67	5.31%	\$130.53
Computers	1,774	46	\$475.61	\$10.34	2.59%	1	2.17%	\$475.61
Tablets with full browsers	251	10	\$29.54	\$2.95	3.98%	0	0.00%	\$0.00


Google Ads | Budget Utilization by Network

 Cost by Network
Dr. Edelman - Julia



 Conversions by Network
Dr. Edelman - Julia




 Network Performance
Dr. Edelman - Julia

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	10,318	445	\$3,203.46	\$7.20	4.31%	21.67	4.87%	\$147.82

Google Ads | Conversion Summary


09/01/2021 - 09/30/2021

 Conversion Performance
Dr. Edelman - Julia

Conversion name	All conv.
Lead - Form Submit	19.93
Click to Call	1.74

Google Ads | Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
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Region	Clicks	Conversions	Cost / conv.
Massachusetts	445	21.67	\$147.83

Facebook | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
17669586JFEMD

\$1,236.50
\$1,428.67 -13.45%

Clicks (Link)
17669586JFEMD

168
222 -24.32%

Impressions
17669586JFEMD

6,825
14,885 -54.15%

Leads
17669586JFEMD

13
15 -13.33%

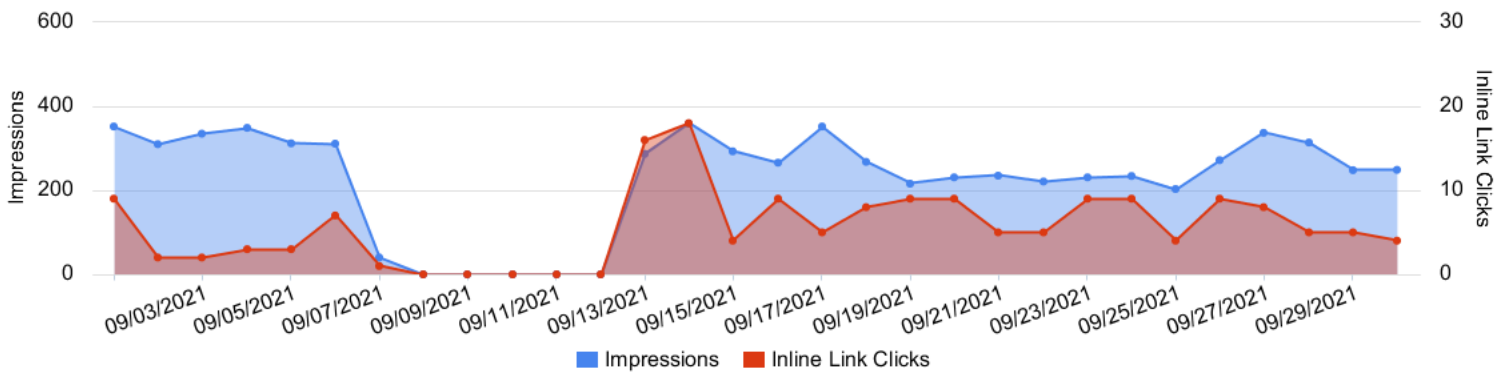
Reach
17669586JFEMD

3,906
8,148 -52.06%

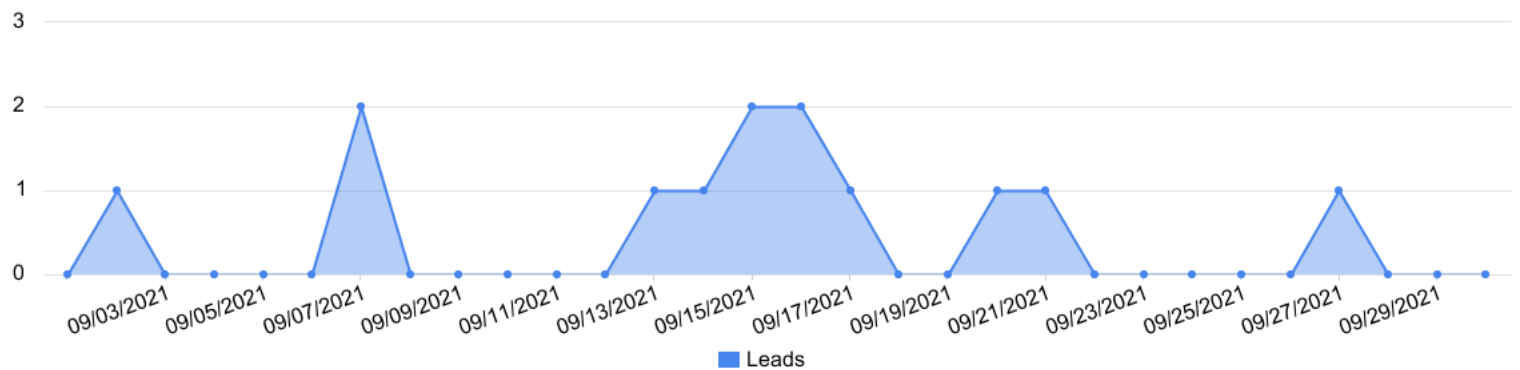
Cost / Lead
17669586JFEMD

\$95.12
\$95.24 -0.13%

Impressions vs Inline Link Clicks
17669586JFEMD



Conversions by day
17669586JFEMD



Facebook | Month-Over-Month Performance Comparison

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

Overall Performance Summary 17669586JFEMD

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$1,236.50	\$1,428.67	-13.45%
Impressions	6,825	14,885	-54.15%
Reach	3,906	8,148	-52.06%
Clicks	168	222	-24.32%
CTR	2.46%	1.49%	65.05%
Frequency	1.75	1.83	-4.35%
Leads	13	15	-13.33%
Cost / Lead	\$95.12	\$95.24	-0.13%

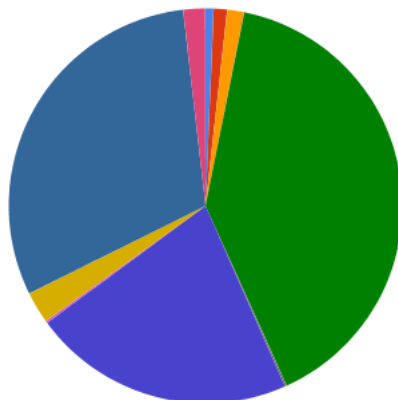
Engagement Summary 17669586JFEMD

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	2	3	-33.33%
Post Reactions	39	30	30.00%
Post Shares	1	3	-66.67%

09/01/2021 - 09/30/2021

Reach Summary (by Placement)

17669586JFEMD



- Audience Network - An Classic - Reach: 28 (0.67%)
- Audience Network - Rewarded Video - Reach: 46 (1.10%)
- Facebook - Facebook Stories - Reach: 58 (1.39%)
- Facebook - Feed - Reach: 1,672 (40.08%)
- Facebook - Instant Article - Reach: 6 (0.14%)
- Facebook - Marketplace - Reach: 898 (21.52%)
- Facebook - Search - Reach: 7 (0.17%)
- Facebook - Video Feeds - Reach: 109 (2.61%)
- Instagram - Feed - Reach: 1,273 (30.51%)
- Instagram - Instagram Explore - Reach: 75 (1.80%)

Placement Performance (by Leads)

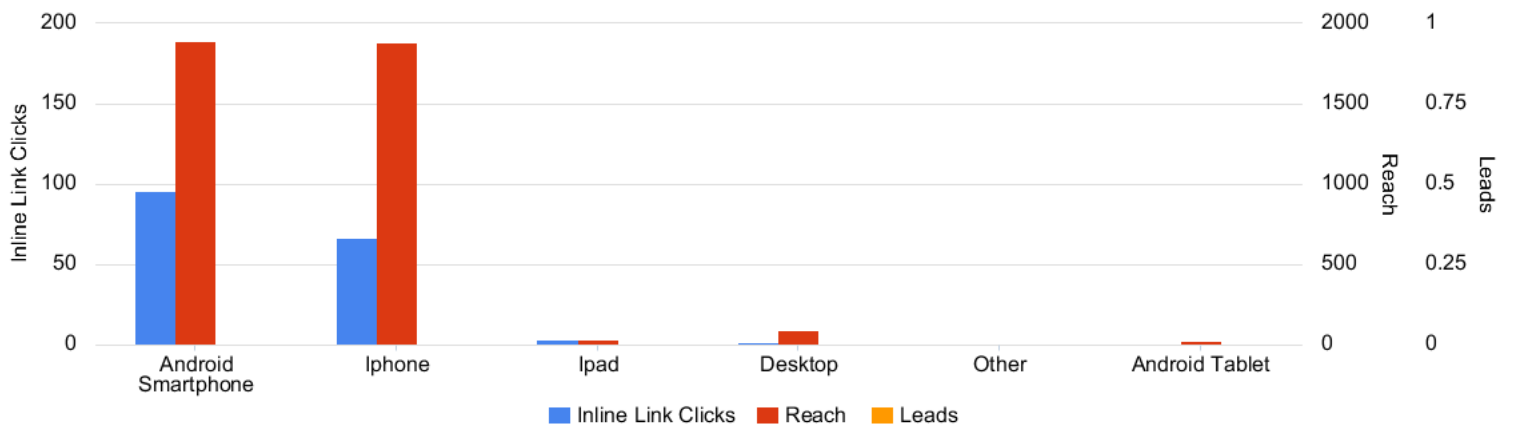
17669586JFEMD

There was an error

Facebook | Device Performance Summary

09/01/2021 - 09/30/2021

Device Performance Chart
17669586JFEMD

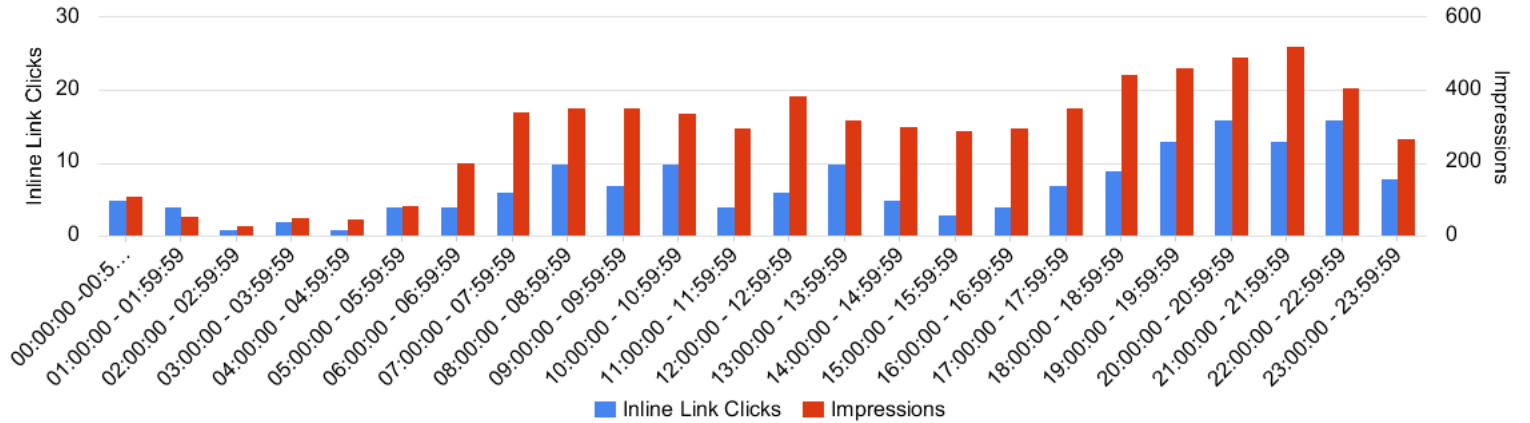


Device Platform Performance
17669586JFEMD

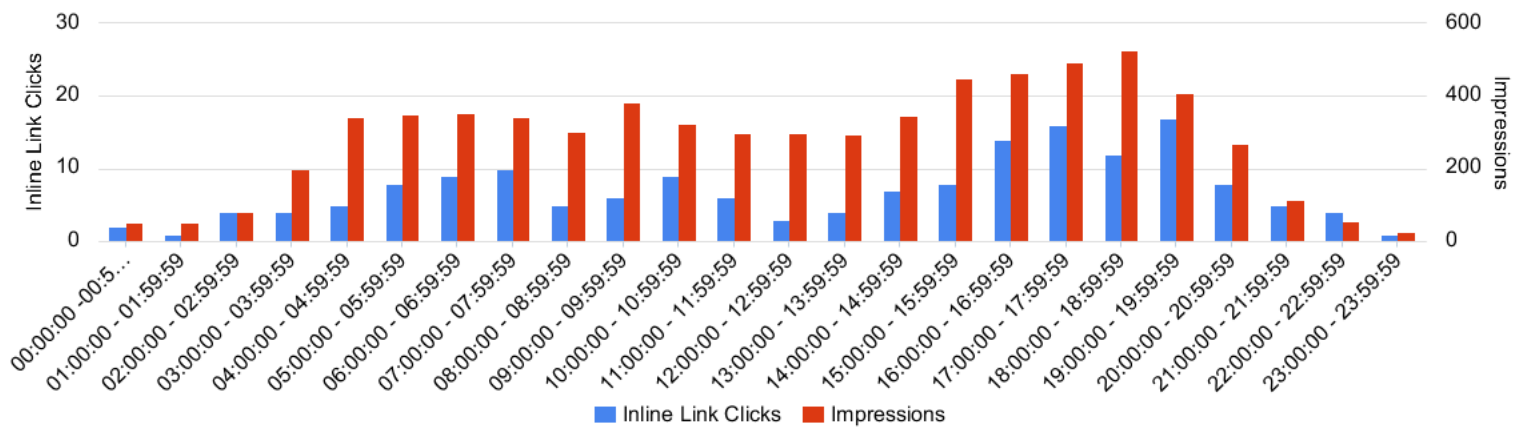
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
17669586JFEMD	\$1,236.50	6,825	168	4.15%	3,906	1.75	13
> Mobile App	\$1,222.17	6,633	164	4.16%	3,801	1.75	0
> Mobile Web	\$7.18	51	2	9.80%	22	2.32	0
> Desktop	\$7.15	141	2	1.42%	88	1.6	0
> Unknown	\$0.00	0	0	--	0	0	0

09/01/2021 - 09/30/2021

Time of Day (Viewer)
17669586JFEMD



Time of Day (Ad Account)
17669586JFEMD



Facebook | Campaign Performance Summary (by Leads)

09/01/2021 - 09/30/2021

Campaign Performance Breakdown 17669586JFEMD

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Emsculpt NEO - Conversions	\$1,236.50	6,825	168	13	\$95.12
Total	\$1,236.50	6,825	168	13	\$95.12

Facebook | Ad Set Performance Summary (by Leads)


09/01/2021 - 09/30/2021




Top Performing Ad Sets 17669586JFEMD

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Emsculpt NEO - General Population	Emsculpt NEO - Conversions	\$1,236.50	6,825	168	13	\$95.12
	Total	\$1,236.50	6,825	168	13	\$95.12

Facebook | Ad Performance Summary

09/01/2021 - 09/30/2021

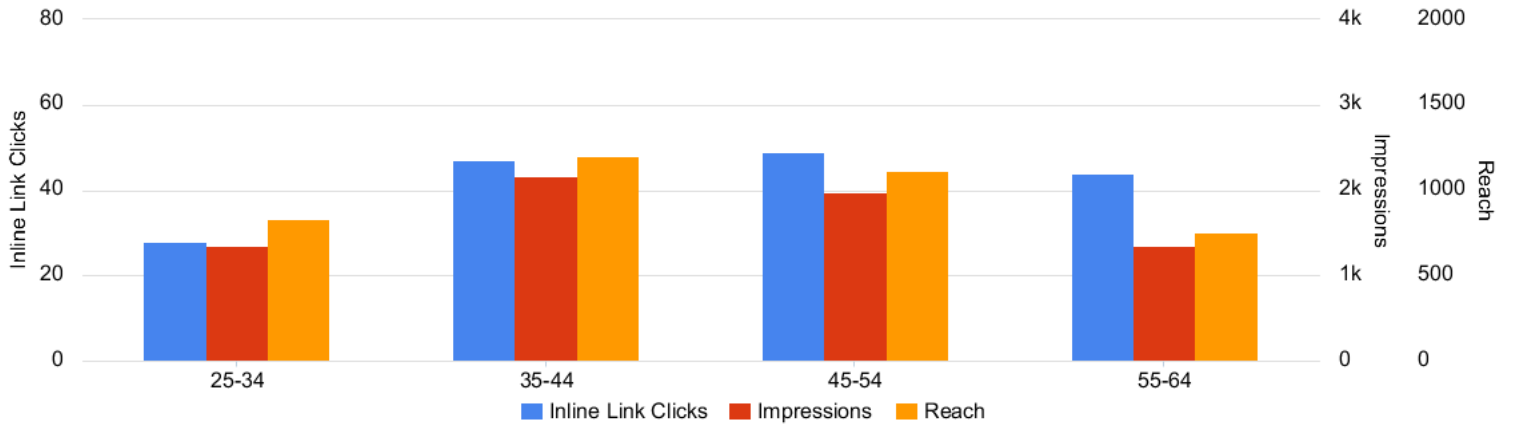
 Top Performing Ads (by Leads)
17669586JFEMD

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
ES NEO - Video - Denise		Emsculpt NEO - Conversions	\$632.07	99	3,180	2,079	1.53	4.50%	10
ES NEO - Video - Doctor Explaining		Emsculpt NEO - Conversions	\$152.92	19	1,126	866	1.3	3.64%	2
ES NEO - Video - Graphic		Emsculpt NEO - Conversions	\$451.51	50	2,519	1,812	1.39	3.93%	1
Total			\$1,236.50	168	6,825	3,906	1.75	4.15%	13

Facebook | Demographic Performance - Age

09/01/2021 - 09/30/2021

Age Performance Chart
17669586JFEMD



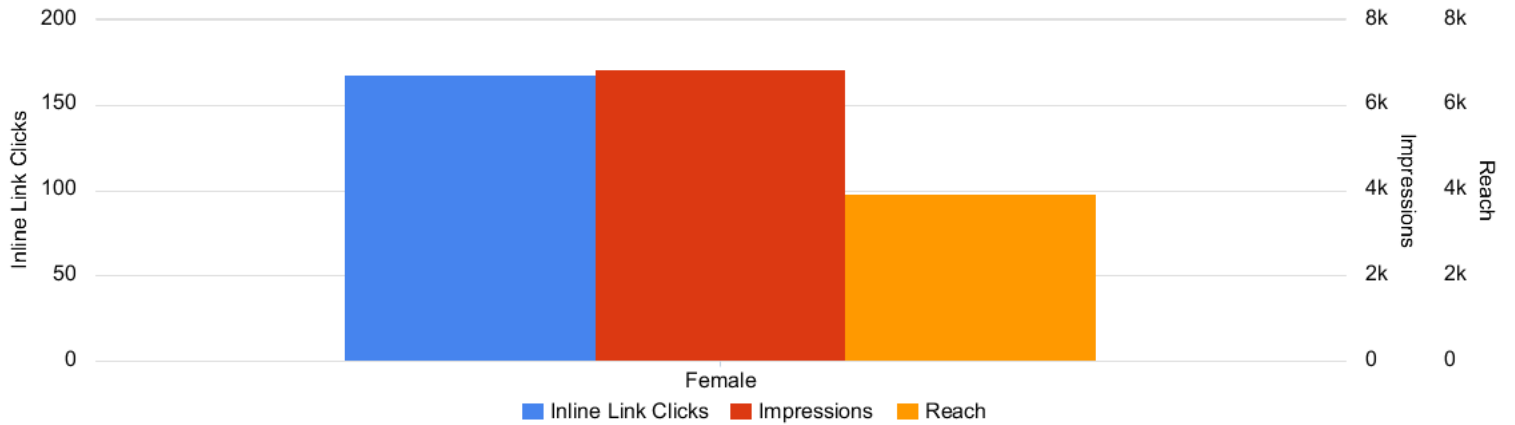
Age Performance Summary
17669586JFEMD

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
17669586JFEMD	\$1,236.50	6,825	3,906	168	4.15%	1.75	13
> 25-34	\$201.04	1,346	835	28	2.97%	1.61	0
> 35-44	\$322.32	2,164	1,201	47	3.56%	1.8	0
> 45-54	\$404.45	1,970	1,117	49	4.11%	1.76	0
> 55-64	\$308.69	1,345	753	44	6.32%	1.79	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Demographic Performance - Gender

09/01/2021 - 09/30/2021

Gender Performance Chart
17669586JFEMD



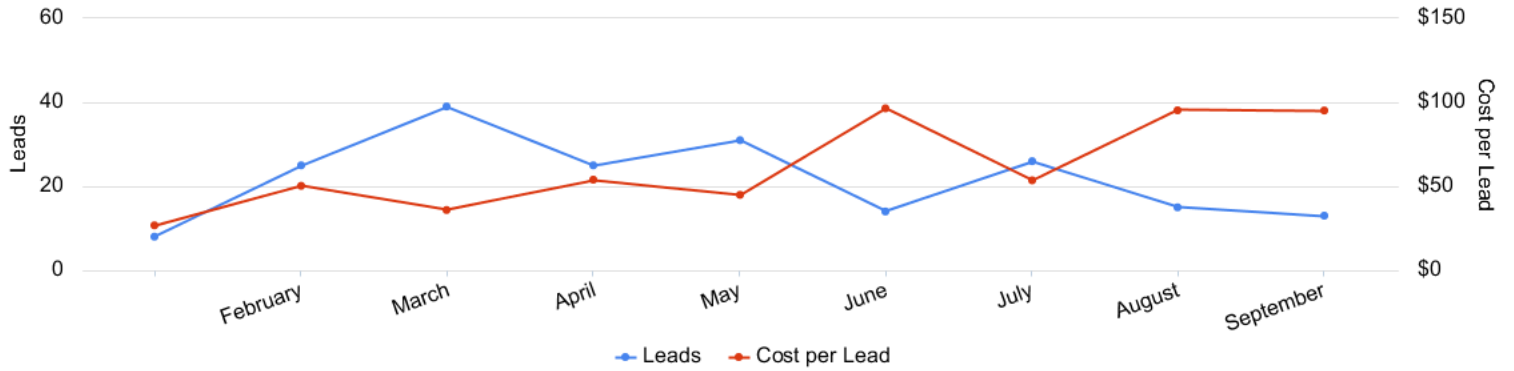
Gender Performance Summary
17669586JFEMD

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
17669586JFEMD	\$1,236.50	6,825	3,906	168	4.15%	1.75	13
> Female	\$1,236.50	6,825	3,906	168	4.15%	1.75	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Year-to-Date Performance

01/01/2021 - 09/30/2021

Year-to-Date Trend
17669586JFEMD



Historical table (by month)
17669586JFEMD

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
17669586JFEMD	\$11,022.42	2,313	123,767	38,171	3.24	3.19%	196
> 2021-01-01 - 2021-01-31	\$214.40	107	4,623	3,586	1.29	3.33%	8
> 2021-02-01 - 2021-02-28	\$1,257.47	299	14,928	6,602	2.26	3.45%	25
> 2021-03-01 - 2021-03-31	\$1,400.10	294	15,444	7,406	2.09	3.50%	39
> 2021-04-01 - 2021-04-30	\$1,348.58	319	15,852	8,087	1.96	3.66%	25
> 2021-05-01 - 2021-05-31	\$1,392.82	346	15,659	7,733	2.02	3.65%	31
> 2021-06-01 - 2021-06-30	\$1,350.12	304	19,211	9,627	2	2.78%	14
> 2021-07-01 - 2021-07-31	\$1,393.76	254	16,340	8,126	2.01	2.48%	26
> 2021-08-01 - 2021-08-31	\$1,428.67	222	14,885	8,148	1.83	2.41%	15
> 2021-09-01 - 2021-09-30	\$1,236.50	168	6,825	3,906	1.75	4.15%	13

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