

Eastland Face & Body 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	\$2,520.47	6,269	296	4.72%	25	\$100.82
08/01/2021 - 08/31/2021	\$2,324.91	5,327	183	3.44%	6	\$387.49
% Change	8.41%	17.68%	61.75%	37.21%	316.67%	-73.98%
Facebook Ads						
09/01/2021 - 09/30/2021	\$1,019.29	31,575	262	0.83%	26	\$39.20
08/01/2021 - 08/31/2021	\$1,032.73	32,092	338	1.05%	20	\$51.64
% Change	-1.30%	-1.61%	-22.49%	-21.22%	30.00%	-24.08%

Google Ads | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Eastland Face & Body

\$2,520.47

\$2,324.91 **8.41%**

Clicks
Eastland Face & Body

296

183 **61.75%**

Avg. CPC
Eastland Face & Body

\$8.52

\$12.70 **-32.98%**

Conversions
Eastland Face & Body

25

6 **316.67%**

Conv. rate
Eastland Face & Body

8.45%

3.28% **157.62%**

Cost / Conv
Eastland Face & Body

\$100.82

\$387.49 **-73.98%**

Google Ads | Month-Over-Month Performance Comparison

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

Overall Performance Summary
Eastland Face & Body

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$2,520.47	\$2,324.91	8.41%
Impressions	6,269	5,327	17.68%
Clicks	296	183	61.75%
Avg CPC	\$8.52	\$12.70	-32.91%
CTR	4.72%	3.44%	37.21%
Conversions	25	6	316.67%
Conv Rate	8.45%	3.28%	157.62%
Cost / Conv	\$100.82	\$387.48	-73.98%

Google Ads | Budget Coverage

Search Impr. Share
Eastland Face & Body

29.93%

51.40% **-41.77%**

Search IS Lost (due to Budget)
Eastland Face & Body

33.78%

6.99% **383.26%**

Search IS Lost (due to Rank)
Eastland Face & Body

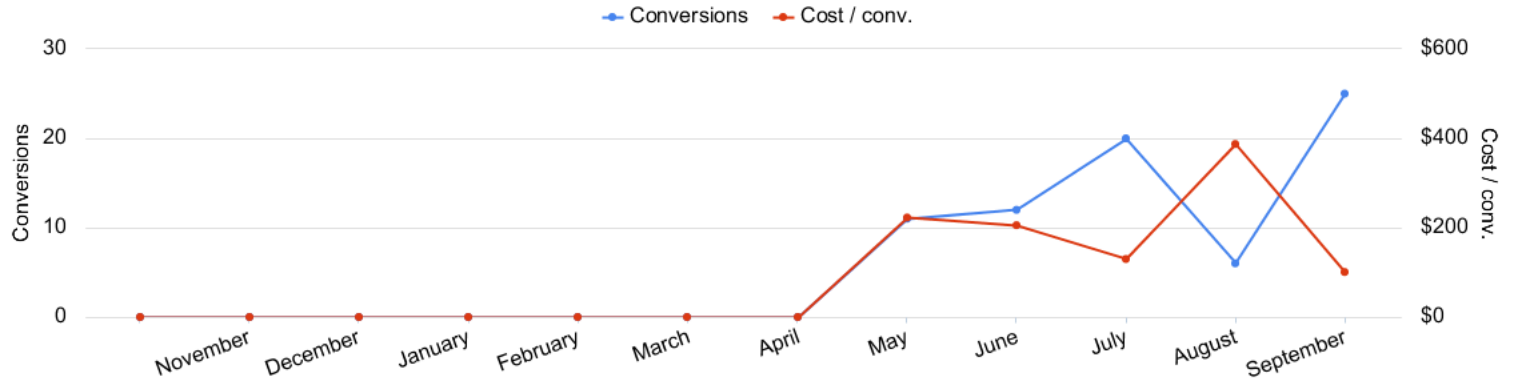
36.30%

41.61% **-12.76%**

Google Ads | Monthly Performance Trends

10/01/2020 - 09/30/2021

Conversions vs Cost/ Conv
Eastland Face & Body




Account Performance by Month
Eastland Face & Body

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
05/01/2021	\$2,451.22	6,658	161	\$15.22	2.42%	11	6.83%	\$222.84	50.65%	14.42%
06/01/2021	\$2,466.97	8,067	244	\$10.11	3.02%	12	4.92%	\$205.58	38.03%	21.06%
07/01/2021	\$2,600.10	8,733	242	\$10.74	2.77%	20	8.26%	\$130.00	39.33%	13.43%
08/01/2021	\$2,324.91	5,327	183	\$12.70	3.44%	6	3.28%	\$387.49	51.40%	6.99%
09/01/2021	\$2,520.47	6,269	296	\$8.52	4.72%	25	8.45%	\$100.82	29.93%	33.78%
Total	\$12,363.67	35,054	1,126	\$10.98	3.21%	74	6.57%	\$167.08	39.92%	19.44%

Google Ads | Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Eastland Face & Body

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$2,520.47	6,269	296	\$8.52	4.72%	25	8.45%	\$100.82

Google Ads | Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
Eastland Face & Body

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
lose weight fast	\$11.12	28	1	\$11.12	3.57%	1.5	150.00%	\$7.41
what is cool sculpting	\$9.33	15	2	\$4.67	13.33%	1	50.00%	\$9.33
cool sculpting cost	\$45.28	26	6	\$7.55	23.08%	1	16.67%	\$45.28
coolsculpting near me	\$67.75	29	3	\$22.58	10.34%	1	33.33%	\$67.75
coolsculpting	\$65.29	60	4	\$16.32	6.67%	1	25.00%	\$65.29
face fat removal	\$2.59	1	1	\$2.59	100.00%	1	100.00%	\$2.59
neck fat procedure	\$3.75	1	1	\$3.75	100.00%	1	100.00%	\$3.75
cool sculpting cost belly	\$11.96	1	1	\$11.96	100.00%	1	100.00%	\$11.96
body sculpting	\$8.94	44	2	\$4.47	4.55%	1	50.00%	\$8.94
how much is liposuction	\$102.49	19	2	\$51.24	10.53%	1	50.00%	\$102.49
liposuction	\$27.89	51	5	\$5.58	9.80%	1	20.00%	\$27.89
zlem weight loss	\$18.13	3	1	\$18.13	33.33%	1	100.00%	\$18.13
buccal fat removal cheeks	\$2.10	9	1	\$2.10	11.11%	1	100.00%	\$2.10
non surgical fat removal from stomach	\$10.97	2	1	\$10.97	50.00%	1	100.00%	\$10.97
chin lipo	\$3.10	2	1	\$3.10	50.00%	1	100.00%	\$3.10
rapid weight loss program	\$6.80	3	1	\$6.80	33.33%	1	100.00%	\$6.80
how do you get rid of lower belly fat	\$26.72	2	2	\$13.36	100.00%	1	50.00%	\$26.72
how is coolsculpting done	\$22.07	1	1	\$22.07	100.00%	1	100.00%	\$22.07
steps to losing belly fat	\$8.47	1	1	\$8.47	100.00%	1	100.00%	\$8.47
how do i lose 15 pounds in 3 weeks	\$19.22	1	1	\$19.22	100.00%	1	100.00%	\$19.22

Google Ads | Top Search Ads (by Conversions)

09/01/2021 - 09/30/2021

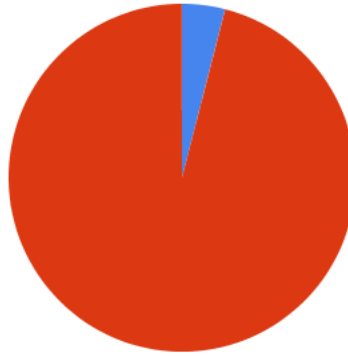
 Top Responsive Search Ads (by Conversions)
Eastland Face & Body

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Eastland Face & Body Fat Reduction in Independence Non-Surgical Fat Reduction eastland.beautysculpt.net/coolsculpting/independence 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 beta coolsculpting	\$1,311.16	4,386	178	\$7.37	4.06%	13.5	7.58%	\$97.12
{Keyword:Eastland Face & Body} CoolSculpting in {LOCATION(City)} Freeze Away Body Fat eastland.beautysculpt.net/coolsculpting/independence Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Independence, MO Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$324.03	392	27	\$12.00	6.89%	3	11.11%	\$108.01
Eastland Face & Body Fat Reduction in Independence Non-Surgical Fat Reduction eastland.beautysculpt.net/coolsculpting/independence 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 beta coolsculpting	\$434.13	723	54	\$8.04	7.47%	2	3.70%	\$217.06
{Keyword:Eastland Face & Body} CoolSculpting in {LOCATION(City)} Freeze Away Body Fat eastland.beautysculpt.net/coolsculpting/independence Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Independence, MO Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$27.48	36	4	\$6.87	11.11%	1	25.00%	\$27.48

Google Ads | Budget Utilization by Device

Conversions by Device

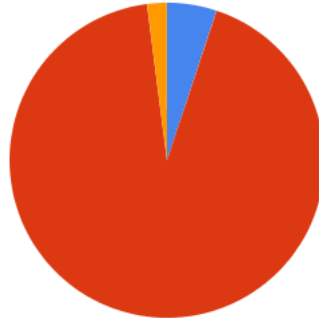
Eastland Face & Body



■ Computers - Conversions: 1 (4.00%) ■ Mobile devices with full browsers - Conversions: 24 (96.00%)

Cost by Device

Eastland Face & Body



■ Computers - Cost: \$128.73 (5.11%) ■ Mobile devices with full browsers - Cost: \$2,340.51 (92.86%)
 ■ Tablets with full browsers - Cost: \$51.23 (2.03%)

Device Performance (by Conversions)

Eastland Face & Body

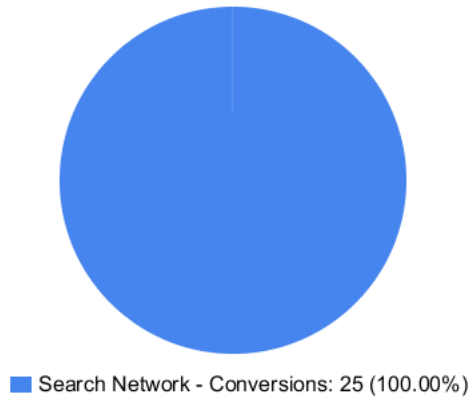
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	5,549	269	\$2,340.51	\$8.70	4.85%	24	8.92%	\$97.52
Computers	588	18	\$128.73	\$7.15	3.06%	1	5.56%	\$128.73
Tablets with full browsers	132	9	\$51.23	\$5.69	6.82%	0	0.00%	\$0.00

Google Ads | Budget Utilization by Network

Cost by Network Eastland Face & Body



Conversions by Network Eastland Face & Body




Network Performance Eastland Face & Body

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	6,269	296	\$2,520.47	\$8.52	4.72%	25	8.45%	\$100.82

Google Ads | Conversion Summary


09/01/2021 - 09/30/2021

 Conversion Performance
Eastland Face & Body

Conversion name	All conv.
Submit lead form	20
Click to Call	5

Google Ads | Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
Eastland Face & Body

Region	Clicks	Conversions	Cost / conv.
Missouri	296	25	\$100.82

Facebook | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Eastland Face and Body

\$1,019.29

\$1,032.73 -1.30%

Impressions
Eastland Face and Body

31,575

32,092 -1.61%

Reach
Eastland Face and Body

12,797

12,700 0.76%

Clicks (Link)
Eastland Face and Body

262

338 -22.49%

Leads
Eastland Face and Body

26

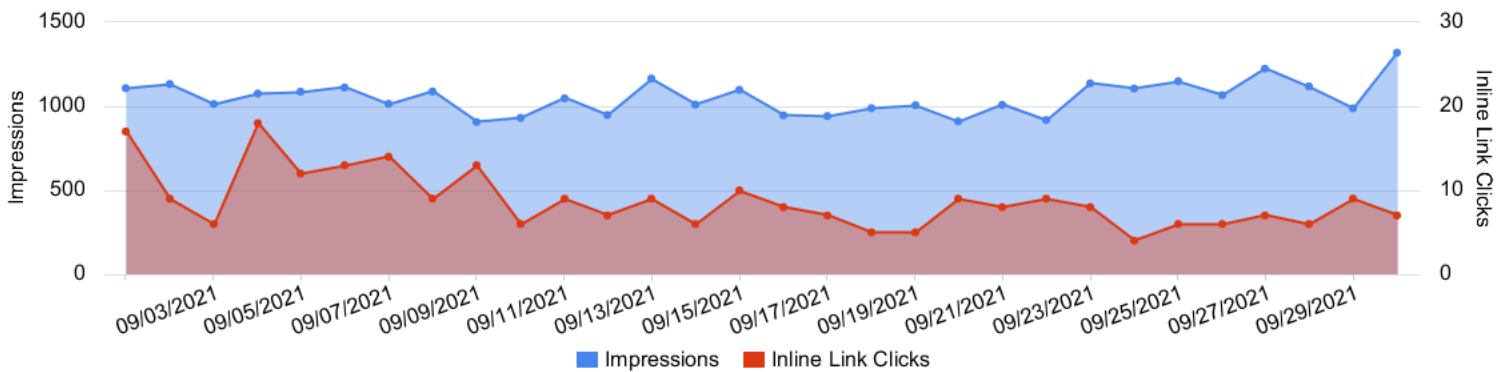
20 30.00%

Cost / Lead
Eastland Face and Body

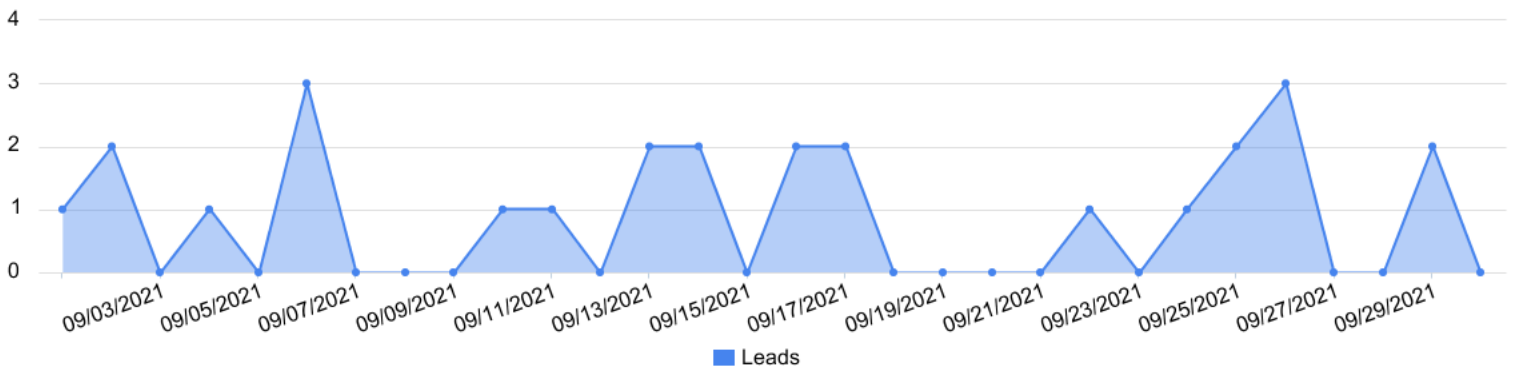
\$39.20

\$51.64 -24.09%

Impressions vs Inline Link Clicks
Eastland Face and Body



Conversions by day
Eastland Face and Body



Facebook | Month-Over-Month Performance Comparison

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

Overall Performance Summary Eastland Face and Body

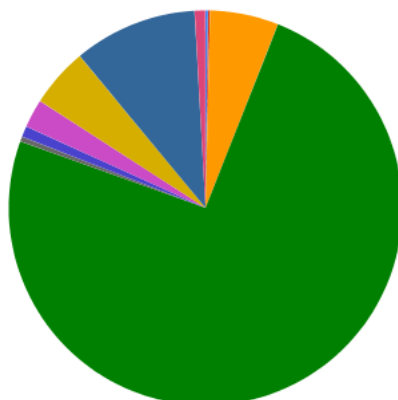
Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$1,019.29	\$1,032.73	-1.30%
Impressions	31,575	32,092	-1.61%
Reach	12,797	12,700	0.76%
Clicks	262	338	-22.49%
CTR	0.83%	1.05%	-21.22%
Frequency	2.47	2.53	-2.36%
Leads	26	20	30.00%
Cost / Lead	\$39.20	\$51.64	-24.09%

Engagement Summary Eastland Face and Body

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	11	8	37.50%
Post Reactions	33	54	-38.89%
Post Shares	3	8	-62.50%

09/01/2021 - 09/30/2021

Reach Summary (by Placement) Eastland Face and Body



- Audience Network - An Classic - Reach: 32 (0.21%)
- Audience Network - Rewarded Video - Reach: 24 (0.16%)
- Facebook - Facebook Stories - Reach: 839 (5.64%)
- Facebook - Feed - Reach: 11,083 (74.46%)
- Facebook - Instant Article - Reach: 60 (0.40%)
- Facebook - Instream Video - Reach: 132 (0.89%)
- Facebook - Marketplace - Reach: 348 (2.34%)
- Facebook - Video Feeds - Reach: 723 (4.86%)
- Instagram - Feed - Reach: 1,511 (10.15%)
- Instagram - Instagram Explore - Reach: 132 (0.89%)

Placement Performance (by Leads) Eastland Face and Body

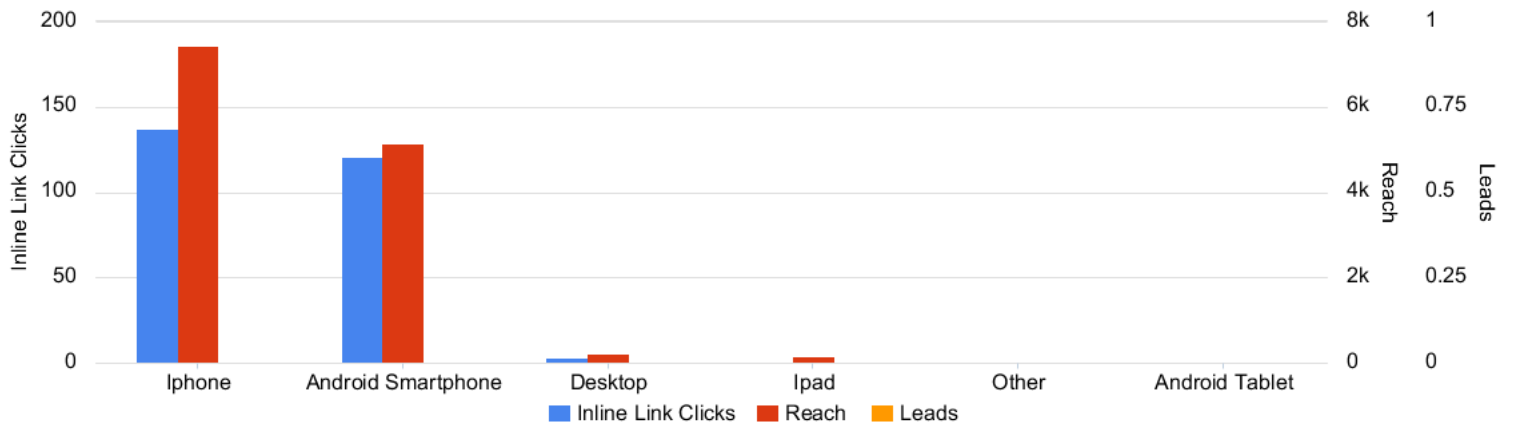
There was an error

Facebook | Device Performance Summary

09/01/2021 - 09/30/2021

Device Performance Chart

Eastland Face and Body



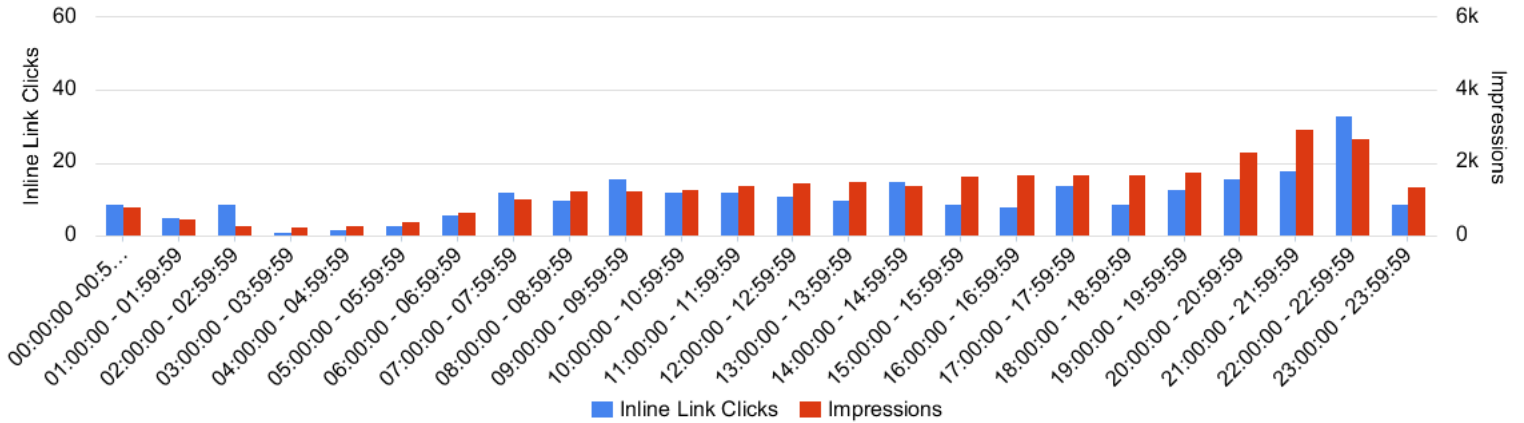
Device Platform Performance

Eastland Face and Body

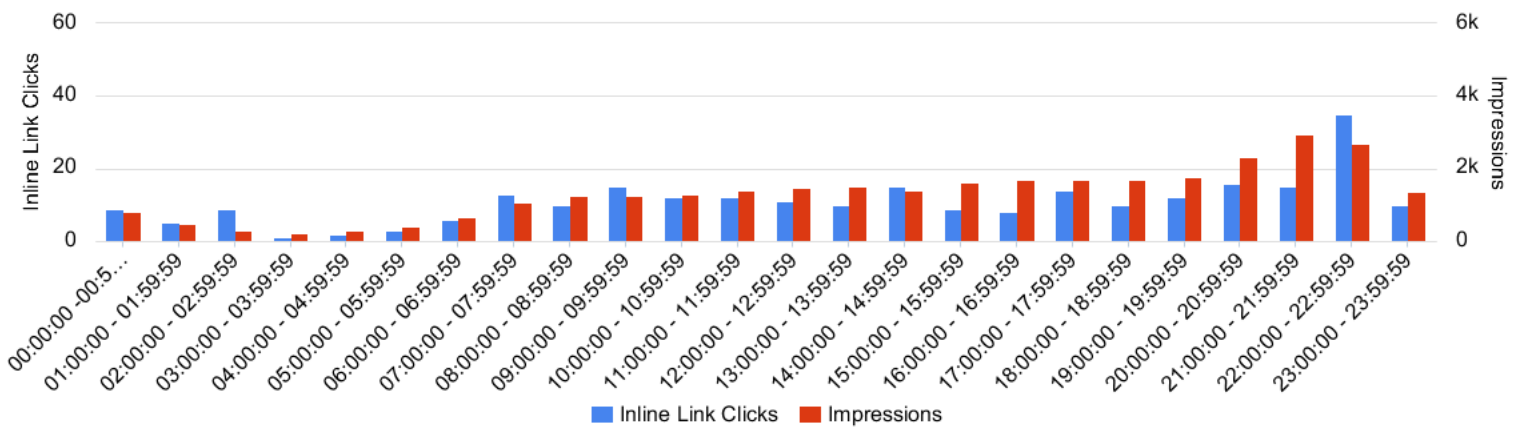
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Eastland Face and Body	\$1,019.29	31,575	262	2.77%	12,797	2.47	26
> Mobile App	\$989.70	30,916	258	2.79%	12,522	2.47	0
> Desktop	\$18.94	347	3	1.44%	224	1.55	0
> Mobile Web	\$10.65	312	1	1.92%	148	2.11	0
> Unknown	\$0.00	0	0	--	0	0	0

09/01/2021 - 09/30/2021

Time of Day (Viewer)
Eastland Face and Body



Time of Day (Ad Account)
Eastland Face and Body



Facebook | Campaign Performance Summary (by Leads)

09/01/2021 - 09/30/2021

Campaign Performance Breakdown Eastland Face and Body

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions	\$1,001.59	31,131	258	26	\$38.52
Ongoing Send Message Promotion Eastland Face and Body	\$6.85	238	1	0	\$0.00
[09/30/2021] Promoting https://fb.com/messenger_doc/	\$10.85	206	3	0	\$0.00
Total	\$1,019.29	31,575	262	26	\$39.20

Facebook | Ad Set Performance Summary (by Leads)

09/01/2021 - 09/30/2021

Top Performing Ad Sets Eastland Face and Body

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests- Women 25-64- 10mi Radius- Top 50	Coolsculpting - Conversions	\$1,001.59	31,131	258	26	\$38.52
Ongoing Send Message Promotion Eastland Face and Body	Ongoing Send Message Promotion Eastland Face and Body	\$6.85	238	1	0	\$0.00
[09/30/2021] Promoting https://fb.com/messenger_doc/	[09/30/2021] Promoting https://fb.com/messenger_doc/	\$10.85	206	3	0	\$0.00
	Total	\$1,019.29	31,575	262	26	\$39.20

Facebook | Ad Performance Summary

09/01/2021 - 09/30/2021

Top Performing Ads (by Leads)
Eastland Face and Body

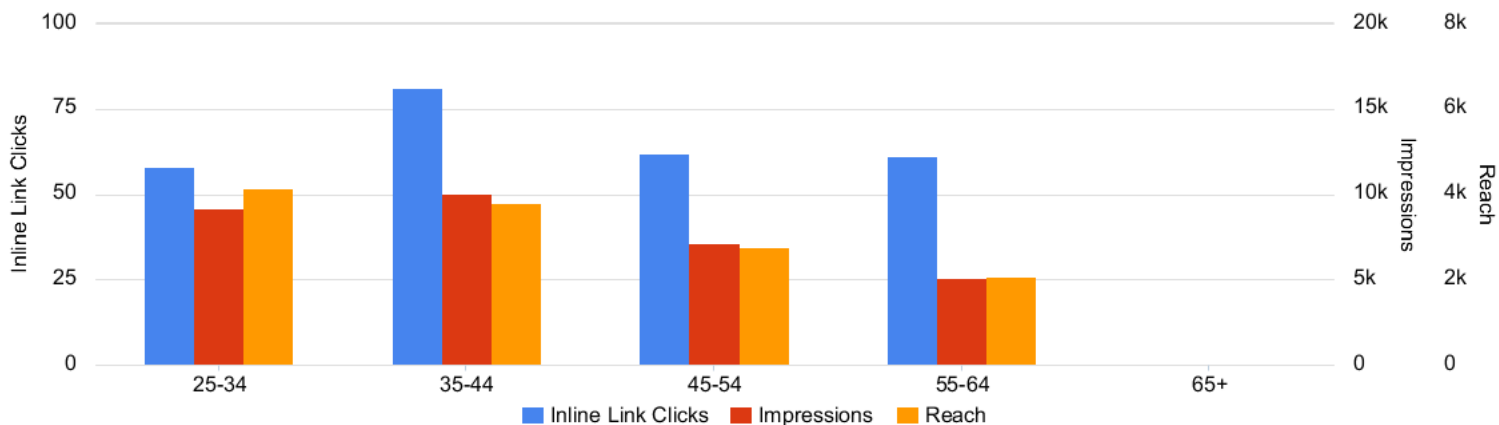
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
2021- 06 - UGB- Sitting		Coolsculpting - Conversions	\$459.27	135	15,146	7,818	1.94	2.60%	16
2021- 06 - UGC- Standing		Coolsculpting - Conversions	\$542.32	123	15,985	7,580	2.11	2.83%	10
Ongoing Messages Ad Eastland Face and Body		Ongoing Send Message Promotion Eastland Face and Body	\$1.49	0	38	35	1.09	2.63%	0
Ongoing Messages Ad Eastland Face and Body		Ongoing Send Message Promotion Eastland Face and Body	\$5.36	1	200	155	1.29	6.50%	0
Promoting Website: https://fb.com/messenger_doc/		[09/30/2021] Promoting https://fb.com/messenger_doc/	\$10.85	3	206	154	1.34	6.31%	0
Total			\$1,019.29	262	31,575	12,797	2.47	2.77%	26

Facebook | Demographic Performance - Age

09/01/2021 - 09/30/2021

Age Performance Chart

Eastland Face and Body



Age Performance Summary

Eastland Face and Body

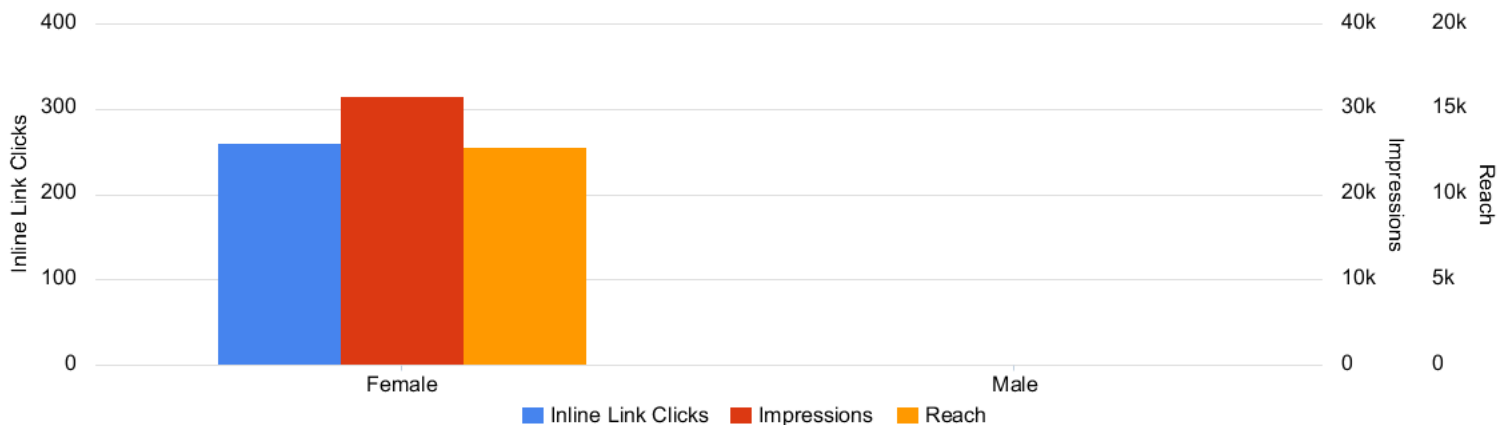
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Eastland Face and Body	\$1,019.29	31,575	12,797	262	2.77%	2.47	26
> 25-34	\$201.80	9,211	4,145	58	2.08%	2.22	0
> 35-44	\$275.25	10,040	3,781	81	2.67%	2.66	0
> 45-54	\$290.93	7,175	2,754	62	3.05%	2.61	0
> 55-64	\$248.42	5,094	2,074	61	3.71%	2.46	0
> 65+	\$2.90	55	44	0	10.91%	1.25	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Demographic Performance - Gender

09/01/2021 - 09/30/2021

Gender Performance Chart

Eastland Face and Body



Gender Performance Summary

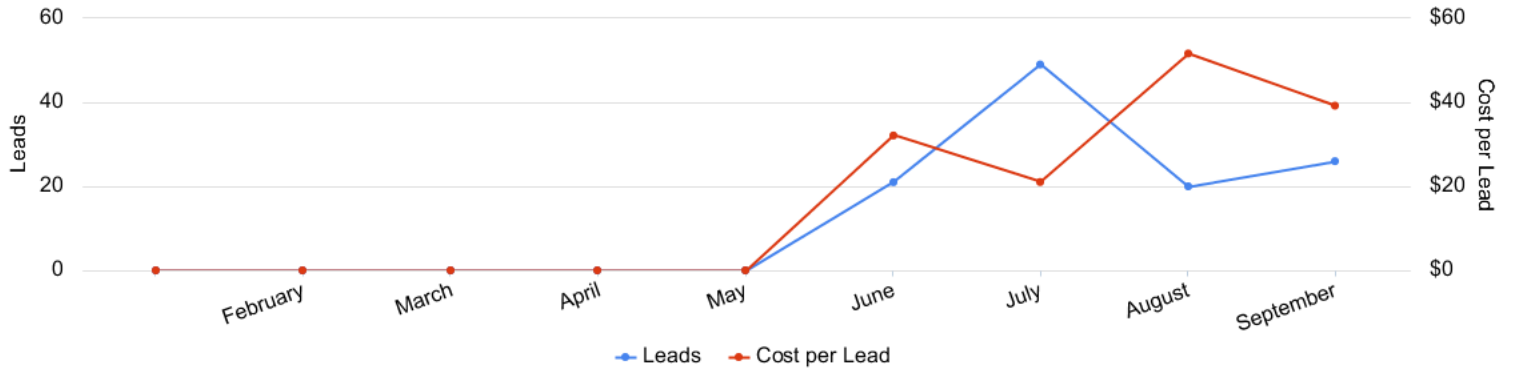
Eastland Face and Body

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Eastland Face and Body	\$1,019.29	31,575	12,797	262	2.77%	2.47	26
> Female	\$1,018.30	31,543	12,777	261	2.76%	2.47	0
> Male	\$0.99	32	20	1	6.25%	1.6	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Year-to-Date Performance

01/01/2021 - 09/30/2021

Year-to-Date Trend
Eastland Face and Body



Historical table (by month)
Eastland Face and Body

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Eastland Face and Body	\$3,757.18	2,432	141,426	49,127	2.88	4.02%	116
> 2021-06-01 - 2021-06-30	\$674.62	1,344	44,856	25,969	1.73	6.05%	21
> 2021-07-01 - 2021-07-31	\$1,030.54	488	32,903	14,584	2.26	3.45%	49
> 2021-08-01 - 2021-08-31	\$1,032.73	338	32,092	12,700	2.53	3.01%	20
> 2021-09-01 - 2021-09-30	\$1,019.29	262	31,575	12,797	2.47	2.77%	26

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