

Marlowe and Mars Monthly Ad Performance Summary

07/01/2023 - 07/31/2023

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Overall Performance Summary

07/01/2023 - 07/31/2023

Account Performance Summary (by Platform) Cross-platform

	Cost	Impressions	Clicks	CTR	Conversions	Cost / conv.
Google Ads (new)						
07/01/2023 - 07/31/2023	\$3,161.11	4,748	503	10.59%	43	\$73.51
06/01/2023 - 06/30/2023	\$2,975.64	3,109	330	10.61%	30	\$99.19
% Change	6.23%	52.72%	52.42%	-0.19%	43.33%	-25.88%
Facebook Ads						
07/01/2023 - 07/31/2023	\$1,015.76	29,758	324	1.09%	42	\$24.18
06/01/2023 - 06/30/2023	\$982.21	31,177	274	0.88%	33	\$29.76
% Change	3.42%	-4.55%	18.25%	23.89%	27.27%	-18.75%

Google Ads | Key Performance Indicators

07/01/2023 - 07/31/2023

Cost
Marlowe & Marrs MD

\$3,161.11

\$2,975.64 **6.23%**

Clicks
Marlowe & Marrs MD

503

330 **52.42%**

Avg. CPC
Marlowe & Marrs MD

\$6.28

\$9.02 **-30.30%**

Conversions
Marlowe & Marrs MD

43

30 **43.33%**

Conv. Rate
Marlowe & Marrs MD

8.55%

9.09% **-5.96%**

Cost / Conv.
Marlowe & Marrs MD

\$73.51

\$99.19 **-25.88%**

Google Ads | Month-Over-Month Performance Comparison

07/01/2023 - 07/31/2023 - Comparing to 06/01/2023 - 06/30/2023

Overall performance
Marlowe & Marrs MD

Metric	07/01/2023 - 07/31/2023	06/01/2023 - 06/30/2023	% Change
Cost	\$3,161.11	\$2,975.64	6.23%
Impressions	4,748	3,109	52.72%
Clicks	503	330	52.42%
Avg CPC	\$6.28	\$9.02	-30.30%
CTR	10.59%	10.61%	-0.19%
Conversions	43	30	43.33%
Conv. Rate	8.55%	9.09%	-5.96%
Cost / Conv	\$73.51	\$99.19	-25.88%

Google Ads | Budget Coverage

Search Impr. Share
Marlowe & Marrs MD

47.07%

58.21% **-19.14%**

Search IS Lost (Due to Budget)
Marlowe & Marrs MD

26.25%

20.26% **29.55%**

Search IS Lost (Due to Rank)
Marlowe & Marrs MD

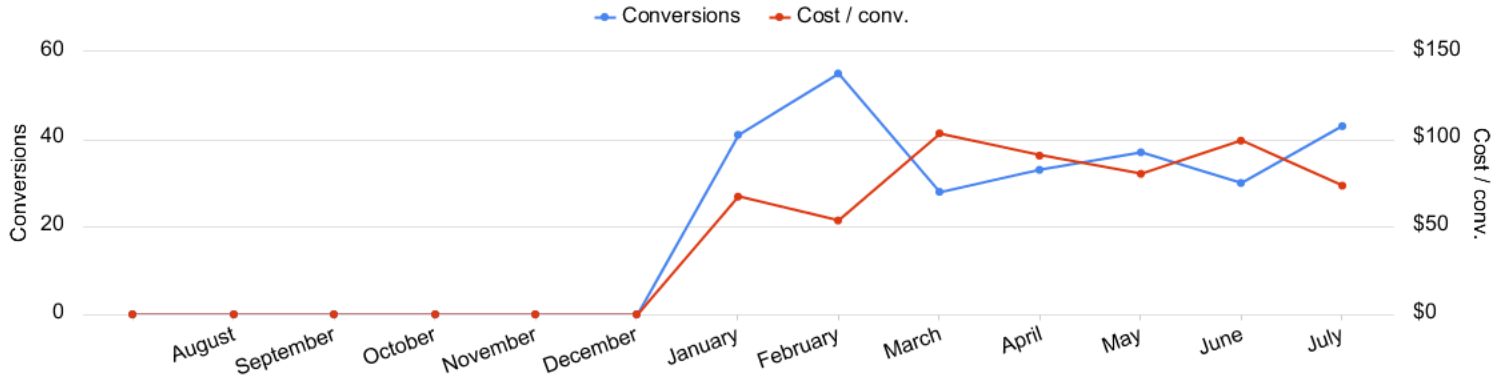
26.68%

21.53% **23.94%**

Google Ads | Monthly Performance Trends

07/01/2022 - 07/31/2023

Conversions vs Cost / Conv
Marlowe & Marrs MD




Account Performance by Month
Marlowe & Marrs MD

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
01/01/2023	\$2,753.76	5,597	443	\$6.22	7.91%	41	9.26%	\$67.16	41.69%	25.89%
02/01/2023	\$2,947.93	5,166	533	\$5.53	10.32%	55	10.32%	\$53.60	50.47%	6.75%
03/01/2023	\$2,895.29	3,351	389	\$7.44	11.61%	28	7.20%	\$103.40	71.06%	11.98%
04/01/2023	\$2,990.83	2,864	367	\$8.15	12.81%	33	8.99%	\$90.63	67.63%	15.20%
05/01/2023	\$2,967.84	2,886	377	\$7.87	13.06%	37	9.81%	\$80.21	64.88%	11.17%
06/01/2023	\$2,975.64	3,109	330	\$9.02	10.61%	30	9.09%	\$99.19	58.21%	20.26%
07/01/2023	\$3,161.11	4,748	503	\$6.28	10.59%	43	8.55%	\$73.51	47.07%	26.25%
Total	\$20,692.40	27,721	2,942	\$7.03	10.61%	267	9.08%	\$77.50	52.95%	18.27%

Google Ads | Campaign Performance Summary

07/01/2023 - 07/31/2023



Campaign Performance Breakdown
Marlowe & Marrs MD

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
MS search prospecting	\$2,395.62	3,863	402	\$5.96	10.41%	38	9.45%	\$63.04
MS search morpheus 8	\$433.93	536	74	\$5.86	13.81%	5	6.76%	\$86.79
MS search emsculpt neo	\$331.56	349	27	\$12.28	7.74%	0	0.00%	\$0.00

Google Ads | Budget Utilization by Device

Conversions by Device

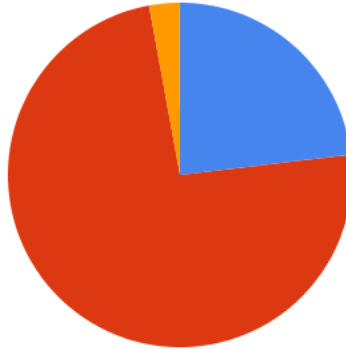
Marlowe & Marrs MD



Desktop - Conversions: 15 (34.88%) Mobile - Conversions: 27 (62.79%) Tablet - Conversions: 1 (2.33%)

Cost by Conversions

Marlowe & Marrs MD




Desktop - Cost: \$730.82 (23.12%) Mobile - Cost: \$2,339.50 (74.01%) Tablet - Cost: \$90.79 (2.87%)

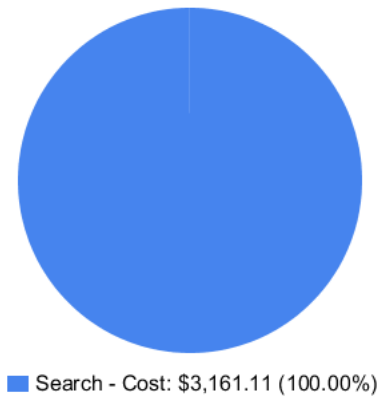
Device Performance


Marlowe & Marrs MD

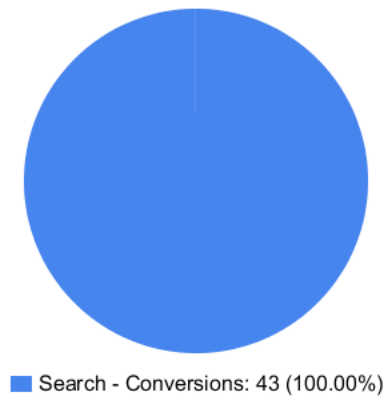
Device	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Desktop	\$730.82	1,133	98	\$7.46	8.65%	15	15.31%	\$48.72
Mobile	\$2,339.50	3,469	386	\$6.06	11.13%	27	6.99%	\$86.65
Tablet	\$90.79	146	19	\$4.78	13.01%	1	5.26%	\$90.79


Google Ads | Budget Utilization by Network

 Cost by Network
Marlowe & Marris MD



 Conversions by Network
Marlowe & Marris MD




 Network Performance
Marlowe & Marris MD

Network (with search partners)	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search	\$3,161.11	4,748	503	\$6.28	10.59%	43	8.55%	\$73.51

Google Ads | Conversion Summary

07/01/2023 - 07/31/2023

 Conversion Breakdown
Marlowe & Marrs MD

Conversion name	All conv.	% Change
Calls from ads	4	100.00%
Click to Call	12	200.00%
Submit lead form	27	3.85%

Facebook | Key Performance Indicators

07/01/2023 - 07/31/2023

Cost
Andrew Marlowe

\$1,015.76

\$982.21 3.42%

Impressions
Andrew Marlowe

29,758

31,177 -4.55%

Reach
Andrew Marlowe

11,888

12,526 -5.09%

Clicks (Link)
Andrew Marlowe

324

274 18.25%

Leads
Andrew Marlowe

42

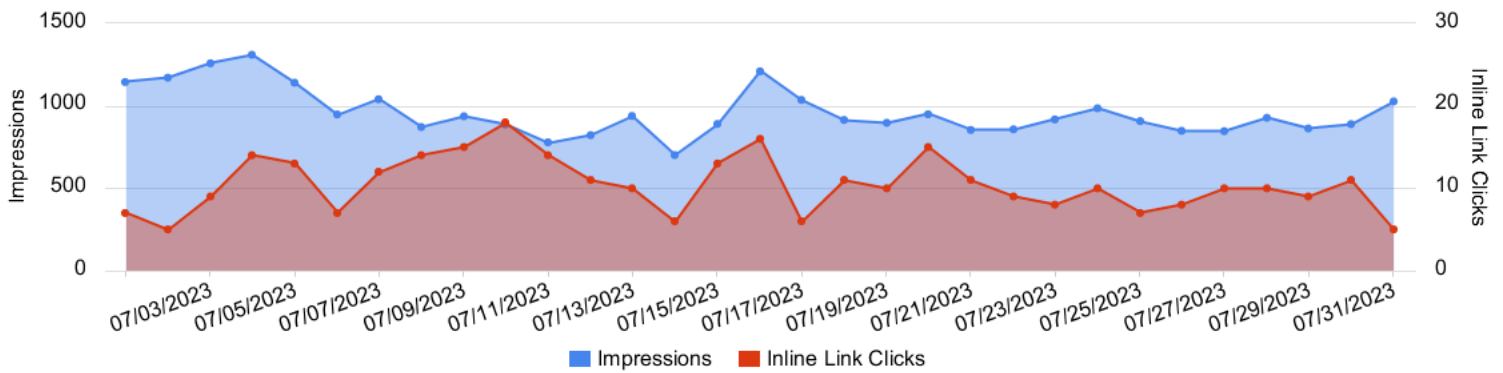
33 27.27%

Cost / Lead
Andrew Marlowe

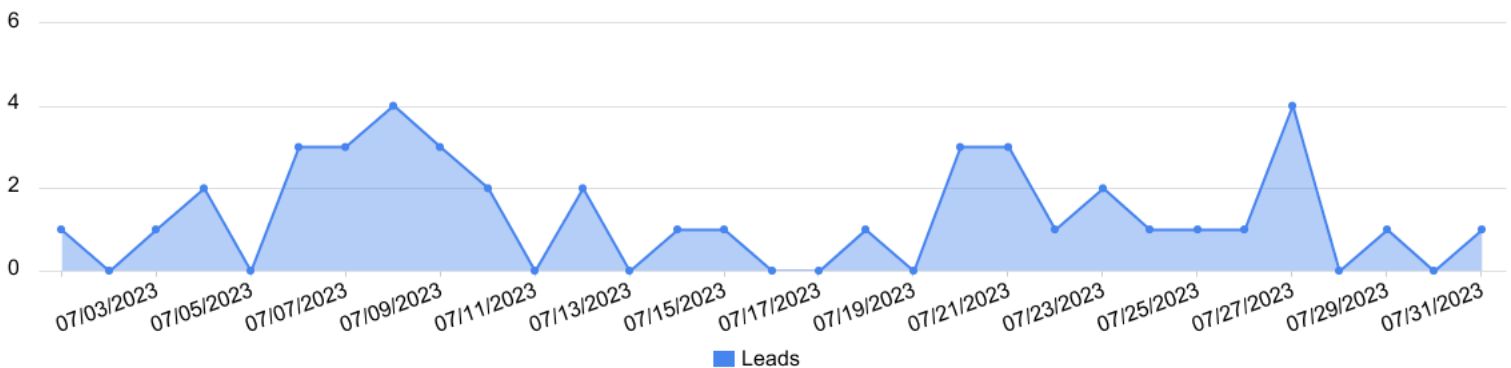
\$24.18

\$29.76 -18.75%

Impressions vs Inline Link Clicks
Andrew Marlowe



Conversions by day
Andrew Marlowe



Facebook | Month-Over-Month Performance Comparison

07/01/2023 - 07/31/2023 - Comparing to 06/01/2023 - 06/30/2023

Overall Performance Summary Andrew Marlowe

Metric	07/01/2023 - 07/31/2023	06/01/2023 - 06/30/2023	% Change
Cost	\$1,015.76	\$982.21	3.42%
Impressions	29,758	31,177	-4.55%
Reach	11,888	12,526	-5.09%
Clicks	324	274	18.25%
CTR	1.09%	0.88%	23.89%
Frequency	2.5	2.49	0.57%
Leads	42	33	27.27%
Cost / Lead	\$24.18	\$29.76	-18.75%

Engagement Summary Andrew Marlowe

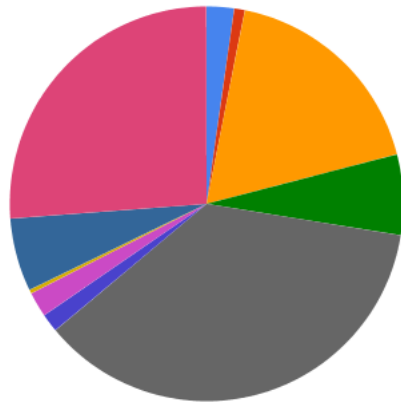
Metric	07/01/2023 - 07/31/2023	06/01/2023 - 06/30/2023	% Change
Page Likes	0	0	0.00%
Post Comments	2	2	0.00%
Post Reactions	28	47	-40.43%
Post Shares	9	4	125.00%

Facebook | Placement Performance Summary

07/01/2023 - 07/31/2023

Reach Summary (by Placement)

Andrew Marlowe



- Audience Network - An Classic - Reach: 268 (2.25%)
- Audience Network - Rewarded Video - Reach: 104 (0.87%)
- Facebook - Facebook Reels - Reach: 2,120 (17.84%)
- Facebook - Facebook Stories - Reach: 784 (6.60%)
- Facebook - Feed - Reach: 4,324 (36.38%)
- Facebook - Instream Video - Reach: 180 (1.51%)
- Facebook - Marketplace - Reach: 244 (2.05%)
- Facebook - Search - Reach: 38 (0.32%)
- Facebook - Video Feeds - Reach: 712 (5.99%)
- Instagram - Feed - Reach: 3,112 (26.18%)

Placement Performance (by Leads)

Andrew Marlowe

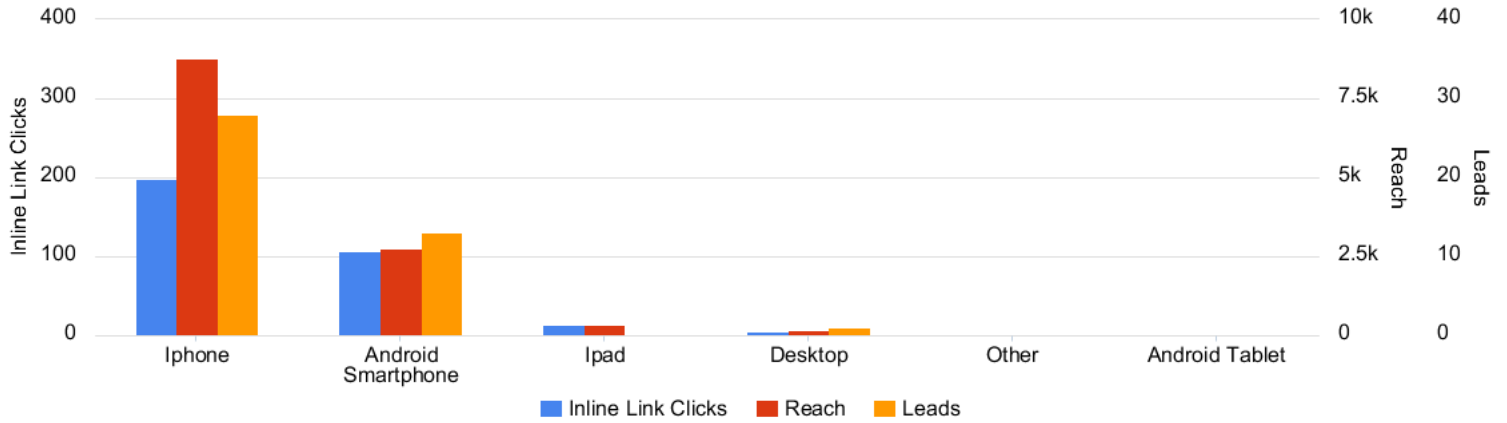
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR	Frequency	Leads	Cost per Lead
Andrew Marlowe	\$1,015.76	29,758	11,888	324	0.00%	2.5	42	\$24.18
> Audience Network - An Classic	\$42.66	549	268	31	0.00%	2.05	1	\$42.66
> Audience Network - Rewarded Video	\$26.87	355	104	23	0.00%	3.41	6	\$4.48
> Facebook - Facebook Reels	\$99.21	4,123	2,120	24	0.00%	1.94	10	\$9.92
> Facebook - Facebook Stories	\$75.06	1,312	784	21	0.00%	1.67	2	\$37.53
> Facebook - Feed	\$334.20	10,042	4,324	98	0.00%	2.32	11	\$30.38
> Facebook - Instream Video	\$6.72	298	180	5	0.00%	1.66	0	\$0.00
> Facebook - Marketplace	\$15.93	668	244	8	0.00%	2.74	3	\$5.31
> Facebook - Search	\$0.91	38	38	1	0.00%	1	1	\$0.91
> Facebook - Video Feeds	\$38.66	1,237	712	15	0.00%	1.74	1	\$38.66
> Instagram - Feed	\$188.64	4,853	3,112	33	0.00%	1.56	3	\$62.88
> Instagram - Instagram Explore	\$3.65	192	148	1	0.00%	1.3	0	\$0.00
> Instagram - Instagram Reels	\$48.18	1,096	764	13	0.00%	1.43	1	\$48.18
> Instagram - Instagram Stories	\$135.07	4,995	2,828	51	0.00%	1.77	3	\$45.02

Facebook | Device Performance Summary

07/01/2023 - 07/31/2023

Device Performance Chart

Andrew Marlowe



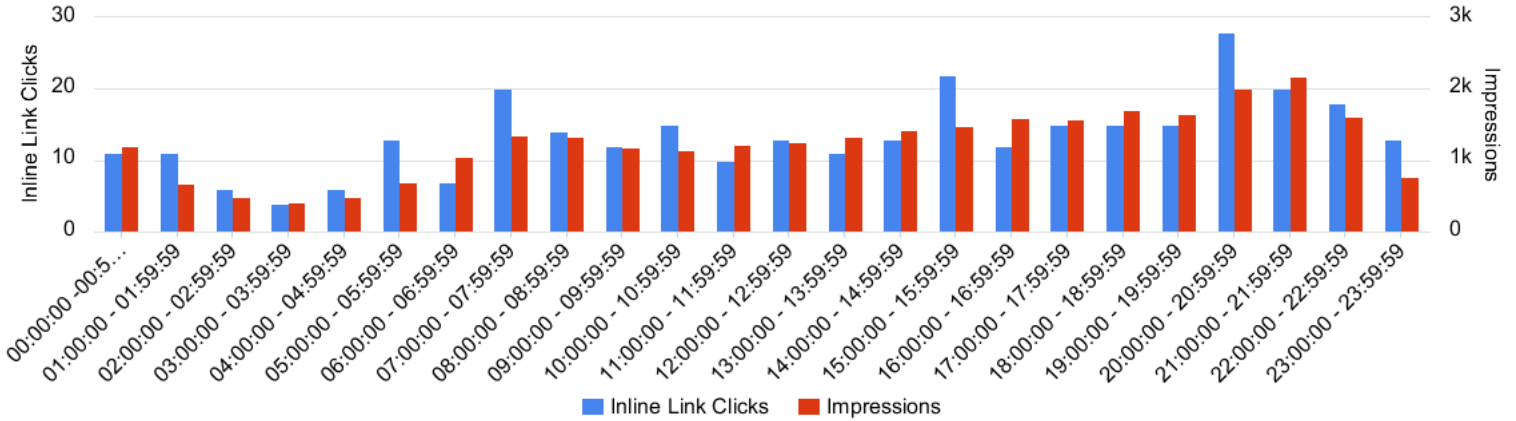
Device Platform Performance

Andrew Marlowe

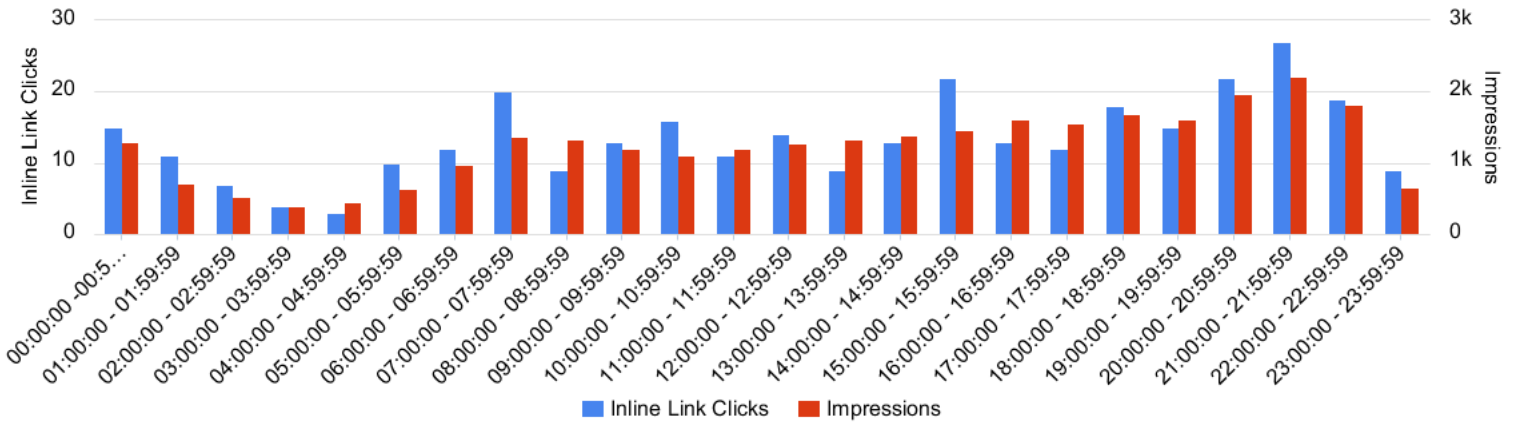
Account	Amount Spent	Impressions	Reach	Inline Link Clicks	CTR	Frequency	Leads	Cost per Lead
Andrew Marlowe	\$1,015.76	29,758	11,888	324	0.00%	2.5	42	\$24.18
> Mobile App	\$999.45	29,356	11,804	319	0.00%	2.49	41	\$24.38
> Desktop	\$16.31	402	160	5	0.00%	2.51	1	\$16.31

07/01/2023 - 07/31/2023

Time of Day (Viewer)
Andrew Marlowe



Time of Day (Ad Account)
Andrew Marlowe



Facebook | Campaign Performance Summary

07/01/2023 - 07/31/2023

Campaign Performance Breakdown Andrew Marlowe

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Hydrafacial - Conversions	\$1,015.76	29,758	324	42	\$24.18
Total	\$1,015.76	29,758	324	42	\$24.18

Facebook | Ad Set Performance Summary


07/01/2023 - 07/31/2023



Top Performing Ad Sets Andrew Marlowe

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests - Women 25-64 - 12mi - Top 50	Hydrafacial - Conversions	\$1,015.76	29,758	324	42	\$24.18
	Total	\$1,015.76	29,758	324	42	\$24.18

Facebook | Ad Performance Summary

07/01/2023 - 07/31/2023

 Top Performing Ads (by Leads)
Andrew Marlowe

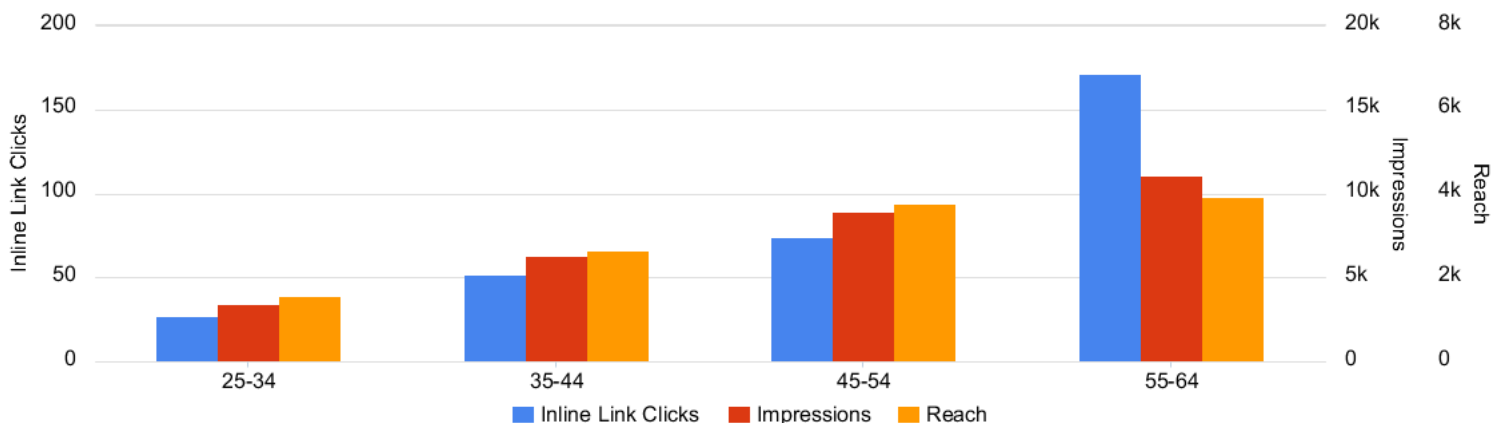
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Hydrafacial - Video - Best Treatment		Hydrafacial - Conversions	\$738.80	217	22,406	10,616	2.11	1.76%	28
Hydrafacial - Video - Ivonne With Music		Hydrafacial - Conversions	\$276.96	107	7,352	3,865	1.9	2.31%	14
Total			\$1,015.76	324	29,758	11,888	2.5	1.90%	42

Facebook | Demographic Performance - Age

07/01/2023 - 07/31/2023

Age Performance Chart

Andrew Marlowe



Age Performance Summary

Andrew Marlowe

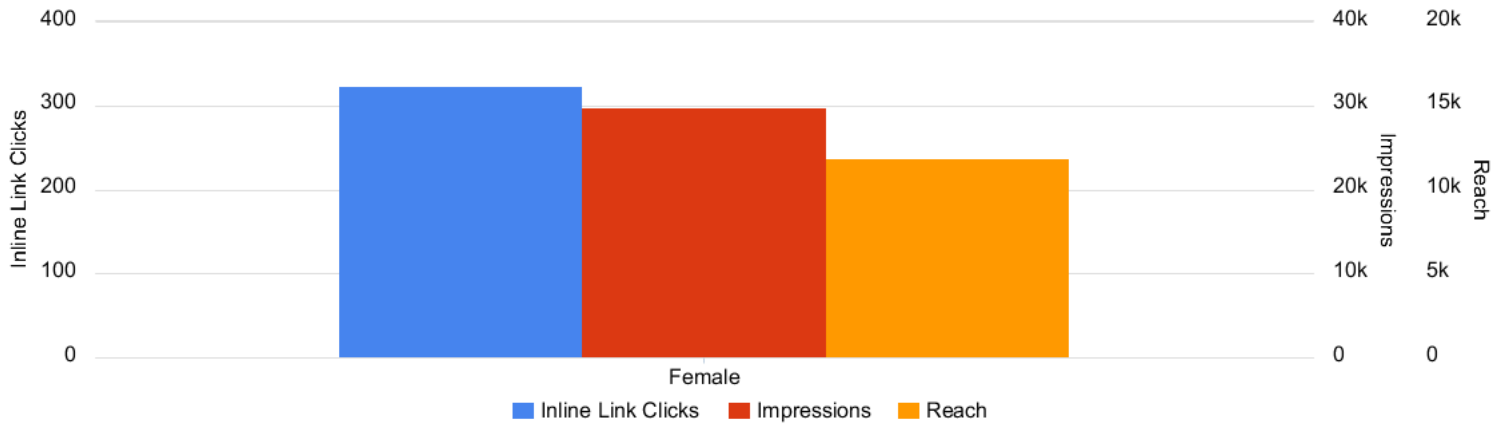
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Andrew Marlowe	\$1,015.76	29,758	11,888	324	1.90%	2.5	42
> 25-34	\$66.77	3,404	1,572	27	1.44%	2.17	2
> 35-44	\$155.99	6,320	2,648	52	1.28%	2.39	7
> 45-54	\$295.99	8,963	3,748	74	1.77%	2.39	10
> 55-64	\$497.01	11,071	3,920	171	2.49%	2.82	23

Facebook | Demographic Performance - Gender

07/01/2023 - 07/31/2023

Gender Performance Chart

Andrew Marlowe



Gender Performance Summary

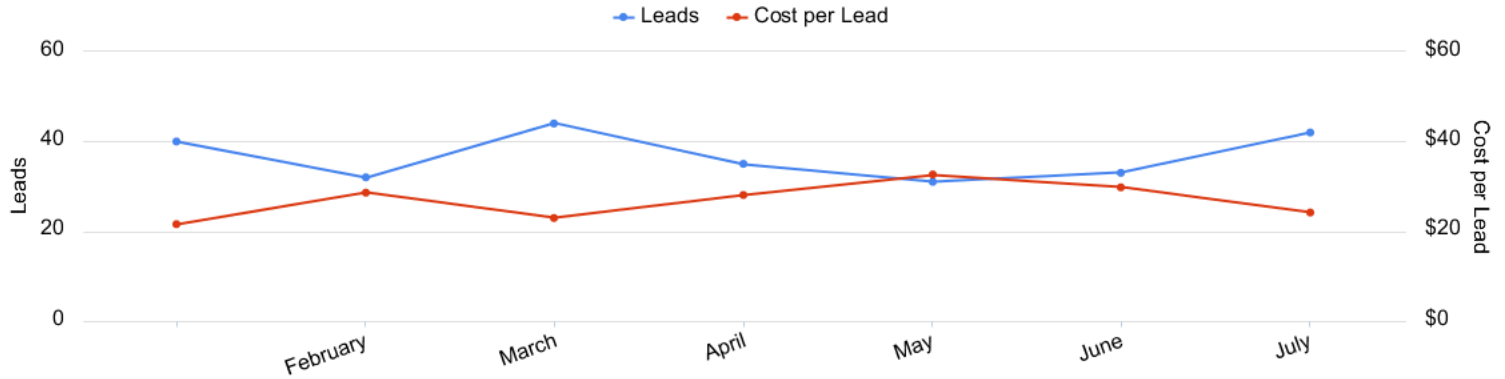
Andrew Marlowe

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Andrew Marlowe	\$1,015.76	29,758	11,888	324	1.90%	2.5	42
> Female	\$1,015.76	29,758	11,888	324	1.90%	2.5	42

Facebook | Year-to-Date Performance

01/01/2023 - 07/31/2023

Year-to-Date Trend
Andrew Marlowe



Historical table (by month)
Andrew Marlowe

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Andrew Marlowe	\$6,781.06	2,047	199,093	37,711	5.28	2.11%	257
> 2023-01-01 - 2023-01-31	\$863.74	273	22,696	6,276	3.62	2.38%	40
> 2023-02-01 - 2023-02-28	\$915.34	264	27,097	7,999	3.39	2.29%	32
> 2023-03-01 - 2023-03-31	\$1,010.20	315	29,692	10,302	2.88	2.46%	44
> 2023-04-01 - 2023-04-30	\$982.06	326	29,325	10,856	2.7	2.23%	35
> 2023-05-01 - 2023-05-31	\$1,011.75	271	29,348	10,700	2.74	1.81%	31
> 2023-06-01 - 2023-06-30	\$982.21	274	31,177	12,526	2.49	1.79%	33
> 2023-07-01 - 2023-07-31	\$1,015.76	324	29,758	11,888	2.5	1.90%	42

Glossary

- Avg. CPC - Cost per click
- Avg Pos - Refers to the position of a search results pages where your ad appears for each of your ads
- Clicks - Number of clicks that resulted from an ad
- Clickthrough Rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions)
- Conversions - A conversion occurs when a user completes a pre-defined action on your site, such as buying something or requesting more information
- Conversion Rate (CR) – The percentage of users that converted from seeing your ad
- 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.
- Cost - Media spend accrued
- Cost-per-acquisition (CPA) is the cost of your advertising divided by the number of conversions you receive
- 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
- Frequency – the average number of times a person saw your ad
- Impressions (Impr) - Number of times your ad was displayed
- 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
- Reach – the total number of people who saw your content
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage
- 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