

Shareef Jandali Monthly Ad Performance Summary

09/01/2021 - 09/30/2021

Table of contents

Overall Performance Summary.....	Page 3
Google Ads Key Performance Indicators.....	Page 4
Google Ads Month-Over-Month Performance Comparison.....	Page 4
Google Ads Budget Coverage.....	Page 4
Google Ads Monthly Performance Trends.....	Page 5
Google Ads Campaign Performance Summary (by Conversions).....	Page 6
Google Ads Top Search Terms (by Conversions).....	Page 7
Google Ads Top Search Ads (by Conversions).....	Page 8
Google Ads Budget Utilization by Device.....	Page 9
Google Ads Budget Utilization by Network.....	Page 10
Google Ads Conversion Summary.....	Page 11
Google Ads Geo-Targeting Summary.....	Page 11
Facebook Key Performance Indicators.....	Page 12
Facebook Month-Over-Month Performance Comparison.....	Page 13
Facebook Placement Performance Summary.....	Page 14
Facebook Device Performance Summary.....	Page 15
Facebook Schedule Performance.....	Page 16
Facebook Campaign Performance Summary (by Leads).....	Page 17
Facebook Ad Set Performance Summary (by Leads).....	Page 17
Facebook Ad Performance Summary.....	Page 18
Facebook Demographic Performance - Age.....	Page 19
Facebook Demographic Performance - Gender.....	Page 20
Facebook Year-to-Date Performance.....	Page 21
Glossary.....	Page 22

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	\$5,519.18	10,040	498	4.96%	43.33	\$127.37
08/01/2021 - 08/31/2021	\$7,059.98	11,964	546	4.56%	32.67	\$216.12
% Change	-21.82%	-16.08%	-8.79%	8.77%	32.63%	-41.07%
Facebook Ads						
09/01/2021 - 09/30/2021	\$987.80	7,150	219	3.06%	26	\$37.99
08/01/2021 - 08/31/2021	\$1,026.45	8,356	176	2.11%	22	\$46.66
% Change	-3.77%	-14.43%	24.43%	45.42%	18.18%	-18.57%

Google Ads | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Jandalis - Infant Ear -

\$5,519.18
\$7,059.98 -21.82%

Clicks
Jandalis - Infant Ear -

498
546 -8.79%

Avg. CPC
Jandalis - Infant Ear -

\$11.08
\$12.93 -14.29%

Conversions
Jandalis - Infant Ear -

43.33
32.67 32.63%

Conv. rate
Jandalis - Infant Ear -

8.70%
5.98% 45.48%

Cost / Conv
Jandalis - Infant Ear -

\$127.37
\$216.12 -41.07%

Google Ads | Month-Over-Month Performance Comparison

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

Overall Performance Summary
Jandalis - Infant Ear -

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$5,519.18	\$7,059.98	-21.82%
Impressions	10,040	11,964	-16.08%
Clicks	498	546	-8.79%
Avg CPC	\$11.08	\$12.93	-14.31%
CTR	4.96%	4.56%	8.77%
Conversions	43.33	32.67	32.63%
Conv Rate	8.70%	5.98%	45.48%
Cost / Conv	\$127.38	\$216.10	-41.06%

Google Ads | Budget Coverage

Search Impr. Share
Jandalis - Infant Ear -

61.50%
51.20% 20.12%

Search IS Lost (due to Budget)
Jandalis - Infant Ear -

23.07%
10.90% 111.65%

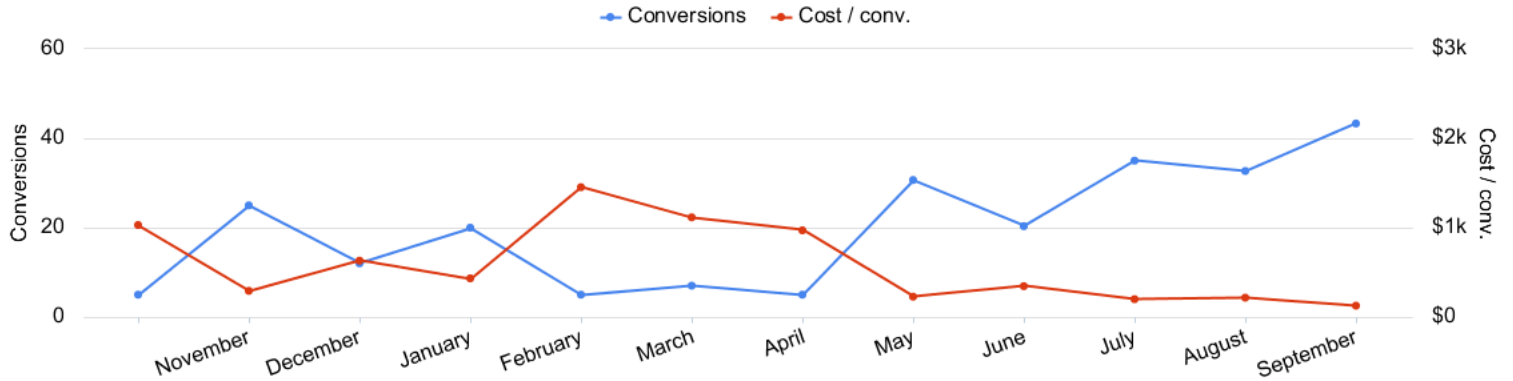
Search IS Lost (due to Rank)
Jandalis - Infant Ear -

15.43%
37.91% -59.30%

Google Ads | Monthly Performance Trends

10/01/2020 - 09/30/2021

Conversions vs Cost/ Conv
Jandalis - Infant Ear -




Account Performance by Month
Jandalis - Infant Ear -

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
10/01/2020	\$5,148.19	17,533	932	\$5.52	5.32%	5	0.54%	\$1,028.12	39.57%	13.85%
11/01/2020	\$7,329.01	27,124	1,427	\$5.14	5.26%	25	1.75%	\$293.16	40.51%	11.49%
12/01/2020	\$7,561.54	25,990	1,386	\$5.46	5.33%	12	0.87%	\$629.63	41.34%	10.98%
01/01/2021	\$8,651.80	26,127	1,507	\$5.74	5.77%	20	1.33%	\$432.59	40.61%	12.55%
02/01/2021	\$7,268.56	23,669	1,049	\$6.93	4.43%	5	0.48%	\$1,453.71	38.02%	9.32%
03/01/2021	\$7,811.30	22,162	1,163	\$6.72	5.25%	7	0.60%	\$1,115.90	32.59%	19.30%
04/01/2021	\$4,854.01	10,029	625	\$7.77	6.23%	5	0.80%	\$970.80	44.32%	6.03%
05/01/2021	\$7,004.36	13,948	690	\$10.15	4.95%	30.67	4.44%	\$228.40	47.46%	15.95%
06/01/2021	\$7,022.95	13,916	711	\$9.88	5.11%	20.33	2.86%	\$345.39	39.69%	17.32%
07/01/2021	\$7,018.53	12,412	649	\$10.81	5.23%	35	5.39%	\$200.53	48.33%	13.57%
08/01/2021	\$7,059.98	11,964	546	\$12.93	4.56%	32.67	5.98%	\$216.12	51.20%	10.90%
09/01/2021	\$5,519.18	10,040	498	\$11.08	4.96%	43.33	8.70%	\$127.37	61.50%	23.07%
Total	\$82,249.41	214,914	11,183	\$7.35	5.20%	241	2.16%	\$341.23	41.24%	13.40%

Google Ads | Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Jandalis - Infant Ear -

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search coolsculpting	\$1,524.71	4,022	240	\$6.35	5.97%	31	12.92%	\$49.18
search ear molding nyc	\$3,123.89	4,370	197	\$15.86	4.51%	10.33	5.24%	\$302.41
search ear molding ct	\$870.58	1,648	61	\$14.27	3.70%	2	3.28%	\$435.29

Google Ads | Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
Jandalis - Infant Ear -

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting	\$81.83	143	10	\$8.18	6.99%	2	20.00%	\$40.91
how much is body sculpting	\$1.39	2	1	\$1.39	50.00%	2	200.00%	\$0.69
baby ear sticks out	\$9.73	4	1	\$9.73	25.00%	1	100.00%	\$9.73
liposuction for obese	\$5.16	2	1	\$5.16	50.00%	1	100.00%	\$5.16
liposuction cost	\$39.66	41	6	\$6.61	14.63%	1	16.67%	\$39.66
infant ear molding near me	\$20.62	6	2	\$10.31	33.33%	1	50.00%	\$20.62
back liposuction	\$2.70	1	1	\$2.70	100.00%	1	100.00%	\$2.70
liposuction cost connecticut	\$70.65	39	9	\$7.85	23.08%	1	11.11%	\$70.65
coolsculpting	\$4.88	1	1	\$4.88	100.00%	1	100.00%	\$4.88
cool sculpting near me	\$11.94	6	1	\$11.94	16.67%	1	100.00%	\$11.94
cost of cool sculpting	\$1.79	4	1	\$1.79	25.00%	1	100.00%	\$1.79
earwell for babies	\$18.08	17	1	\$18.08	5.88%	1	100.00%	\$18.08
is coolsculpting worth the price	\$3.34	1	1	\$3.34	100.00%	1	100.00%	\$3.34
cool sculpting reviews	\$5.02	23	1	\$5.02	4.35%	1	100.00%	\$5.02
coolsculpting	\$33.76	139	3	\$11.25	2.16%	1	33.33%	\$33.76
fat transplant to buttocks	\$1.41	1	1	\$1.41	100.00%	1	100.00%	\$1.41
neo fat removal	\$2.68	1	1	\$2.68	100.00%	1	100.00%	\$2.68
body sculpting near me	\$8.23	10	2	\$4.12	20.00%	1	50.00%	\$8.23
newborn folded ear	\$16.40	3	2	\$8.20	66.67%	1	50.00%	\$16.40
how much is a bbl in miami	\$17.35	2	1	\$17.35	50.00%	1	100.00%	\$17.35

Google Ads | Top Search Ads (by Conversions)

09/01/2021 - 09/30/2021

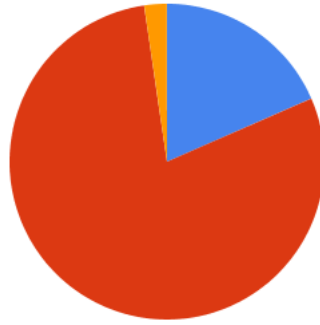
 Top Responsive Search Ads (by Conversions)
Jandalis - Infant Ear -

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Jandali Plastic Surgery} CoolSculpting in Trumbull, CT Biggest CoolSculpting® Promo jandali.mysculpt.net/coolsculpting/trumbull Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Trumbull, CT Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search coolsculpting	\$450.03	950	63	\$7.14	6.63%	12	19.05%	\$37.50
Jandali Plastic Surgery Fat Reduction in Trumbull, CT Non-Surgical Fat Reduction jandali.mysculpt.net/coolsculpting/trumbull 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	\$455.16	1,230	80	\$5.69	6.50%	10	12.50%	\$45.52
{Keyword:Jandali Plastic Surgery} Correct Infant Ear Deformities Non-Surgical, Safe, Pain-Free earmolding.mysculpt.net/ear_molding/nyc Non-Surgical Ear Deformity Correction for Newborns Under 3 Months. Don't Wait. Contact Us Treating CT, NY, NJ, MA. Covered by Insurance. Earlier Treatment is Better.	search ear molding nyc	\$1,891.59	2,410	118	\$16.03	4.90%	8.33	7.06%	\$227.08
Jandali Plastic Surgery Fat Reduction in Trumbull, CT Non-Surgical Fat Reduction jandali.mysculpt.net/coolsculpting/trumbull 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	\$161.11	583	33	\$4.88	5.66%	2	6.06%	\$80.56
Jandali Plastic Surgery Correct Infant Ear Deformities Non-Surgical, Safe, Pain-Free earmolding.mysculpt.net/ear_molding/nyc Non-Surgical Ear Deformity Correction for Newborns Under 3 Months. Don't Wait. Contact Us Treating CT, NY, NJ, MA. Covered by Insurance. Earlier Treatment is Better.	search ear molding nyc	\$150.58	178	13	\$11.58	7.30%	1	7.69%	\$150.58

Google Ads | Budget Utilization by Device

Conversions by Device

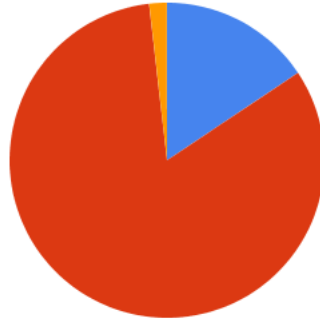
Jandalis - Infant Ear -



■ Computers - Conversions: 8 (18.46%)
 ■ Mobile devices with full browsers - Conversions: 34.33 (79.23%)
 ■ Tablets with full browsers - Conversions: 1 (2.31%)

Cost by Device

Jandalis - Infant Ear -




■ Computers - Cost: \$863.28 (15.64%)
 ■ Mobile devices with full browsers - Cost: \$4,556.03 (82.55%)
 ■ Tablets with full browsers - Cost: \$99.87 (1.81%)

Device Performance (by Conversions)


Jandalis - Infant Ear -

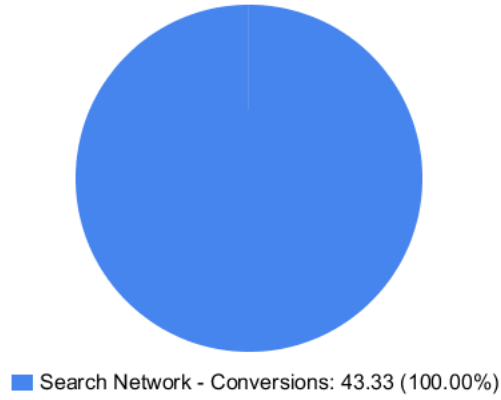
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	8,033	420	\$4,556.03	\$10.85	5.23%	34.33	8.17%	\$132.70
Computers	1,875	72	\$863.28	\$11.99	3.84%	8	11.11%	\$107.91
Tablets with full browsers	132	6	\$99.87	\$16.64	4.55%	1	16.67%	\$99.87


Google Ads | Budget Utilization by Network

 Cost by Network
Jandalis - Infant Ear -



 Conversions by Network
Jandalis - Infant Ear -




 Network Performance
Jandalis - Infant Ear -

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	10,040	498	\$5,519.18	\$11.08	4.96%	43.33	8.70%	\$127.37

Google Ads | Conversion Summary


09/01/2021 - 09/30/2021

 Conversion Performance
Jandalis - Infant Ear -

Conversion name	All conv.
Submit lead form	30.33
Click to Call	11
Phone calls from ad	1
Call From Ads (MS)	1

Google Ads | Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
Jandalis - Infant Ear -

Region	Clicks	Conversions	Cost / conv.
Connecticut	289	33	\$70.45
New York	143	9	\$250.02
New Jersey	54	1.33	\$656.95

Facebook | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Shareef Jandali

\$987.80
\$1,026.45 -3.77%

Clicks (Link)
Shareef Jandali

219
176 24.43%

Impressions
Shareef Jandali

7,150
8,356 -14.43%

Leads
Shareef Jandali

26
22 18.18%

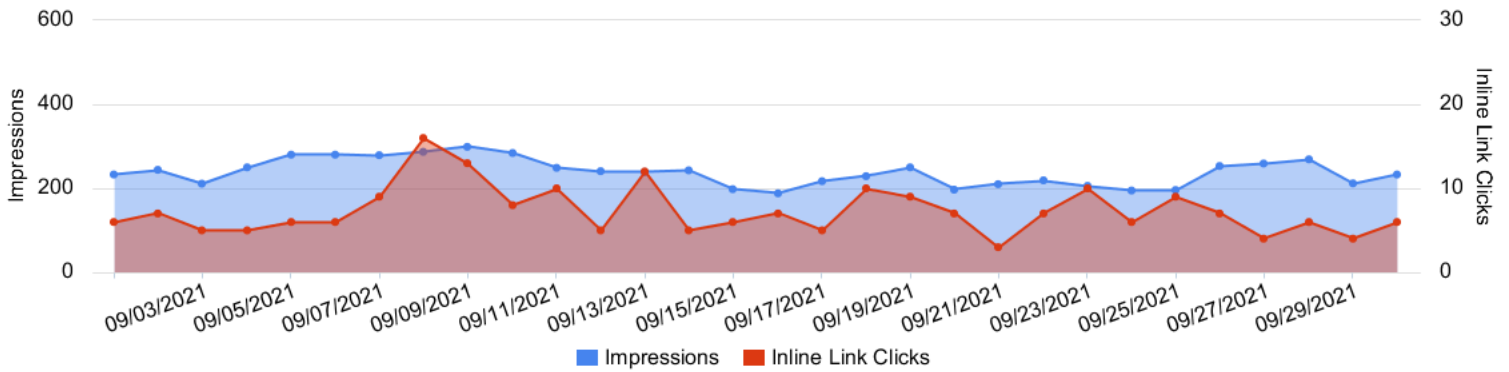
Reach
Shareef Jandali

3,762
4,515 -16.68%

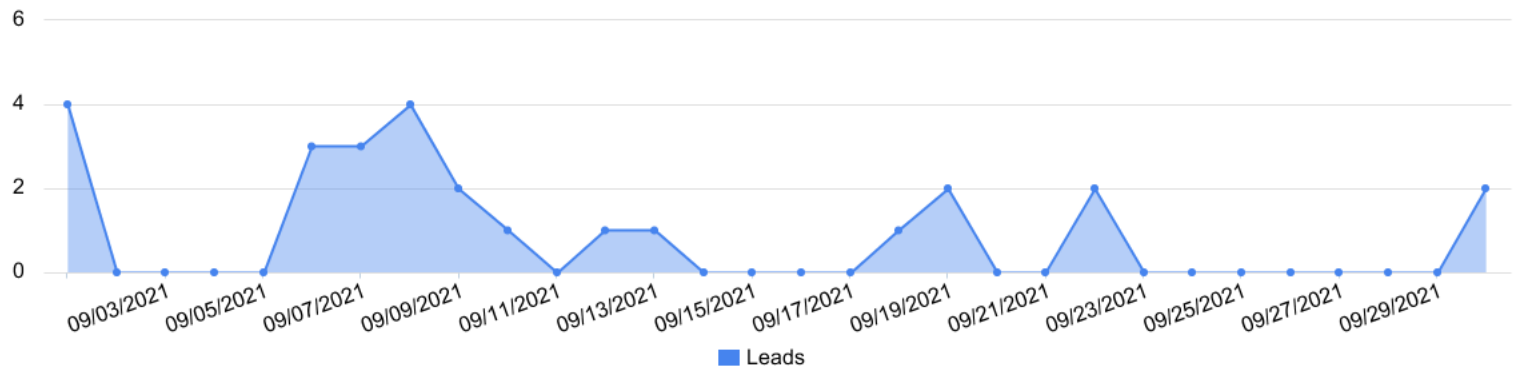
Cost / Lead
Shareef Jandali

\$37.99
\$46.66 -18.58%

Impressions vs Inline Link Clicks
Shareef Jandali



Conversions by day
Shareef Jandali



Facebook | Month-Over-Month Performance Comparison

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

Overall Performance Summary Shareef Jandali

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$987.80	\$1,026.45	-3.77%
Impressions	7,150	8,356	-14.43%
Reach	3,762	4,515	-16.68%
Clicks	219	176	24.43%
CTR	3.06%	2.11%	45.42%
Frequency	1.9	1.85	2.69%
Leads	26	22	18.18%
Cost / Lead	\$37.99	\$46.66	-18.58%

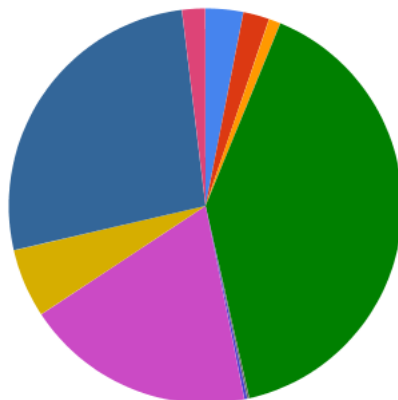
Engagement Summary Shareef Jandali

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	2	0	100.00%
Post Reactions	27	20	35.00%
Post Shares	4	6	-33.33%

09/01/2021 - 09/30/2021

Reach Summary (by Placement)

Shareef Jandali



- Audience Network - An Classic - Reach: 126 (3.10%)
- Audience Network - Rewarded Video - Reach: 87 (2.14%)
- Facebook - Facebook Stories - Reach: 40 (0.98%)
- Facebook - Feed - Reach: 1,634 (40.22%)
- Facebook - Instant Article - Reach: 6 (0.15%)
- Facebook - Instream Video - Reach: 10 (0.25%)
- Facebook - Marketplace - Reach: 768 (18.90%)
- Facebook - Video Feeds - Reach: 230 (5.66%)
- Instagram - Feed - Reach: 1,084 (26.68%)
- Instagram - Instagram Explore - Reach: 78 (1.92%)

Placement Performance (by Leads)

Shareef Jandali

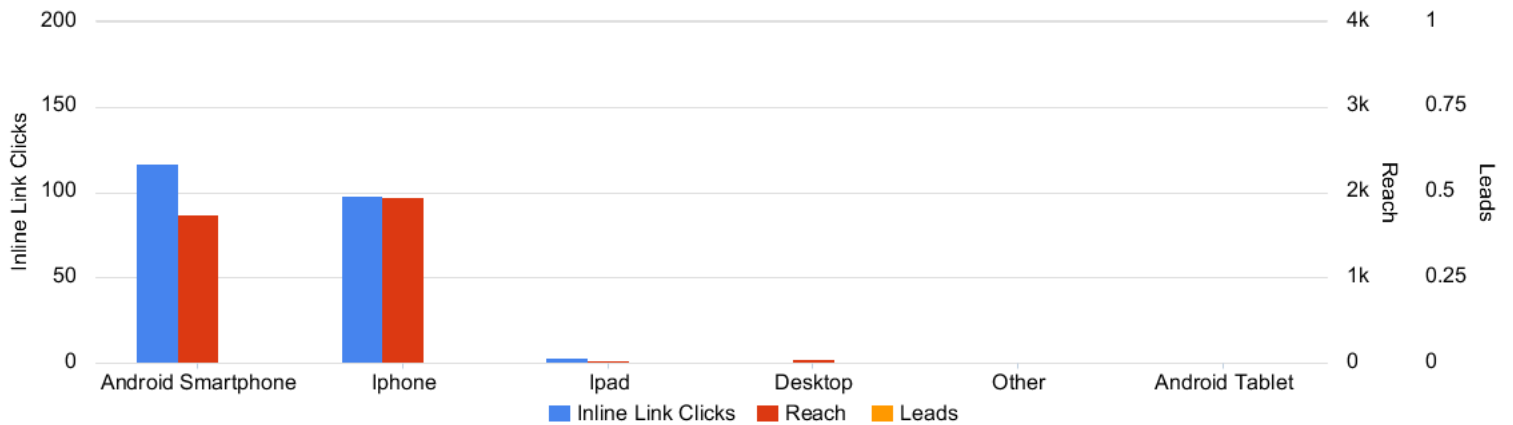
There was an error

Facebook | Device Performance Summary

09/01/2021 - 09/30/2021

Device Performance Chart

Shareef Jandali



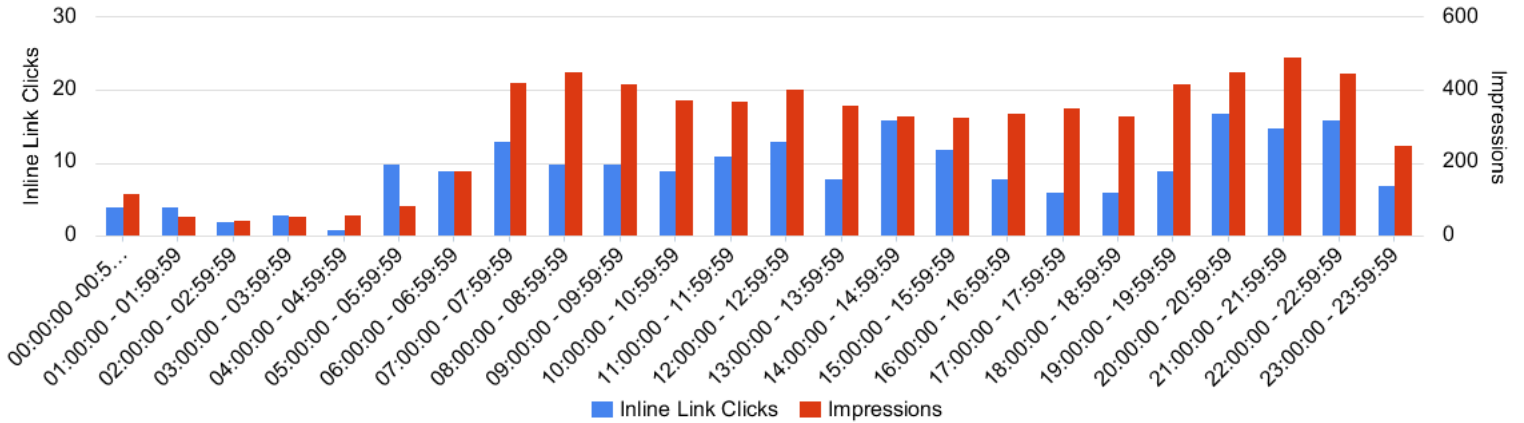
Device Platform Performance

Shareef Jandali

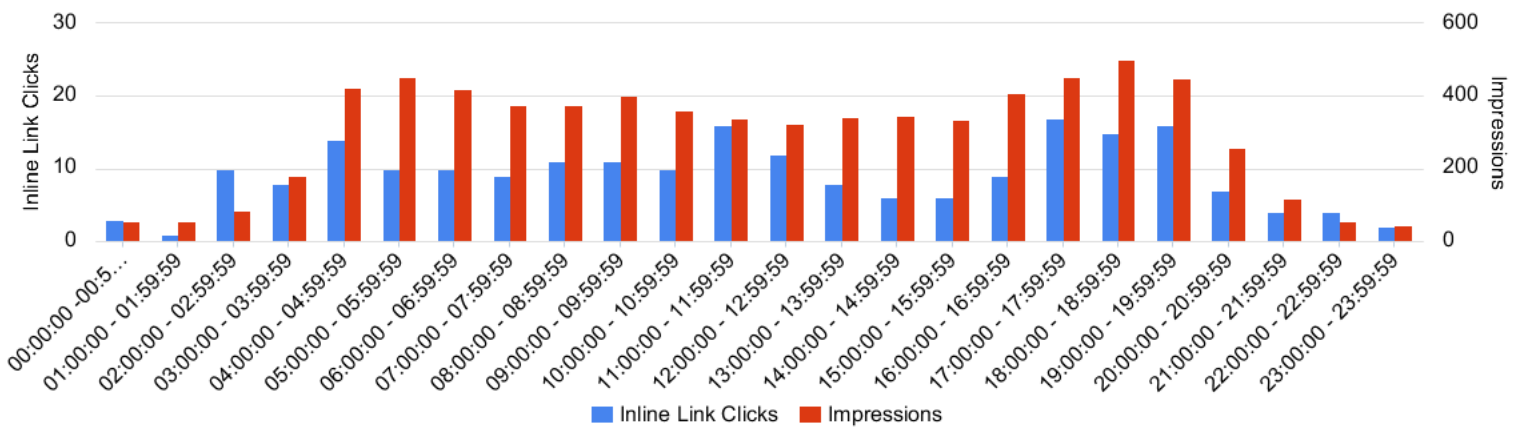
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Shareef Jandali	\$987.80	7,150	219	4.81%	3,762	1.9	26
> Mobile App	\$980.05	7,039	218	4.86%	3,702	1.9	0
> Desktop	\$2.84	65	1	1.54%	46	1.41	0
> Unknown	\$0.00	0	0	--	0	0	0
> Mobile Web	\$4.91	46	0	2.17%	26	1.77	0

09/01/2021 - 09/30/2021

Time of Day (Viewer)
Shareef Jandali



Time of Day (Ad Account)
Shareef Jandali



Facebook | Campaign Performance Summary (by Leads)

09/01/2021 - 09/30/2021

Campaign Performance Breakdown Shareef Jandali

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Emsculpt NEO - Conversions	\$987.80	7,150	219	26	\$37.99
Total	\$987.80	7,150	219	26	\$37.99

Facebook | Ad Set Performance Summary (by Leads)


09/01/2021 - 09/30/2021



Top Performing Ad Sets Shareef Jandali

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests - Women - 25-64 - 20mi Radius	Emsculpt NEO - Conversions	\$987.80	7,150	219	26	\$37.99
	Total	\$987.80	7,150	219	26	\$37.99

Facebook | Ad Performance Summary

09/01/2021 - 09/30/2021

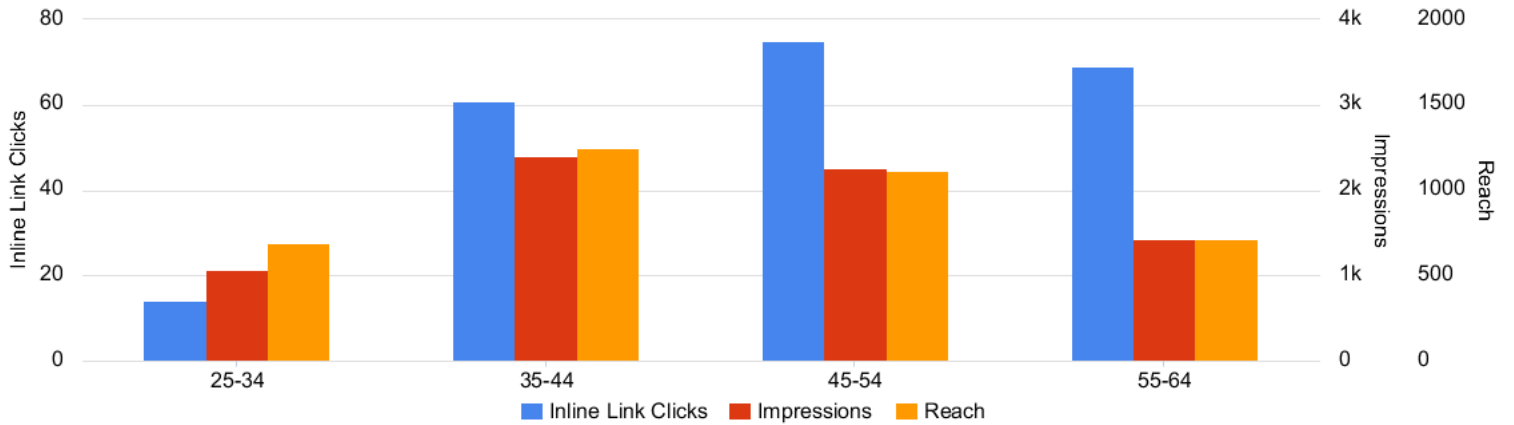
 Top Performing Ads (by Leads)
Shareef Jandali

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
ES NEO - Video-Graphic		Emsculpt NEO - Conversions	\$568.57	116	4,196	2,520	1.67	4.98%	16
ES NEO - Video-Denise		Emsculpt NEO - Conversions	\$419.23	103	2,954	1,931	1.53	4.57%	10
Total			\$987.80	219	7,150	3,762	1.9	4.81%	26

Facebook | Demographic Performance - Age

09/01/2021 - 09/30/2021

Age Performance Chart
Shareef Jandali



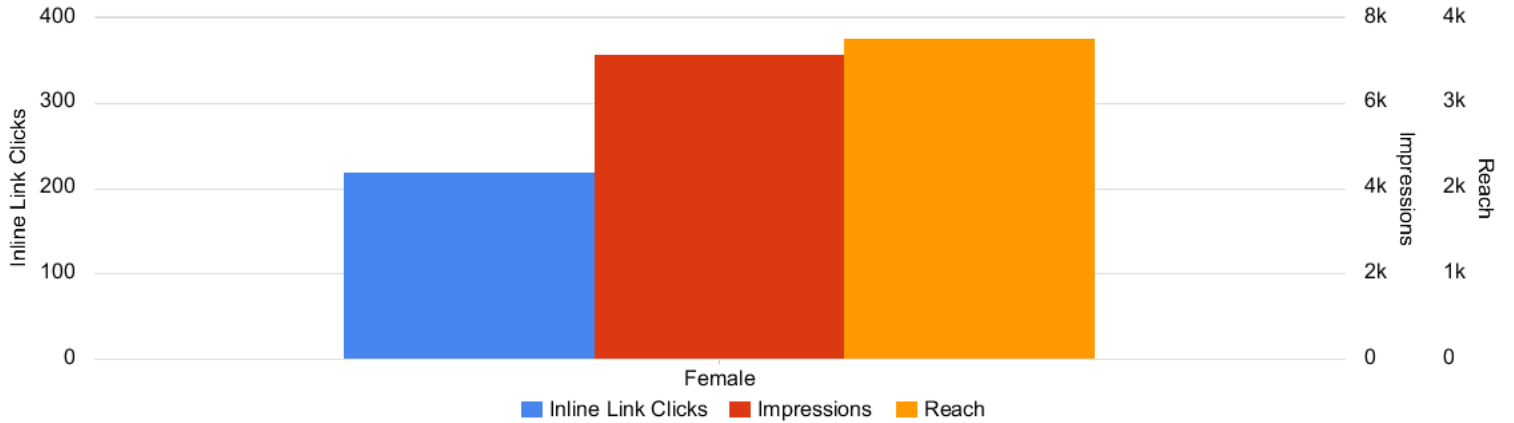
Age Performance Summary
Shareef Jandali

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Shareef Jandali	\$987.80	7,150	3,762	219	4.81%	1.9	26
> 25-34	\$105.16	1,072	687	14	2.15%	1.56	0
> 35-44	\$265.13	2,401	1,244	61	4.04%	1.93	0
> 45-54	\$344.08	2,256	1,117	75	5.36%	2.02	0
> 55-64	\$273.43	1,421	715	69	7.25%	1.99	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Demographic Performance - Gender

09/01/2021 - 09/30/2021

Gender Performance Chart
Shareef Jandali



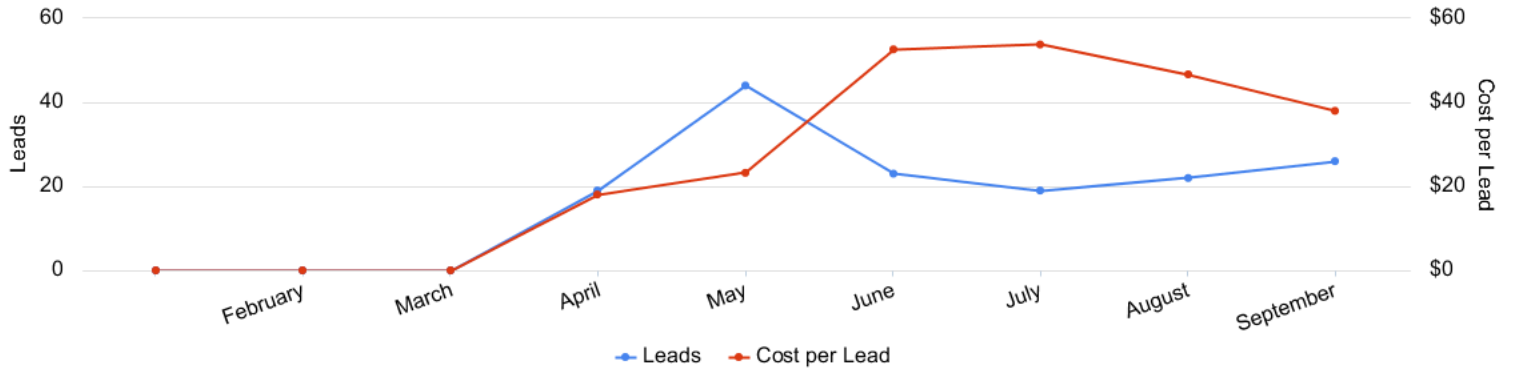
Gender Performance Summary
Shareef Jandali

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Shareef Jandali	\$987.80	7,150	3,762	219	4.81%	1.9	26
> Female	\$987.80	7,150	3,762	219	4.81%	1.9	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Year-to-Date Performance

01/01/2021 - 09/30/2021

Year-to-Date Trend
Shareef Jandali



Historical table (by month)
Shareef Jandali

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Shareef Jandali	\$5,611.47	1,411	60,218	19,172	3.14	4.06%	153
> 2021-04-01 - 2021-04-30	\$342.85	120	4,454	3,033	1.47	4.24%	19
> 2021-05-01 - 2021-05-31	\$1,022.18	315	12,929	5,997	2.16	4.25%	44
> 2021-06-01 - 2021-06-30	\$1,210.55	359	15,355	7,444	2.06	4.16%	23
> 2021-07-01 - 2021-07-31	\$1,021.64	222	11,974	5,638	2.12	3.41%	19
> 2021-08-01 - 2021-08-31	\$1,026.45	176	8,356	4,515	1.85	3.78%	22
> 2021-09-01 - 2021-09-30	\$987.80	219	7,150	3,762	1.9	4.81%	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