

# **Dr. Moran Monthly Ad Performance Summary**

**08/01/2021 - 08/31/2021**

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# 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	\$4,223.15	13,006	618	4.75%	37.82	\$111.68
07/01/2021 - 07/31/2021	\$4,321.23	16,510	725	4.39%	34.1	\$126.71
% Change	-2.27%	-21.22%	-14.76%	8.20%	10.91%	-11.86%
Facebook Ads						
08/01/2021 - 08/31/2021	\$1,321.61	46,070	737	1.60%	44	\$30.04
07/01/2021 - 07/31/2021	\$1,548.70	56,374	896	1.59%	53	\$29.22
% Change	-14.66%	-18.28%	-17.75%	0.65%	-16.98%	2.79%

# Google Ads | Key Performance Indicators

08/01/2021 - 08/31/2021

Cost  
Dr. Moran

**\$4,223.15**  
\$4,321.23 -2.27%

Conversions  
Dr. Moran

**37.82**  
34.1 10.91%

Clicks  
Dr. Moran

**618**  
725 -14.76%

Conv. rate  
Dr. Moran

**6.12%**  
4.70% 30.21%

Avg. CPC  
Dr. Moran

**\$6.83**  
\$5.96 14.65%

Cost / Conv  
Dr. Moran

**\$111.68**  
\$126.71 -11.86%

## Google Ads | Month-Over-Month Performance Comparison

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

Overall Performance Summary  
Dr. Moran

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$4,223.15	\$4,321.23	-2.27%
Impressions	13,006	16,510	-21.22%
Clicks	618	725	-14.76%
Avg CPC	\$6.83	\$5.96	14.60%
CTR	4.75%	4.39%	8.20%
Conversions	37.82	34.1	10.91%
Conv Rate	6.12%	4.70%	30.21%
Cost / Conv	\$111.66	\$126.72	-11.88%

## Google Ads | Budget Coverage

Search Impr. Share  
Dr. Moran

**43.68%**  
22.12% 97.47%

Search IS Lost (due to Budget)  
Dr. Moran

**11.52%**  
9.72% 18.52%

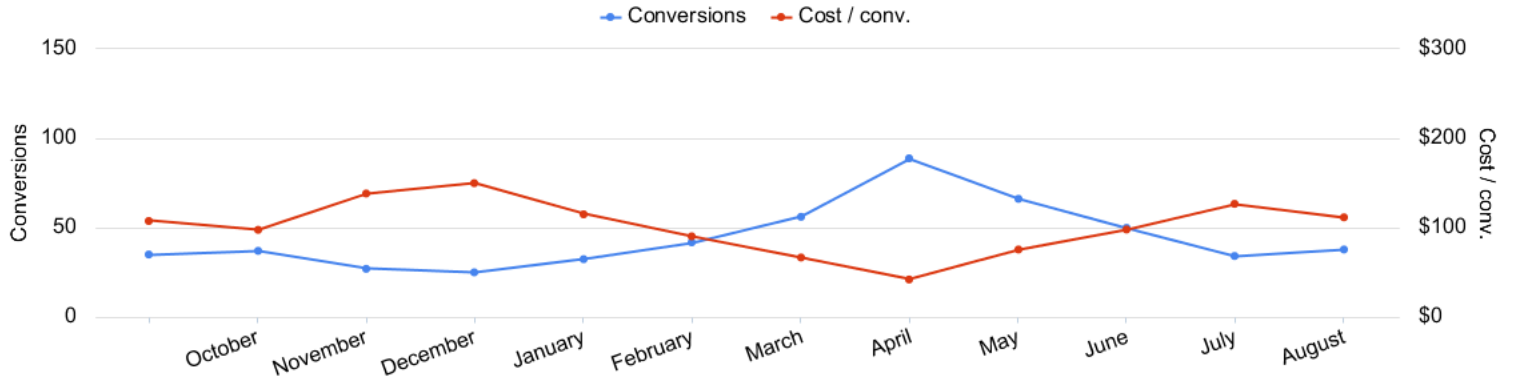
Search IS Lost (due to Rank)  
Dr. Moran

**44.80%**  
68.16% -34.27%

# Google Ads | Monthly Performance Trends

09/01/2020 - 08/31/2021

Conversions vs Cost/ Conv  
Dr. Moran




Account Performance by Month  
Dr. Moran

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
09/01/2020	\$3,761.44	26,780	915	\$4.11	3.42%	35	3.83%	\$107.47	21.98%	8.78%
10/01/2020	\$3,613.45	12,046	549	\$6.58	4.56%	37	6.74%	\$97.66	42.44%	3.73%
11/01/2020	\$3,731.01	19,247	732	\$5.10	3.80%	27	3.69%	\$138.19	21.68%	15.64%
12/01/2020	\$3,744.10	15,343	616	\$6.08	4.01%	25	4.06%	\$149.76	18.74%	20.62%
01/01/2021	\$3,718.10	18,938	773	\$4.81	4.08%	32.33	4.18%	\$114.99	17.83%	15.34%
02/01/2021	\$3,771.80	17,986	810	\$4.66	4.50%	41.79	5.16%	\$90.25	19.03%	19.22%
03/01/2021	\$3,735.53	15,783	806	\$4.63	5.11%	56.06	6.95%	\$66.64	19.29%	46.21%
04/01/2021	\$3,732.96	16,732	776	\$4.81	4.64%	88.8	11.44%	\$42.04	19.70%	52.59%
05/01/2021	\$4,994.62	20,667	903	\$5.53	4.37%	66.17	7.33%	\$75.48	19.61%	42.03%
06/01/2021	\$4,891.21	19,229	873	\$5.60	4.54%	49.93	5.72%	\$97.97	20.18%	13.64%
07/01/2021	\$4,321.23	16,510	725	\$5.96	4.39%	34.1	4.70%	\$126.71	22.12%	9.72%
08/01/2021	\$4,223.15	13,006	618	\$6.83	4.75%	37.82	6.12%	\$111.68	43.68%	11.52%
<b>Total</b>	<b>\$48,238.60</b>	<b>212,267</b>	<b>9,096</b>	<b>\$5.30</b>	<b>4.29%</b>	<b>531</b>	<b>5.84%</b>	<b>\$90.84</b>	<b>21.39%</b>	<b>22.82%</b>

# Google Ads | Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)  
Dr. Moran

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$4,223.15	13,006	618	\$6.83	4.75%	37.82	6.12%	\$111.66

# Google Ads | Top Search Terms (by Conversions)

08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)  
Dr. Moran

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting near me	\$241.41	36	17	\$14.20	47.22%	3.5	20.59%	\$68.97
cool sculpting	\$144.81	95	17	\$8.52	17.89%	2	11.76%	\$72.41
trisculpting	\$4.11	1	1	\$4.11	100.00%	1	100.00%	\$4.11
cold therapy for double chin	\$5.67	1	1	\$5.67	100.00%	1	100.00%	\$5.67
lipo treatment near me	\$15.12	1	2	\$7.56	200.00%	1	50.00%	\$15.12
cool sculpting cost	\$70.94	19	6	\$11.82	31.58%	1	16.67%	\$70.94
lose chin fat	\$2.48	1	1	\$2.48	100.00%	1	100.00%	\$2.48
arm fat reduction	\$15.55	2	2	\$7.78	100.00%	1	50.00%	\$15.55
smartlipo triplex	\$2.24	2	1	\$2.24	50.00%	1	100.00%	\$2.24
coolsculpting in boston	\$18.75	1	1	\$18.75	100.00%	1	100.00%	\$18.75
coolsculpting	\$50.48	34	6	\$8.41	17.65%	1	16.67%	\$50.48
best surgeons in miami	\$7.55	1	1	\$7.55	100.00%	1	100.00%	\$7.55
lipo shat	\$2.92	1	1	\$2.92	100.00%	1	100.00%	\$2.92
double chin procedures	\$3.35	1	1	\$3.35	100.00%	1	100.00%	\$3.35
what is cryoskin therapy	\$3.15	1	1	\$3.15	100.00%	1	100.00%	\$3.15
arm fat removal	\$10.06	3	2	\$5.03	66.67%	1	50.00%	\$10.06
fat freezing	\$23.70	3	4	\$5.92	133.33%	1	25.00%	\$23.70
freezing stomach fat	\$6.61	1	1	\$6.61	100.00%	1	100.00%	\$6.61
smoothie for belly fat lose	\$4.55	1	1	\$4.55	100.00%	1	100.00%	\$4.55
brazilian butt lift	\$24.44	1	2	\$12.22	200.00%	0.67	33.50%	\$36.48

# Google Ads | Top Search Ads (by Conversions)

08/01/2021 - 08/31/2021

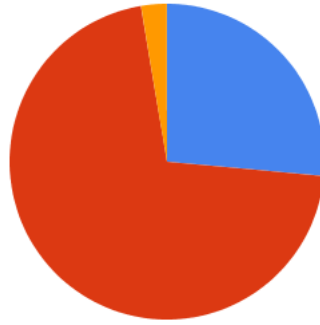
Top Responsive Search Ads (by Conversions)  
Dr. Moran

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">Dr. Moran Medical Aesthetics   Fat Reduction in Newton Centre   Non-Surgical Fat Reduction</a> <a href="#">drmoran.co/coolsculpting/newton_centre</a> 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	\$768.03	2,450	131	\$5.86	5.35%	6.15	4.69%	\$124.88
<a href="#">{Keyword:Dr. Moran Medical Aesthetics}   CoolSculpting in Newton Centre   Biggest CoolSculpting® Promo</a> <a href="#">drmoran.co/coolsculpting/newton_centre</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Newton Centre, MA   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$318.68	855	37	\$8.61	4.33%	4	10.81%	\$79.67
<a href="#">Dr. Moran Medical Aesthetics   Fat Reduction in Newton Centre   Non-Surgical Fat Reduction</a> <a href="#">drmoran.co/coolsculpting/newton_centre</a> 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	\$461.15	1,584	84	\$5.49	5.30%	0	0.00%	\$0.00
<a href="#">{Keyword:Dr. Moran Medical Aesthetics}   CoolSculpting in Newton Centre   Biggest CoolSculpting® Promo</a> <a href="#">drmoran.co/coolsculpting/newton_centre</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Newton Centre, MA   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$15.34	37	1	\$15.34	2.70%	0	0.00%	\$0.00
<a href="#">{Keyword:Dr. Moran Medical Aesthetics}   CoolSculpting in Newton Centre   Biggest CoolSculpting® Promo</a> <a href="#">drmoran.co/coolsculpting/newton_centre</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Newton Centre, MA   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$67.34	93	7	\$9.62	7.53%	0	0.00%	\$0.00

# Google Ads | Budget Utilization by Device

## Conversions by Device

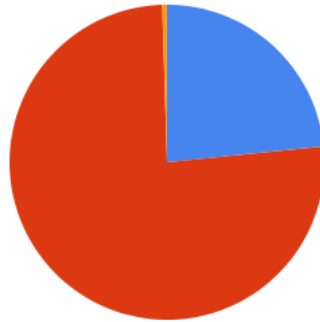
Dr. Moran



■ Computers - Conversions: 10 (26.44%) 
 ■ Mobile devices with full browsers - Conversions: 26.82 (70.91%) 
 ■ Tablets with full browsers - Conversions: 1 (2.64%)

## Cost by Device

Dr. Moran




■ Computers - Cost: \$987.67 (23.39%) 
 ■ Mobile devices with full browsers - Cost: \$3,216.06 (76.15%) 
 ■ Tablets with full browsers - Cost: \$19.42 (0.46%)

## Device Performance (by Conversions)


Dr. Moran

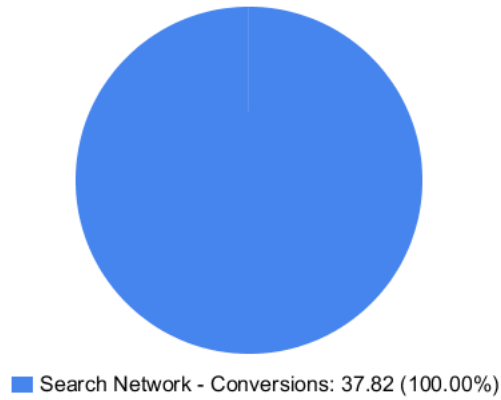
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	9,989	483	\$3,216.06	\$6.66	4.84%	26.82	5.55%	\$119.93
Computers	2,865	131	\$987.67	\$7.54	4.57%	10	7.63%	\$98.77
Tablets with full browsers	152	4	\$19.42	\$4.86	2.63%	1	25.00%	\$19.42


# Google Ads | Budget Utilization by Network

 Cost by Network  
Dr. Moran



 Conversions by Network  
Dr. Moran




 Network Performance  
Dr. Moran

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	13,006	618	\$4,223.15	\$6.83	4.75%	37.82	6.12%	\$111.68

# Google Ads | Conversion Summary

08/01/2021 - 08/31/2021

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 Conversion Performance  
Dr. Moran

Conversion name	All conv.
Form Submission	16.82
Click to Call	14
Phone Calls from Website	5
Clicks to call	2
Calls from ads	2

# Google Ads | Geo-Targeting Summary

08/01/2021 - 08/31/2021

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 Top Locations  
Dr. Moran

Region	Clicks	Conversions	Cost / conv.
Massachusetts	618	37.82	\$111.66

# Facebook | Key Performance Indicators

08/01/2021 - 08/31/2021

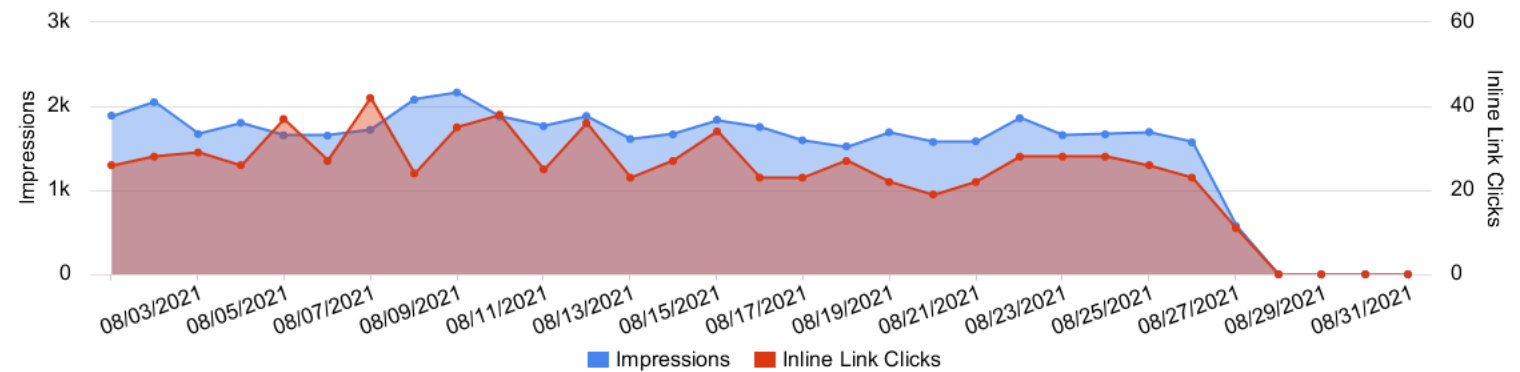
Cost  
Dr Moran

**\$1,321.61**  
\$1,548.70 -14.66%

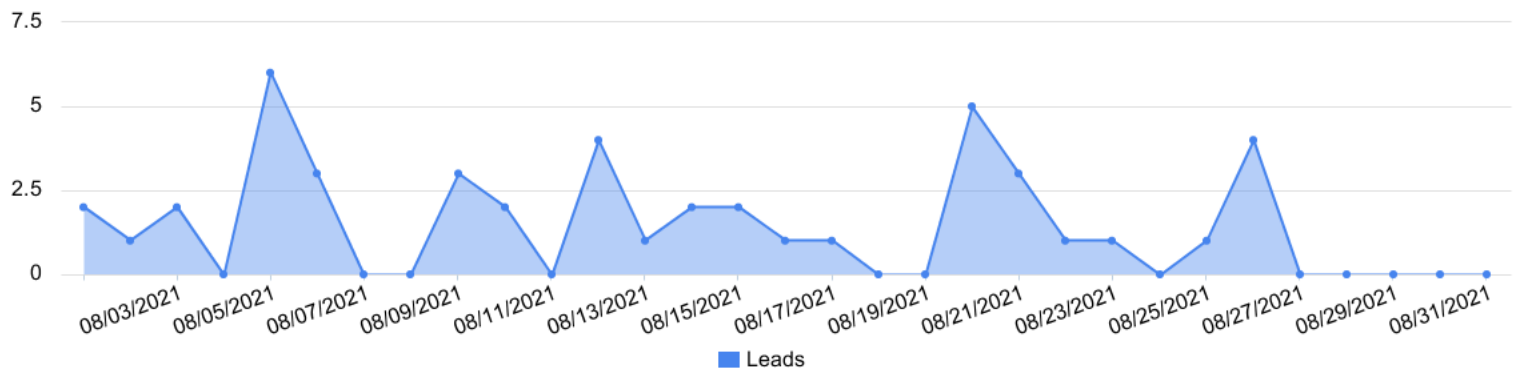
Clicks (Link)  
Dr Moran

**737**  
896 -17.75%

Impressions vs Inline Link Clicks  
Dr Moran



Conversions by day  
Dr Moran



# Facebook | Month-Over-Month Performance Comparison

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

## Overall Performance Summary Dr Moran

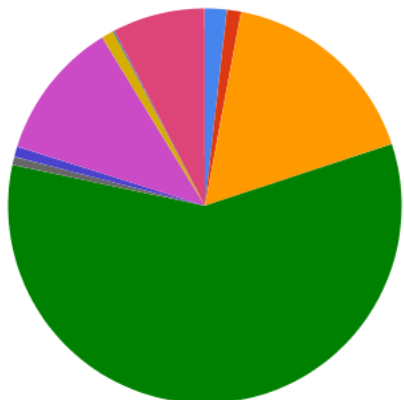
Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$1,321.61	\$1,548.70	-14.66%
Impressions	46,070	56,374	-18.28%
Reach	19,759	23,128	-14.57%
Clicks	737	896	-17.75%
CTR	1.60%	1.59%	0.65%
Frequency	2.33	2.44	-4.34%
Leads	45	53	-15.09%
Cost / Lead	\$29.37	\$29.22	0.51%

## Engagement Summary Dr Moran

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	9	17	-47.06%
Post Reactions	75	122	-38.52%
Post Shares	10	21	-52.38%

08/01/2021 - 08/31/2021

## Reach Summary (by Placement) Dr Moran



- Audience Network - An Classic - Reach: 372 (1.80%)
- Audience Network - Rewarded Video - Reach: 240 (1.16%)
- Facebook - Facebook Stories - Reach: 3,516 (16.98%)
- Facebook - Feed - Reach: 12,091 (58.40%)
- Facebook - Instant Article - Reach: 136 (0.66%)
- Facebook - Instream Video - Reach: 180 (0.87%)
- Facebook - Marketplace - Reach: 2,360 (11.40%)
- Facebook - Right Hand Column - Reach: 204 (0.99%)
- Facebook - Search - Reach: 28 (0.14%)
- Facebook - Video Feeds - Reach: 1,576 (7.61%)

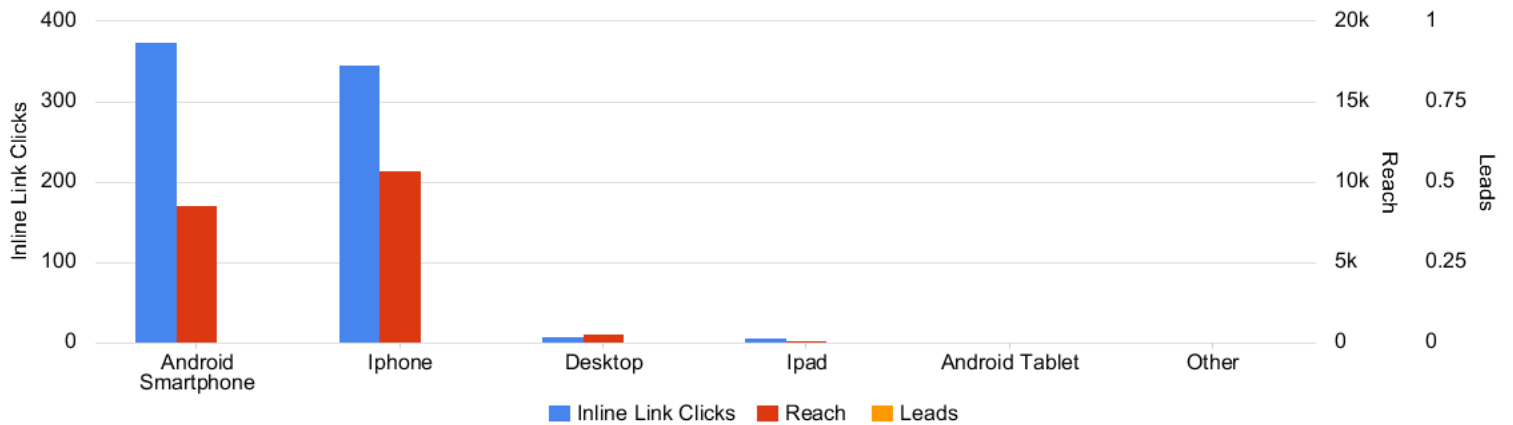
## Placement Performance (by Leads) Dr Moran

There was an error

# Facebook | Device Performance Summary

08/01/2021 - 08/31/2021

## Device Performance Chart Dr Moran



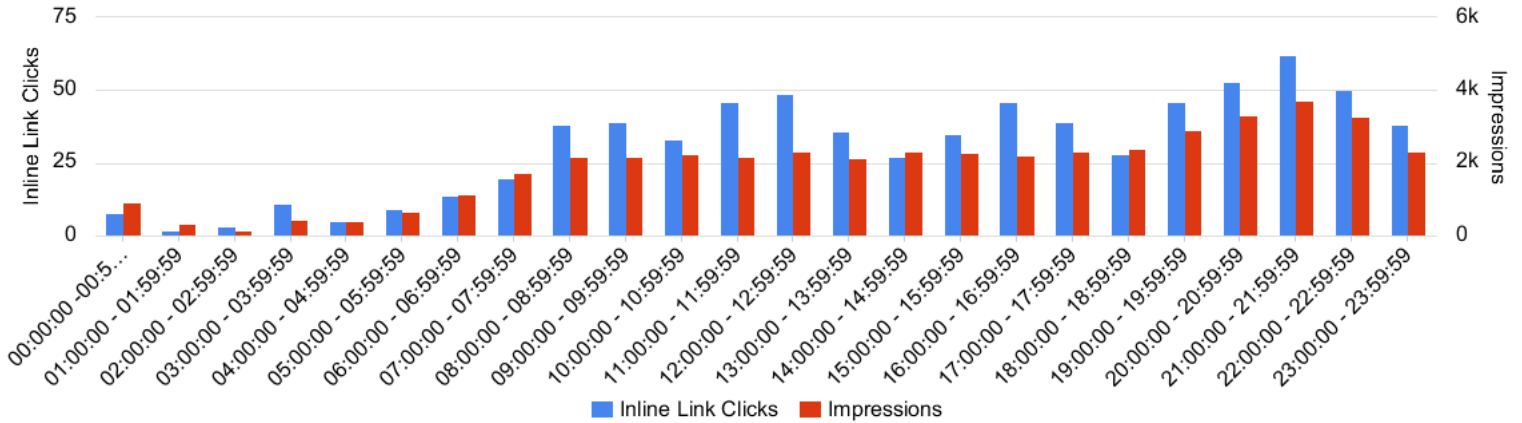
## Device Platform Performance Dr Moran

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Dr Moran	\$1,321.61	46,070	737	3.34%	19,759	2.33	45
> Mobile App	\$1,272.64	44,173	723	3.41%	19,147	2.31	0
> Desktop	\$33.55	1,418	8	0.71%	552	2.57	0
> Mobile Web	\$15.42	479	6	4.18%	264	1.81	0
> Unknown	\$0.00	0	0	--	0	0	0

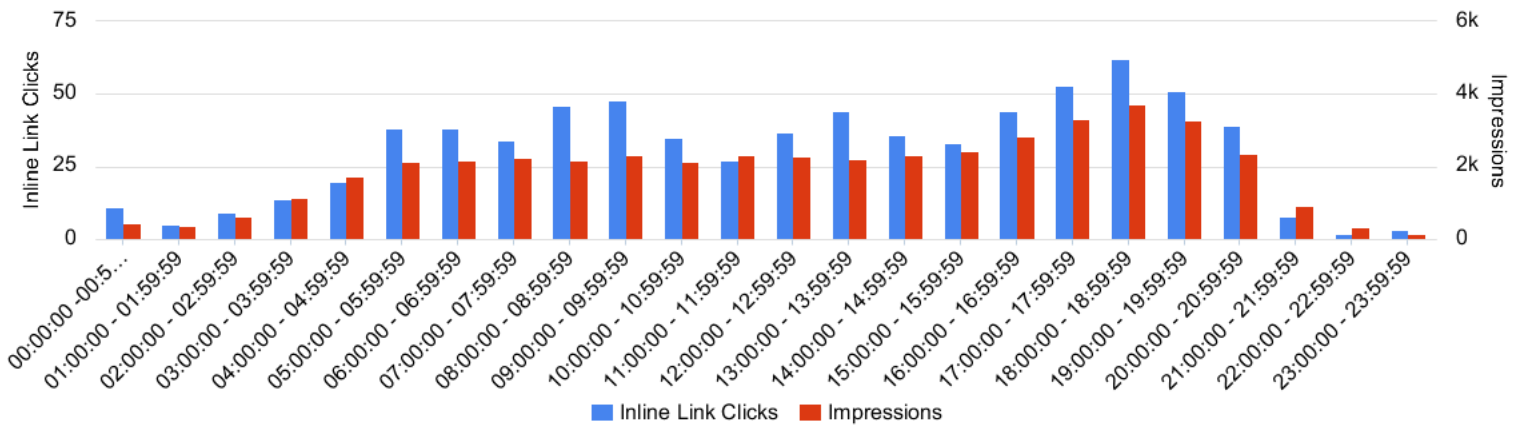
# Facebook | Schedule Performance

08/01/2021 - 08/31/2021

## Time of Day (Viewer) Dr Moran




## Time of Day (Ad Account) Dr Moran



## Facebook | Campaign Performance Summary (by Leads)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown  
Dr Moran

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions	\$1,321.61	46,070	737	45	\$29.37
<b>Total</b>	<b>\$1,321.61</b>	<b>46,070</b>	<b>737</b>	<b>45</b>	<b>\$29.37</b>

## Facebook | Ad Set Performance Summary (by Leads)

08/01/2021 - 08/31/2021


 Top Performing Ad Sets  
Dr Moran

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
CS- Lookalike- Custom Audience	Coolsculpting - Conversions	\$1,321.61	46,070	737	45	\$29.37
	<b>Total</b>	<b>\$1,321.61</b>	<b>46,070</b>	<b>737</b>	<b>45</b>	<b>\$29.37</b>

# Facebook | Ad Performance Summary

08/01/2021 - 08/31/2021

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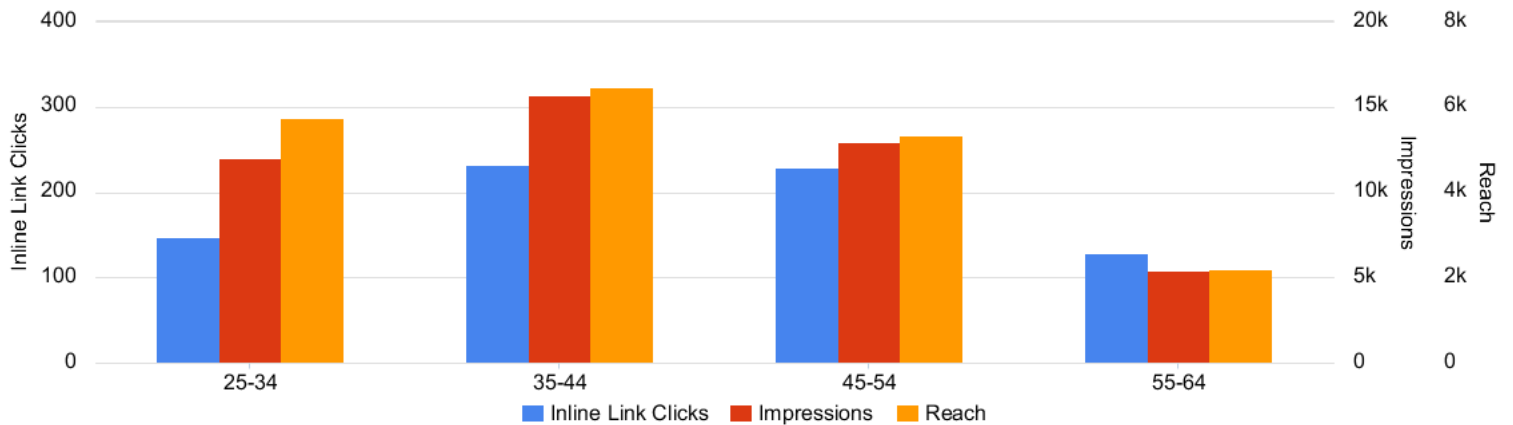
 Top Performing Ads (by Leads)  
Dr Moran

There was an error

# Facebook | Demographic Performance - Age

08/01/2021 - 08/31/2021

Age Performance Chart  
Dr Moran



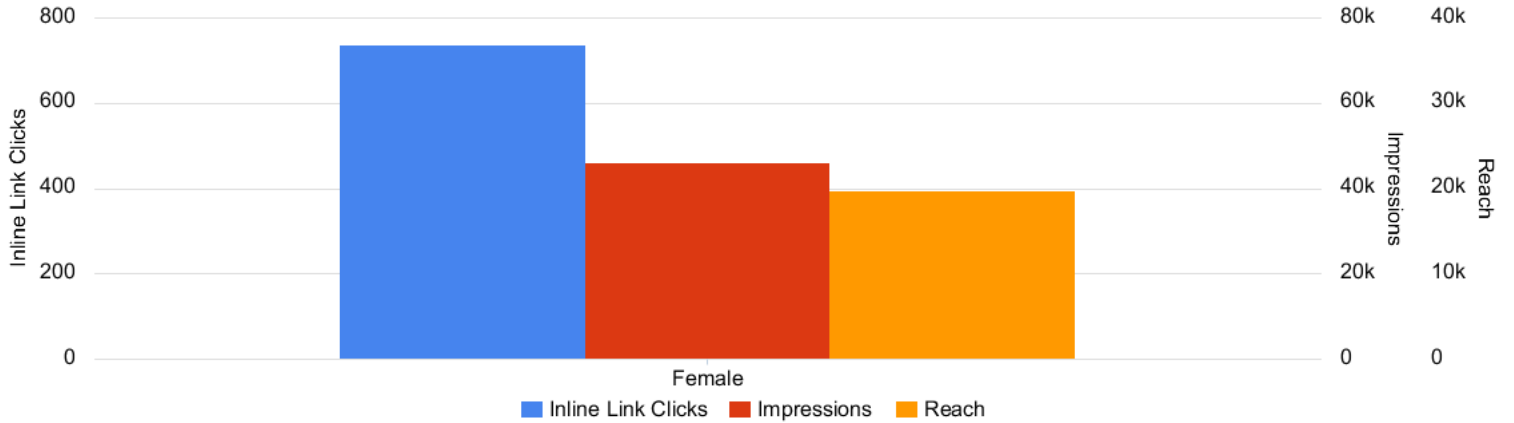
Age Performance Summary  
Dr Moran

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Dr Moran	\$1,321.61	46,070	19,759	737	3.34%	2.33	45
> 25-34	\$278.18	12,006	5,756	147	2.72%	2.09	0
> 35-44	\$413.97	15,689	6,476	232	3.21%	2.42	0
> 45-54	\$408.29	12,929	5,336	229	3.76%	2.42	0
> 55-64	\$221.17	5,446	2,192	129	4.08%	2.48	0
> Unknown	\$0.00	0	0	0	--	0	0

# Facebook | Demographic Performance - Gender

08/01/2021 - 08/31/2021

Gender Performance Chart  
Dr Moran



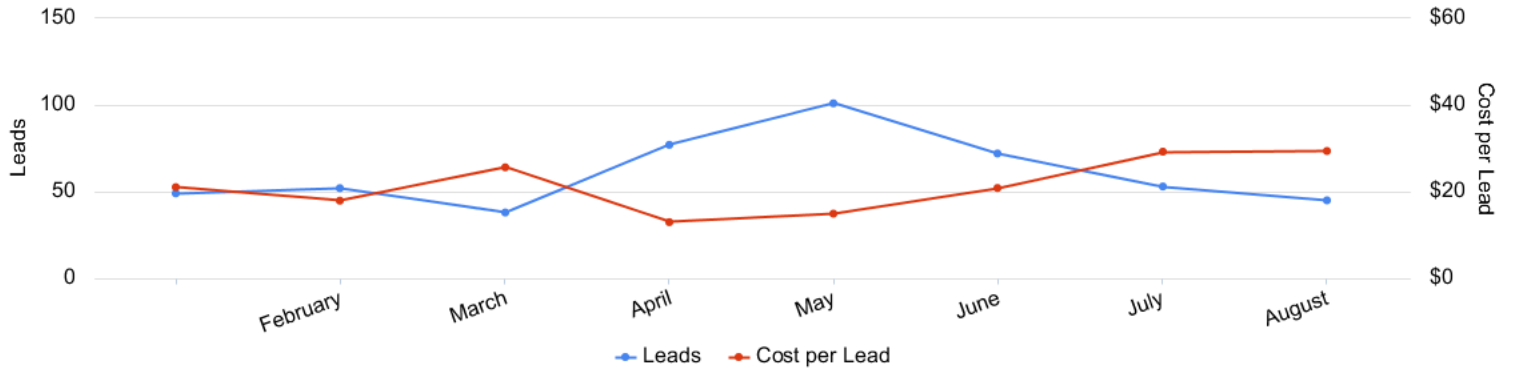
Gender Performance Summary  
Dr Moran

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Dr Moran	\$1,321.61	46,070	19,759	737	3.34%	2.33	45
> Female	\$1,321.61	46,070	19,759	737	3.34%	2.33	0
> Unknown	\$0.00	0	0	0	--	0	0

# Facebook | Year-to-Date Performance

01/01/2021 - 08/31/2021

## Year-to-Date Trend Dr Moran



## Historical table (by month) Dr Moran

There was an error

# Glossary

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- 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