

Hackensack Medspa Monthly Combined Performance Summary

08/01/2023 - 08/31/2023

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Google Ads | Key Performance Indicators

08/01/2023 - 08/31/2023

Cost
Hackensack MedSpa

\$5,503.41

\$5,543.72 -0.73%

Conversions
Hackensack MedSpa

81

114 -28.95%

Clicks
Hackensack MedSpa

2,686

2,726 -1.47%

Conv. Rate
Hackensack MedSpa

3.02%

4.18% -27.75%

Avg CPC
Hackensack MedSpa

\$2.05

\$2.03 0.99%

Cost / Conv
Hackensack MedSpa

\$67.94

\$48.63 39.71%

Google Ads | Budget Coverage

Search Impr. Share
Hackensack MedSpa

10.98%

12.27% -10.57%

Search IS Lost (Due to Budget)
Hackensack MedSpa

11.42%

12.97% -11.90%

Search IS Lost (Due to Rank)
Hackensack MedSpa

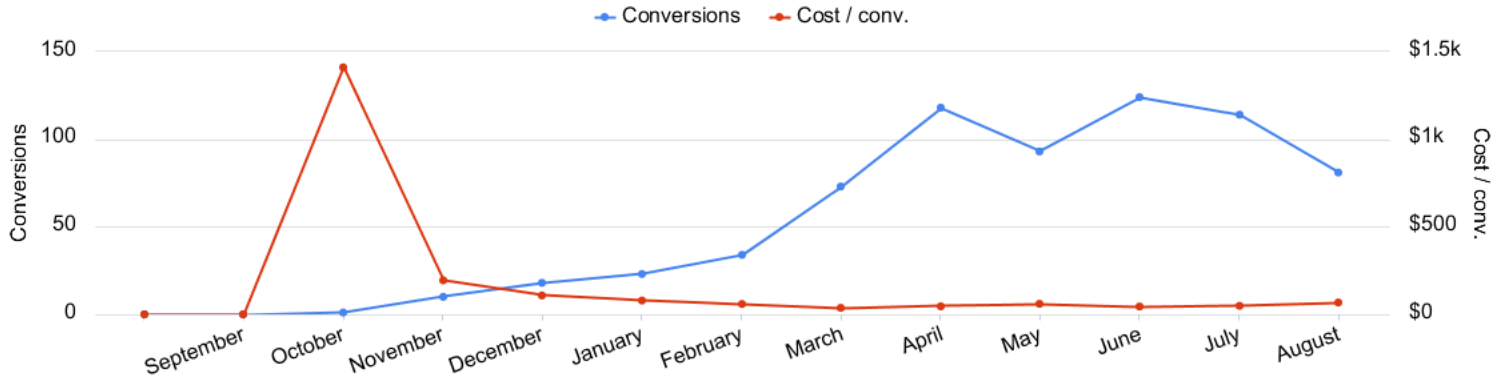
77.60%

74.76% 3.80%

Google Ads | Monthly Performance Trends

08/01/2022 - 08/31/2023

Conversions vs Cost / Conv
Hackensack MedSpa




Account Performance by Month
Hackensack MedSpa

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
10/01/2022	\$56.55	5,219	79	\$0.72	1.51%	0	0.00%	\$0.00	80.00%	0.00%
11/01/2022	\$46.26	2,129	75	\$0.62	3.52%	2	2.67%	\$23.13	89.66%	1.72%
12/01/2022	\$27.99	59	13	\$2.15	22.03%	0	0.00%	\$0.00	89.13%	4.35%
01/01/2023	\$19.12	209	17	\$1.12	8.13%	3	17.65%	\$6.37	91.40%	0.00%
02/01/2023	\$29.96	152	29	\$1.03	19.08%	1	3.45%	\$29.96	93.68%	3.16%
03/01/2023	\$62.37	189	49	\$1.27	25.93%	20	40.82%	\$3.12	92.81%	2.88%
04/01/2023	\$58.36	145	45	\$1.30	31.03%	5.66	12.57%	\$10.32	84.85%	7.07%
05/01/2023	\$68.92	205	57	\$1.21	27.80%	5	8.77%	\$13.78	85.04%	10.24%
06/01/2023	\$72.20	221	57	\$1.27	25.79%	4	7.02%	\$18.05	94.74%	0.00%
07/01/2023	\$106.71	225	50	\$2.13	22.22%	3	6.00%	\$35.57	87.67%	4.11%
08/01/2023	\$91.55	149	45	\$2.03	30.20%	0.3	0.67%	\$302.43	93.69%	3.60%
09/01/2022	\$82.02	2,027	37	\$2.22	1.83%	0	0.00%	\$0.00	12.68%	19.73%
10/01/2022	\$453.16	4,258	196	\$2.31	4.60%	1	0.51%	\$453.16	9.99%	19.19%
11/01/2022	\$687.56	5,498	320	\$2.15	5.82%	2	0.63%	\$343.78	9.99%	15.71%
12/01/2022	\$401.77	4,700	213	\$1.89	4.53%	2	0.94%	\$200.88	9.99%	14.93%
Total	\$2,264.50	25,385	1,282	\$1.77	5.05%	48.96	3.82%	\$46.25	--	--

Google Ads | Campaign Performance Summary

08/01/2023 - 08/31/2023




Campaign Performance Breakdown

Hackensack MedSpa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
MS search emsculpt neo	\$1,497.90	4,778	333	\$4.50	6.97%	40	12.01%	\$37.45
MS search dermal fillers	\$1,279.88	3,595	263	\$4.87	7.32%	31	11.79%	\$41.29
CDA - Intent - Tattoo - [MedSpa] Search	\$1,367.59	12,562	1,237	\$1.11	9.85%	5	0.40%	\$273.52
CDA - Intent - Premium Services - Search	\$455.80	5,976	398	\$1.15	6.66%	2	0.50%	\$227.90
CDA - Leads	\$608.02	2,506	219	\$2.78	8.74%	1.7	0.78%	\$358.23
CDA - Local - Smart	\$202.68	62,931	191	\$1.06	0.30%	1	0.52%	\$202.68
CDA - Branded - Search	\$91.55	149	45	\$2.03	30.20%	0.3	0.67%	\$302.43
Total	\$5,503.41	92,497	2,686	\$2.05	2.90%	81	3.02%	\$67.94

Google Ads | Conversion Summary

08/01/2023 - 08/31/2023

 Conversion Performance
Hackensack MedSpa

Conversion name	All conv.
Calls from ads	0.3
MS Submit Lead Form	2
Calls from ads	4
Local actions - Website visits	1
MS Click to Call	1
Calls from ads	1.7
Calls from Smart Campaign Ads	1
Calls from ads	1
MS Calls from Ads	1
MS Click to Call	6

Facebook | Key Performance Indicators

08/01/2023 - 08/31/2023

Cost
Medstar Clients

\$2,058.91

\$2,057.50 0.07%

Impressions
Medstar Clients

70,046

76,008 -7.84%

Reach
Medstar Clients

22,245

24,512 -9.25%

Clicks (Link)
Medstar Clients

1,335

1,443 -7.48%

Leads
Medstar Clients

58

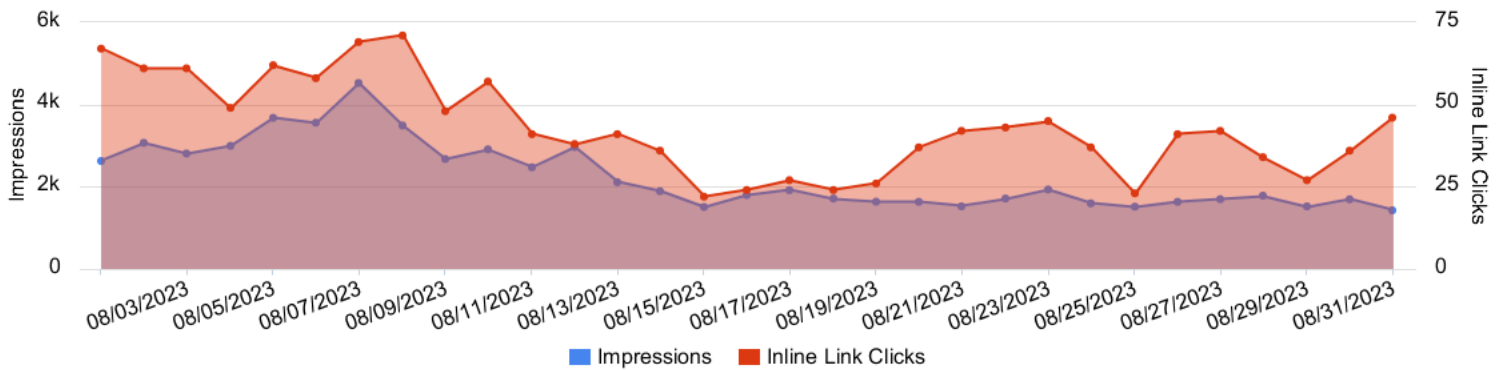
108 -46.30%

Cost / Lead
Medstar Clients

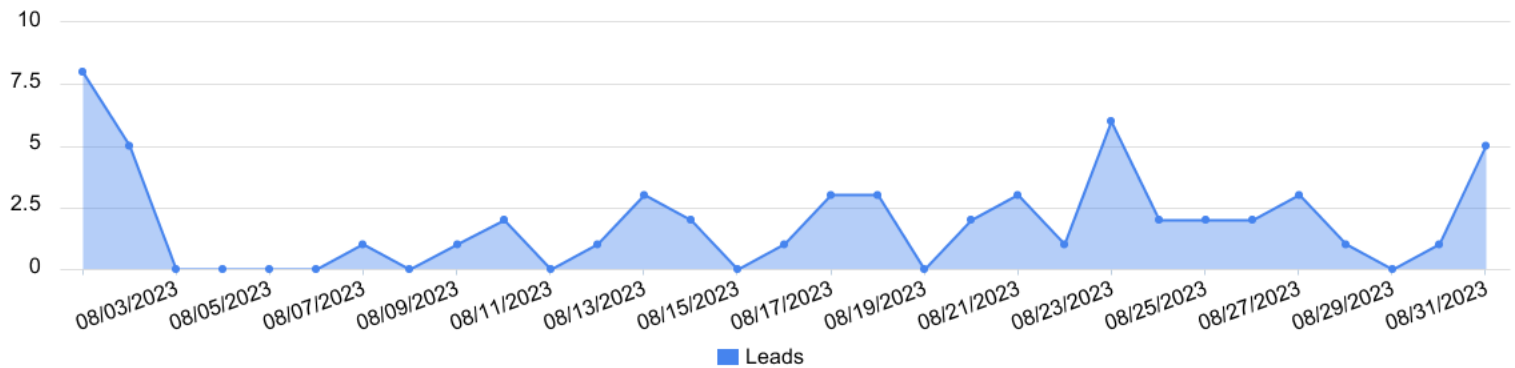
\$35.50

\$19.05 86.35%

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	\$2,058.91	\$2,057.50	0.07%
Impressions	70,046	76,008	-7.84%
Reach	22,245	24,512	-9.25%
Clicks	1,335	1,443	-7.48%
CTR	1.91%	1.90%	0.39%
Frequency	3.15	3.1	1.55%
Leads	58	108	-46.30%
CPA	\$35.50	\$19.05	86.35%

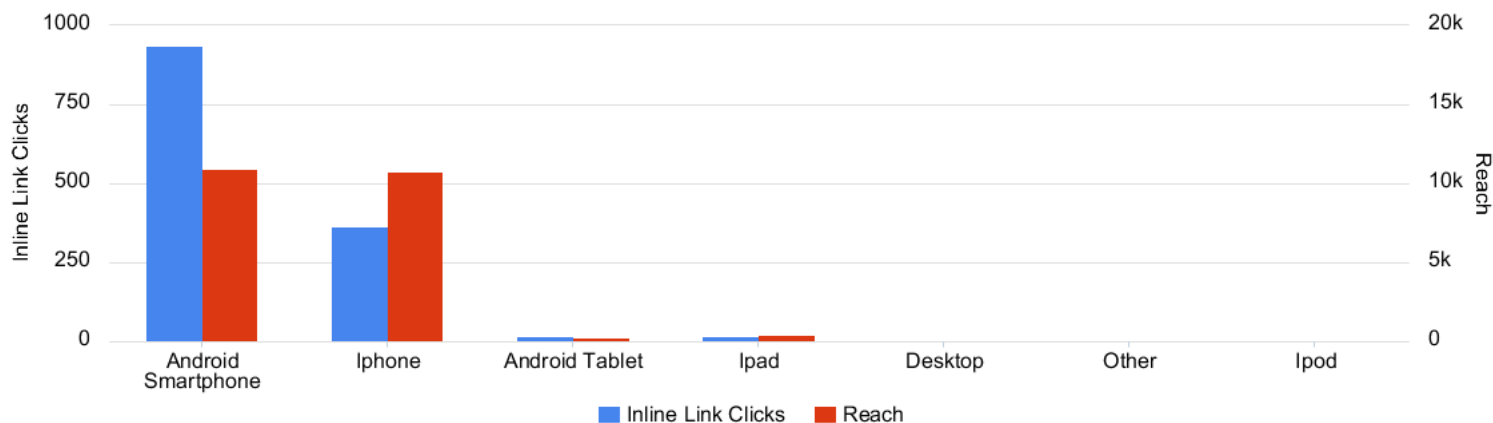
Engagement Summary Medstar Clients

Metric	08/01/2023 - 08/31/2023	07/01/2023 - 07/31/2023	% Change
Page Likes	0	0	0.00%
Post Comments	2	0	100.00%
Post Reactions	105	44	138.64%
Post Shares	10	12	-16.67%

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	\$2,058.91	70,046	1,335	2.41%	22,245	3.15
> Mobile App	\$2,051.44	69,773	1,333	2.42%	22,221	3.14
> Desktop	\$7.39	263	2	0.76%	56	4.7
> Mobile Web	\$0.08	10	--	0.00%	4	2.5

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 Hackensack Medspa - Botox (Conversions)	\$1,023.55	30,052	624	30	\$34.12
MS Hackensack Medspa - Emsculpt NEO (Conversions)	\$1,035.36	39,994	711	28	\$36.98
Total	\$2,058.91	70,046	1,335	58	\$35.50

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 - Copy	MS Hackensack Medspa - Botox (Conversions)	\$483.60	15,136	322	0	\$0.00
Website Leads - Audience Stack - Copy	MS Hackensack Medspa - Botox (Conversions)	\$539.95	14,916	302	0	\$0.00
Website Leads - Audience Stack - Copy	MS Hackensack Medspa - Emsculpt NEO (Conversions)	\$352.55	13,553	264	0	\$0.00
Website Leads - Interest Stack - Copy	MS Hackensack Medspa - Emsculpt NEO (Conversions)	\$682.81	26,441	447	0	\$0.00
Total		\$2,058.91	70,046	1,335	0	\$0.00

Facebook | Ad Performance Summary

08/01/2023 - 08/31/2023

Top Performing Ads
Medstar Clients

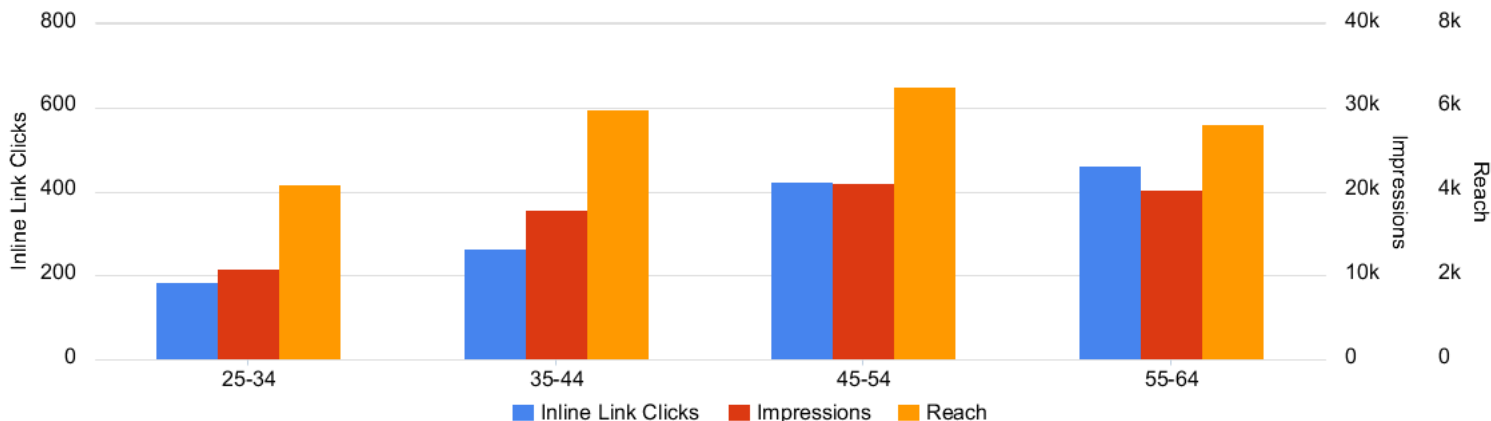
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Botox - Video - Ivonne New		MS Hackensack Medspa - Botox (Conversions)	\$167.90	122	4,352	3,040	1.43	3.70%	5
Botox - Image - Ivonne		MS Hackensack Medspa - Botox (Conversions)	\$83.99	40	4,292	1,642	2.61	1.40%	1
Botox - Image - Smiling		MS Hackensack Medspa - Botox (Conversions)	\$28.22	20	1,662	520	3.2	1.56%	0
Botox - Video - Ivonne		MS Hackensack Medspa - Botox (Conversions)	\$203.49	140	4,830	3,213	1.5	3.13%	5
Botox - Image - Smiling		MS Hackensack Medspa - Botox (Conversions)	\$51.77	13	1,361	714	1.91	1.62%	1
Botox - Video - Ivonne		MS Hackensack Medspa - Botox (Conversions)	\$205.76	112	5,282	3,796	1.39	2.50%	7
Total			\$741.13	447	21,779	12,925	12.04	--	19

Facebook | Demographic Performance - Age

08/01/2023 - 08/31/2023

Age Performance Chart

Medstar Clients



Age Performance Summary

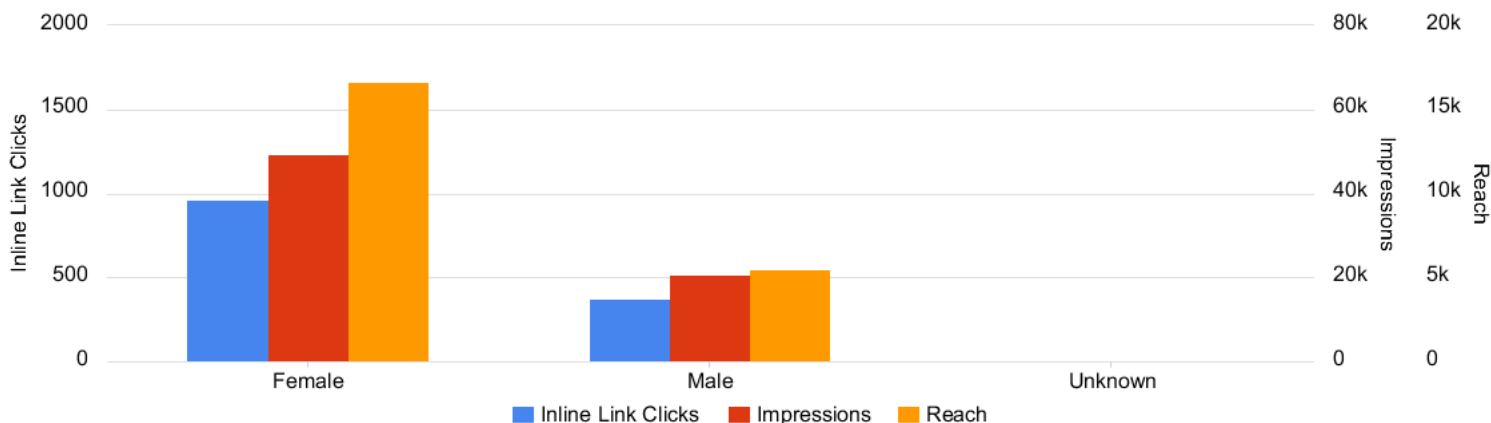
Medstar Clients

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency
Medstar Clients	\$2,058.91	70,046	22,245	1,335	2.41%	3.15
> 25-34	\$270.41	10,883	4,172	185	2.02%	2.61
> 35-44	\$426.30	17,798	5,964	265	1.88%	2.98
> 45-54	\$677.06	21,077	6,488	424	2.59%	3.25
> 55-64	\$685.14	20,288	5,620	461	2.90%	3.61
> Unknown	\$0.00	0	0	0	--	0

Facebook | Demographic Performance - Gender

08/01/2023 - 08/31/2023

Gender Performance Chart Medstar Clients



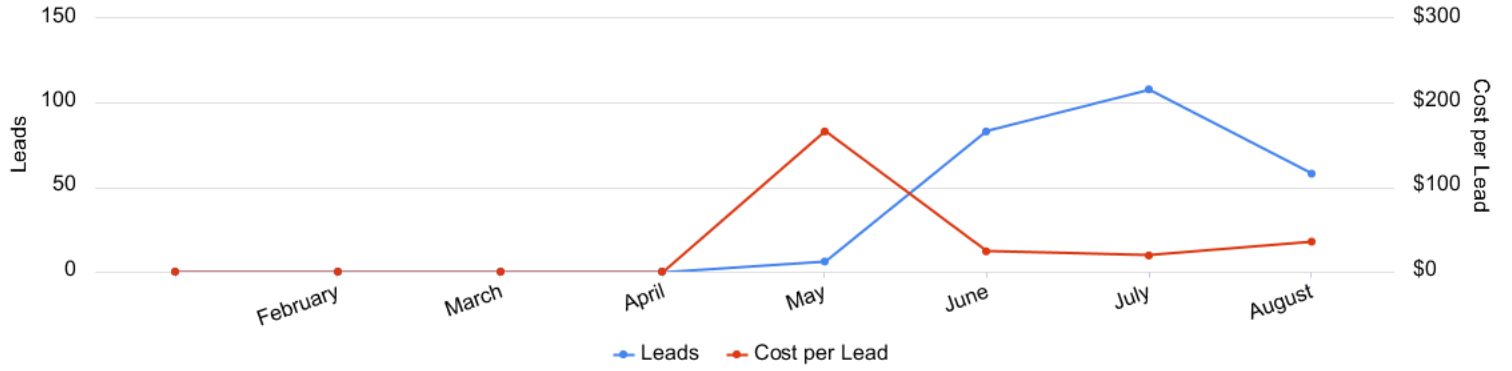
Gender Performance Summary Medstar Clients

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency
Medstar Clients	\$2,058.91	70,046	22,245	1,335	2.41%	3.15
> Female	\$1,630.06	49,273	16,628	963	2.49%	2.96
> Male	\$424.83	20,609	5,508	372	2.24%	3.74
> Unknown	\$4.02	164	108	0	1.22%	1.52

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	\$2,058.91	1,335	70,046	22,245	3.15	2.41%	58
> 2023-08-01 - 2023-08-31	\$2,058.91	1,335	70,046	22,245	3.15	2.41%	58

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