

Wisconsin Medical Monthly Ad Performance Summary



02/01/2024 - 02/29/2024

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Overall Performance Summary

02/01/2024 - 02/29/2024

 Account Performance Summary (by Platform)
 Cross-platform

	Cost	Impressions	Clicks	CTR	Conversions	Cost / conv.
Google Ads (new)						
02/01/2024 - 02/29/2024	\$996.50	2,854	192	6.73%	13	\$76.65
01/01/2024 - 01/31/2024	\$419.05	880	60	6.82%	5	\$83.81
% Change	137.80%	224.32%	220.00%	-1.33%	160.00%	-8.54%
Facebook Ads						
02/01/2024 - 02/29/2024	\$1,061.05	33,822	544	1.61%	61	\$17.39
01/01/2024 - 01/31/2024	\$1,286.28	38,159	521	1.37%	47	\$27.37
% Change	-17.51%	-11.37%	4.41%	17.80%	29.79%	-36.46%

Google Ads | Key Performance Indicators

02/01/2024 - 02/29/2024

Cost
Wisconsin Medical Weight Loss

\$996.50

\$419.05 **137.80%**

Clicks
Wisconsin Medical Weight Loss

192

60 **220.00%**

Avg. CPC
Wisconsin Medical Weight Loss

\$5.19

\$6.98 **-25.69%**

Conversions
Wisconsin Medical Weight Loss

13

5 **160.00%**

Conv. Rate
Wisconsin Medical Weight Loss

6.77%

8.33% **-18.75%**

Cost / Conv.
Wisconsin Medical Weight Loss

\$76.65

\$83.81 **-8.54%**

Google Ads | Month-Over-Month Performance Comparison

02/01/2024 - 02/29/2024 - Comparing to 01/01/2024 - 01/31/2024

Overall performance
Wisconsin Medical Weight Loss

Metric	02/01/2024 - 02/29/2024	01/01/2024 - 01/31/2024	% Change
Cost	\$996.50	\$419.05	137.80%
Impressions	2,854	880	224.32%
Clicks	192	60	220.00%
Avg CPC	\$5.19	\$6.98	-25.69%
CTR	6.73%	6.82%	-1.33%
Conversions	13	5	160.00%
Conv. Rate	6.77%	8.33%	-18.75%
Cost / Conv	\$76.65	\$83.81	-8.54%

Google Ads | Budget Coverage

Search Impr. Share
Wisconsin Medical Weight Loss

18.34%

29.12% **-37.03%**

Search IS Lost (Due to Budget)
Wisconsin Medical Weight Loss

15.16%

10.58% **43.30%**

Search IS Lost (Due to Rank)
Wisconsin Medical Weight Loss

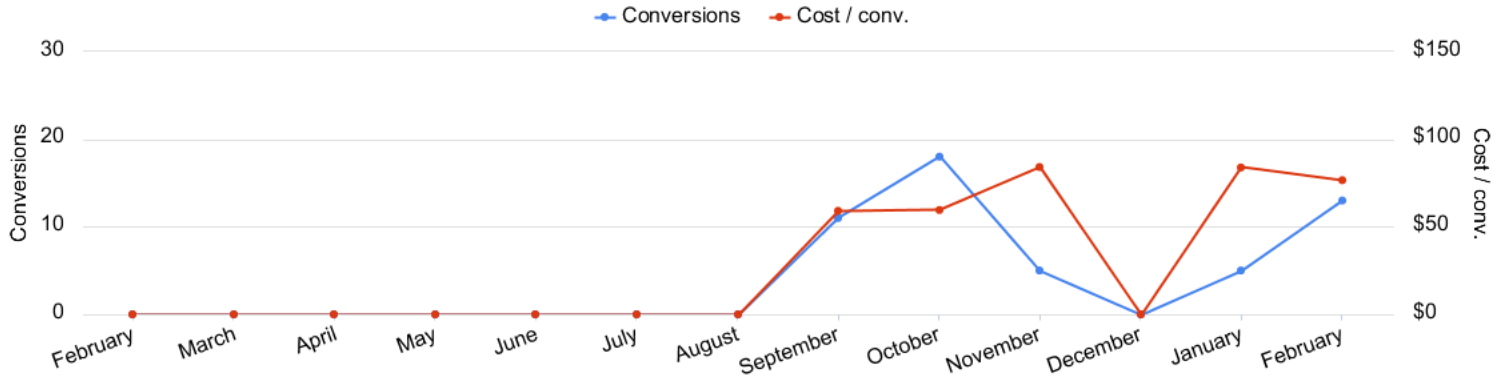
66.50%

60.30% **10.29%**

Google Ads | Monthly Performance Trends

02/01/2023 - 02/29/2024

Conversions vs Cost / Conv
Wisconsin Medical Weight Loss




Account Performance by Month
Wisconsin Medical Weight Loss

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2023	\$11.97	1,504	11	\$1.09	0.73%	0	0.00%	\$0.00	24.21%	38.95%
09/01/2023	\$649.88	5,370	136	\$4.78	2.53%	11	8.09%	\$59.08	55.44%	10.85%
10/01/2023	\$1,073.05	7,965	186	\$5.77	2.34%	18	9.68%	\$59.61	39.61%	26.01%
11/01/2023	\$420.89	1,121	66	\$6.38	5.89%	5	7.58%	\$84.18	34.11%	1.18%
12/01/2023	\$4.32	683	7	\$0.62	1.02%	0	0.00%	\$0.00	0.00%	0.00%
01/01/2024	\$419.05	880	60	\$6.98	6.82%	5	8.33%	\$83.81	29.12%	10.58%
02/01/2024	\$996.50	2,854	192	\$5.19	6.73%	13	6.77%	\$76.65	18.34%	15.16%
Total	\$3,575.66	20,377	658	\$5.43	3.23%	52	7.89%	\$68.76	28.46%	14.39%

Google Ads | Campaign Performance Summary

02/01/2024 - 02/29/2024

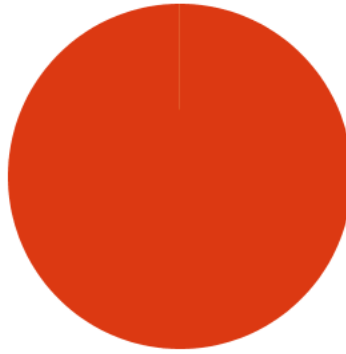
 Campaign Performance Breakdown
Wisconsin Medical Weight Loss

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
MS search semaglutide	\$996.50	2,854	192	\$5.19	6.73%	13	6.77%	\$76.65

Google Ads | Budget Utilization by Device

Conversions by Device

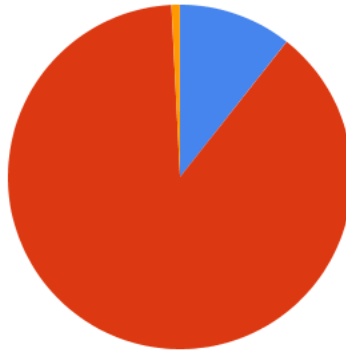
Wisconsin Medical Weight Loss



■ Desktop - Conversions: 0 (0.00%)
 ■ Mobile - Conversions: 13 (100.00%)
 ■ Tablet - Conversions: 0 (0.00%)

Cost by Conversions

Wisconsin Medical Weight Loss




■ Desktop - Cost: \$106.09 (10.65%)
 ■ Mobile - Cost: \$882.59 (88.57%)
 ■ Tablet - Cost: \$7.82 (0.78%)

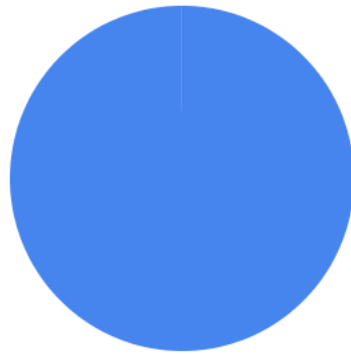
Device Performance

Wisconsin Medical Weight Loss


Device	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Desktop	\$106.09	348	20	\$5.30	5.75%	0	0.00%	\$0.00
Mobile	\$882.59	2,481	171	\$5.16	6.89%	13	7.60%	\$67.89
Tablet	\$7.82	25	1	\$7.82	4.00%	0	0.00%	\$0.00

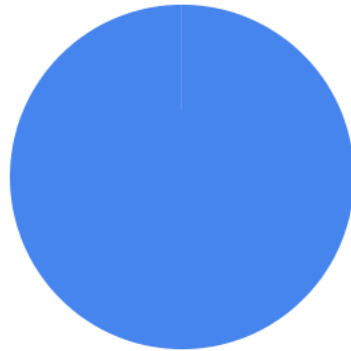
Google Ads | Budget Utilization by Network

 Cost by Network
Wisconsin Medical Weight Loss




■ Search - Cost: \$996.50 (100.00%)

 Conversions by Network
Wisconsin Medical Weight Loss




■ Search - Conversions: 13 (100.00%)

 Network Performance
Wisconsin Medical Weight Loss

Network (with search partners)	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search	\$996.50	2,854	192	\$5.19	6.73%	13	6.77%	\$76.65

Google Ads | Conversion Summary

02/01/2024 - 02/29/2024

 Conversion Breakdown
Wisconsin Medical Weight Loss

Conversion name	All conv.	% Change
Submit Lead Form	13	333.33%

Facebook | Key Performance Indicators

02/01/2024 - 02/29/2024

Cost
Wisconsin Medical Weight Loss

\$1,061.05
\$1,286.28 -17.51%

Impressions
Wisconsin Medical Weight Loss

33,822
38,159 -11.37%

Reach
Wisconsin Medical Weight Loss

10,240
13,308 -23.05%

Clicks (Link)
Wisconsin Medical Weight Loss

544
521 4.41%

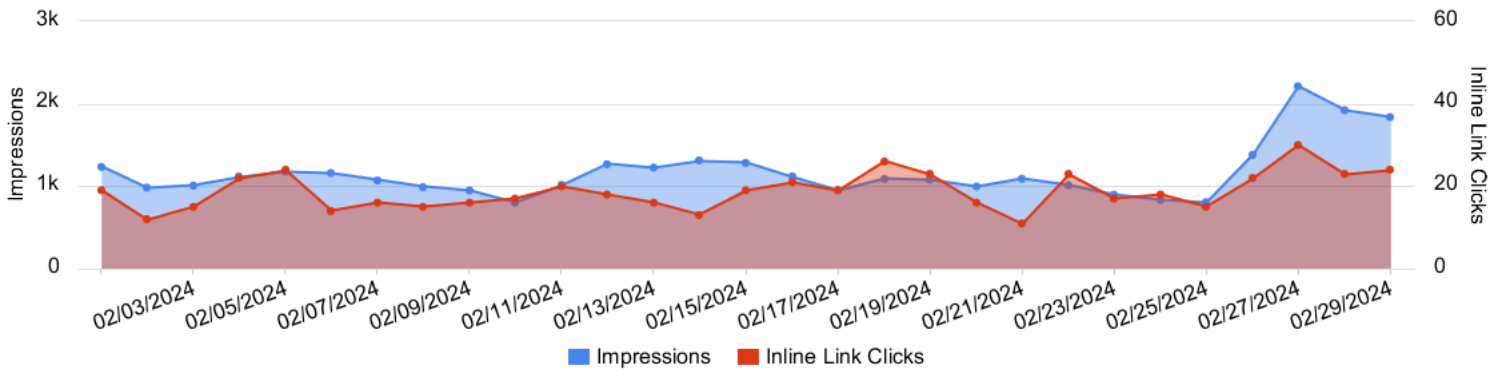
Leads
Wisconsin Medical Weight Loss

61
47 29.79%

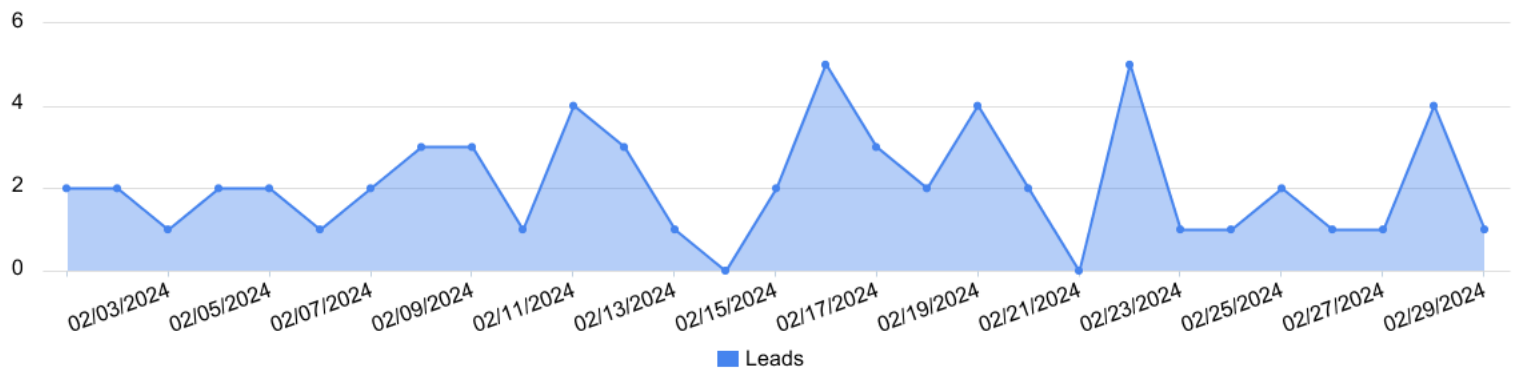
Cost / Lead
Wisconsin Medical Weight Loss

\$17.39
\$27.37 -36.46%

Impressions vs Inline Link Clicks
Wisconsin Medical Weight Loss



Conversions by day
Wisconsin Medical Weight Loss



Facebook | Month-Over-Month Performance Comparison

02/01/2024 - 02/29/2024 - Comparing to 01/01/2024 - 01/31/2024

Overall Performance Summary Wisconsin Medical Weight Loss

Metric	02/01/2024 - 02/29/2024	01/01/2024 - 01/31/2024	% Change
Cost	\$1,061.05	\$1,286.28	-17.51%
Impressions	33,822	38,159	-11.37%
Reach	10,240	13,308	-23.05%
Clicks	544	521	4.41%
CTR	1.61%	1.37%	17.80%
Frequency	3.3	2.87	15.19%
Leads	61	47	29.79%
Cost / Lead	\$17.39	\$27.37	-36.46%

Engagement Summary Wisconsin Medical Weight Loss

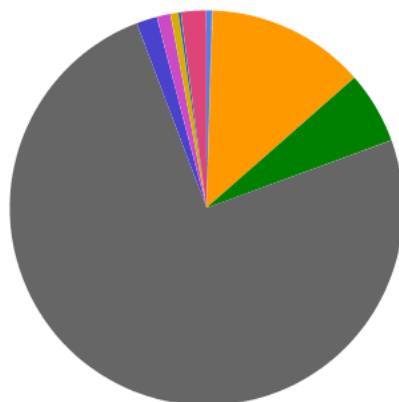
Metric	02/01/2024 - 02/29/2024	01/01/2024 - 01/31/2024	% Change
Page Likes	0	0	0.00%
Post Comments	5	9	-44.44%
Post Reactions	48	63	-23.81%
Post Shares	4	7	-42.86%

Facebook | Placement Performance Summary

02/01/2024 - 02/29/2024

Reach Summary (by Placement)

Wisconsin Medical Weight Loss



- Audience Network - An Classic - Reach: 40 (0.44%)
- Audience Network - Rewarded Video - Reach: 6 (0.07%)
- Facebook - Facebook Reels - Reach: 1,192 (13.04%)
- Facebook - Facebook Stories - Reach: 540 (5.91%)
- Facebook - Feed - Reach: 6,837 (74.78%)
- Facebook - Instream Video - Reach: 156 (1.71%)
- Facebook - Marketplace - Reach: 104 (1.14%)
- Facebook - Right Hand Column - Reach: 58 (0.63%)
- Facebook - Search - Reach: 20 (0.22%)
- Facebook - Video Feeds - Reach: 190 (2.08%)

Placement Performance (by Leads)

Wisconsin Medical Weight Loss

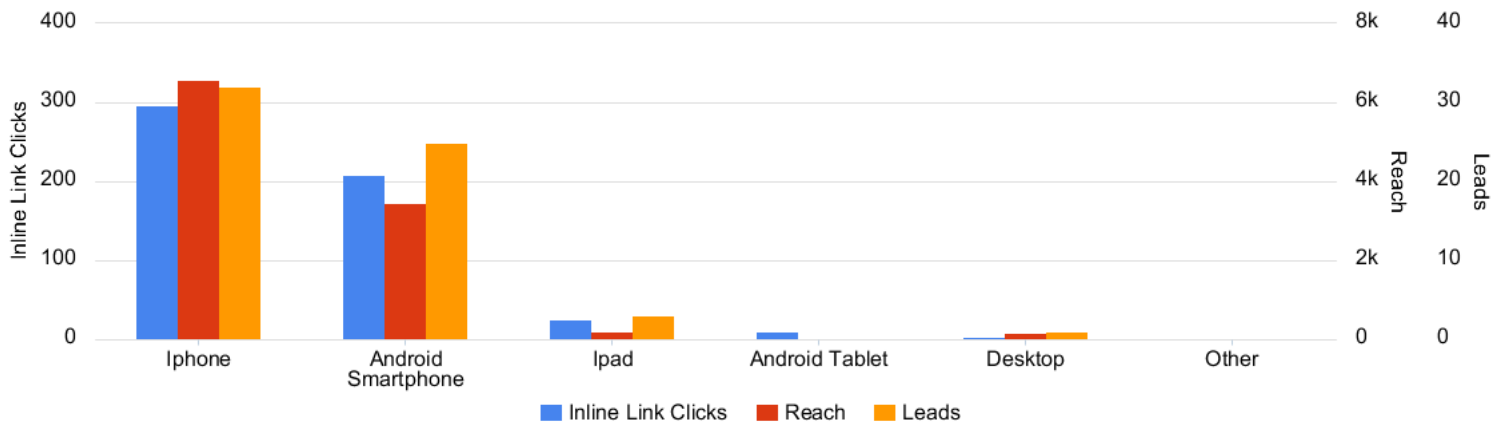
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR	Frequency	Leads	Cost per Lead
Wisconsin Medical Weight Loss	\$1,061.05	33,822	10,240	544	0.00%	3.3	61	\$17.39
> Audience Network - An Classic	\$2.11	110	40	3	0.00%	2.75	0	\$0.00
> Audience Network - Rewarded Video	\$0.71	13	6	0	0.00%	2.17	0	\$0.00
> Facebook - Facebook Reels	\$84.06	2,364	1,192	30	0.00%	1.98	3	\$28.02
> Facebook - Facebook Stories	\$61.28	970	540	28	0.00%	1.8	3	\$20.43
> Facebook - Feed	\$638.36	21,785	6,837	367	0.00%	3.19	48	\$13.30
> Facebook - Instream Video	\$8.85	232	156	8	0.00%	1.49	0	\$0.00
> Facebook - Marketplace	\$13.47	261	104	6	0.00%	2.51	0	\$0.00
> Facebook - Right Hand Column	\$0.42	277	58	0	0.00%	4.78	0	\$0.00
> Facebook - Search	\$0.79	20	20	3	0.00%	1	0	\$0.00
> Facebook - Video Feeds	\$10.29	293	190	6	0.00%	1.54	0	\$0.00
> Instagram - Feed	\$163.29	5,348	2,887	65	0.00%	1.85	4	\$40.82
> Instagram - Instagram Explore	\$0.64	41	41	0	0.00%	1	0	\$0.00
> Instagram - Instagram Explore Grid Home	\$0.05	5	5	0	0.00%	1	0	\$0.00
> Instagram - Instagram Reels	\$28.49	535	396	3	0.00%	1.35	0	\$0.00
> Instagram - Instagram Reels Overlay	\$0.04	9	6	0	0.00%	1.5	0	\$0.00
> Instagram - Instagram Stories	\$48.09	1,554	830	25	0.00%	1.87	3	\$16.03
> Messenger - Messenger Stories	\$0.12	5	5	0	0.00%	1	0	\$0.00

Facebook | Device Performance Summary

02/01/2024 - 02/29/2024

Device Performance Chart

Wisconsin Medical Weight Loss



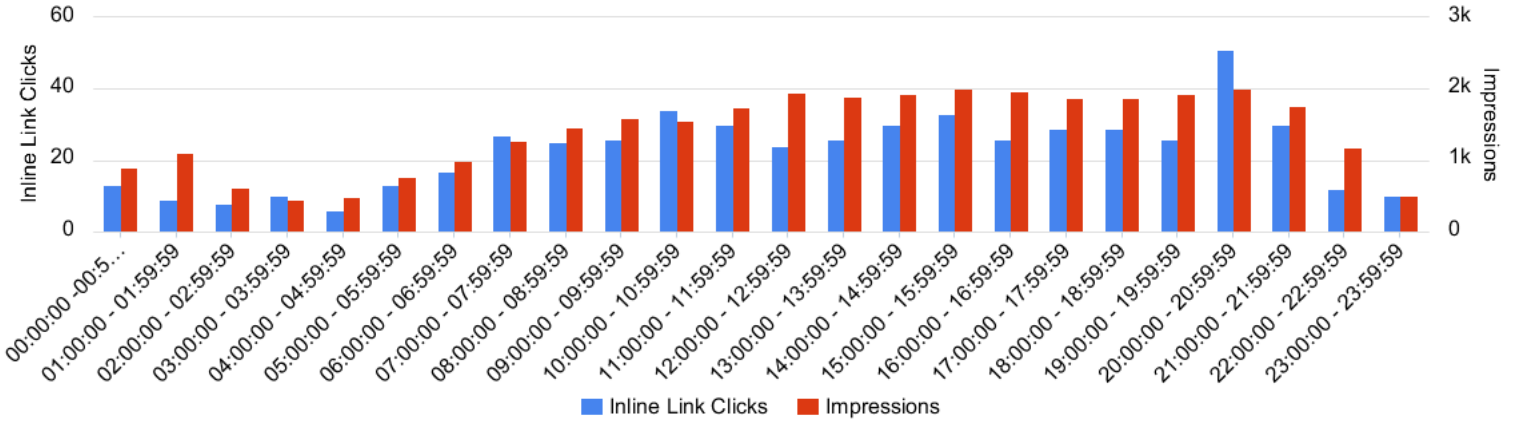
Device Platform Performance

Wisconsin Medical Weight Loss

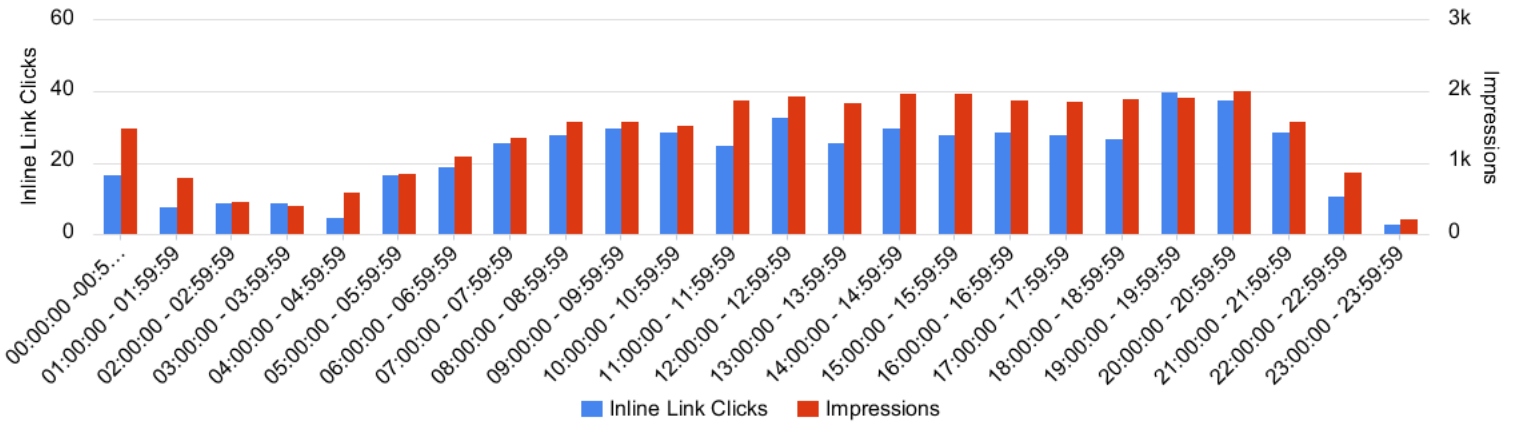
Account	Amount Spent	Impressions	Reach	Inline Link Clicks	CTR	Frequency	Leads	Cost per Lead
Wisconsin Medical Weight Loss	\$1,061.05	33,822	10,240	544	0.00%	3.3	61	\$17.39
> Mobile App	\$1,047.35	33,306	10,126	541	0.00%	3.29	60	\$17.46
> Desktop	\$12.93	483	170	3	0.00%	2.84	1	\$12.93
> Mobile Web	\$0.77	33	16	--	0.00%	2.06	0	\$0.00

02/01/2024 - 02/29/2024

Time of Day (Viewer) Wisconsin Medical Weight Loss



Time of Day (Ad Account) Wisconsin Medical Weight Loss



Facebook | Campaign Performance Summary

02/01/2024 - 02/29/2024

Campaign Performance Breakdown Wisconsin Medical Weight Loss

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
MS Weight Loss Injections - (Conversions)	\$957.78	30,493	514	61	\$15.70
Instagram post: What do our treatments do? Our...	\$103.27	3,329	30	0	\$0.00
Total	\$1,061.05	33,822	544	61	\$17.39

Facebook | Ad Set Performance Summary

02/01/2024 - 02/29/2024

Top Performing Ad Sets Wisconsin Medical Weight Loss

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Prospecting - Website Leads	MS Weight Loss Injections - (Conversions)	\$957.78	30,493	514	61	\$15.70
Instagram Post	Instagram post: What do our treatments do? Our...	\$103.27	3,329	30	0	\$0.00
	Total	\$1,061.05	33,822	544	61	\$17.39

Facebook | Ad Performance Summary

02/01/2024 - 02/29/2024

∞ Top Performing Ads (by Leads)
Wisconsin Medical Weight Loss

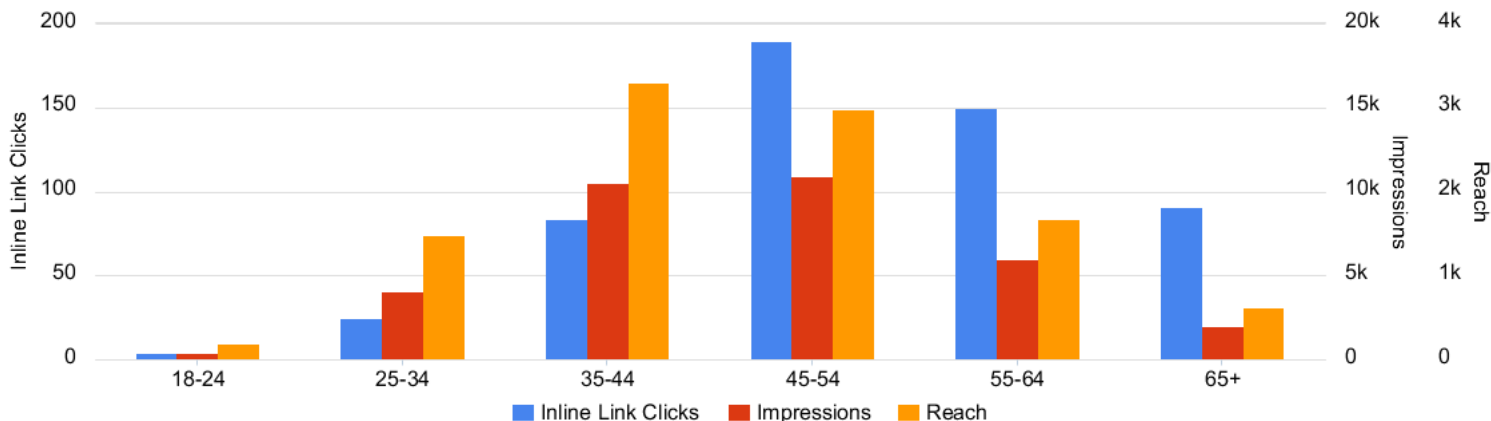
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Wisconsin Medical - WLJ - Image - Brown Theme		MS Weight Loss Injections - (Conversions)	\$530.42	285	18,212	7,267	2.51	3.22%	37
Wisconsin Medical - WLJ - Image - Ivonne		MS Weight Loss Injections - (Conversions)	\$95.42	63	3,017	1,374	2.2	4.38%	12
Wisconsin Medical - WLJ - Video - Jenna		MS Weight Loss Injections - (Conversions)	\$178.59	88	5,273	2,788	1.89	3.75%	6
Wisconsin Medical - WLJ - Image - Group Of Ladies		MS Weight Loss Injections - (Conversions)	\$98.61	42	2,796	1,467	1.91	3.15%	4
Wisconsin Medical - WLJ - Image - White Theme		MS Weight Loss Injections - (Conversions)	\$27.51	18	501	250	2	4.99%	1
Wisconsin Medical - WLJ - Video - Alyssa		MS Weight Loss Injections - (Conversions)	\$13.56	9	343	182	1.88	4.66%	1
Total			\$944.11	505	30,142	13,328	12.39	--	61

Facebook | Demographic Performance - Age

02/01/2024 - 02/29/2024

Age Performance Chart

Wisconsin Medical Weight Loss



Age Performance Summary

Wisconsin Medical Weight Loss

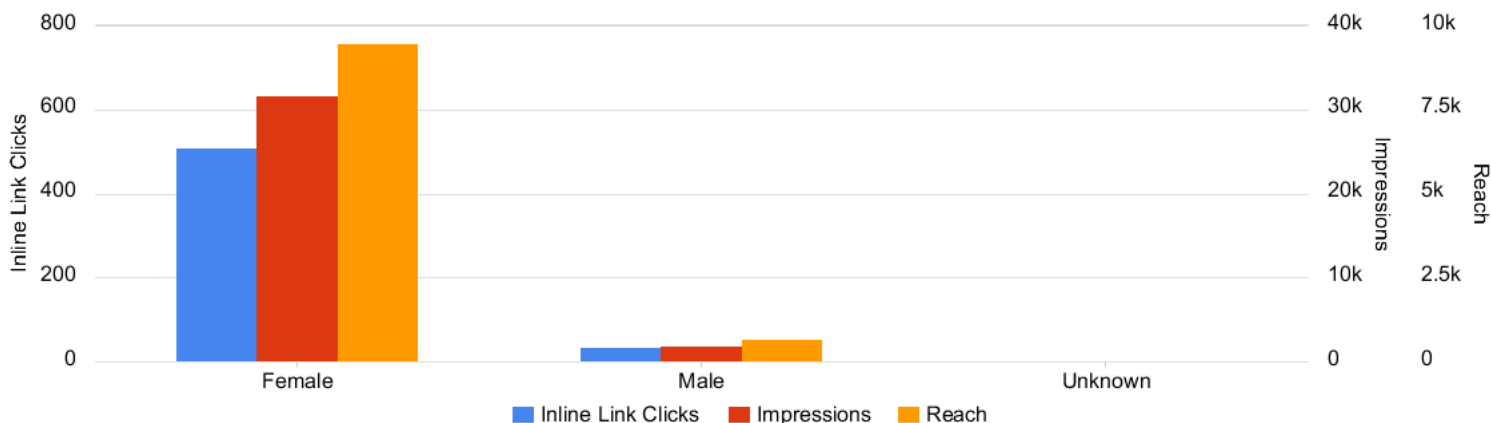
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Wisconsin Medical Weight Loss	\$1,061.05	33,822	10,240	544	3.26%	3.3	61
> 18-24	\$10.91	381	184	4	1.31%	2.07	1
> 25-34	\$77.46	4,037	1,484	25	1.41%	2.72	4
> 35-44	\$221.28	10,526	3,291	84	2.01%	3.2	11
> 45-54	\$372.07	10,945	2,979	190	3.55%	3.67	20
> 55-64	\$265.17	5,966	1,676	150	4.59%	3.56	15
> 65+	\$114.15	1,967	626	91	8.39%	3.14	10

Facebook | Demographic Performance - Gender

02/01/2024 - 02/29/2024

Gender Performance Chart

Wisconsin Medical Weight Loss



Gender Performance Summary

Wisconsin Medical Weight Loss

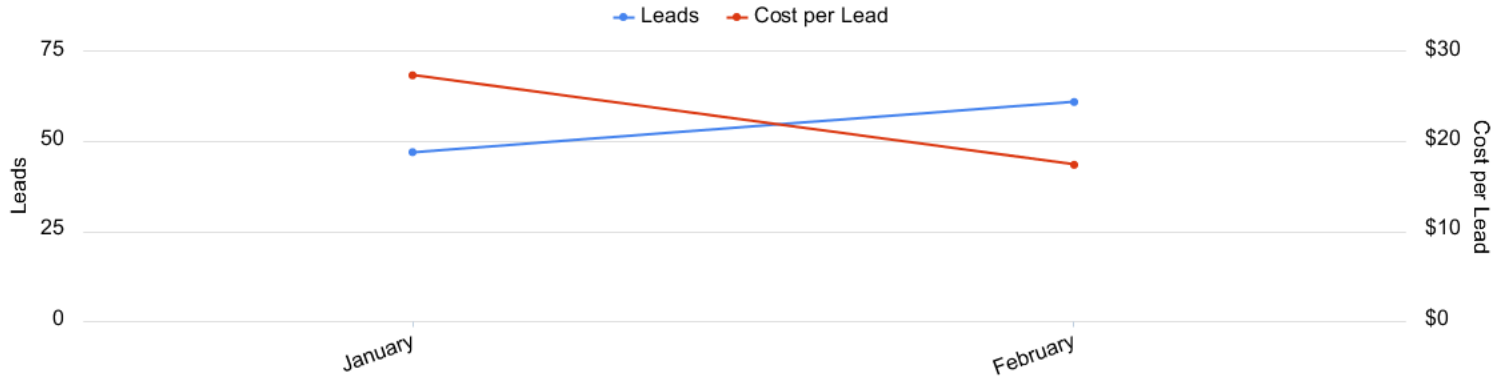
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Wisconsin Medical Weight Loss	\$1,061.05	33,822	10,240	544	3.26%	3.3	61
> Female	\$1,001.30	31,790	9,496	509	3.31%	3.35	58
> Male	\$56.85	1,901	696	34	2.52%	2.73	3
> Unknown	\$2.90	131	48	1	1.53%	2.73	0

Facebook | Year-to-Date Performance

01/01/2024 - 02/29/2024

Year-to-Date Trend

Wisconsin Medical Weight Loss



Historical table (by month)

Wisconsin Medical Weight Loss

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Wisconsin Medical Weight Loss	\$2,347.33	1,065	71,981	19,586	3.68	3.32%	108
> 2024-01-01 - 2024-01-31	\$1,286.28	521	38,159	13,308	2.87	3.38%	47
> 2024-02-01 - 2024-02-29	\$1,061.05	544	33,822	10,240	3.3	3.26%	61

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