

Drip Gym 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	\$10,988.20	77,398	2,492	3.22%	138	\$79.62
08/01/2021 - 08/31/2021	\$6,468.42	38,013	1,474	3.88%	75	\$86.25
% Change	69.87%	103.61%	69.06%	-17.01%	84.00%	-7.68%
Facebook Ads						
09/01/2021 - 09/30/2021	\$2,363.61	68,727	1,596	2.32%	60	\$39.39
08/01/2021 - 08/31/2021	\$2,154.30	49,332	1,197	2.43%	64	\$33.66
% Change	9.72%	39.32%	33.33%	-4.29%	-6.25%	17.03%

Google Ads | Key Performance Indicators

09/01/2021 - 09/30/2021



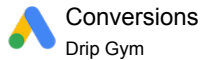
\$10,988.20
\$6,468.42 **69.87%**



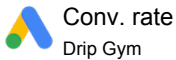
2,492
1,474 **69.06%**



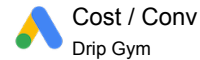
\$4.41
\$4.39 **0.48%**



138
75 **84.00%**



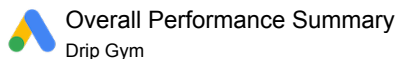
5.54%
5.09% **8.84%**



\$79.62
\$86.25 **-7.68%**

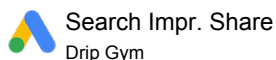
Google Ads | Month-Over-Month Performance Comparison

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

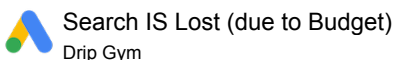


Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$10,988.20	\$6,468.42	69.87%
Impressions	77,398	38,013	103.61%
Clicks	2,492	1,474	69.06%
Avg CPC	\$4.41	\$4.39	0.46%
CTR	3.22%	3.88%	-17.01%
Conversions	138	75	84.00%
Conv Rate	5.54%	5.09%	8.84%
Cost / Conv	\$79.62	\$86.25	-7.69%

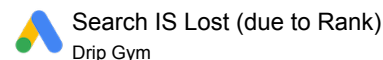
Google Ads | Budget Coverage



22.20%
18.14% **22.38%**



16.50%
21.03% **-21.54%**

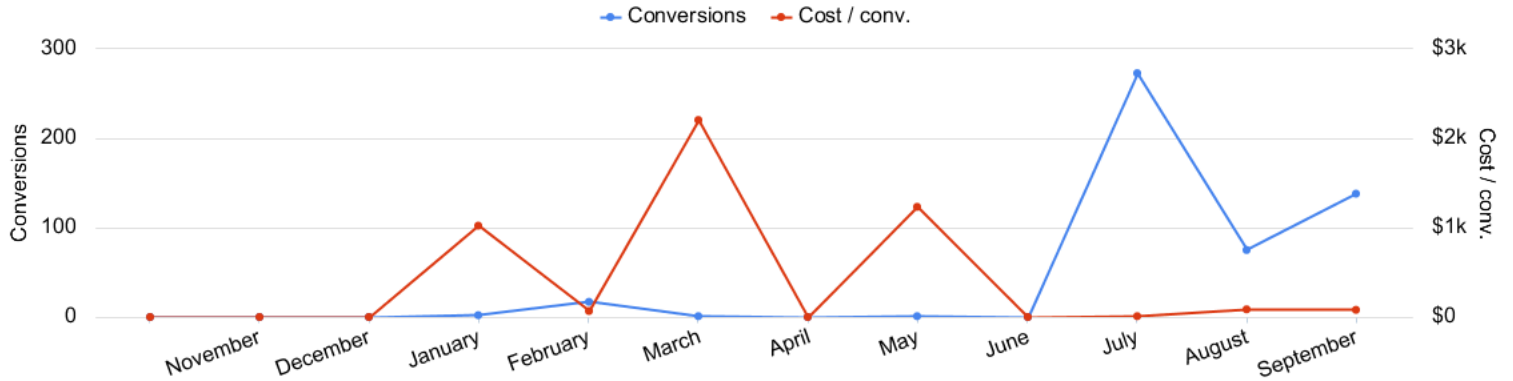


61.30%
60.83% **0.77%**

Google Ads | Monthly Performance Trends

10/01/2020 - 09/30/2021

Conversions vs Cost/ Conv
Drip Gym




Account Performance by Month
Drip Gym

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
01/01/2021	\$2,044.58	34,033	938	\$2.18	2.76%	2	0.21%	\$1,022.29	0.10%	27.56%
02/01/2021	\$1,130.88	28,804	792	\$1.43	2.75%	17	2.15%	\$66.52	10.47%	4.16%
03/01/2021	\$2,206.12	20,933	702	\$3.14	3.35%	1	0.14%	\$2,206.12	0.10%	20.52%
04/01/2021	\$1,323.49	17,658	495	\$2.67	2.80%	0	0.00%	\$0.00	0.10%	13.90%
05/01/2021	\$1,232.79	11,763	360	\$3.42	3.06%	1	0.28%	\$1,232.79	0.10%	21.20%
06/01/2021	\$414.37	5,017	126	\$3.29	2.51%	0	0.00%	\$0.00	0.10%	33.64%
07/01/2021	\$2,414.46	9,158	418	\$5.78	4.56%	273	65.31%	\$8.84	16.87%	59.35%
08/01/2021	\$6,468.42	38,013	1,474	\$4.39	3.88%	75	5.09%	\$86.25	18.14%	21.03%
09/01/2021	\$10,988.20	77,398	2,492	\$4.41	3.22%	138	5.54%	\$79.62	22.20%	16.50%
Total	\$28,223.31	242,777	7,797	\$3.62	3.21%	507	6.50%	\$55.67	11.78%	20.37%

Google Ads | Campaign Performance Summary (by Conversions)

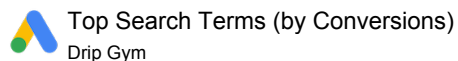
09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Drip Gym

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta iv therapy	\$3,513.42	23,233	993	\$3.54	4.27%	69	6.95%	\$50.92
search beta coolsculpting	\$4,546.76	30,243	886	\$5.13	2.93%	49	5.53%	\$92.79
search beta hydrafacial	\$1,020.41	5,117	199	\$5.13	3.89%	15	7.54%	\$68.03
search beta laser hair removal	\$1,569.54	17,558	378	\$4.15	2.15%	3	0.79%	\$523.18
search beta dermal fillers	\$338.07	1,247	36	\$9.39	2.89%	2	5.56%	\$169.03

Google Ads | Top Search Terms (by Conversions)

09/01/2021 - 09/30/2021



Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
hydrafacial near me	\$137.66	282	23	\$5.99	8.16%	3.5	15.22%	\$39.33
coolsculpting near me	\$77.69	78	6	\$12.95	7.69%	3	50.00%	\$25.90
iv drip brooklyn	\$14.24	27	3	\$4.75	11.11%	2	66.67%	\$7.12
nad drip cost	\$6.55	31	3	\$2.18	9.68%	2	66.67%	\$3.27
iv drip near me	\$70.85	114	10	\$7.08	8.77%	2	20.00%	\$35.42
hydrafacial	\$152.06	1,020	36	\$4.22	3.53%	2	5.56%	\$76.03
laser hair removal	\$213.56	2,736	40	\$5.34	1.46%	2	5.00%	\$106.78
ozone therapy usa	\$6.50	2	2	\$3.25	100.00%	1.49	74.50%	\$4.36
liposuction cost new york	\$59.29	72	9	\$6.59	12.50%	1.33	14.78%	\$44.58
reviv nomad	\$4.72	4	2	\$2.36	50.00%	1.17	58.50%	\$4.03
drip hydration coupon	\$7.68	10	1	\$7.68	10.00%	1	100.00%	\$7.68
vitamin intravenous treatment	\$3.29	1	1	\$3.29	100.00%	1	100.00%	\$3.29
vitamin drip near me	\$21.38	25	6	\$3.56	24.00%	1	16.67%	\$21.38
cool sculpt arms	\$8.72	2	1	\$8.72	50.00%	1	100.00%	\$8.72
iv vitamin therapy	\$13.23	50	4	\$3.31	8.00%	1	25.00%	\$13.23
laseraway customer service	\$8.19	3	1	\$8.19	33.33%	1	100.00%	\$8.19
hydrofacial miami	\$7.64	1	1	\$7.64	100.00%	1	100.00%	\$7.64
lipoaspiracion	\$3.35	1	1	\$3.35	100.00%	1	100.00%	\$3.35
iron infusion	\$21.71	225	9	\$2.41	4.00%	1	11.11%	\$21.71
ozone iv therapy	\$9.28	13	4	\$2.32	30.77%	1	25.00%	\$9.28

Google Ads | Top Search Ads (by Conversions)

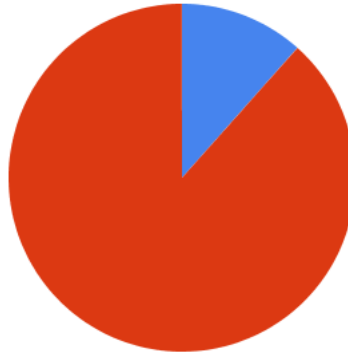
09/01/2021 - 09/30/2021

Top Responsive Search Ads (by Conversions)
Drip Gym

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Drip Gym} IV Hydration Vitamin Therapy IV Hydration Bar in Queens, NY drippgym.beautysculpt.net/hydration_iv/queens IV Drip Cocktail from #1 IV Vitamin Therapy Clinic. Hangover IV, Immunity IV, Hydration IV IV Vitamin Therapy from Drip Gym. Hydrate, Fortify, and Nourish Your Body. Learn More	search beta iv therapy	\$1,693.10	8,276	459	\$3.69	5.55%	23	5.01%	\$73.61
Drip Gym Fat Reduction in Queens, NY Non-Surgical Fat Reduction drippgym.beautysculpt.net/coolsculpting/queens 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	\$847.87	3,879	169	\$5.02	4.36%	19	11.24%	\$44.62
Drip Gym IV Hydration Vitamin Therapy IV Hydration Bar in Queens, NY drippgym.beautysculpt.net/hydration_iv/queens IV Drip Cocktail from #1 IV Vitamin Therapy Clinic. Hangover IV, Immunity IV, Hydration IV IV Vitamin Therapy from Drip Gym. Hydrate, Fortify, and Nourish Your Body. Learn More	search beta iv therapy	\$576.75	4,985	156	\$3.70	3.13%	15.5	9.94%	\$37.21
{Keyword:Drip Gym} CoolSculpting in Queens, NY Biggest CoolSculpting® Promo drippgym.beautysculpt.net/coolsculpting/queens Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Queens, NY Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$246.39	1,800	27	\$9.13	1.50%	4	14.81%	\$61.60
{Keyword:Drip Gym Queens, NY} Ozone Therapy Body Detoxification drippgym.beautysculpt.net/ Ozone Therapy is an Effective Tool in to Improve the Function of the Immune System. Learn About Ozone Therapy, Including Ozone Therapy Cost and Overall Health Benefits.	search beta iv therapy	\$274.67	1,333	102	\$2.69	7.65%	3.49	3.42%	\$78.70

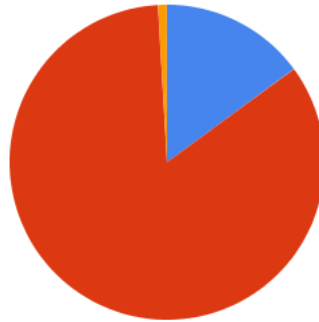
Google Ads | Budget Utilization by Device

Conversions by Device
Drip Gym



■ Computers - Conversions: 16 (11.59%) ■ Mobile devices with full browsers - Conversions: 122 (88.41%)

Cost by Device
Drip Gym



■ Computers - Cost: \$1,640.50 (14.93%) ■ Mobile devices with full browsers - Cost: \$9,249.02 (84.17%)
■ Tablets with full browsers - Cost: \$98.68 (0.90%)

Device Performance (by Conversions)
Drip Gym

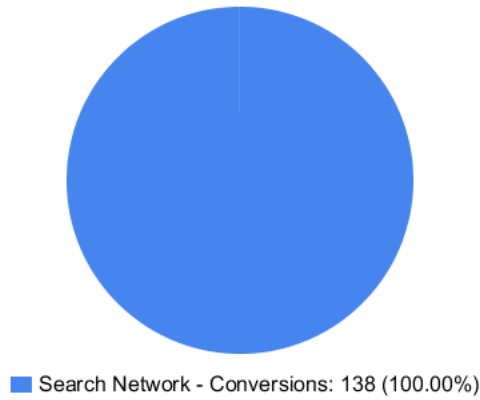
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	61,922	2,106	\$9,249.02	\$4.39	3.40%	122	5.79%	\$75.81
Computers	14,648	359	\$1,640.50	\$4.57	2.45%	16	4.46%	\$102.53
Tablets with full browsers	828	27	\$98.68	\$3.65	3.26%	0	0.00%	\$0.00

Google Ads | Budget Utilization by Network

Cost by Network
Drip Gym



Conversions by Network
Drip Gym




Network Performance
Drip Gym

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	77,398	2,492	\$10,988.20	\$4.41	3.22%	138	5.54%	\$79.62

Google Ads | Conversion Summary


09/01/2021 - 09/30/2021

 Conversion Performance
Drip Gym

Conversion name	All conv.
Submit lead form	114
Click to call	16
Call From Ads (MS)	9

Google Ads | Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
Drip Gym

Region	Clicks	Conversions	Cost / conv.
New York	2,460	136	\$79.77
New Jersey	32	2	\$69.92

Facebook | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Drip Gym

\$2,363.61

\$2,154.30 **9.72%**

Impressions
Drip Gym

68,727

49,332 **39.32%**

Reach
Drip Gym

43,353

23,464 **84.76%**

Clicks (Link)
Drip Gym

1,596

1,197 **33.33%**

Leads
Drip Gym

60

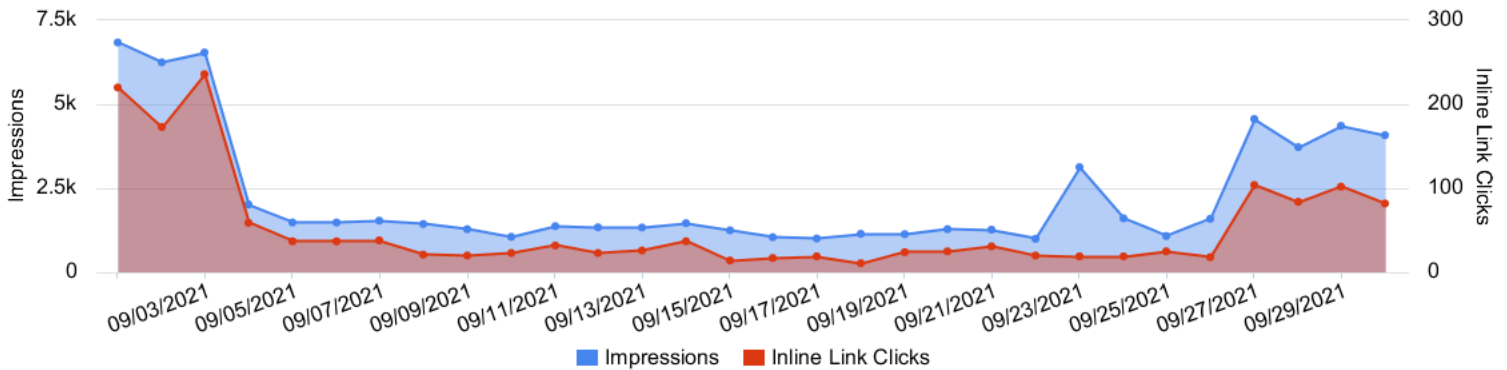
64 **-6.25%**

Cost / Lead
Drip Gym

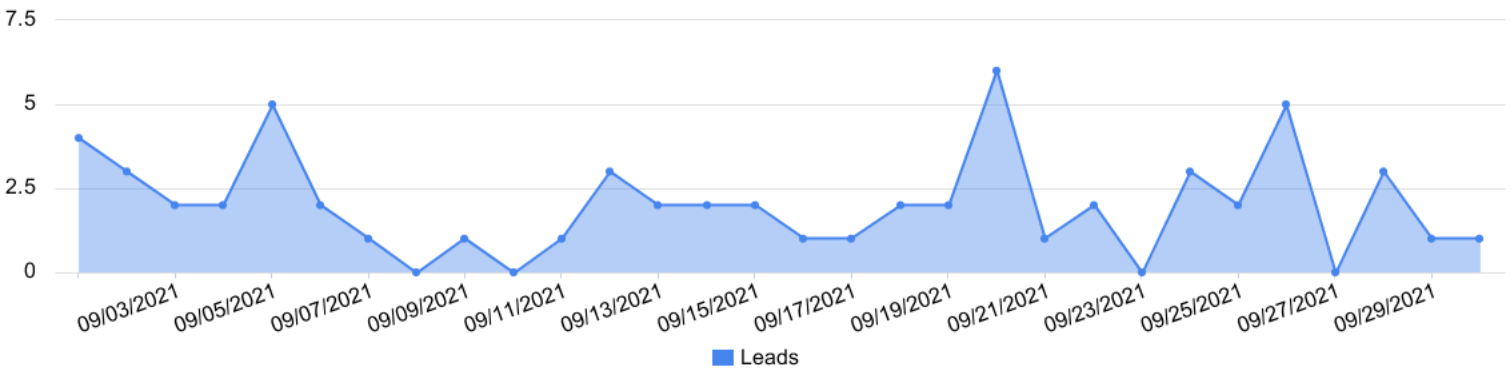
\$39.39

\$33.66 **17.02%**

Impressions vs Inline Link Clicks
Drip Gym



Conversions by day
Drip Gym



Facebook | Month-Over-Month Performance Comparison

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

Overall Performance Summary Drip Gym

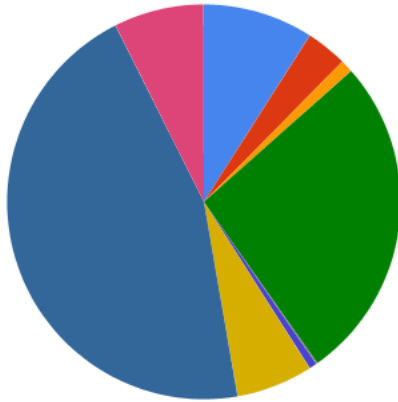
Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$2,363.61	\$2,154.30	9.72%
Impressions	68,727	49,332	39.32%
Reach	43,353	23,464	84.76%
Clicks	1,596	1,197	33.33%
CTR	2.32%	2.43%	-4.29%
Frequency	1.59	2.1	-24.60%
Leads	60	64	-6.25%
Cost / Lead	\$39.39	\$33.66	17.02%

Engagement Summary Drip Gym

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	6	11	-45.45%
Post Reactions	181	154	17.53%
Post Shares	38	23	65.22%

09/01/2021 - 09/30/2021

Reach Summary (by Placement) Drip Gym



- Audience Network - An Classic - Reach: 3,255 (9.06%)
- Audience Network - Rewarded Video - Reach: 1,216 (3.38%)
- Facebook - Facebook Stories - Reach: 368 (1.02%)
- Facebook - Feed - Reach: 9,621 (26.77%)
- Facebook - Instant Article - Reach: 32 (0.09%)
- Facebook - Instream Video - Reach: 232 (0.65%)
- Facebook - Search - Reach: 5 (0.01%)
- Facebook - Video Feeds - Reach: 2,255 (6.27%)
- Instagram - Feed - Reach: 16,291 (45.33%)
- Instagram - Instagram Explore - Reach: 2,663 (7.41%)

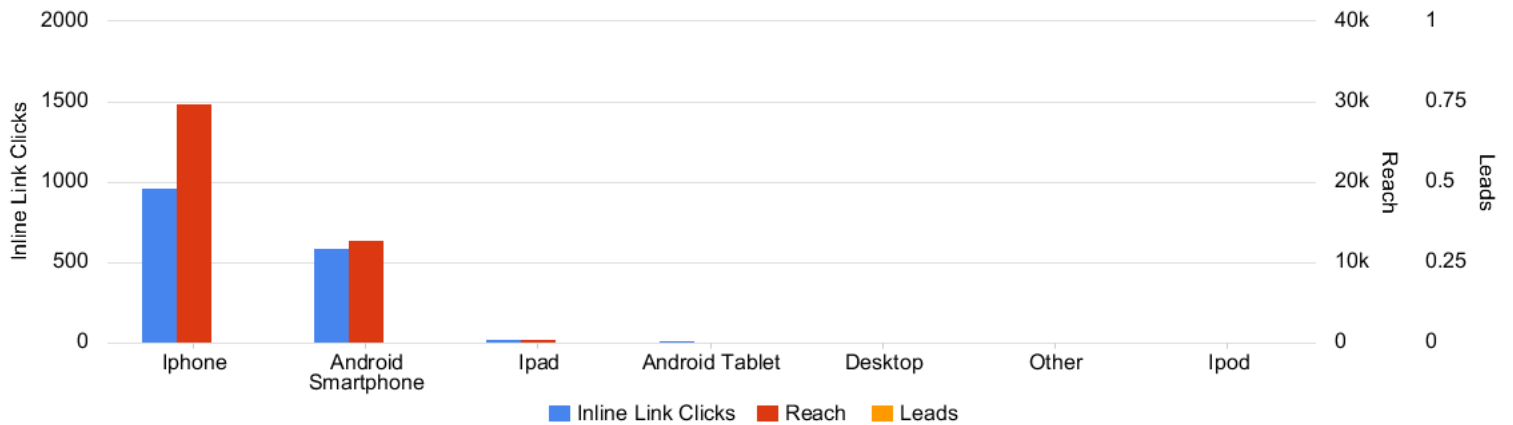
Placement Performance (by Leads) Drip Gym

There was an error

Facebook | Device Performance Summary

09/01/2021 - 09/30/2021

Device Performance Chart Drip Gym



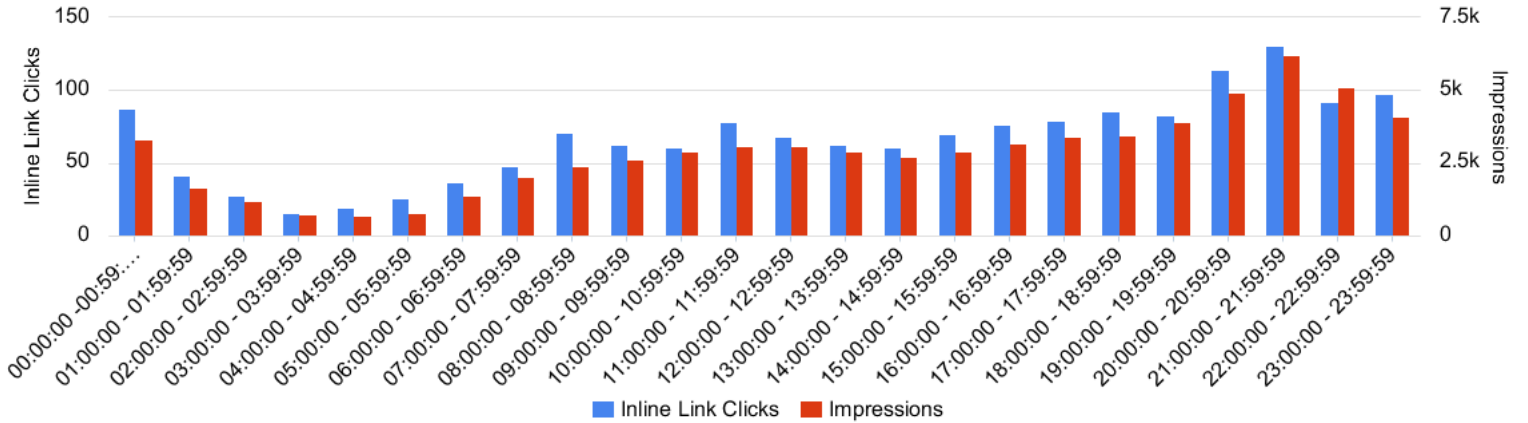
Device Platform Performance Drip Gym

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Drip Gym	\$2,363.61	68,727	1,596	3.22%	43,353	1.59	60
> Mobile App	\$2,307.75	67,942	1,588	3.16%	42,762	1.59	0
> Mobile Web	\$37.66	534	5	11.61%	408	1.31	0
> Desktop	\$18.20	251	3	1.59%	248	1.01	0
> Unknown	\$0.00	0	0	--	0	0	0

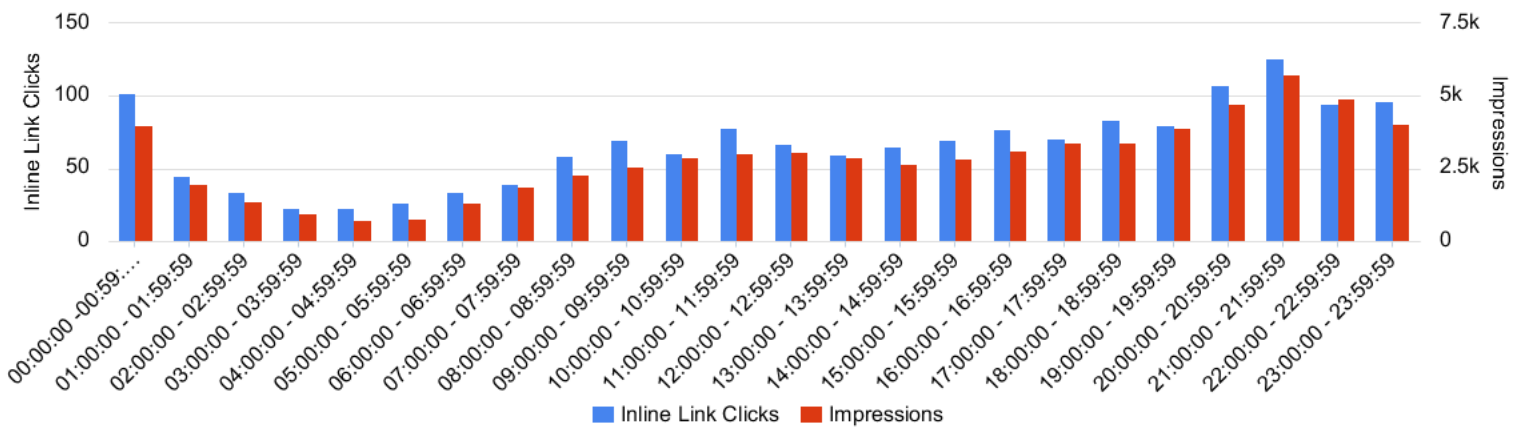
Facebook | Schedule Performance

09/01/2021 - 09/30/2021

Time of Day (Viewer)
Drip Gym



Time of Day (Ad Account)
Drip Gym



Facebook | Campaign Performance Summary (by Leads)

09/01/2021 - 09/30/2021

Campaign Performance Breakdown
Drip Gym

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting- Conversions	\$1,953.95	37,848	733	60	\$32.57
Instagram Post: Check out all the gunk and debris...	\$160.09	15,599	566	0	\$0.00
Instagram Post: Getting treated with JUVÉDERM®...	\$21.97	2,875	9	0	\$0.00
Instagram Post: DON'T MISS OUT! Get your \$50 off...	\$31.76	1,378	23	0	\$0.00
Instagram Post: DON'T MISS OUT! Get your \$50 off...	\$186.99	10,779	264	0	\$0.00
Post: "DON'T MISS OUT! Get your \$50 off on HydraFacial..."	\$8.85	248	1	0	\$0.00
Total	\$2,363.61	68,727	1,596	60	\$39.39

Facebook | Ad Set Performance Summary (by Leads)

09/01/2021 - 09/30/2021

Top Performing Ad Sets
Drip Gym

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests - Women 26-64 - 5mi Radius -Top 50%	Coolsculpting- Conversions	\$1,953.95	37,848	733	60	\$32.57
Instagram Post	Instagram Post: Check out all the gunk and debris...	\$160.09	15,599	566	0	\$0.00
Instagram Post	Instagram Post: Getting treated with JUVÉDERM®...	\$21.97	2,875	9	0	\$0.00
Instagram Post	Instagram Post: DON'T MISS OUT! Get your \$50 off...	\$31.76	1,378	23	0	\$0.00
Instagram Post	Instagram Post: DON'T MISS OUT! Get your \$50 off...	\$186.99	10,779	264	0	\$0.00
Post: "DON'T MISS OUT! Get your \$50 off on HydraFacial..."	Post: "DON'T MISS OUT! Get your \$50 off on HydraFacial..."	\$8.85	248	1	0	\$0.00
	Total	\$2,363.61	68,727	1,596	60	\$39.39

Facebook | Ad Performance Summary

09/01/2021 - 09/30/2021

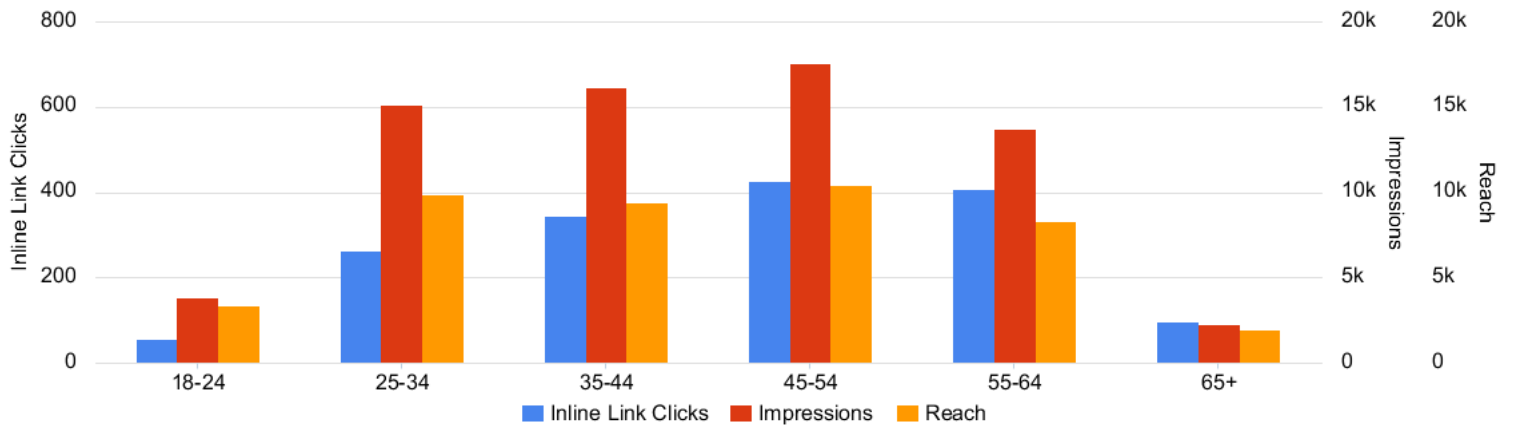
Top Performing Ads (by Leads)
Drip Gym

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Coolsculpting - Video - Alysson		Coolsculpting-Conversions	\$1,674.61	645	32,602	15,188	2.15	3.40%	55
Coolsculpting -Video - David		Coolsculpting-Conversions	\$279.34	88	5,246	2,962	1.77	2.76%	5
Instagram Post: Check out all the gunk and debris...		Instagram Post: Check out all the gunk and debris...	\$160.09	566	15,599	15,016	1.04	4.21%	0
Instagram Post: Getting treated with JUVÉDERM®...		Instagram Post: Getting treated with JUVÉDERM®...	\$21.97	9	2,875	2,860	1.01	0.38%	0
Instagram Post: DON'T MISS OUT! Get your \$50 off...		Instagram Post: DON'T MISS OUT! Get your \$50 off...	\$31.76	23	1,378	1,357	1.02	1.67%	0
Instagram Post: DON'T MISS OUT! Get your \$50 off...		Instagram Post: DON'T MISS OUT! Get your \$50 off...	\$186.99	264	10,779	8,438	1.28	2.44%	0
Total			\$2,354.76	1,595	68,479	45,821	8.25	--	60

Facebook | Demographic Performance - Age

09/01/2021 - 09/30/2021

Age Performance Chart
Drip Gym



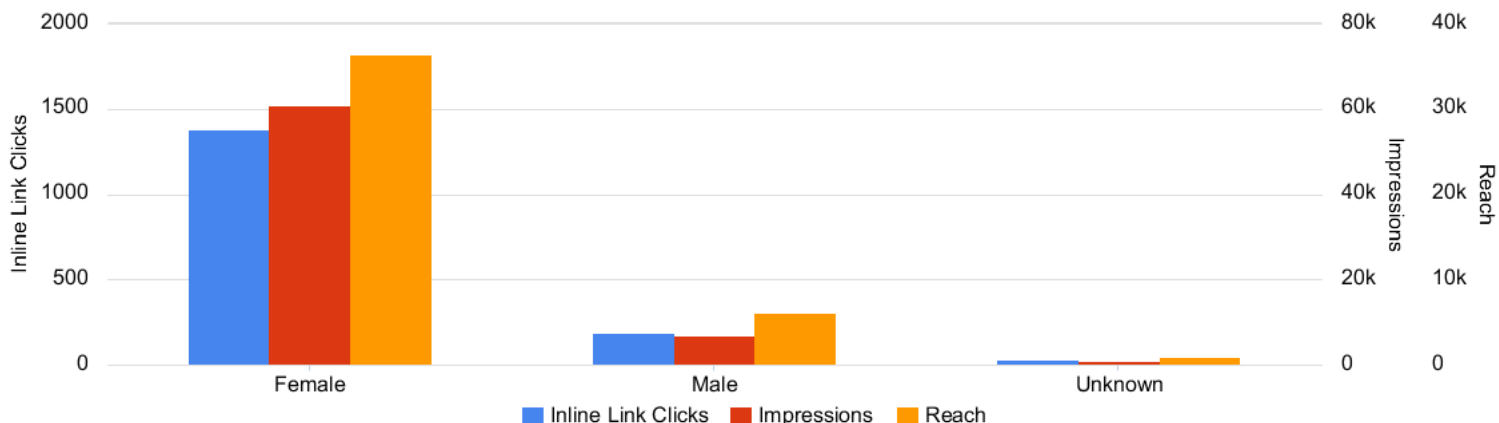
Age Performance Summary
Drip Gym

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Drip Gym	\$2,363.61	68,727	43,353	1,596	3.22%	1.59	60
> 18-24	\$33.25	3,868	3,367	57	1.65%	1.15	0
> 25-34	\$369.20	15,143	9,861	262	2.32%	1.54	0
> 35-44	\$468.04	16,171	9,413	345	2.99%	1.72	0
> 45-54	\$714.76	17,535	10,405	427	3.62%	1.69	0
> 55-64	\$747.10	13,743	8,317	407	4.13%	1.65	0
> 65+	\$31.27	2,267	1,991	98	4.98%	1.14	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Demographic Performance - Gender

09/01/2021 - 09/30/2021

Gender Performance Chart
Drip Gym



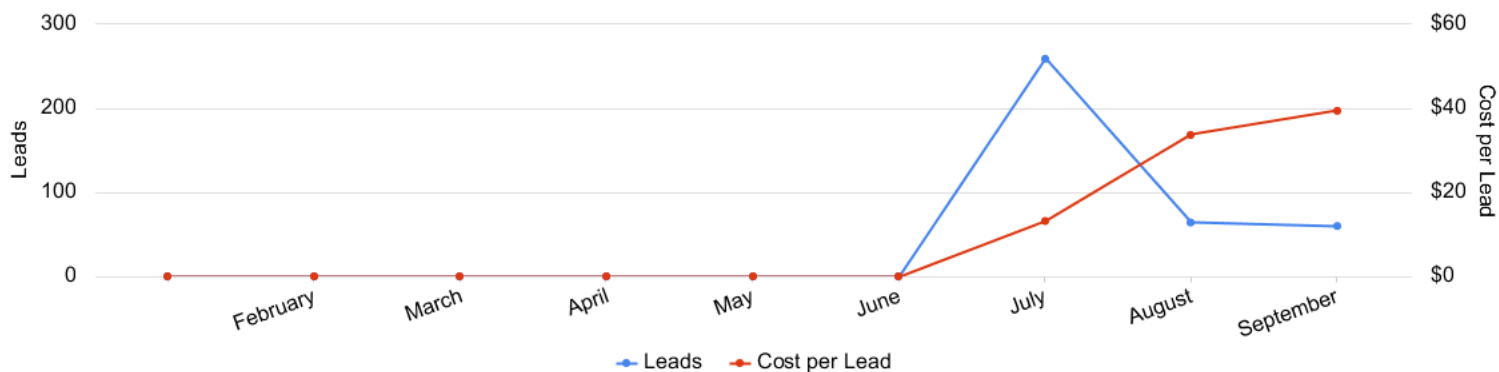
Gender Performance Summary
Drip Gym

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Drip Gym	\$2,363.61	68,727	43,353	1,596	3.22%	1.59	60
> Female	\$2,262.41	60,988	36,356	1,379	3.24%	1.68	0
> Male	\$89.71	6,864	6,118	188	2.94%	1.12	0
> Unknown	\$11.49	875	875	29	3.89%	1	0

Facebook | Year-to-Date Performance

01/01/2021 - 09/30/2021

Year-to-Date Trend Drip Gym



Historical table (by month) Drip Gym

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Drip Gym	\$26,540.81	11,956	1,417,319	612,219	2.32	1.57%	383
> 2021-01-01 - 2021-01-31	\$2,409.01	1,139	164,782	149,474	1.1	1.52%	0
> 2021-02-01 - 2021-02-28	\$1,713.73	414	138,296	82,923	1.67	0.90%	0
> 2021-03-01 - 2021-03-31	\$539.52	101	43,576	31,536	1.38	0.76%	0
> 2021-04-01 - 2021-04-30	\$104.65	108	6,865	5,223	1.31	2.05%	0
> 2021-05-01 - 2021-05-31	\$9,670.92	2,547	450,907	194,676	2.32	1.18%	0
> 2021-06-01 - 2021-06-30	\$4,174.86	2,358	274,716	136,147	2.02	1.68%	0
> 2021-07-01 - 2021-07-31	\$3,410.21	2,496	220,118	160,585	1.37	1.80%	259
> 2021-08-01 - 2021-08-31	\$2,154.30	1,197	49,332	23,464	2.1	4.00%	64
> 2021-09-01 - 2021-09-30	\$2,363.61	1,596	68,727	43,353	1.59	3.22%	60

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