

Laser Doc MD 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	\$2,220.70	7,129	319	4.47%	23.5	\$94.50
08/01/2021 - 08/31/2021	\$3,497.27	13,564	628	4.63%	42	\$83.27
% Change	-36.50%	-47.44%	-49.20%	-3.46%	-44.05%	13.49%
Facebook Ads						
09/01/2021 - 09/30/2021	\$1,742.12	39,808	399	1.00%	48	\$36.29
08/01/2021 - 08/31/2021	\$1,801.03	51,021	483	0.95%	66	\$27.29
% Change	-3.27%	-21.98%	-17.39%	5.88%	-27.27%	33.00%

Google Ads | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Dr. Snyder - Laser Doc MD

\$2,220.70
\$3,497.27 **-36.50%**

Clicks
Dr. Snyder - Laser Doc MD

319
628 **-49.20%**

Avg. CPC
Dr. Snyder - Laser Doc MD

\$6.96
\$5.57 **25.01%**

Conversions
Dr. Snyder - Laser Doc MD

23.5
42 **-44.05%**

Conv. rate
Dr. Snyder - Laser Doc MD

7.37%
6.69% **10.16%**

Cost / Conv
Dr. Snyder - Laser Doc MD

\$94.50
\$83.27 **13.49%**

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. Snyder - Laser Doc MD

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$2,220.70	\$3,497.27	-36.50%
Impressions	7,129	13,564	-47.44%
Clicks	319	628	-49.20%
Avg CPC	\$6.96	\$5.57	24.96%
CTR	4.47%	4.63%	-3.46%
Conversions	23.5	42	-44.05%
Conv Rate	7.37%	6.69%	10.16%
Cost / Conv	\$94.50	\$83.27	13.49%

Google Ads | Budget Coverage

Search Impr. Share
Dr. Snyder - Laser Doc MD

21.12%
22.09% **-4.39%**

Search IS Lost (due to Budget)
Dr. Snyder - Laser Doc MD

23.27%
14.84% **56.81%**

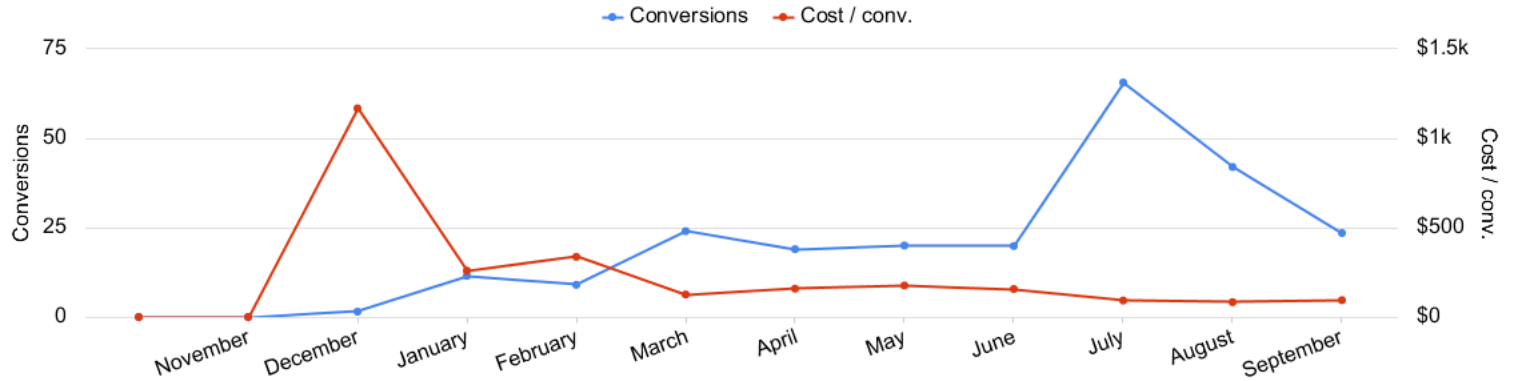
Search IS Lost (due to Rank)
Dr. Snyder - Laser Doc MD

55.61%
63.07% **-11.83%**

Google Ads | Monthly Performance Trends

10/01/2020 - 09/30/2021

Conversions vs Cost/ Conv
Dr. Snyder - Laser Doc MD




Account Performance by Month
Dr. Snyder - Laser Doc MD

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
12/01/2020	\$1,752.05	3,170	110	\$15.93	3.47%	1.5	1.36%	\$1,168.03	32.15%	20.11%
01/01/2021	\$2,985.12	11,033	290	\$10.29	2.63%	11.5	3.97%	\$259.58	31.00%	24.04%
02/01/2021	\$3,029.40	11,588	308	\$9.84	2.66%	9	2.92%	\$336.60	37.85%	19.57%
03/01/2021	\$3,014.14	10,429	296	\$10.18	2.84%	24	8.11%	\$125.59	33.79%	22.38%
04/01/2021	\$3,008.37	8,490	255	\$11.80	3.00%	19	7.45%	\$158.34	34.98%	30.60%
05/01/2021	\$3,533.81	9,799	307	\$11.51	3.13%	20	6.51%	\$176.69	31.67%	35.08%
06/01/2021	\$3,110.65	6,932	300	\$10.37	4.33%	19.88	6.62%	\$156.51	30.60%	32.70%
07/01/2021	\$6,041.35	17,518	830	\$7.28	4.74%	65.63	7.91%	\$92.06	25.61%	20.73%
08/01/2021	\$3,497.27	13,564	628	\$5.57	4.63%	42	6.69%	\$83.27	22.09%	14.84%
09/01/2021	\$2,220.70	7,129	319	\$6.96	4.47%	23.5	7.37%	\$94.50	21.12%	23.27%
Total	\$32,192.86	99,652	3,643	\$8.84	3.66%	236	6.48%	\$136.41	28.65%	23.04%

Google Ads | Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Dr. Snyder - Laser Doc MD

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$1,517.51	5,933	218	\$6.96	3.67%	16.5	7.57%	\$91.97
search beta emsculpt neo	\$703.19	1,196	101	\$6.96	8.44%	7	6.93%	\$100.46

Google Ads | Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
Dr. Snyder - Laser Doc MD

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting near me	\$41.38	6	3	\$13.79	50.00%	2	66.67%	\$20.69
cool sculpting	\$52.71	88	8	\$6.59	9.09%	1.5	18.75%	\$35.14
freeze the fat	\$24.48	1	1	\$24.48	100.00%	1	100.00%	\$24.48
j plasma results	\$9.35	3	1	\$9.35	33.33%	1	100.00%	\$9.35
warm sculpting	\$4.61	3	1	\$4.61	33.33%	1	100.00%	\$4.61
stem ross weight loss center	\$12.46	3	1	\$12.46	33.33%	1	100.00%	\$12.46
emsculpt cost	\$9.66	4	2	\$4.83	50.00%	1	50.00%	\$9.66
freeze lipo	\$8.26	1	1	\$8.26	100.00%	1	100.00%	\$8.26
non surgical procedures for flat stomach	\$5.71	1	1	\$5.71	100.00%	1	100.00%	\$5.71
mommy makeover cost maryland	\$8.08	15	1	\$8.08	6.67%	1	100.00%	\$8.08
coolsculpting	\$38.00	57	3	\$12.67	5.26%	1	33.33%	\$38.00
emsculpt neo on thighs	\$6.07	1	1	\$6.07	100.00%	1	100.00%	\$6.07
liposuction	\$59.82	111	5	\$11.96	4.50%	1	20.00%	\$59.82
body contouring near me	\$50.54	15	3	\$16.85	20.00%	1	33.33%	\$50.54
body contouring near me	\$5.04	6	1	\$5.04	16.67%	1	100.00%	\$5.04
stomach injections for weight loss	\$4.00	1	1	\$4.00	100.00%	1	100.00%	\$4.00
ketp gt	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
non invasive laser lipo reviews	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
fat dissolving injections under eyes	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
remove double chin	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00

Google Ads | Top Search Ads (by Conversions)

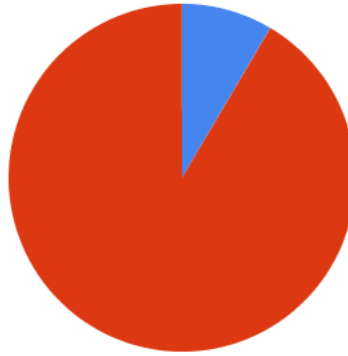
09/01/2021 - 09/30/2021

 Top Responsive Search Ads (by Conversions)
Dr. Snyder - Laser Doc MD

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Laser Center & MediSpa Fat Reduction in Owings Mills Non-Surgical Fat Reduction laserdocmd.com/coolsculpting/owings_mills 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	\$501.25	1,275	70	\$7.16	5.49%	5	7.14%	\$100.25
{Keyword:Laser Center & MediSpa} CoolSculpting in Owings Mills Biggest CoolSculpting® Promo laserdocmd.com/coolsculpting/owings_mills Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Owings Mills, MD. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$248.75	481	32	\$7.77	6.65%	4.5	14.06%	\$55.28
Laser Center & MediSpa Fat Reduction in Owings Mills Non-Surgical Fat Reduction laserdocmd.com/coolsculpting/owings_mills 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	\$199.41	1,089	33	\$6.04	3.03%	3	9.09%	\$66.47
{Keyword:Laser Center & MediSpa} Emsculpt NEO Owings Mills #1 Provider in Owings Mills laserdocmd.com/emsculpt_neo/owings_mills RF + HIFEM Energy Reduces Belly Fat, Strengthens Your Core & Sculpts Your Abdominals One 30-min Treatment Induces 24,000 Contractions (= 24,000 Situps) for a Slim, Strong Core	search beta emsculpt neo	\$107.12	89	11	\$9.74	12.36%	1	9.09%	\$107.12
{Keyword:Laser Center & MediSpa} CoolSculpting in Owings Mills Biggest CoolSculpting® Promo laserdocmd.com/coolsculpting/owings_mills Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Owings Mills, MD. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$29.93	116	5	\$5.99	4.31%	0	0.00%	\$0.00

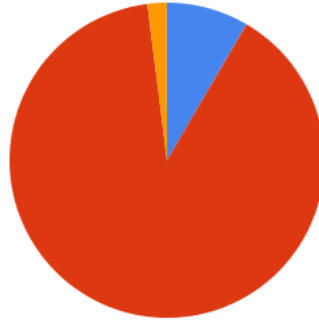
Google Ads | Budget Utilization by Device

Conversions by Device
Dr. Snyder - Laser Doc MD



■ Computers - Conversions: 2 (8.51%)
 ■ Mobile devices with full browsers - Conversions: 21.5 (91.49%)

Cost by Device
Dr. Snyder - Laser Doc MD




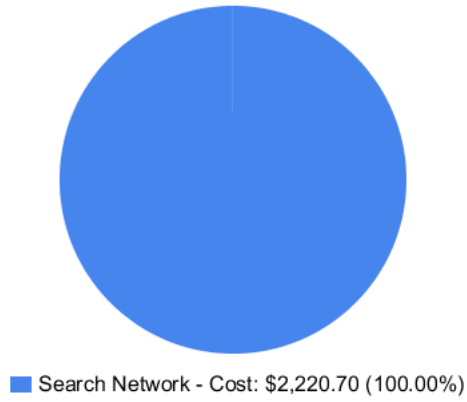
■ Computers - Cost: \$187.40 (8.44%)
 ■ Mobile devices with full browsers - Cost: \$1,989.36 (89.58%)
 ■ Tablets with full browsers - Cost: \$43.94 (1.98%)


Device Performance (by Conversions)
Dr. Snyder - Laser Doc MD

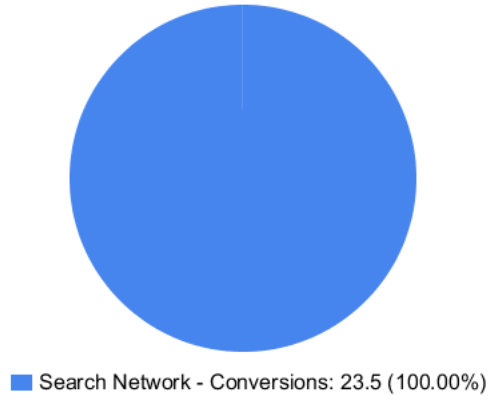
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	6,188	282	\$1,989.36	\$7.05	4.56%	21.5	7.62%	\$92.53
Computers	862	31	\$187.40	\$6.05	3.60%	2	6.45%	\$93.70
Tablets with full browsers	79	6	\$43.94	\$7.32	7.59%	0	0.00%	\$0.00


Google Ads | Budget Utilization by Network

 Cost by Network
Dr. Snyder - Laser Doc MD



 Conversions by Network
Dr. Snyder - Laser Doc MD




 Network Performance
Dr. Snyder - Laser Doc MD

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	7,129	319	\$2,220.70	\$6.96	4.47%	23.5	7.37%	\$94.50

Google Ads | Conversion Summary


09/01/2021 - 09/30/2021

 Conversion Performance
Dr. Snyder - Laser Doc MD

Conversion name	All conv.
Submit lead form	17.5
Click to Call	6
Local actions - Other engagements	1

Google Ads | Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
Dr. Snyder - Laser Doc MD

Region	Clicks	Conversions	Cost / conv.
Maryland	319	23.5	\$94.50

Facebook | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Laser Doc MD

\$1,742.12
\$1,801.03 -3.27%

Clicks (Link)
Laser Doc MD

399
483 -17.39%

Impressions
Laser Doc MD

39,808
51,021 -21.98%

Leads
Laser Doc MD

48
66 -27.27%

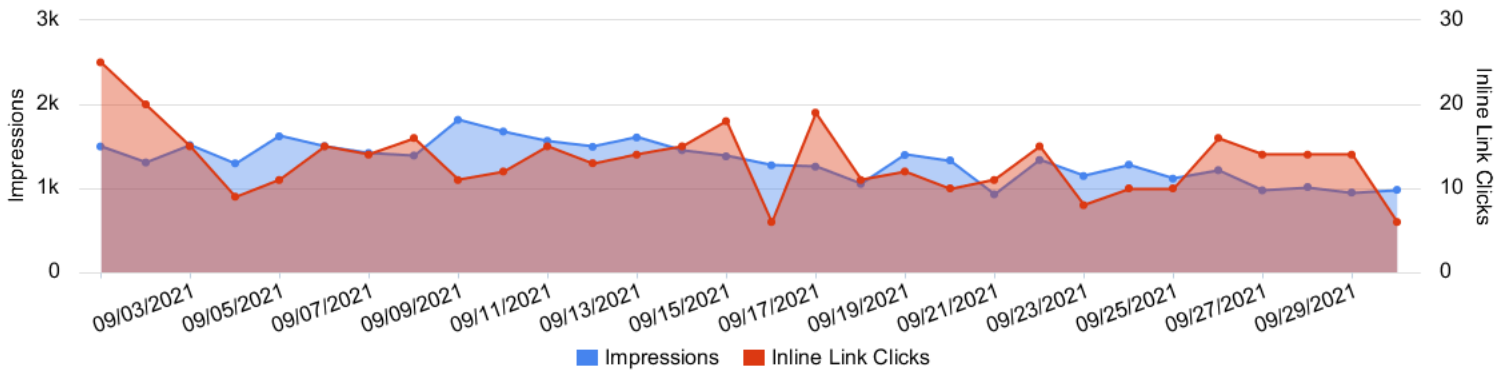
Reach
Laser Doc MD

19,539
23,071 -15.31%

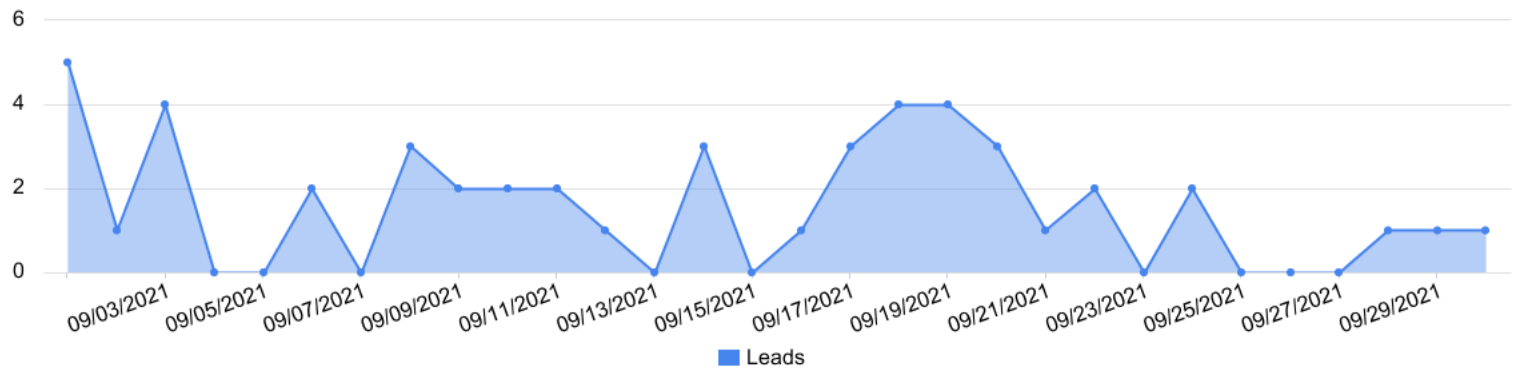
Cost / Lead
Laser Doc MD

\$36.29
\$27.29 32.98%

Impressions vs Inline Link Clicks
Laser Doc MD



Conversions by day
Laser Doc MD



Facebook | Month-Over-Month Performance Comparison

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

Overall Performance Summary Laser Doc MD

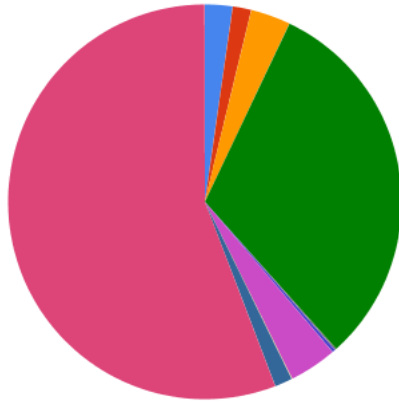
Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$1,742.12	\$1,801.03	-3.27%
Impressions	39,808	51,021	-21.98%
Reach	19,539	23,071	-15.31%
Clicks	399	483	-17.39%
CTR	1.00%	0.95%	5.88%
Frequency	2.04	2.21	-7.87%
Leads	48	66	-27.27%
Cost / Lead	\$36.29	\$27.29	32.98%

Engagement Summary Laser Doc MD

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	8	16	-50.00%
Post Reactions	118	169	-30.18%
Post Shares	11	23	-52.17%

09/01/2021 - 09/30/2021

Reach Summary (by Placement) Laser Doc MD



- Audience Network - An Classic - Reach: 496 (2.27%)
- Audience Network - Rewarded Video - Reach: 332 (1.52%)
- Facebook - Facebook Stories - Reach: 716 (3.28%)
- Facebook - Feed - Reach: 6,827 (31.31%)
- Facebook - Instant Article - Reach: 24 (0.11%)
- Facebook - Instream Video - Reach: 60 (0.28%)
- Facebook - Marketplace - Reach: 852 (3.91%)
- Facebook - Search - Reach: 12 (0.06%)
- Facebook - Video Feeds - Reach: 316 (1.45%)
- Instagram - Feed - Reach: 12,171 (55.81%)

Placement Performance (by Leads) Laser Doc MD

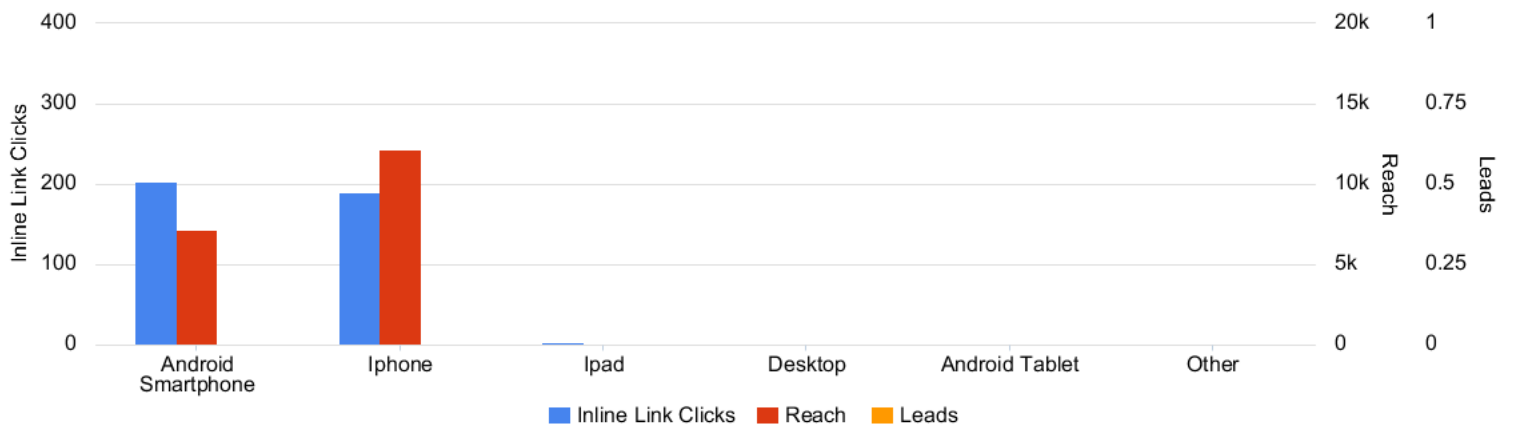
There was an error

Facebook | Device Performance Summary

09/01/2021 - 09/30/2021

Device Performance Chart

Laser Doc MD



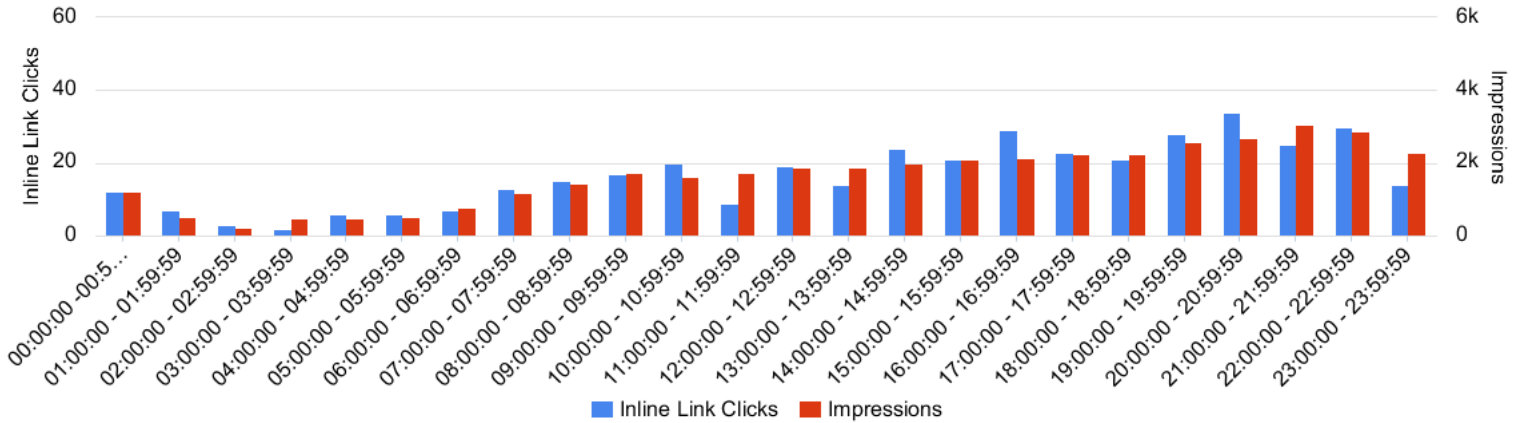
Device Platform Performance

Laser Doc MD

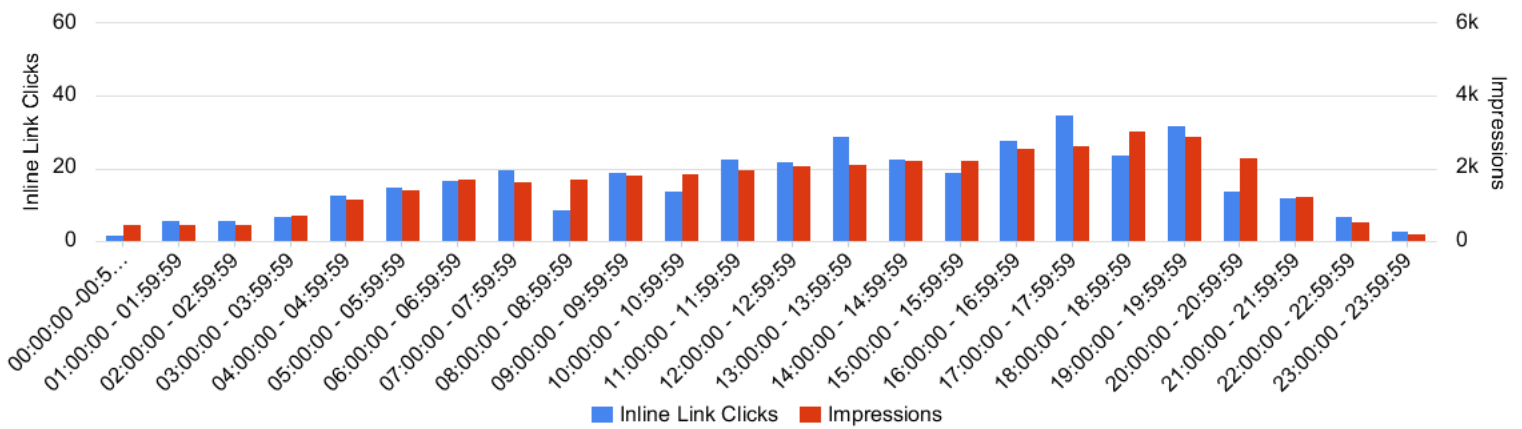
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Laser Doc MD	\$1,742.12	39,808	399	2.09%	19,539	2.04	48
> Mobile App	\$1,710.75	39,358	394	2.06%	19,315	2.04	0
> Mobile Web	\$9.16	203	3	6.90%	148	1.37	0
> Desktop	\$22.21	247	2	2.02%	116	2.13	0
> Unknown	\$0.00	0	0	--	0	0	0

09/01/2021 - 09/30/2021

Time of Day (Viewer)
Laser Doc MD



Time of Day (Ad Account)
Laser Doc MD



Facebook | Campaign Performance Summary (by Leads)

09/01/2021 - 09/30/2021

Campaign Performance Breakdown Laser Doc MD

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions	\$989.21	35,588	336	40	\$24.73
Emsculpt NEO - Conversions	\$752.91	4,220	63	8	\$94.11
Total	\$1,742.12	39,808	399	48	\$36.29

Facebook | Ad Set Performance Summary (by Leads)


09/01/2021 - 09/30/2021

Top Performing Ad Sets Laser Doc MD

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests - Women - 25-64 - 10mi Radius	Coolsculpting - Conversions	\$989.21	35,588	336	40	\$24.73
Interests - Women - 25-64 - 10mi Radius	Emsculpt NEO - Conversions	\$752.91	4,220	63	8	\$94.11
	Total	\$1,742.12	39,808	399	48	\$36.29

Facebook | Ad Performance Summary

09/01/2021 - 09/30/2021

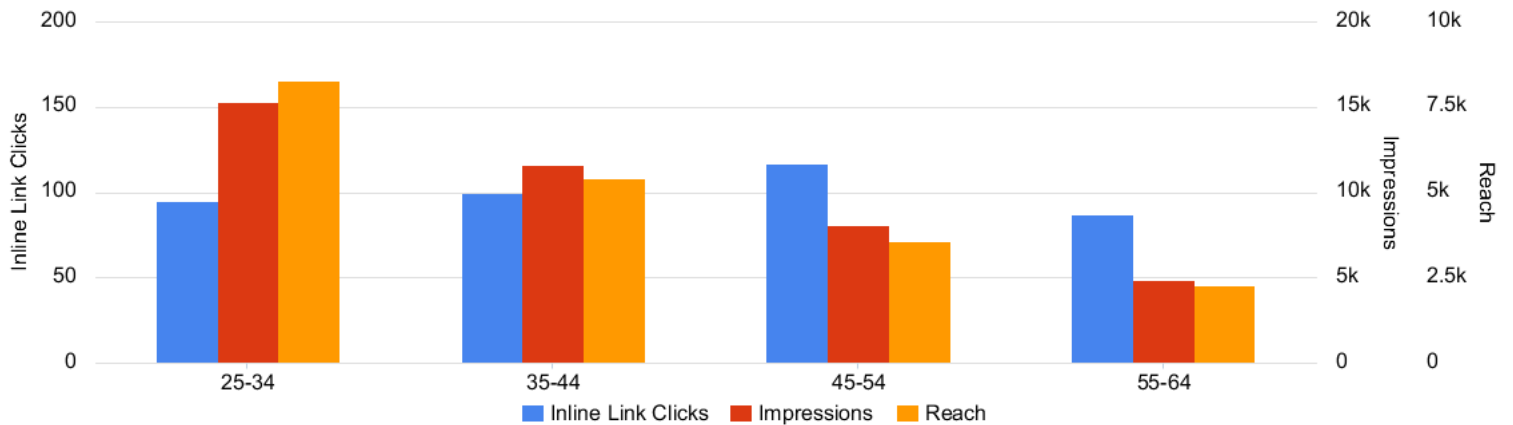
 Top Performing Ads (by Leads)
Laser Doc MD

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Facebook | Demographic Performance - Age

09/01/2021 - 09/30/2021

Age Performance Chart
Laser Doc MD



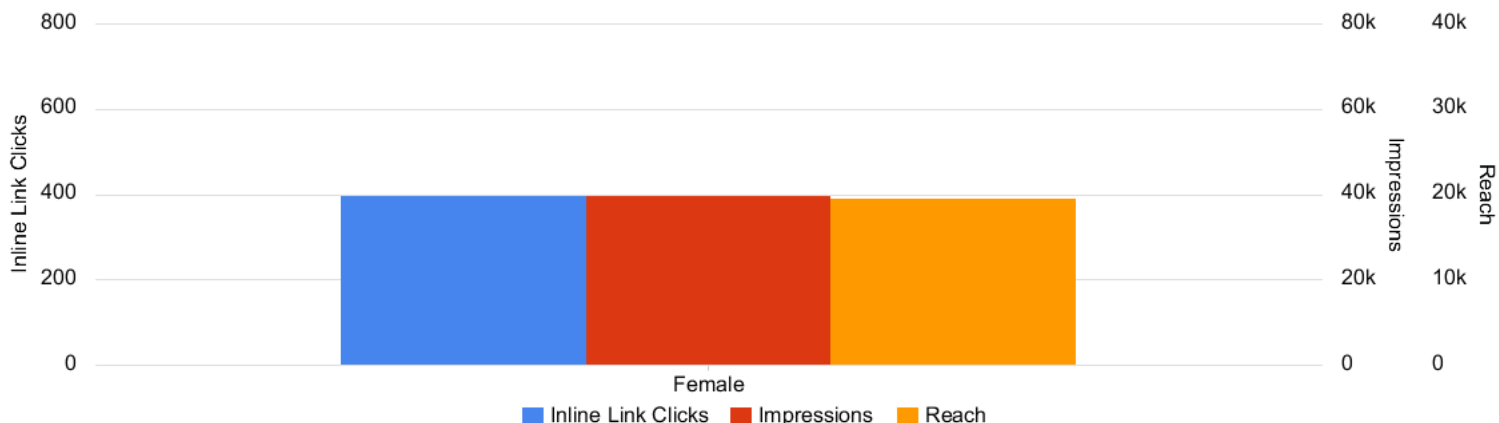
Age Performance Summary
Laser Doc MD

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Laser Doc MD	\$1,742.12	39,808	19,539	399	2.09%	2.04	48
> 25-34	\$366.50	15,273	8,283	95	1.56%	1.84	0
> 35-44	\$481.97	11,634	5,424	100	1.88%	2.14	0
> 45-54	\$504.63	8,053	3,560	117	2.61%	2.26	0
> 55-64	\$389.02	4,848	2,272	87	3.38%	2.13	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Demographic Performance - Gender

09/01/2021 - 09/30/2021

Gender Performance Chart
Laser Doc MD



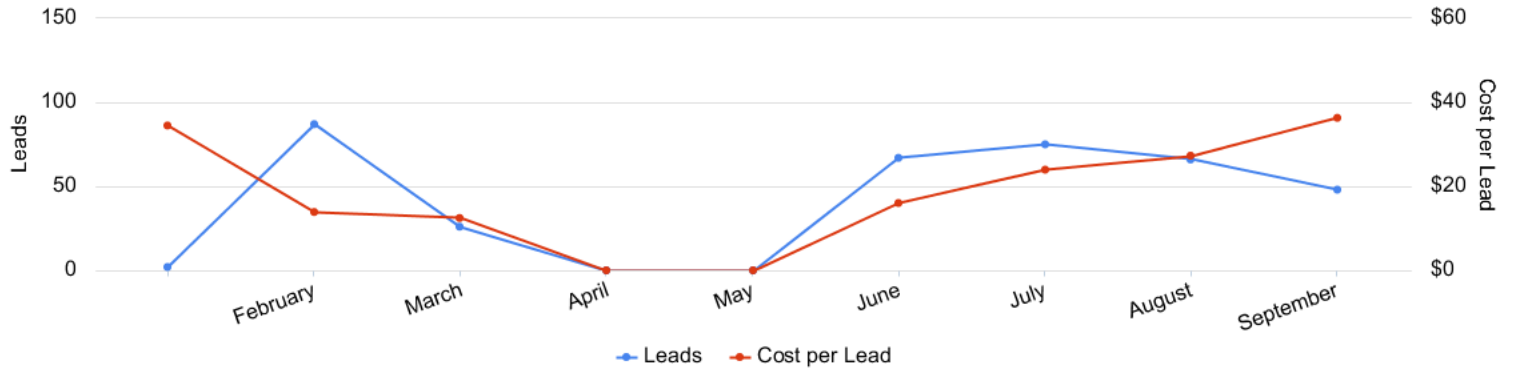
Gender Performance Summary
Laser Doc MD

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Laser Doc MD	\$1,742.12	39,808	19,539	399	2.09%	2.04	48
> Female	\$1,742.12	39,808	19,539	399	2.09%	2.04	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Year-to-Date Performance

01/01/2021 - 09/30/2021

Year-to-Date Trend Laser Doc MD



Historical table (by month) Laser Doc MD

There was an error

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