

Georgia ENT Monthly Ad Performance Summary

08/01/2023 - 08/31/2023

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Google Ads | Key Performance Indicators

08/01/2023 - 08/31/2023

Cost
Aaron M Fletcher

\$1,200.54
\$23.92 4,918.98%

Clicks
Aaron M Fletcher

520
22 2,263.64%

Avg CPC
Aaron M Fletcher

\$2.31
\$1.09 111.93%

Conversions
Aaron M Fletcher

43
2 2,050.00%

Conv. Rate
Aaron M Fletcher

8.27%
9.09% -9.02%

Cost / Conv
Aaron M Fletcher

\$27.92
\$11.96 133.44%

Google Ads | Budget Coverage

Search Impr. Share
Aaron M Fletcher

11.13%
0.00% 100.00%

Search IS Lost (Due to Budget)
Aaron M Fletcher

46.76%
0.00% 100.00%

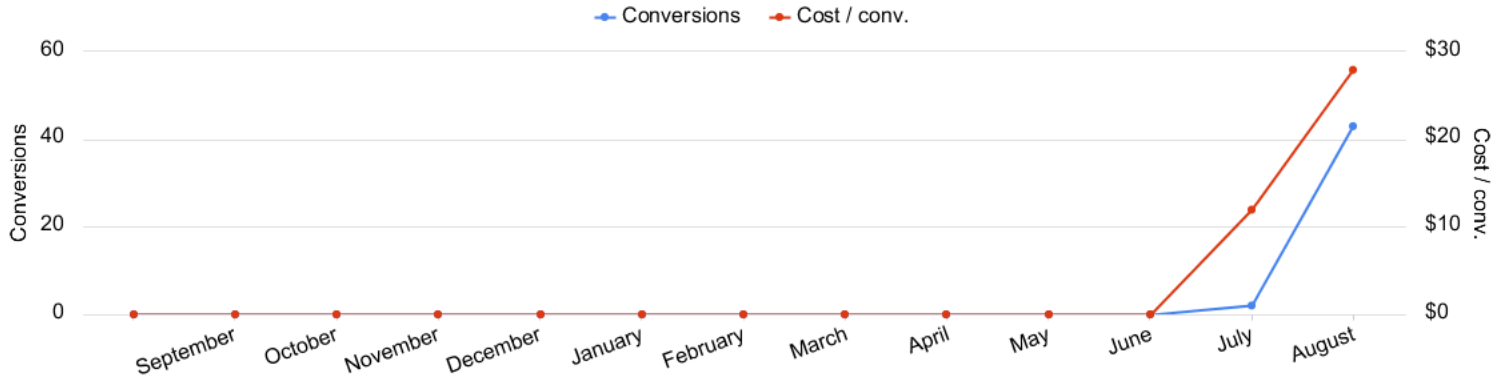
Search IS Lost (Due to Rank)
Aaron M Fletcher

42.11%
0.00% 100.00%

Google Ads | Monthly Performance Trends

08/01/2022 - 08/31/2023

Conversions vs Cost / Conv
Aaron M Fletcher




Account Performance by Month
Aaron M Fletcher

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
07/01/2023	\$23.92	246	22	\$1.09	8.94%	2	9.09%	\$11.96	0.00%	0.00%
08/01/2023	\$52.97	987	70	\$0.76	7.09%	4	5.71%	\$13.24	0.00%	0.00%
08/01/2023	\$573.80	1,196	209	\$2.75	17.47%	19	9.09%	\$30.20	9.99%	38.83%
08/01/2023	\$573.77	997	241	\$2.38	24.17%	20	8.30%	\$28.69	13.32%	59.89%
Total	\$1,224.46	3,426	542	\$2.26	15.82%	45	8.30%	\$27.21	11.13%	46.76%

Google Ads | Campaign Performance Summary

08/01/2023 - 08/31/2023

 Campaign Performance Breakdown
Aaron M Fletcher

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
MS search blepharoplasty	\$573.77	997	241	\$2.38	24.17%	20	8.30%	\$28.69
MS search rhinoplasty	\$573.80	1,196	209	\$2.75	17.47%	19	9.09%	\$30.20
Facial Plastic Surgery Atlanta	\$52.97	987	70	\$0.76	7.09%	4	5.71%	\$13.24
Total	\$1,200.54	3,180	520	\$2.31	16.35%	43	8.27%	\$27.92

Google Ads | Conversion Summary

08/01/2023 - 08/31/2023

 Conversion Performance
Aaron M Fletcher

Conversion name	All conv.
Calls from Smart Campaign Ads	1
MS Calls from Ads	1
Smart campaign ad clicks to call	2
Calls from Website	1
Submit Lead Form	18
Calls from Website	7
Submit Lead Form	13

Facebook | Key Performance Indicators

08/01/2023 - 08/31/2023

Cost
Medstar Clients

\$2,793.34
\$1,968.23 **41.92%**

Impressions
Medstar Clients

112,496
101,987 **10.30%**

Reach
Medstar Clients

35,200
21,476 **63.90%**

Clicks (Link)
Medstar Clients

1,502
1,520 **-1.18%**

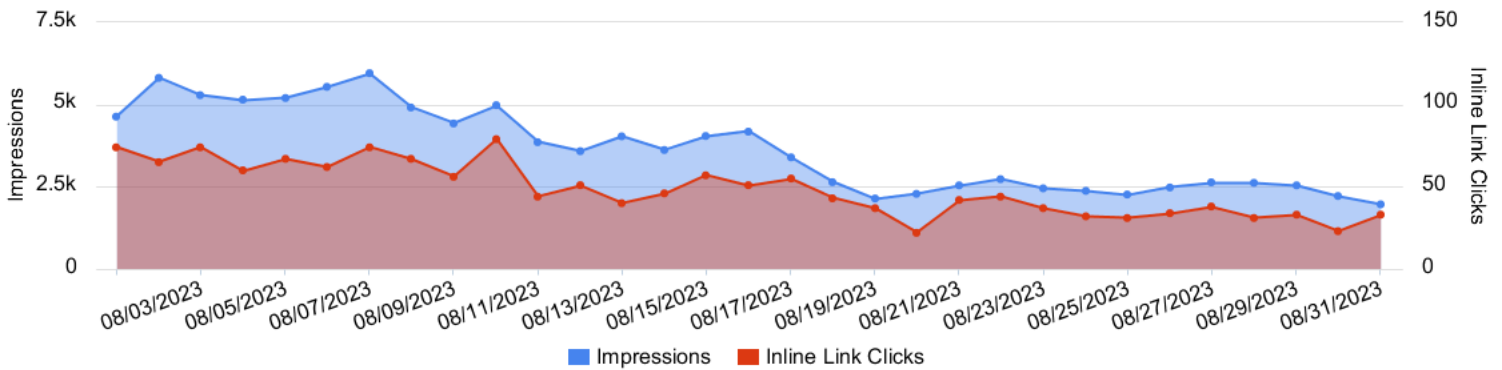
Leads
Medstar Clients

41
155 **-73.55%**

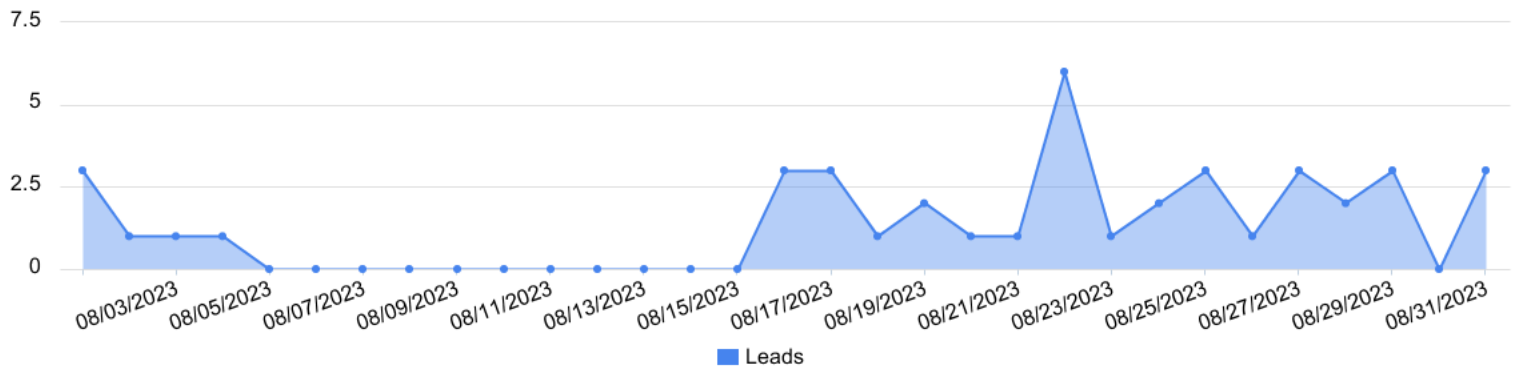
Cost / Lead
Medstar Clients

\$68.13
\$12.70 **436.46%**

Impressions vs Inline Link Clicks
Medstar Clients



Conversions by day
Medstar Clients



Facebook | Week-Over-Week Performance Comparison

08/01/2023 - 08/31/2023 - Comparing to 07/01/2023 - 07/31/2023

Overall Performance Summary Medstar Clients

Metric	08/01/2023 - 08/31/2023	07/01/2023 - 07/31/2023	% Change
Cost	\$2,793.34	\$1,968.23	41.92%
Impressions	112,496	101,987	10.30%
Reach	35,200	21,476	63.90%
Clicks	1,502	1,520	-1.18%
CTR	1.34%	1.49%	-10.42%
Frequency	3.2	4.75	-32.70%
Leads	41	155	-73.55%
CPA	\$68.13	\$12.70	436.46%

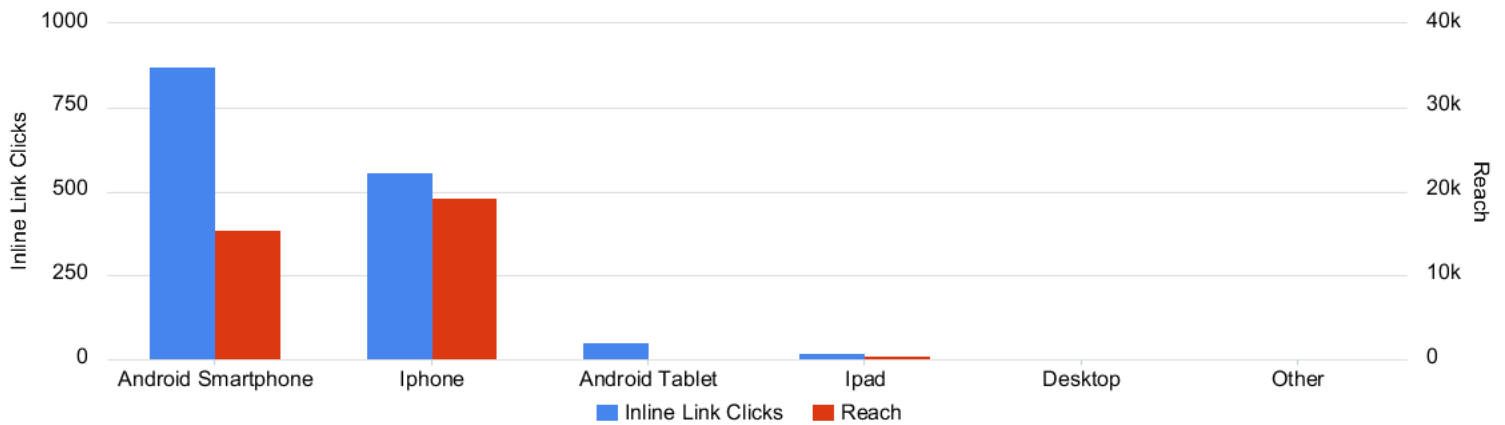
Engagement Summary Medstar Clients

Metric	08/01/2023 - 08/31/2023	07/01/2023 - 07/31/2023	% Change
Page Likes	0	0	0.00%
Post Comments	19	4	375.00%
Post Reactions	189	92	105.43%
Post Shares	35	20	75.00%

Facebook | Device Performance Summary

08/01/2023 - 08/31/2023

Device Performance Chart Medstar Clients



Device Platform Performance Medstar Clients

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency
Medstar Clients	\$2,793.34	112,496	1,502	2.91%	35,200	3.2
> Mobile App	\$2,782.77	112,174	1,499	2.92%	35,184	3.19
> Desktop	\$10.31	312	3	1.60%	48	6.5
> Unknown	\$0.05	1	--	0.00%	0	0
> Mobile Web	\$0.21	9	--	0.00%	9	1

Facebook | Campaign Performance Summary

08/01/2023 - 08/31/2023

Campaign Performance Breakdown Medstar Clients

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
MS Georgia Center - Emface (Conversions)	\$2,793.34	112,496	1,502	41	\$68.13
Total	\$2,793.34	112,496	1,502	41	\$68.13

Facebook | Ad Set Performance Summary

08/01/2023 - 08/31/2023

Top Performing Ad Sets Medstar Clients

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Registrations Completed	Cost per Registration Completed
Website Leads - Interest Stack	MS Georgia Center - Emface (Conversions)	\$1,786.09	74,705	946	0	\$0.00
Website Leads - Audience Stack	MS Georgia Center - Emface (Conversions)	\$1,007.25	37,791	556	0	\$0.00
	Total	\$2,793.34	112,496	1,502	0	\$0.00

Facebook | Ad Performance Summary

08/01/2023 - 08/31/2023

Top Performing Ads
Medstar Clients

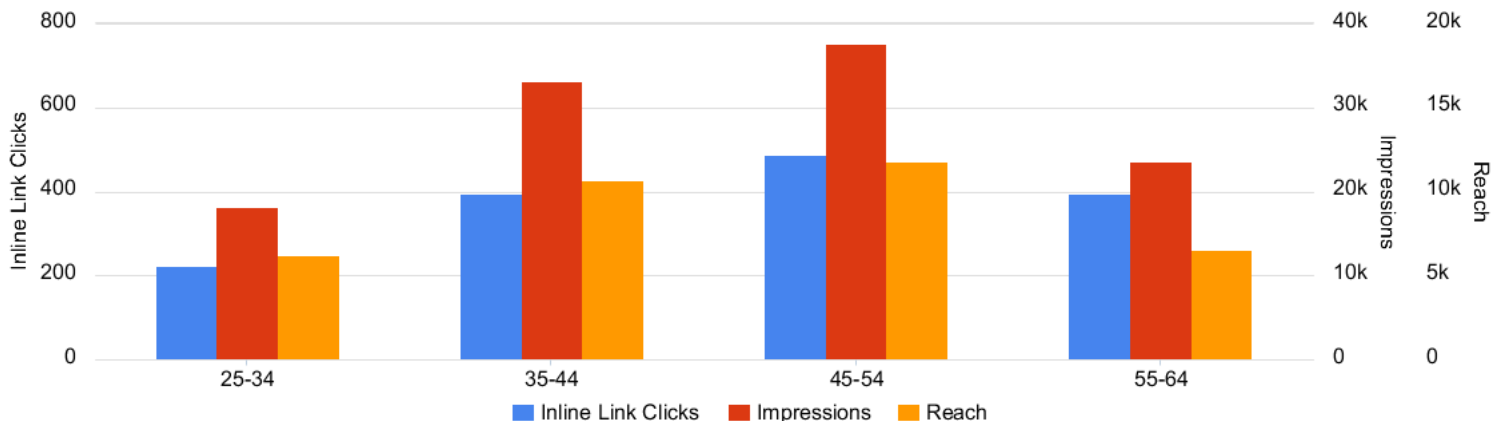
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Emface - Image - Blue Lady		MS Georgia Center - Emface (Conversions)	\$59.40	30	3,880	1,469	2.64	1.26%	0
Emface - Video - Alicia Silverstone		MS Georgia Center - Emface (Conversions)	\$213.39	114	6,542	3,871	1.69	3.55%	0
Emface - Video - Music		MS Georgia Center - Emface (Conversions)	\$207.67	132	4,681	2,981	1.57	3.89%	3
Emface - Image - Hands On Shoulders		MS Georgia Center - Emface (Conversions)	\$183.77	89	11,000	5,596	1.97	2.01%	2
Emface - Image - B&W		MS Georgia Center - Emface (Conversions)	\$20.84	17	1,238	513	2.41	1.62%	0
Emface - Video - Alicia Silverstone		MS Georgia Center - Emface (Conversions)	\$72.84	63	1,993	1,353	1.47	6.17%	2
Total			\$757.91	445	29,334	15,783	11.75	--	7

Facebook | Demographic Performance - Age

08/01/2023 - 08/31/2023

Age Performance Chart

Medstar Clients



Age Performance Summary

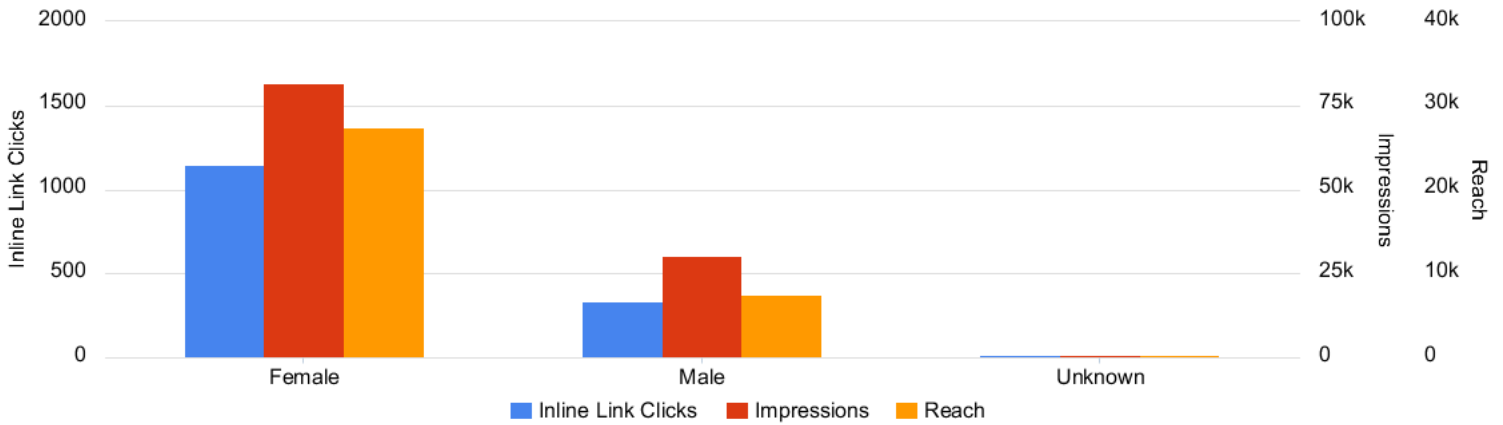
Medstar Clients

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency
Medstar Clients	\$2,793.34	112,496	35,200	1,502	2.91%	3.2
> 25-34	\$341.56	18,097	6,224	223	2.23%	2.91
> 35-44	\$682.41	33,208	10,680	395	2.63%	3.11
> 45-54	\$1,046.67	37,631	11,800	488	3.12%	3.19
> 55-64	\$722.70	23,560	6,496	396	3.51%	3.63
> Unknown	\$0.00	0	0	0	--	0

Facebook | Demographic Performance - Gender

08/01/2023 - 08/31/2023

Gender Performance Chart Medstar Clients



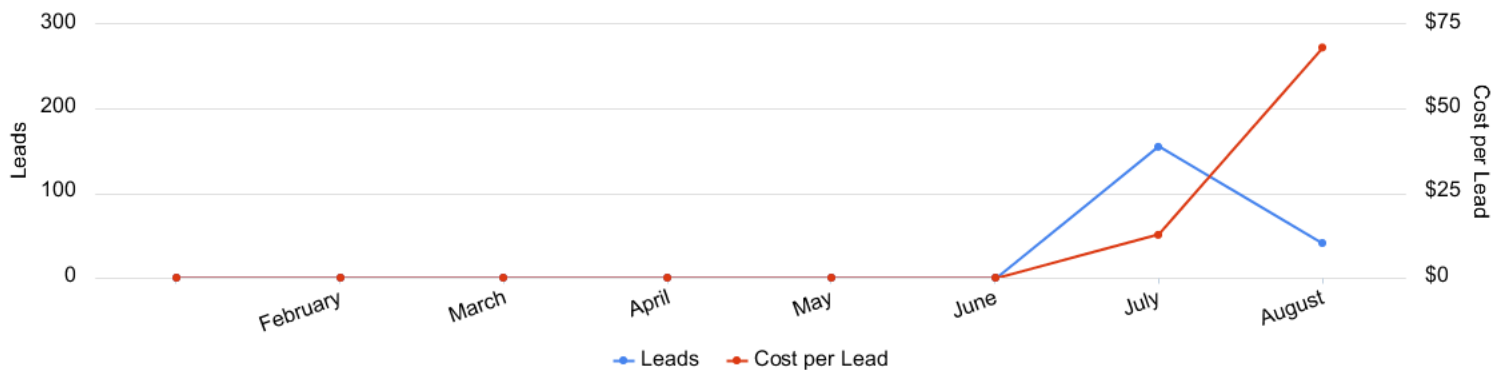
Gender Performance Summary Medstar Clients

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency
Medstar Clients	\$2,793.34	112,496	35,200	1,502	2.91%	3.2
> Female	\$2,261.48	81,577	27,448	1,150	3.37%	2.97
> Male	\$484.71	30,150	7,464	334	1.61%	4.04
> Unknown	\$47.15	769	288	18	5.20%	2.67

Facebook | Year-to-Date Performance

08/01/2023 - 08/31/2023

Year-to-Date Trend Medstar Clients



Historical table (by month) Medstar Clients

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Medstar Clients	\$2,793.34	1,502	112,496	35,200	3.2	2.91%	41
> 2023-08-01 - 2023-08-31	\$2,793.34	1,502	112,496	35,200	3.2	2.91%	41

