

Le Reve Medspa 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	\$2,037.25	14,062	390	2.77%	32.8	\$62.12
08/01/2021 - 08/31/2021	\$1,997.73	9,366	297	3.17%	16.2	\$123.30
% Change	1.98%	50.14%	31.31%	-12.62%	102.47%	-49.62%
Facebook Ads						
09/01/2021 - 09/30/2021	\$991.03	25,923	599	2.31%	81	\$12.23
08/01/2021 - 08/31/2021	\$485.18	8,646	224	2.59%	15	\$32.35
% Change	104.26%	199.83%	167.41%	-10.81%	440.00%	-62.17%

Google Ads | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Le Reve Med Spa

\$2,037.25

\$1,997.73 **1.98%**

Clicks
Le Reve Med Spa

390

297 **31.31%**

Avg. CPC
Le Reve Med Spa

\$5.22

\$6.73 **-22.34%**

Conversions
Le Reve Med Spa

32.8

16.2 **102.47%**

Conv. rate
Le Reve Med Spa

8.41%

5.46% **54.03%**

Cost / Conv
Le Reve Med Spa

\$62.12

\$123.30 **-49.62%**

Google Ads | Month-Over-Month Performance Comparison

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

Overall Performance Summary
Le Reve Med Spa

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$2,037.25	\$1,997.73	1.98%
Impressions	14,062	9,366	50.14%
Clicks	390	297	31.31%
Avg CPC	\$5.22	\$6.73	-22.44%
CTR	2.77%	3.17%	-12.62%
Conversions	32.8	16.2	102.47%
Conv Rate	8.41%	5.45%	54.31%
Cost / Conv	\$62.11	\$123.32	-49.64%

Google Ads | Budget Coverage

Search Impr. Share
Le Reve Med Spa

18.79%

18.08% **3.93%**

Search IS Lost (due to Budget)
Le Reve Med Spa

18.74%

34.56% **-45.78%**

Search IS Lost (due to Rank)
Le Reve Med Spa

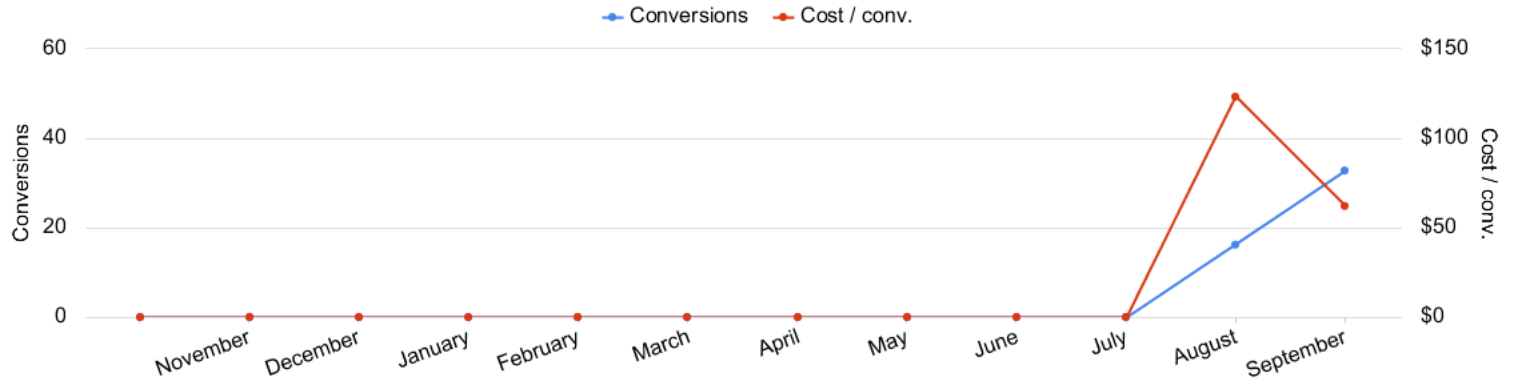
62.47%

47.36% **31.90%**

Google Ads | Monthly Performance Trends

10/01/2020 - 09/30/2021

Conversions vs Cost/ Conv
Le Reve Med Spa




Account Performance by Month
Le Reve Med Spa

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2021	\$1,997.73	9,366	297	\$6.73	3.17%	16.2	5.46%	\$123.30	18.08%	34.56%
09/01/2021	\$2,037.25	14,062	390	\$5.22	2.77%	32.8	8.41%	\$62.12	18.79%	18.74%
Total	\$4,034.98	23,428	687	\$5.87	2.93%	49	7.13%	\$82.35	18.50%	25.26%

Google Ads | Campaign Performance Summary (by Conversions)

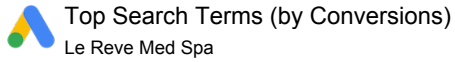
09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Le Reve Med Spa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$2,037.25	14,062	390	\$5.22	2.77%	32.8	8.41%	\$62.11

Google Ads | Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021



Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting	\$47.65	282	9	\$5.29	3.19%	2	22.22%	\$23.82
buffalo hump removal	\$7.72	8	2	\$3.86	25.00%	2	100.00%	\$3.86
does coolsculpting work	\$14.72	44	2	\$7.36	4.55%	1	50.00%	\$14.72
weight loss	\$10.36	79	2	\$5.18	2.53%	1	50.00%	\$10.36
coolsculpting pasadena	\$16.13	11	2	\$8.06	18.18%	1	50.00%	\$16.13
cool sculpting for cellulite	\$7.25	2	1	\$7.25	50.00%	1	100.00%	\$7.25
weight loss acupuncture	\$4.04	2	2	\$2.02	100.00%	1	50.00%	\$4.04
buccal fat removal cost los angeles	\$8.16	21	2	\$4.08	9.52%	1	50.00%	\$8.16
coolsculpting cost stomach	\$15.74	1	2	\$7.87	200.00%	1	50.00%	\$15.74
coolsculpting los angeles	\$23.30	26	3	\$7.77	11.54%	1	33.33%	\$23.30
non invasive waist reduction	\$7.34	1	1	\$7.34	100.00%	1	100.00%	\$7.34
coolsculpting near me	\$104.47	46	7	\$14.92	15.22%	1	14.29%	\$104.47
coolsculpting prices	\$14.60	2	2	\$7.30	100.00%	1	50.00%	\$14.60
non invasive weight loss	\$4.36	2	1	\$4.36	50.00%	1	100.00%	\$4.36
coolsculpting eye bags	\$5.03	1	1	\$5.03	100.00%	1	100.00%	\$5.03
what is liposuction	\$2.52	5	1	\$2.52	20.00%	1	100.00%	\$2.52
lower belly fat causes	\$2.89	1	1	\$2.89	100.00%	1	100.00%	\$2.89
liposuction cost los angeles	\$15.97	42	3	\$5.32	7.14%	1	33.33%	\$15.97
how much is liposuction los angeles	\$5.84	6	1	\$5.84	16.67%	1	100.00%	\$5.84
coolsculpting san gabriel	\$3.87	2	1	\$3.87	50.00%	1	100.00%	\$3.87

Google Ads | Top Search Ads (by Conversions)

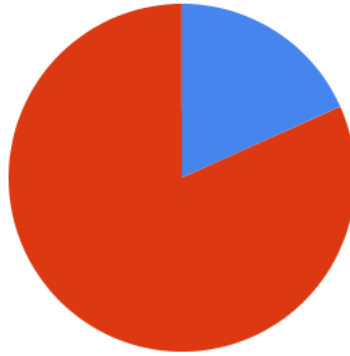
09/01/2021 - 09/30/2021

 Top Responsive Search Ads (by Conversions)
Le Reve Med Spa

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Le Reve Med Spa} CoolSculpting in Pasadena, CA Biggest CoolSculpting® Promo lerevebody.com/coolsculpting/pasadena Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Pasadena, CA Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$380.74	1,580	45	\$8.46	2.85%	11	24.44%	\$34.61
Le Reve Med Spa Fat Reduction in Pasadena, CA Non-Surgical Fat Reduction lerevebody.com/coolsculpting/pasadena 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 beta coolsculpting	\$434.76	4,178	114	\$3.81	2.73%	6	5.26%	\$72.46
Le Reve Med Spa Fat Reduction in Pasadena, CA Non-Surgical Fat Reduction lerevebody.com/coolsculpting/pasadena 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 beta coolsculpting	\$204.62	1,296	46	\$4.45	3.55%	3	6.52%	\$68.21
{Keyword:Le Reve Med Spa} CoolSculpting in Pasadena, CA Biggest CoolSculpting® Promo lerevebody.com/coolsculpting/pasadena Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Pasadena, CA Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$40.38	78	6	\$6.73	7.69%	1	16.67%	\$40.38
{Keyword:Le Reve Med Spa} CoolSculpting in Pasadena, CA Biggest CoolSculpting® Promo lerevebody.com/coolsculpting/pasadena Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Pasadena, CA Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$105.50	219	16	\$6.59	7.31%	1	6.25%	\$105.50

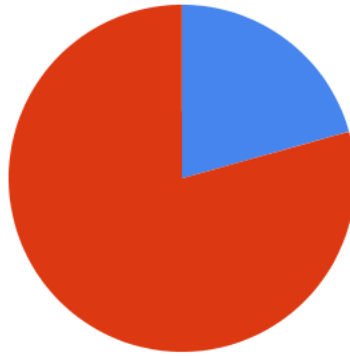
Google Ads | Budget Utilization by Device

Conversions by Device
Le Reve Med Spa



■ Computers - Conversions: 6 (18.29%) ■ Mobile devices with full browsers - Conversions: 26.8 (81.71%)

Cost by Device
Le Reve Med Spa



■ Computers - Cost: \$421.19 (20.67%) ■ Mobile devices with full browsers - Cost: \$1,616.06 (79.33%)

Device Performance (by Conversions)
Le Reve Med Spa

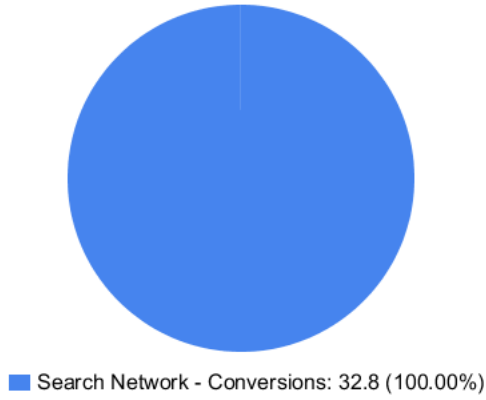
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	11,379	319	\$1,616.06	\$5.07	2.80%	26.8	8.40%	\$60.31
Computers	2,486	71	\$421.19	\$5.93	2.86%	6	8.45%	\$70.20
Tablets with full browsers	197	0	\$0.00	\$0.00	0.00%	0	0.00%	\$0.00

Google Ads | Budget Utilization by Network

Cost by Network
Le Reve Med Spa



Conversions by Network
Le Reve Med Spa




Network Performance
Le Reve Med Spa

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	14,062	390	\$2,037.25	\$5.22	2.77%	32.8	8.41%	\$62.12

Google Ads | Conversion Summary

09/01/2021 - 09/30/2021

 Conversion Performance
Le Reve Med Spa

Conversion name	All conv.
Submit lead form	21
Click to Call	10
Call From Ads (MS)	1.8

Google Ads | Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
Le Reve Med Spa

Region	Clicks	Conversions	Cost / conv.
California	390	32.8	\$62.11

Facebook | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
La Reve Med Spa

\$991.03
\$485.18 104.26%

Impressions
La Reve Med Spa

25,923
8,646 199.83%

Reach
La Reve Med Spa

12,805
5,314 140.97%

Clicks (Link)
La Reve Med Spa

599
224 167.41%

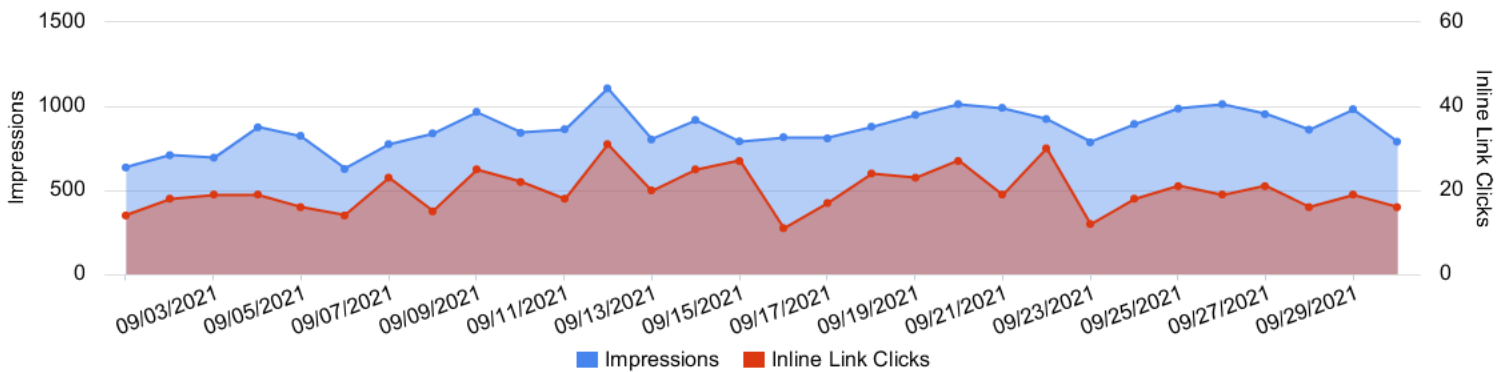
Leads
La Reve Med Spa

81
15 440.00%

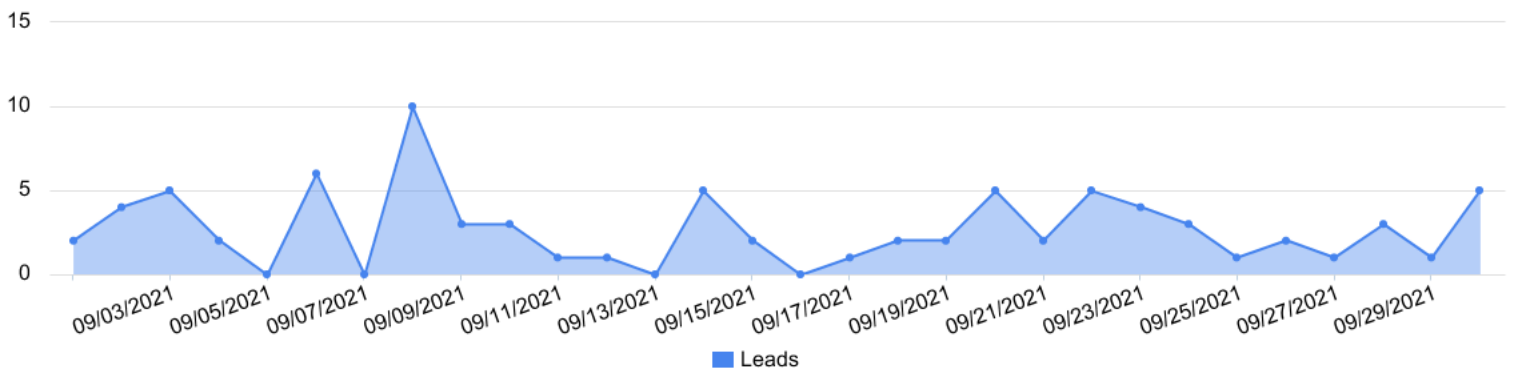
Cost / Lead
La Reve Med Spa

\$12.23
\$32.35 -62.19%

Impressions vs Inline Link Clicks
La Reve Med Spa



Conversions by day
La Reve Med Spa



Facebook | Month-Over-Month Performance Comparison

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

Overall Performance Summary La Reve Med Spa

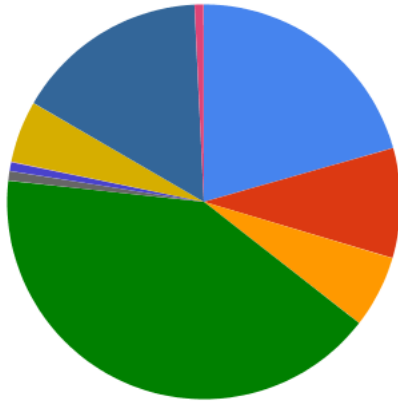
Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$991.03	\$485.18	104.26%
Impressions	25,923	8,646	199.83%
Reach	12,805	5,314	140.97%
Clicks	599	224	167.41%
CTR	2.31%	2.59%	-10.81%
Frequency	2.02	1.63	24.43%
Leads	81	15	440.00%
Cost / Lead	\$12.23	\$32.35	-62.19%

Engagement Summary La Reve Med Spa

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	6	3	100.00%
Post Reactions	65	36	80.56%
Post Shares	7	2	250.00%

09/01/2021 - 09/30/2021

Reach Summary (by Placement) La Reve Med Spa



- Audience Network - An Classic - Reach: 2,855 (20.61%)
- Audience Network - Rewarded Video - Reach: 1,248 (9.01%)
- Facebook - Facebook Stories - Reach: 820 (5.92%)
- Facebook - Feed - Reach: 5,706 (41.19%)
- Facebook - Instant Article - Reach: 108 (0.78%)
- Facebook - Instream Video - Reach: 100 (0.72%)
- Facebook - Search - Reach: 4 (0.03%)
- Facebook - Video Feeds - Reach: 704 (5.08%)
- Instagram - Feed - Reach: 2,203 (15.90%)
- Instagram - Instagram Explore - Reach: 104 (0.75%)

Placement Performance (by Leads) La Reve Med Spa

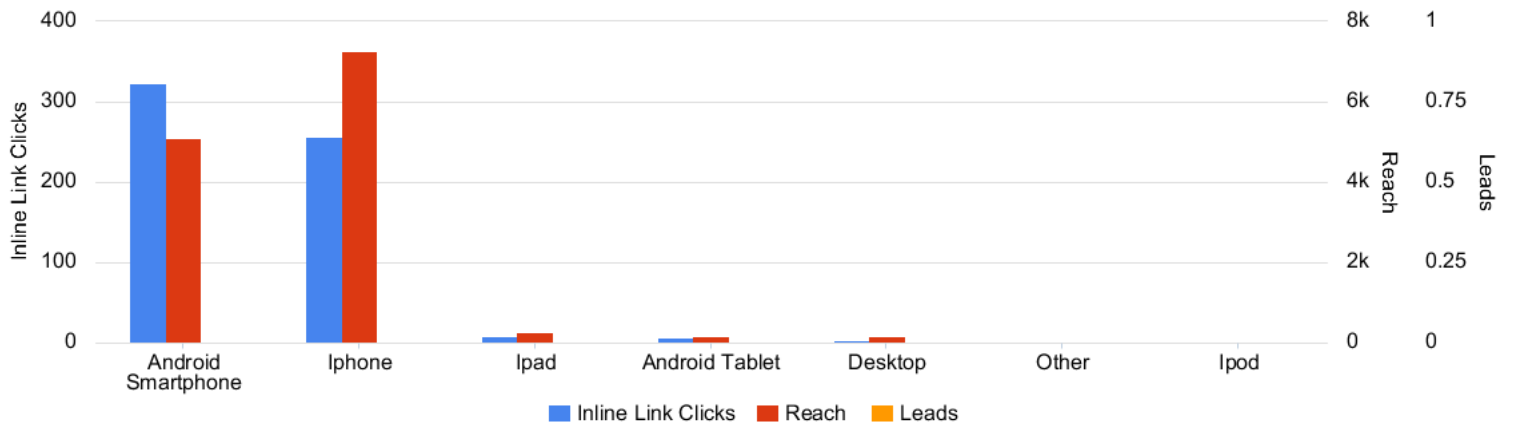
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Facebook | Device Performance Summary

09/01/2021 - 09/30/2021

Device Performance Chart

La Reve Med Spa



Device Platform Performance

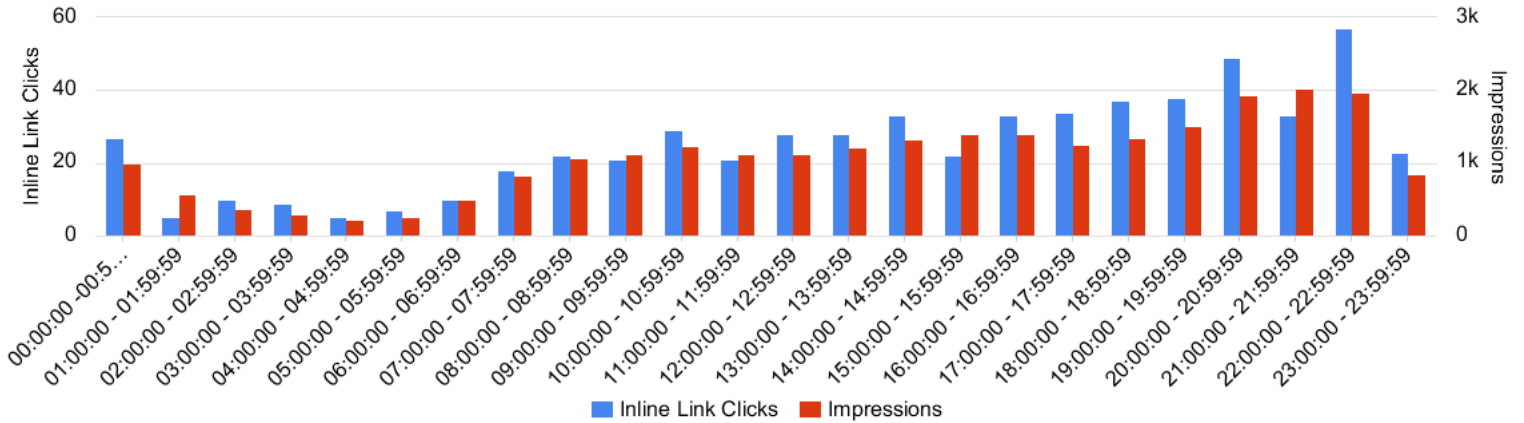
La Reve Med Spa

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
La Reve Med Spa	\$991.03	25,923	599	3.78%	12,805	2.02	81
> Mobile App	\$971.71	25,470	591	3.76%	12,601	2.02	0
> Mobile Web	\$7.95	206	4	8.74%	92	2.24	0
> Desktop	\$11.37	247	4	1.62%	160	1.54	0
> Unknown	\$0.00	0	0	--	0	0	0

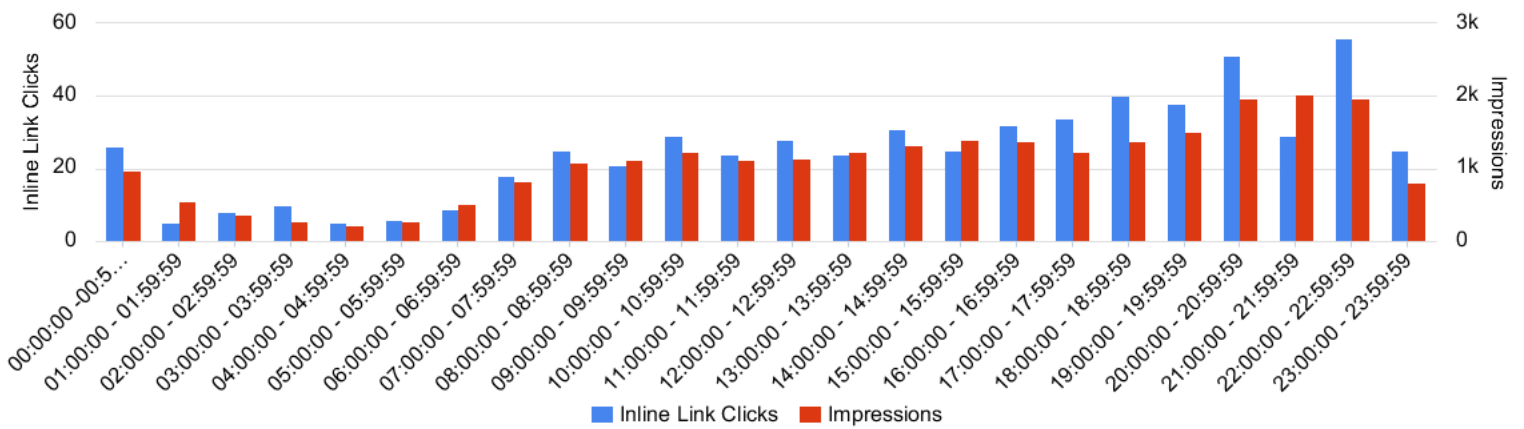
Facebook | Schedule Performance

09/01/2021 - 09/30/2021

Time of Day (Viewer)
La Reve Med Spa



Time of Day (Ad Account)
La Reve Med Spa



Facebook | Campaign Performance Summary (by Leads)

09/01/2021 - 09/30/2021

Campaign Performance Breakdown La Reve Med Spa

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions	\$991.03	25,923	599	81	\$12.23
Total	\$991.03	25,923	599	81	\$12.23

Facebook | Ad Set Performance Summary (by Leads)


09/01/2021 - 09/30/2021

Top Performing Ad Sets La Reve Med Spa

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests- Women 25-64 - 10mi Radius- Top 50% Income	Coolsculpting - Conversions	\$991.03	25,923	599	81	\$12.23
	Total	\$991.03	25,923	599	81	\$12.23

Facebook | Ad Performance Summary

09/01/2021 - 09/30/2021

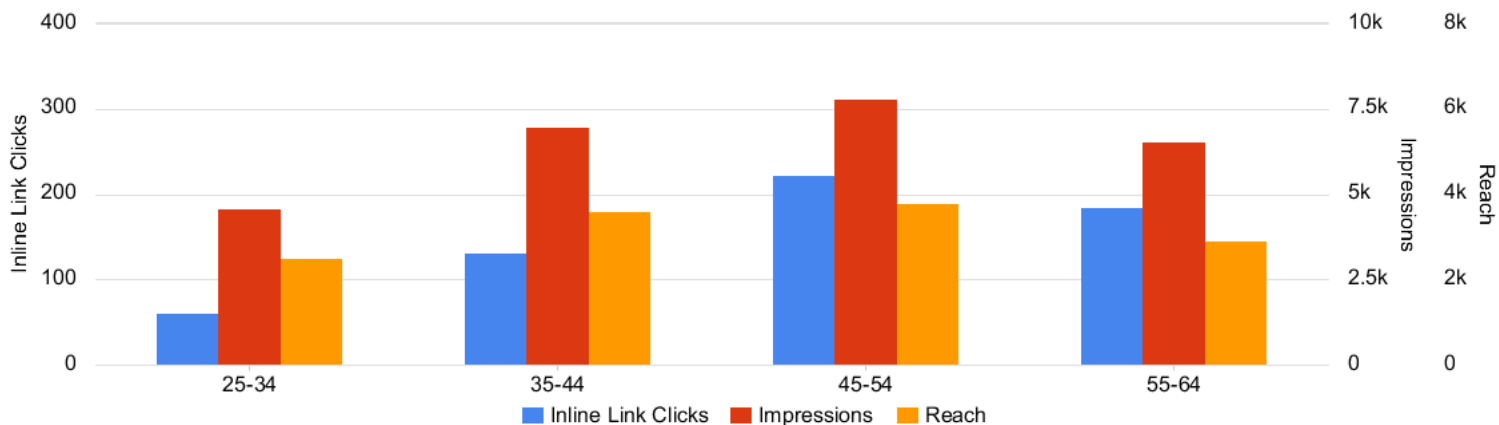
 Top Performing Ads (by Leads)
La Reve Med Spa

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Facebook | Demographic Performance - Age

09/01/2021 - 09/30/2021

Age Performance Chart
La Reve Med Spa



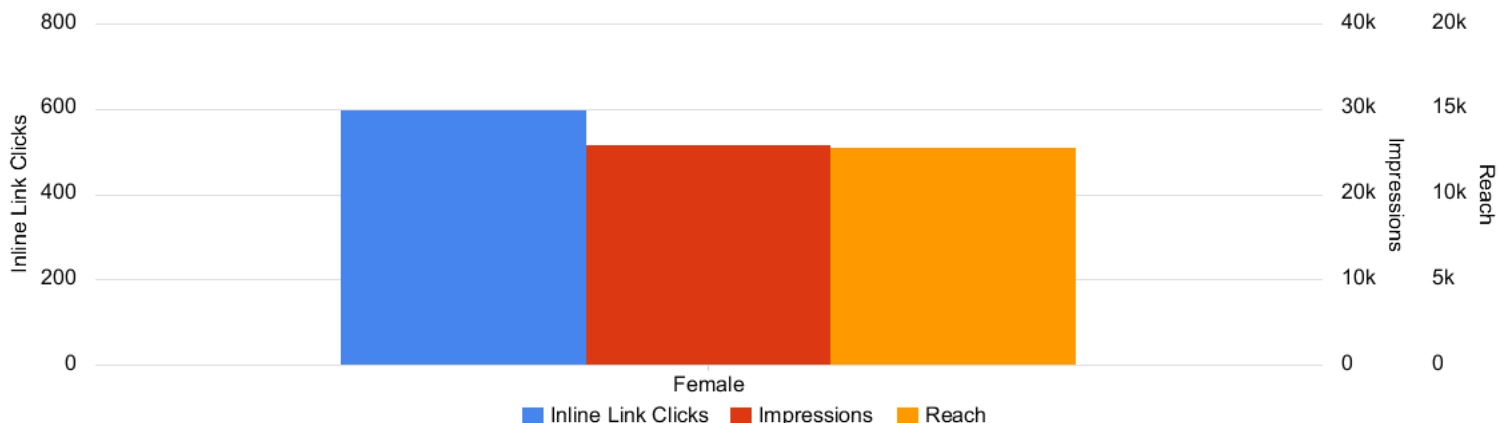
Age Performance Summary
La Reve Med Spa

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
La Reve Med Spa	\$991.03	25,923	12,805	599	3.78%	2.02	81
> 25-34	\$131.10	4,572	2,495	61	2.25%	1.83	0
> 35-44	\$216.74	6,994	3,595	131	3.53%	1.95	0
> 45-54	\$334.90	7,811	3,811	222	4.48%	2.05	0
> 55-64	\$308.29	6,546	2,903	185	4.26%	2.25	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Demographic Performance - Gender

09/01/2021 - 09/30/2021

Gender Performance Chart
La Reve Med Spa



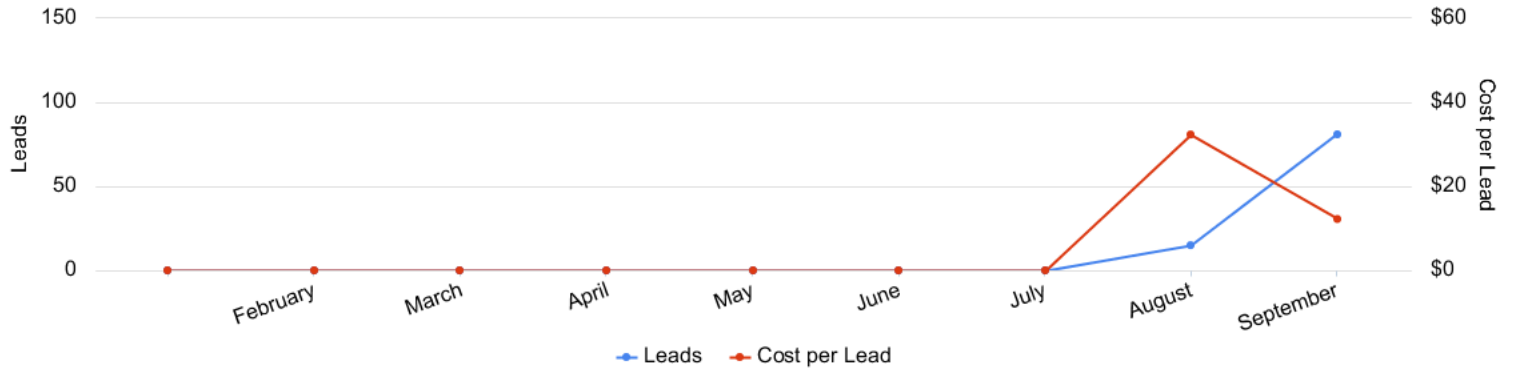
Gender Performance Summary
La Reve Med Spa

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
La Reve Med Spa	\$991.03	25,923	12,805	599	3.78%	2.02	81
> Female	\$991.03	25,923	12,805	599	3.78%	2.02	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Year-to-Date Performance

01/01/2021 - 09/30/2021

Year-to-Date Trend La Reve Med Spa



Historical table (by month) La Reve Med Spa

There was an error

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