

Elite Dermatology 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	\$1,956.78	2,736	179	6.54%	16	\$122.30
08/01/2021 - 08/31/2021	\$3,286.50	9,717	468	4.82%	24.5	\$134.14
% Change	-40.46%	-71.84%	-61.75%	35.68%	-34.69%	-8.83%
Facebook Ads						
09/01/2021 - 09/30/2021	\$0.00	0	0	0.00%	0	\$0.00
08/01/2021 - 08/31/2021	\$1,743.18	49,513	1,290	2.61%	40	\$43.58
% Change	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%

Google Ads | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Elite Dermatology PLLC

\$1,956.78

\$3,286.50 **-40.46%**

Clicks
Elite Dermatology PLLC

179

468 **-61.75%**

Avg. CPC
Elite Dermatology PLLC

\$10.93

\$7.02 **55.67%**

Conversions
Elite Dermatology PLLC

16

24.5 **-34.69%**

Conv. rate
Elite Dermatology PLLC

8.94%

5.24% **70.61%**

Cost / Conv
Elite Dermatology PLLC

\$122.30

\$134.14 **-8.83%**

Google Ads | Month-Over-Month Performance Comparison

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

Overall Performance Summary
Elite Dermatology PLLC

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$1,956.78	\$3,286.50	-40.46%
Impressions	2,736	9,717	-71.84%
Clicks	179	468	-61.75%
Avg CPC	\$10.93	\$7.02	55.70%
CTR	6.54%	4.82%	35.68%
Conversions	16	24.5	-34.69%
Conv Rate	8.94%	5.24%	70.61%
Cost / Conv	\$122.30	\$134.14	-8.83%

Google Ads | Budget Coverage

Search Impr. Share
Elite Dermatology PLLC

65.12%

33.40% **94.97%**

Search IS Lost (due to Budget)
Elite Dermatology PLLC

11.42%

18.88% **-39.51%**

Search IS Lost (due to Rank)
Elite Dermatology PLLC

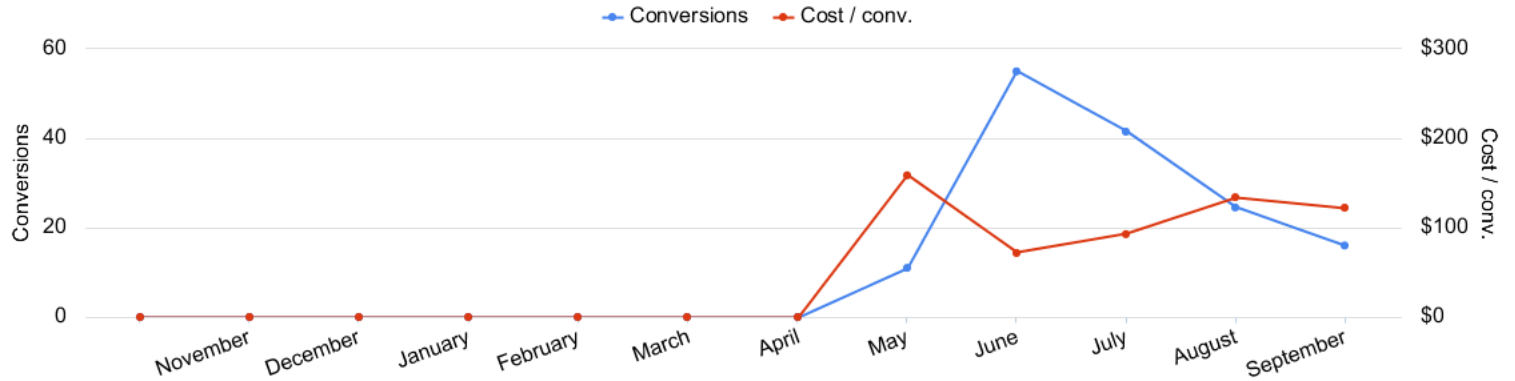
23.46%

47.72% **-50.84%**

Google Ads | Monthly Performance Trends

10/01/2020 - 09/30/2021

Conversions vs Cost/ Conv
Elite Dermatology PLLC




Account Performance by Month
Elite Dermatology PLLC

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
05/01/2021	\$1,744.68	1,704	127	\$13.74	7.45%	11	8.66%	\$158.61	63.94%	6.79%
06/01/2021	\$3,944.59	6,844	486	\$8.12	7.10%	55	11.32%	\$71.72	66.74%	19.36%
07/01/2021	\$3,849.33	6,610	478	\$8.05	7.23%	41.5	8.68%	\$92.75	66.72%	12.50%
08/01/2021	\$3,286.50	9,717	468	\$7.02	4.82%	24.5	5.24%	\$134.14	33.40%	18.88%
09/01/2021	\$1,956.78	2,736	179	\$10.93	6.54%	16	8.94%	\$122.30	65.12%	11.42%
Total	\$14,781.88	27,611	1,738	\$8.51	6.29%	148	8.52%	\$99.88	49.22%	16.71%

Google Ads | Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Elite Dermatology PLLC

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search coolsculpting kingwood	\$1,956.78	2,736	179	\$10.93	6.54%	16	8.94%	\$122.30

Google Ads | Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
Elite Dermatology PLLC

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting	\$243.90	54	7	\$34.84	12.96%	3	42.86%	\$81.30
cool sculpting	\$55.61	43	4	\$13.90	9.30%	3	75.00%	\$18.54
how many coolsculpting treatments are needed	\$6.60	1	1	\$6.60	100.00%	1	100.00%	\$6.60
non surgical double chin removal	\$9.34	1	1	\$9.34	100.00%	1	100.00%	\$9.34
best men's weight loss	\$7.69	2	1	\$7.69	50.00%	1	100.00%	\$7.69
coolsculpting package deal near me	\$37.08	2	1	\$37.08	50.00%	1	100.00%	\$37.08
coolsculpting pictures	\$5.85	1	1	\$5.85	100.00%	1	100.00%	\$5.85
cost of cool sculpting	\$22.85	4	2	\$11.43	50.00%	1	50.00%	\$22.85
subcutaneous fat	\$8.50	13	1	\$8.50	7.69%	1	100.00%	\$8.50
chin coolsculpting cost	\$9.09	1	1	\$9.09	100.00%	0.5	50.00%	\$18.18
coolsculpting adverse effects	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
how much does a skinny bbl cost	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
venus bliss results	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
do weight loss patches work	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
meal plan to lose weight fast	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
lose belly fat but don t eat these common foods	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
best non invasive weight loss	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
lose weight fast woman	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
cryoskin fat freezing	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
getting bbl	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00

Google Ads | Top Search Ads (by Conversions)

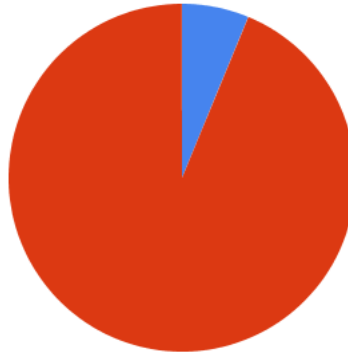
09/01/2021 - 09/30/2021

 Top Responsive Search Ads (by Conversions)
Elite Dermatology PLLC

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Elite Dermatology} CoolSculpting in Kingwood Biggest CoolSculpting® Promo elitedermatology.beautysculpt.net/coolsculpting/kingwood Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Kingwood, TX Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search coolsculpting kingwood	\$685.80	404	42	\$16.33	10.40%	10	23.81%	\$68.58
Elite Dermatology Fat Reduction in Kingwood Non-Surgical Fat Reduction elitedermatology.beautysculpt.net/coolsculpting/kingwood 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 coolsculpting kingwood	\$338.19	767	44	\$7.69	5.74%	1	2.27%	\$338.19
Elite Dermatology Fat Reduction in Kingwood Non-Surgical Fat Reduction elitedermatology.beautysculpt.net/coolsculpting/kingwood 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 coolsculpting kingwood	\$473.15	673	47	\$10.07	6.98%	0	0.00%	\$0.00
{Keyword:Elite Dermatology} CoolSculpting in Kingwood Biggest CoolSculpting® Promo elitedermatology.beautysculpt.net/coolsculpting/kingwood Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Kingwood, TX Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search coolsculpting kingwood	\$59.99	37	6	\$10.00	16.22%	0	0.00%	\$0.00

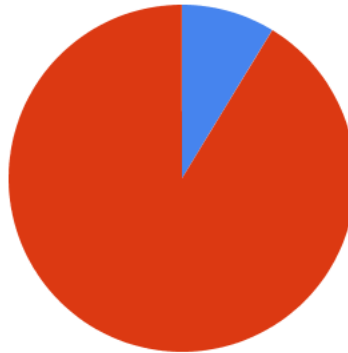
Google Ads | Budget Utilization by Device

Conversions by Device
Elite Dermatology PLLC



■ Computers - Conversions: 1 (6.25%) ■ Mobile devices with full browsers - Conversions: 15 (93.75%)

Cost by Device
Elite Dermatology PLLC



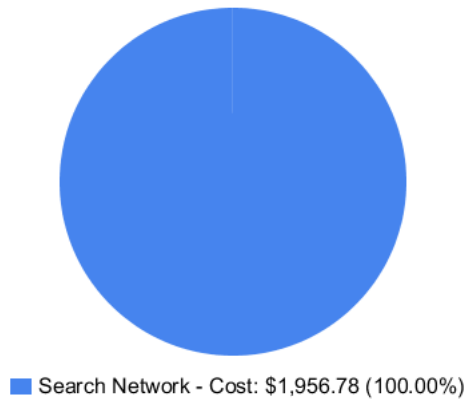
■ Computers - Cost: \$170.67 (8.72%) ■ Mobile devices with full browsers - Cost: \$1,786.11 (91.28%)

Device Performance (by Conversions)
Elite Dermatology PLLC

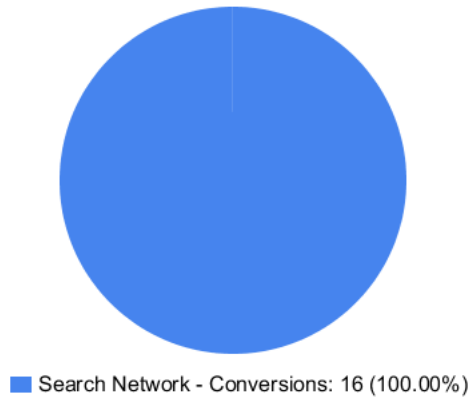
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	2,451	166	\$1,786.11	\$10.76	6.77%	15	9.04%	\$119.07
Computers	258	13	\$170.67	\$13.13	5.04%	1	7.69%	\$170.67
Tablets with full browsers	27	0	\$0.00	\$0.00	0.00%	0	0.00%	\$0.00

Google Ads | Budget Utilization by Network

Cost by Network
Elite Dermatology PLLC



Conversions by Network
Elite Dermatology PLLC




Network Performance
Elite Dermatology PLLC

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	2,736	179	\$1,956.78	\$10.93	6.54%	16	8.94%	\$122.30

Google Ads | Conversion Summary


09/01/2021 - 09/30/2021

 Conversion Performance
Elite Dermatology PLLC

Conversion name	All conv.
Submit lead form	15
Click to Call	1

Google Ads | Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
Elite Dermatology PLLC

Region	Clicks	Conversions	Cost / conv.
Texas	179	16	\$122.30

Facebook | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Elite Derm

\$0.00
\$1,743.18 -100.00%

Impressions
Elite Derm

0
49,513 -100.00%

Reach
Elite Derm

0
28,471 -100.00%

Clicks (Link)
Elite Derm

0
1,290 -100.00%

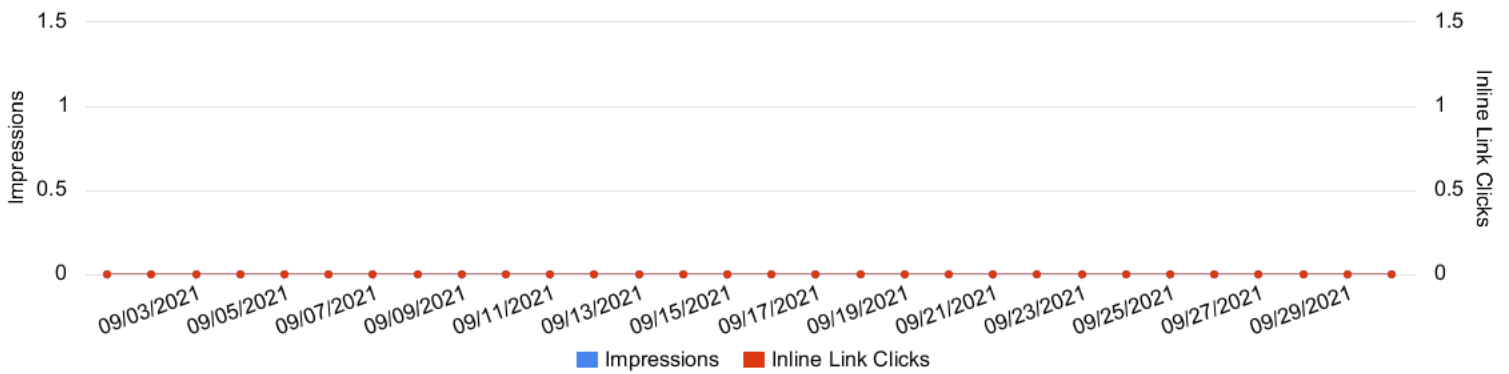
Leads
Elite Derm

0
41 -100.00%

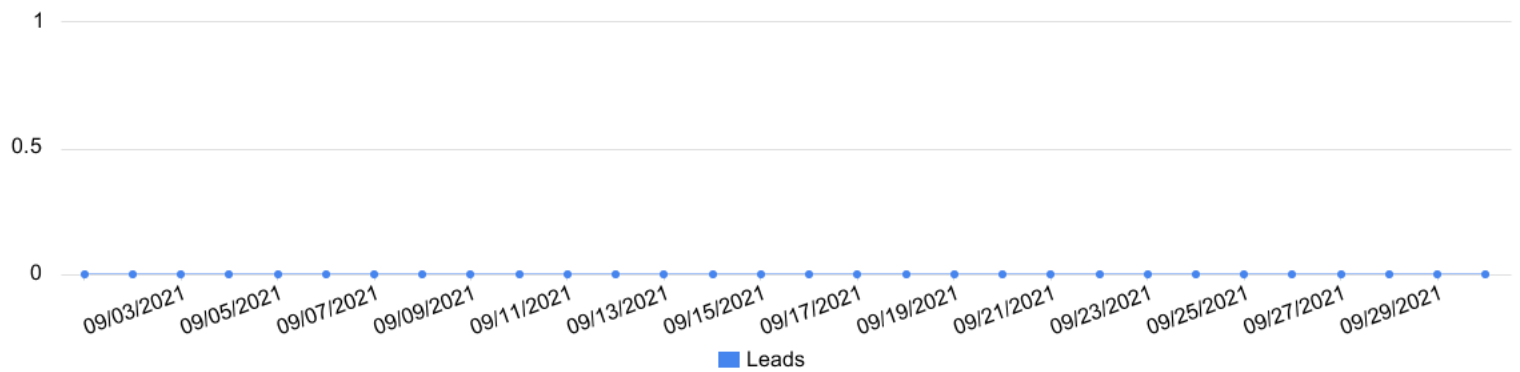
Cost / Lead
Elite Derm

\$0.00
\$42.52 -100.00%

Impressions vs Inline Link Clicks
Elite Derm



Conversions by day
Elite Derm



Facebook | Month-Over-Month Performance Comparison

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

Overall Performance Summary Elite Derm


Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$0.00	\$1,743.18	-100.00%
Impressions	0	49,513	-100.00%
Reach	0	28,471	-100.00%
Clicks	0	1,290	-100.00%
CTR	0.00%	2.61%	-100.00%
Frequency	0	1.74	-100.00%
Leads	0	41	-100.00%
Cost / Lead	\$0.00	\$42.52	-100.00%

Engagement Summary Elite Derm


Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	0	5	-100.00%
Post Reactions	0	86	-100.00%
Post Shares	0	22	-100.00%

Facebook | Placement Performance Summary

09/01/2021 - 09/30/2021

 Reach Summary (by Placement)
Elite Derm


There are no results

 Placement Performance (by Leads)
Elite Derm

There are no results

Facebook | Device Performance Summary

09/01/2021 - 09/30/2021


 Device Performance Chart
Elite Derm

There are no results


 Device Platform Performance
Elite Derm

There are no results

09/01/2021 - 09/30/2021

 Time of Day (Viewer)
Elite Derm

There are no results

 Time of Day (Ad Account)
Elite Derm

There are no results

Facebook | Campaign Performance Summary (by Leads)

09/01/2021 - 09/30/2021



Campaign Performance Breakdown
Elite Derm

There are no results

Facebook | Ad Set Performance Summary (by Leads)

09/01/2021 - 09/30/2021




Top Performing Ad Sets
Elite Derm

There are no results


Facebook | Ad Performance Summary

09/01/2021 - 09/30/2021


 Top Performing Ads (by Leads)
Elite Derm

There are no results

09/01/2021 - 09/30/2021


 Age Performance Chart
Elite Derm

There are no results


 Age Performance Summary
Elite Derm

There are no results

09/01/2021 - 09/30/2021

 Gender Performance Chart
Elite Derm

There are no results

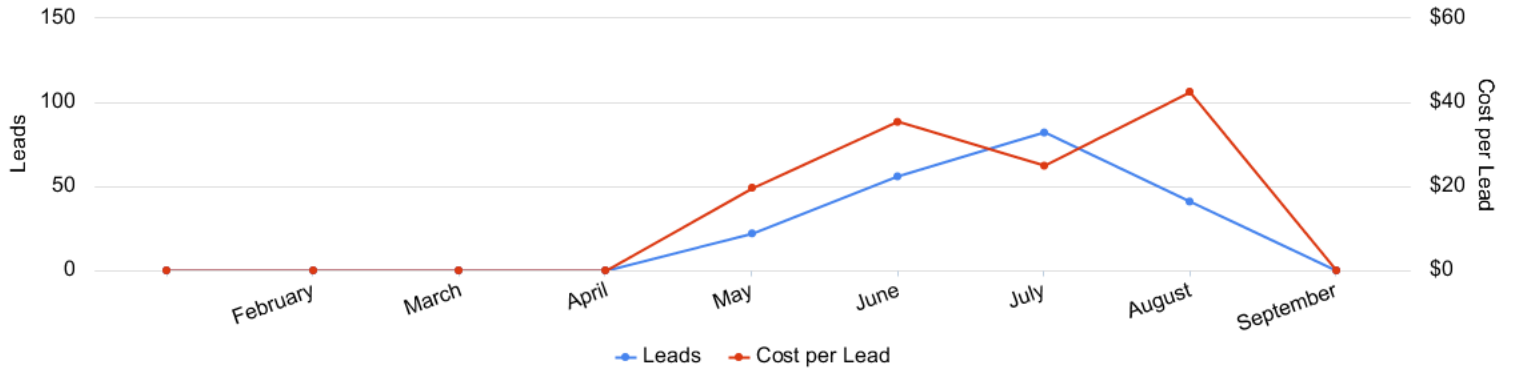
 Gender Performance Summary
Elite Derm

There are no results

Facebook | Year-to-Date Performance

01/01/2021 - 09/30/2021

Year-to-Date Trend
Elite Derm



Historical table (by month)
Elite Derm

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Elite Derm	\$6,199.69	4,885	188,821	73,240	2.58	4.67%	201
> 2021-05-01 - 2021-05-31	\$432.96	375	15,843	11,404	1.39	4.65%	22
> 2021-06-01 - 2021-06-30	\$1,980.53	1,403	56,058	29,907	1.87	4.42%	56
> 2021-07-01 - 2021-07-31	\$2,043.02	1,817	67,407	35,640	1.89	4.75%	82
> 2021-08-01 - 2021-08-31	\$1,743.18	1,290	49,513	28,471	1.74	4.85%	41

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