

Dr. Moran 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	\$5,052.03	15,095	639	4.23%	54	\$93.56
08/01/2021 - 08/31/2021	\$4,223.15	13,006	618	4.75%	38.82	\$108.80
% Change	19.63%	16.06%	3.40%	-10.95%	39.10%	-14.01%
Facebook Ads						
09/01/2021 - 09/30/2021	\$1,178.68	34,188	546	1.60%	31	\$38.02
08/01/2021 - 08/31/2021	\$1,321.61	46,070	737	1.60%	45	\$29.37
% Change	-10.81%	-25.79%	-25.92%	-0.17%	-31.11%	29.46%

Google Ads | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Dr. Moran

\$5,052.03
\$4,223.15 **19.63%**

Conversions
Dr. Moran

54
38.82 **39.10%**

Clicks
Dr. Moran

639
618 **3.40%**

Conv. rate
Dr. Moran

8.45%
6.28% **34.55%**

Avg. CPC
Dr. Moran

\$7.91
\$6.83 **15.70%**

Cost / Conv
Dr. Moran

\$93.56
\$108.80 **-14.01%**

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. Moran

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$5,052.03	\$4,223.15	19.63%
Impressions	15,095	13,006	16.06%
Clicks	639	618	3.40%
Avg CPC	\$7.91	\$6.83	15.81%
CTR	4.23%	4.75%	-10.95%
Conversions	54	38.82	39.10%
Conv Rate	8.45%	6.28%	34.55%
Cost / Conv	\$93.56	\$108.79	-14.00%

Google Ads | Budget Coverage

Search Impr. Share
Dr. Moran

49.95%
43.68% **14.35%**

Search IS Lost (due to Budget)
Dr. Moran

12.48%
11.52% **8.33%**

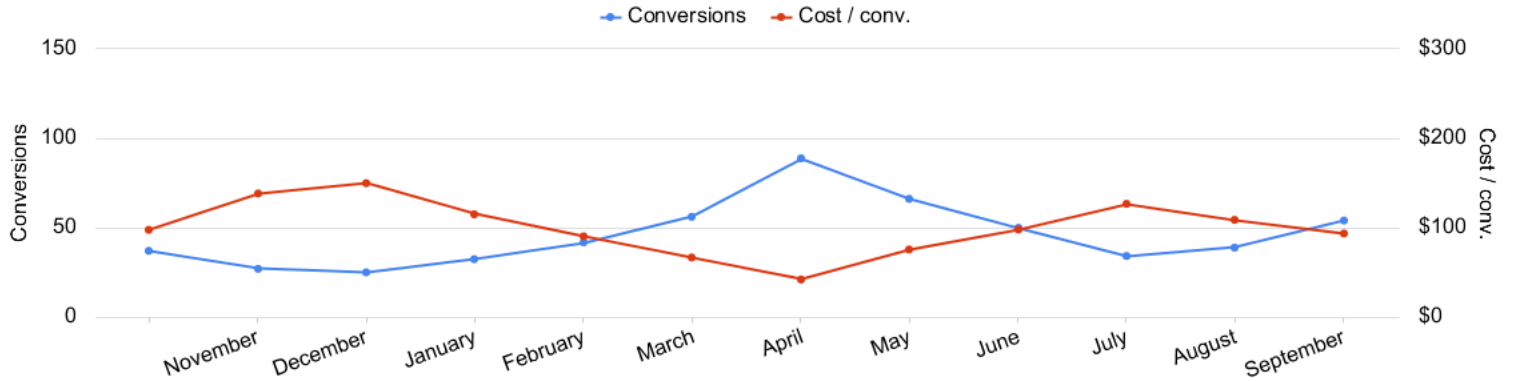
Search IS Lost (due to Rank)
Dr. Moran

37.57%
44.80% **-16.14%**

Google Ads | Monthly Performance Trends

10/01/2020 - 09/30/2021

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)
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%	38.82	6.28%	\$108.80	43.68%	11.52%
09/01/2021	\$5,052.03	15,095	639	\$7.91	4.23%	54	8.45%	\$93.56	49.95%	12.48%
Total	\$49,529.19	200,582	8,820	\$5.62	4.40%	551	6.25%	\$89.89	22.26%	24.41%

Google Ads | Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Dr. Moran

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$5,052.03	15,095	639	\$7.91	4.23%	54	8.45%	\$93.56

Google Ads | Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
Dr. Moran

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting near me	\$397.67	236	21	\$18.94	8.90%	3.95	18.81%	\$100.68
cool sculpting cost stomach	\$8.37	10	1	\$8.37	10.00%	2	200.00%	\$4.18
coolsculpting boston	\$164.56	141	11	\$14.96	7.80%	2	18.18%	\$82.28
sonobella	\$25.27	13	3	\$8.42	23.08%	2	66.67%	\$12.63
coolsculpting massachusetts	\$33.12	19	2	\$16.56	10.53%	2	100.00%	\$16.56
coolsculpting	\$74.26	831	8	\$9.28	0.96%	2	25.00%	\$37.13
coolsculpting cost	\$46.63	140	5	\$9.33	3.57%	1.05	21.00%	\$44.41
coolsculpting financing near me	\$44.80	5	2	\$22.40	40.00%	1	50.00%	\$44.80
freeze fat cells	\$7.14	8	1	\$7.14	12.50%	1	100.00%	\$7.14
coolsculpting near me price	\$6.82	2	1	\$6.82	50.00%	1	100.00%	\$6.82
arm lift	\$5.62	19	2	\$2.81	10.53%	1	50.00%	\$5.62
fat melting treatment near me	\$17.05	1	1	\$17.05	100.00%	1	100.00%	\$17.05
cool sculpting boston ma	\$6.66	5	1	\$6.66	20.00%	1	100.00%	\$6.66
fat freezing weight loss	\$14.40	1	1	\$14.40	100.00%	1	100.00%	\$14.40
cellulite treatment near me	\$16.02	12	2	\$8.01	16.67%	1	50.00%	\$16.02
coolsculpting newtown	\$9.31	1	1	\$9.31	100.00%	1	100.00%	\$9.31
freeze fat away	\$5.97	5	1	\$5.97	20.00%	1	100.00%	\$5.97
coolmini near me	\$19.10	2	1	\$19.10	50.00%	1	100.00%	\$19.10
remove abdomen fat	\$2.23	1	1	\$2.23	100.00%	1	100.00%	\$2.23
cool sculpting cost	\$133.75	196	16	\$8.36	8.16%	1	6.25%	\$133.75

Google Ads | Top Search Ads (by Conversions)

09/01/2021 - 09/30/2021

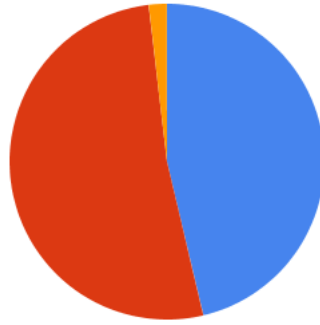
 Top Responsive Search Ads (by Conversions)
Dr. Moran

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Dr. Moran Medical Aesthetics} CoolSculpting in Newton Centre Biggest CoolSculpting® Promo drmoran.co/coolsculpting/newton_centre 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	\$2,211.07	5,756	220	\$10.05	3.82%	22.62	10.28%	\$97.75
Dr. Moran Medical Aesthetics Fat Reduction in Newton Centre Non-Surgical Fat Reduction drmoran.co/coolsculpting/newton_centre 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	\$605.78	2,380	105	\$5.77	4.41%	5	4.76%	\$121.16
Dr. Moran Medical Aesthetics Fat Reduction in Newton Centre Non-Surgical Fat Reduction drmoran.co/coolsculpting/newton_centre 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	\$448.66	1,597	70	\$6.41	4.38%	4	5.71%	\$112.17
{Keyword:Dr. Moran Medical Aesthetics} CoolSculpting in Newton Centre Biggest CoolSculpting® Promo drmoran.co/coolsculpting/newton_centre 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	\$302.93	451	33	\$9.18	7.32%	3	9.09%	\$100.98
{Keyword:Dr. Moran Medical Aesthetics} CoolSculpting in Newton Centre Biggest CoolSculpting® Promo drmoran.co/coolsculpting/newton_centre 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	\$117.27	141	8	\$14.66	5.67%	2	25.00%	\$58.63

Google Ads | Budget Utilization by Device

Conversions by Device

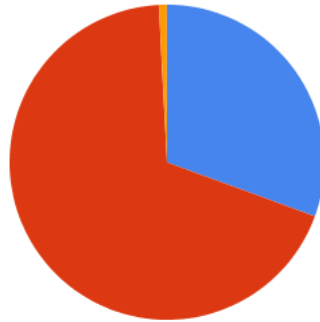
Dr. Moran



■ Computers - Conversions: 25 (46.30%)
 ■ Mobile devices with full browsers - Conversions: 28 (51.85%)
 ■ Tablets with full browsers - Conversions: 1 (1.85%)

Cost by Device

Dr. Moran




■ Computers - Cost: \$1,544.47 (30.57%)
 ■ Mobile devices with full browsers - Cost: \$3,466.26 (68.61%)
 ■ Tablets with full browsers - Cost: \$41.30 (0.82%)

Device Performance (by Conversions)


Dr. Moran

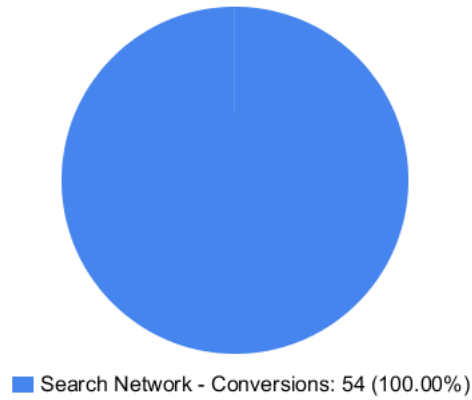
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	11,206	475	\$3,466.26	\$7.30	4.24%	28	5.89%	\$123.80
Computers	3,629	158	\$1,544.47	\$9.78	4.35%	25	15.82%	\$61.78
Tablets with full browsers	260	6	\$41.30	\$6.88	2.31%	1	16.67%	\$41.30


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	15,095	639	\$5,052.03	\$7.91	4.23%	54	8.45%	\$93.56

Google Ads | Conversion Summary


09/01/2021 - 09/30/2021

 Conversion Performance
Dr. Moran

Conversion name	All conv.
Form Submission	31
Click to Call	22
Local actions - Directions	1
Phone Calls from Website	1
Clicks to call	1

Google Ads | Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
Dr. Moran

Region	Clicks	Conversions	Cost / conv.
Massachusetts	639	54	\$93.56

Facebook | Key Performance Indicators

09/01/2021 - 09/30/2021

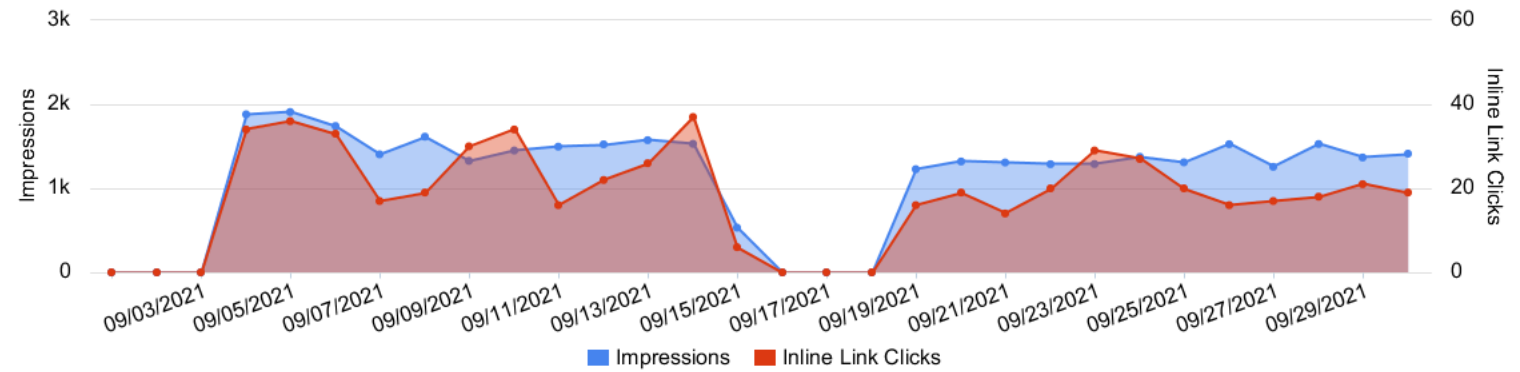
Cost
Dr Moran

\$1,178.68
\$1,321.61 -10.81%

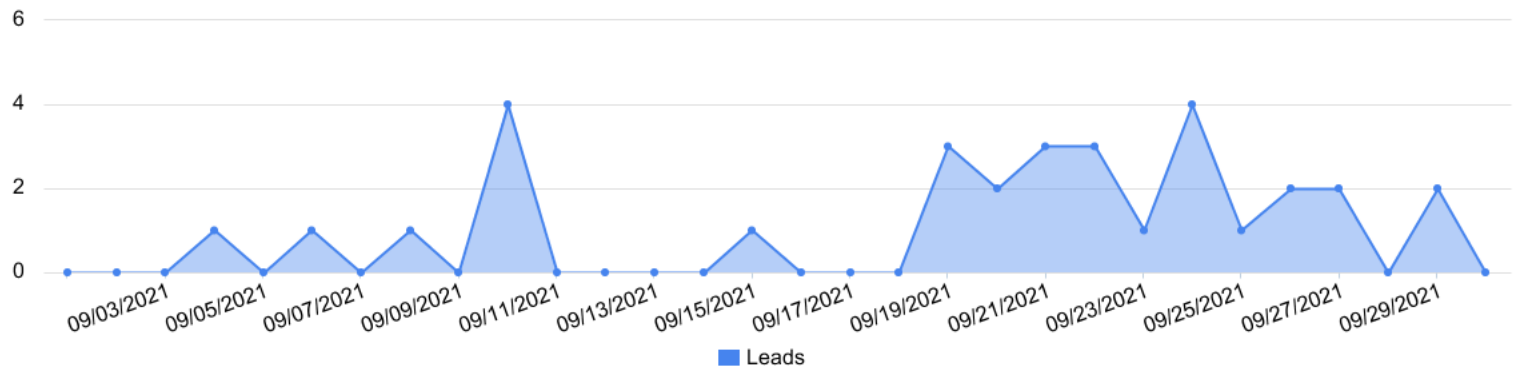
Clicks (Link)
Dr Moran

546
737 -25.92%

Impressions vs Inline Link Clicks
Dr Moran



Conversions by day
Dr Moran



Impressions
Dr Moran

34,188
46,070 -25.79%

Leads
Dr Moran

31
45 -31.11%

Reach
Dr Moran

17,054
19,759 -13.69%

Cost / Lead
Dr Moran

\$38.02
\$29.37 29.45%

Facebook | Month-Over-Month Performance Comparison

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

Overall Performance Summary Dr Moran

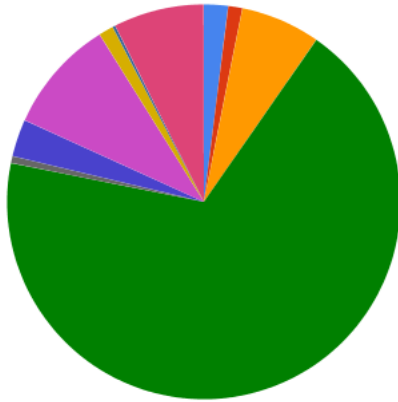
Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$1,178.68	\$1,321.61	-10.81%
Impressions	34,188	46,070	-25.79%
Reach	17,054	19,759	-13.69%
Clicks	546	737	-25.92%
CTR	1.60%	1.60%	-0.17%
Frequency	2	2.33	-14.02%
Leads	31	45	-31.11%
Cost / Lead	\$38.02	\$29.37	29.45%

Engagement Summary Dr Moran

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	7	9	-22.22%
Post Reactions	89	75	18.67%
Post Shares	9	10	-10.00%

09/01/2021 - 09/30/2021

Reach Summary (by Placement) Dr Moran



- Audience Network - An Classic - Reach: 296 (1.99%)
- Audience Network - Rewarded Video - Reach: 172 (1.15%)
- Facebook - Facebook Stories - Reach: 976 (6.55%)
- Facebook - Feed - Reach: 10,196 (68.47%)
- Facebook - Instant Article - Reach: 84 (0.56%)
- Facebook - Instream Video - Reach: 456 (3.06%)
- Facebook - Marketplace - Reach: 1,388 (9.32%)
- Facebook - Right Hand Column - Reach: 180 (1.21%)
- Facebook - Search - Reach: 36 (0.24%)
- Facebook - Video Feeds - Reach: 1,108 (7.44%)

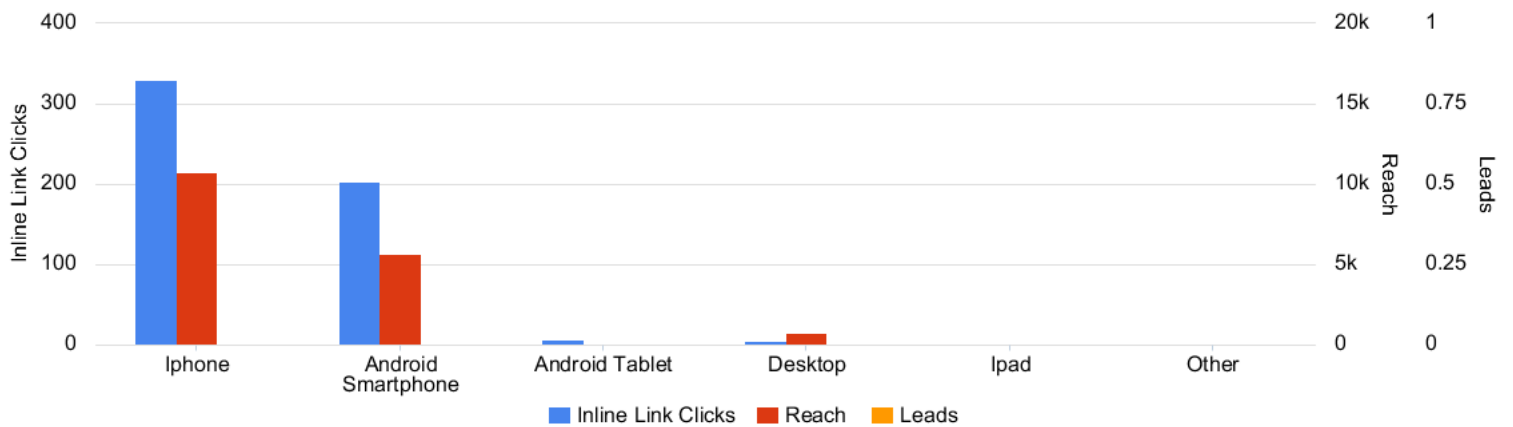
Placement Performance (by Leads) Dr Moran

There was an error

Facebook | Device Performance Summary

09/01/2021 - 09/30/2021

Device Performance Chart Dr Moran



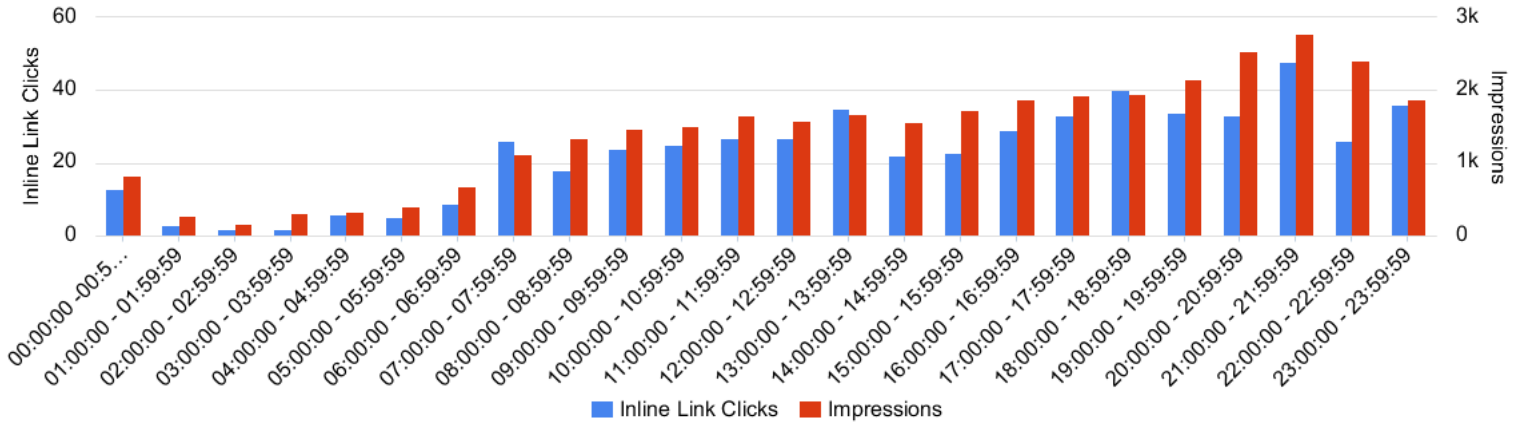
Device Platform Performance Dr Moran

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Dr Moran	\$1,178.68	34,188	546	3.45%	17,054	2	31
> Mobile App	\$1,127.98	32,515	540	3.55%	16,314	1.99	0
> Desktop	\$41.84	1,430	5	1.05%	716	2	0
> Mobile Web	\$8.86	243	1	4.53%	200	1.22	0
> Unknown	\$0.00	0	0	--	0	0	0

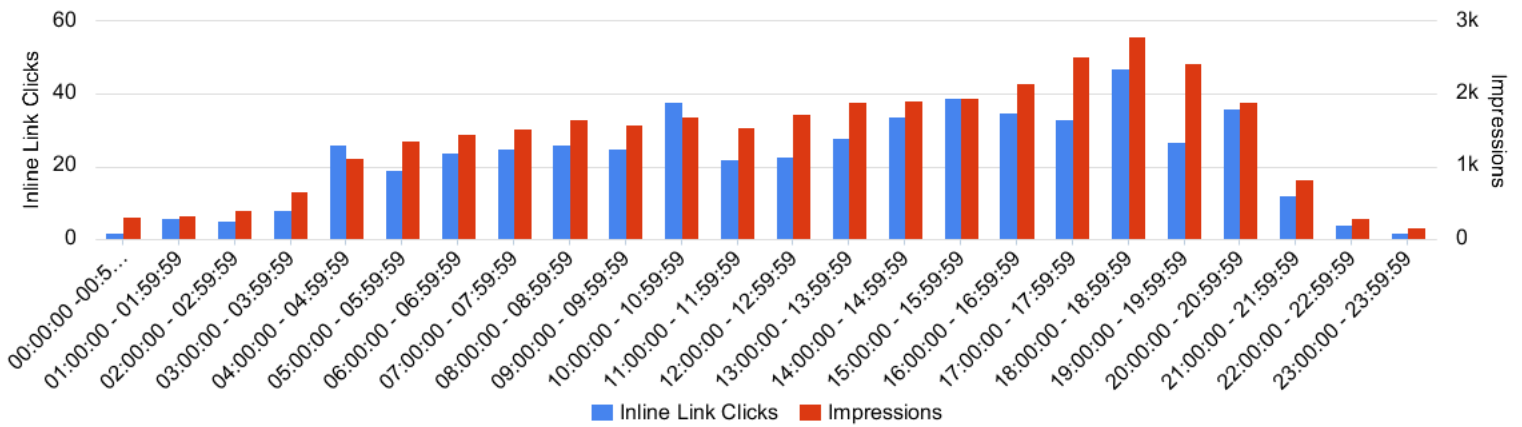
Facebook | Schedule Performance

09/01/2021 - 09/30/2021

Time of Day (Viewer) Dr Moran



Time of Day (Ad Account) Dr Moran



Facebook | Campaign Performance Summary (by Leads)

09/01/2021 - 09/30/2021

Campaign Performance Breakdown Dr Moran

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions	\$1,178.68	34,188	546	31	\$38.02
Total	\$1,178.68	34,188	546	31	\$38.02

Facebook | Ad Set Performance Summary (by Leads)

09/01/2021 - 09/30/2021

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	\$850.21	25,885	393	22	\$38.65
CS- Interests- Women- 25-64 - 15mi Radius- Top 50	Coolsculpting - Conversions	\$328.47	8,303	153	9	\$36.50
	Total	\$1,178.68	34,188	546	31	\$38.02

Facebook | Ad Performance Summary

09/01/2021 - 09/30/2021

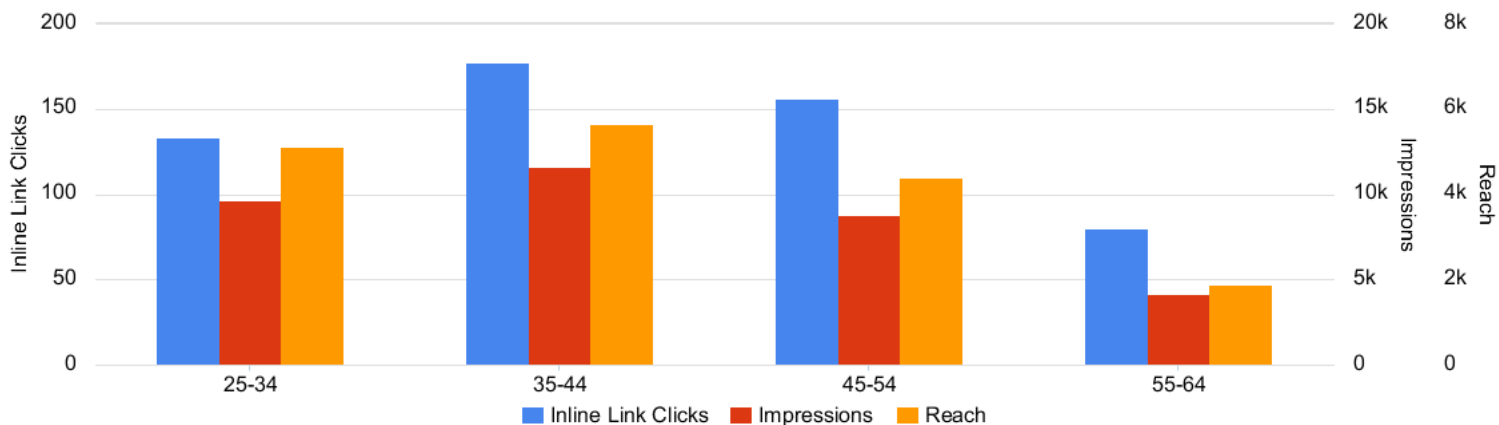
Top Performing Ads (by Leads)
Dr Moran

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
2020-10 - CS - Women Video 1 - All Placements		Coolsculpting - Conversions	\$504.11	250	15,848	9,424	1.68	3.29%	11
2020-10 - CS - Women Video 2 - All Placements		Coolsculpting - Conversions	\$254.07	116	7,466	5,383	1.39	3.96%	8
2020-10 - CS - Women Video 1 - All Placements		Coolsculpting - Conversions	\$161.65	72	4,319	3,030	1.43	3.40%	4
2020-10 - CS - Women Video 2 - All Placements		Coolsculpting - Conversions	\$70.14	45	1,701	1,368	1.24	5.47%	3
2020-03 - CS - Women Image 1		Coolsculpting - Conversions	\$78.07	23	2,083	1,219	1.71	2.26%	2
CS - Video - Alysson		Coolsculpting - Conversions	\$75.58	36	1,704	986	1.73	3.81%	2
Total			\$1,143.62	542	33,121	21,410	9.17	--	30

Facebook | Demographic Performance - Age

09/01/2021 - 09/30/2021

Age Performance Chart
Dr Moran



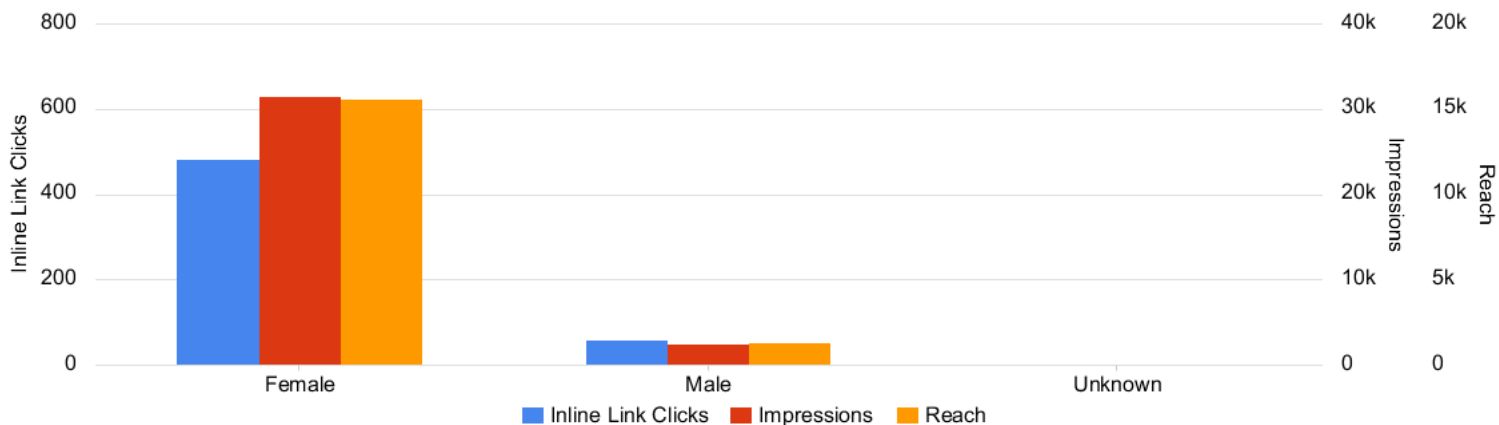
Age Performance Summary
Dr Moran

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Dr Moran	\$1,178.68	34,188	17,054	546	3.45%	2	31
> 25-34	\$273.45	9,654	5,126	133	3.01%	1.88	0
> 35-44	\$361.08	11,569	5,662	177	3.31%	2.04	0
> 45-54	\$345.57	8,809	4,378	156	3.79%	2.01	0
> 55-64	\$198.57	4,156	1,887	80	4.14%	2.2	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Demographic Performance - Gender

09/01/2021 - 09/30/2021

Gender Performance Chart
Dr Moran



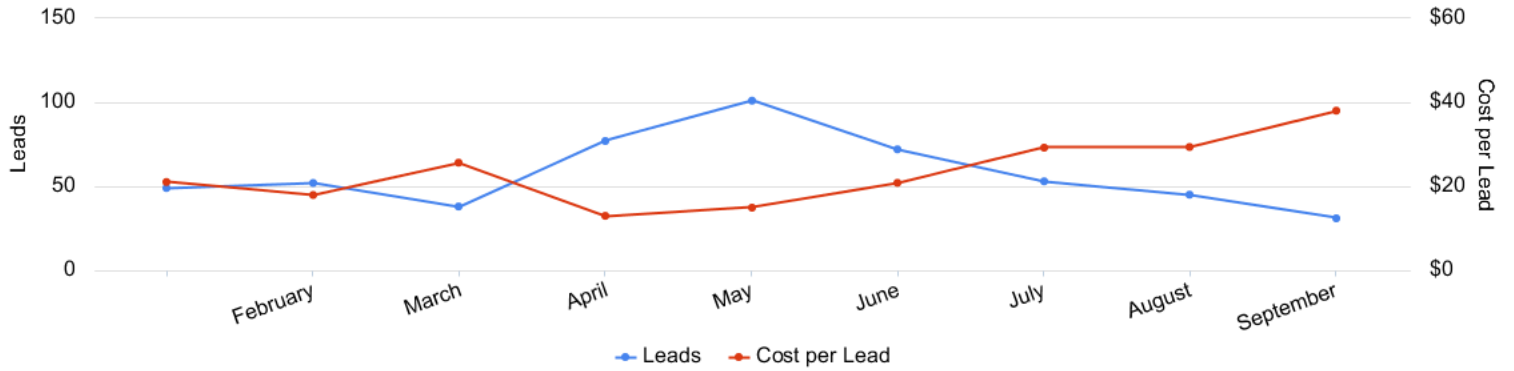
Gender Performance Summary
Dr Moran

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Dr Moran	\$1,178.68	34,188	17,054	546	3.45%	2	31
> Female	\$1,070.82	31,530	15,631	484	3.39%	2.02	0
> Male	\$103.52	2,559	1,360	59	4.10%	1.88	0
> Unknown	\$4.34	99	64	3	6.06%	1.55	0

Facebook | Year-to-Date Performance

01/01/2021 - 09/30/2021

Year-to-Date Trend
Dr Moran



Historical table (by month)
Dr Moran

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Dr Moran	\$10,994.52	7,552	427,630	89,058	4.8	3.89%	518
> 2021-01-01 - 2021-01-31	\$1,031.29	973	58,004	22,342	2.6	3.61%	49
> 2021-02-01 - 2021-02-28	\$932.93	674	43,626	17,051	2.56	3.33%	52
> 2021-03-01 - 2021-03-31	\$974.11	582	38,203	16,840	2.27	3.69%	38
> 2021-04-01 - 2021-04-30	\$997.92	912	42,623	18,496	2.3	4.76%	77
> 2021-05-01 - 2021-05-31	\$1,508.75	1,209	59,514	26,264	2.27	5.12%	101
> 2021-06-01 - 2021-06-30	\$1,500.53	1,023	49,028	21,476	2.28	4.22%	72
> 2021-07-01 - 2021-07-31	\$1,548.70	896	56,374	23,128	2.44	3.24%	53
> 2021-08-01 - 2021-08-31	\$1,321.61	737	46,070	19,759	2.33	3.34%	45
> 2021-09-01 - 2021-09-30	\$1,178.68	546	34,188	17,054	2	3.45%	31

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