

Zen Vitality 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	\$1,010.74	3,384	248	7.33%	21	\$48.13
01/01/2024 - 01/31/2024	\$0.00	0	0	0.00%	0	\$0.00
% Change	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
Facebook Ads						
02/01/2024 - 02/29/2024	\$784.93	18,443	200	1.08%	20	\$39.25
01/01/2024 - 01/31/2024	\$0.00	0	0	0.00%	0	\$0.00
% Change	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Google Ads | Key Performance Indicators

02/01/2024 - 02/29/2024

Cost
Zen Vitality

\$1,010.74
\$0.00 100.00%

Clicks
Zen Vitality

248
0 100.00%

Avg. CPC
Zen Vitality

\$4.08
\$0.00 100.00%

Conversions
Zen Vitality

21
0 100.00%

Conv. Rate
Zen Vitality

8.47%
0.00% 100.00%

Cost / Conv.
Zen Vitality

\$48.13
\$0.00 100.00%

Google Ads | Month-Over-Month Performance Comparison

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

Overall performance
Zen Vitality

Metric	02/01/2024 - 02/29/2024	01/01/2024 - 01/31/2024	% Change
Cost	\$1,010.74	\$0.00	100.00%
Impressions	3,384	0	100.00%
Clicks	248	0	100.00%
Avg CPC	\$4.08	\$0.00	100.00%
CTR	7.33%	0.00%	100.00%
Conversions	21	0	100.00%
Conv. Rate	8.47%	0.00%	100.00%
Cost / Conv	\$48.13	\$0.00	100.00%

Google Ads | Budget Coverage

Search Impr. Share
Zen Vitality

28.12%
0.00% 100.00%

Search IS Lost (Due to Budget)
Zen Vitality

27.58%
0.00% 100.00%

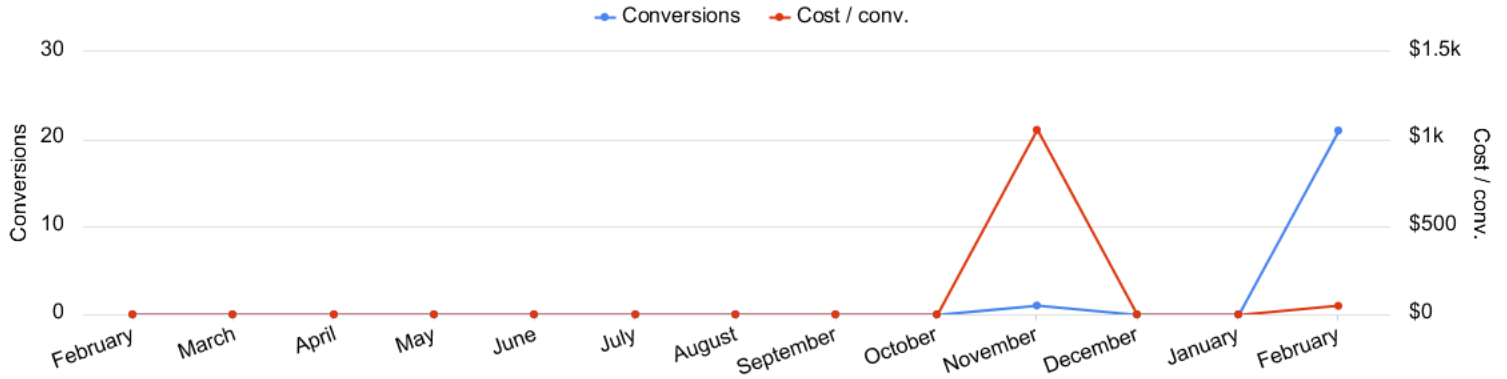
Search IS Lost (Due to Rank)
Zen Vitality

44.30%
0.00% 100.00%

Google Ads | Monthly Performance Trends

02/01/2023 - 02/29/2024

Conversions vs Cost / Conv
Zen Vitality




Account Performance by Month
Zen Vitality

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
09/01/2023	\$481.03	170,707	1,269	\$0.38	0.74%	0	0.00%	\$0.00	9.99%	1.42%
10/01/2023	\$1,522.18	6,684	525	\$2.90	7.85%	0	0.00%	\$0.00	10.45%	21.60%
11/01/2023	\$1,053.91	5,108	315	\$3.35	6.17%	1	0.32%	\$1,053.91	9.99%	80.50%
02/01/2024	\$1,010.74	3,384	248	\$4.08	7.33%	21	8.47%	\$48.13	28.12%	27.58%
Total	\$4,067.86	185,883	2,357	\$1.73	1.27%	22	0.93%	\$184.90	12.45%	43.94%

Google Ads | Campaign Performance Summary

02/01/2024 - 02/29/2024

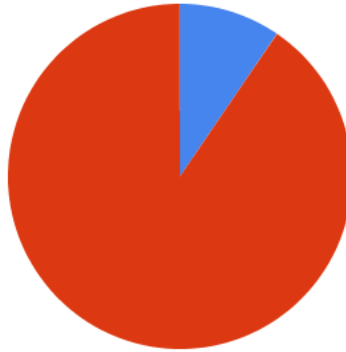
 Campaign Performance Breakdown
Zen Vitality

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
MS search prospecting	\$1,010.74	3,384	248	\$4.08	7.33%	21	8.47%	\$48.13

Google Ads | Budget Utilization by Device

Conversions by Device

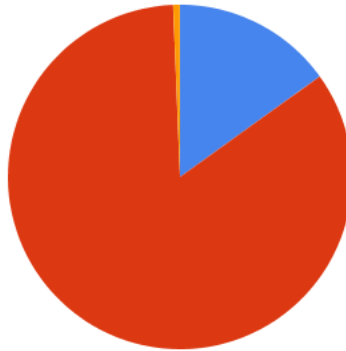
Zen Vitality



■ Desktop - Conversions: 2 (9.52%)
 ■ Mobile - Conversions: 19 (90.48%)
 ■ Tablet - Conversions: 0 (0.00%)

Cost by Conversions

Zen Vitality



■ Desktop - Cost: \$152.52 (15.09%)
 ■ Mobile - Cost: \$851.95 (84.29%)
 ■ Tablet - Cost: \$6.27 (0.62%)

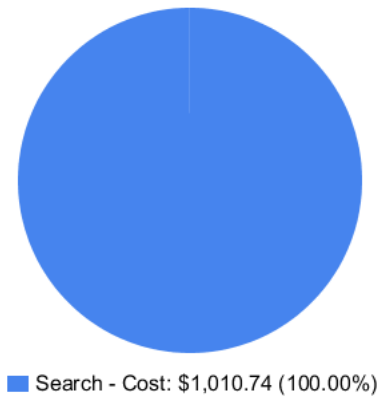
Device Performance

Zen Vitality

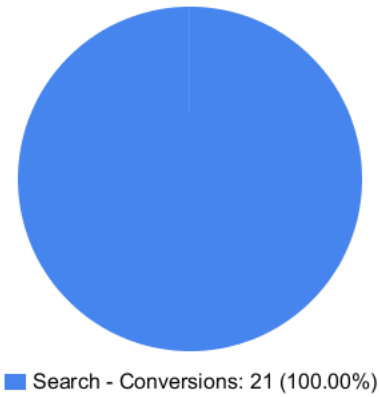
Device	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Desktop	\$152.52	518	25	\$6.10	4.83%	2	8.00%	\$76.26
Mobile	\$851.95	2,818	221	\$3.85	7.84%	19	8.60%	\$44.84
Tablet	\$6.27	48	2	\$3.13	4.17%	0	0.00%	\$0.00

Google Ads | Budget Utilization by Network

Cost by Network Zen Vitality



Conversions by Network Zen Vitality




Network Performance Zen Vitality

Network (with search partners)	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search	\$1,010.74	3,384	248	\$4.08	7.33%	21	8.47%	\$48.13

Google Ads | Conversion Summary

02/01/2024 - 02/29/2024

 Conversion Breakdown
Zen Vitality

Conversion name	All conv.	% Change
Click to Call	3	100.00%
Lead Form Submission	18	100.00%

Facebook | Key Performance Indicators

02/01/2024 - 02/29/2024

Cost
Zen Vitality Spa - Ad account

\$784.93
\$0.00 100.00%

Impressions
Zen Vitality Spa - Ad account

18,443
0 100.00%

Reach
Zen Vitality Spa - Ad account

6,029
0 100.00%

Clicks (Link)
Zen Vitality Spa - Ad account

200
0 100.00%

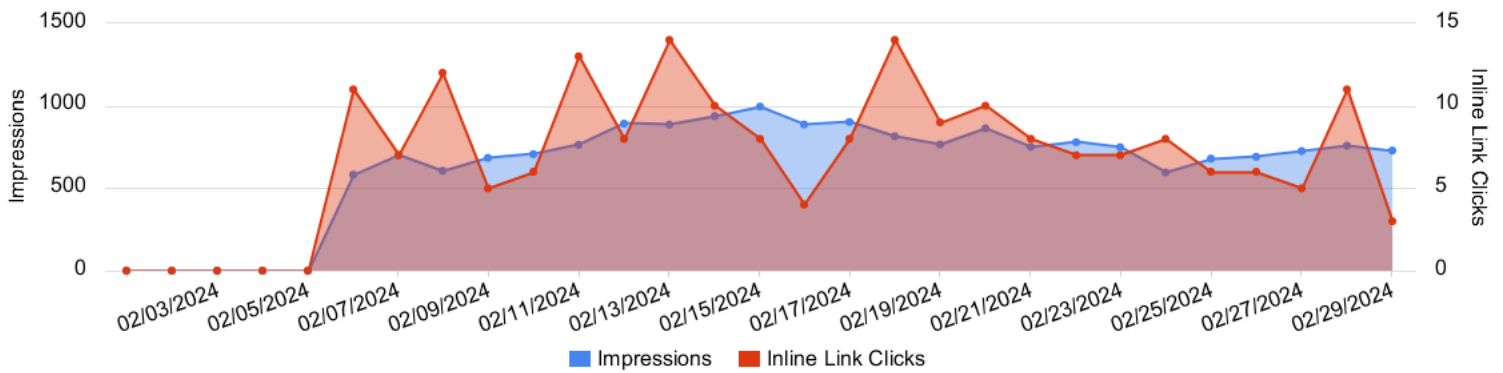
Leads
Zen Vitality Spa - Ad account

20
0 100.00%

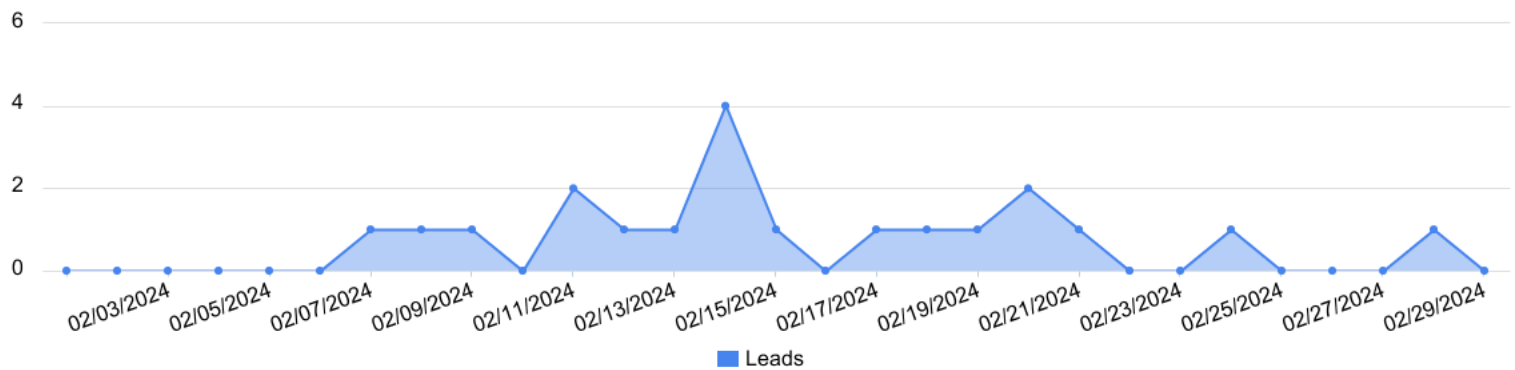
Cost / Lead
Zen Vitality Spa - Ad account

\$39.25
\$0.00 100.00%

Impressions vs Inline Link Clicks
Zen Vitality Spa - Ad account



Conversions by day
Zen Vitality Spa - Ad account



Facebook | Month-Over-Month Performance Comparison

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

Overall Performance Summary Zen Vitality Spa - Ad account

Metric	02/01/2024 - 02/29/2024	01/01/2024 - 01/31/2024	% Change
Cost	\$784.93	\$0.00	100.00%
Impressions	18,443	0	100.00%
Reach	6,029	0	100.00%
Clicks	200	0	100.00%
CTR	1.08%	0.00%	100.00%
Frequency	3.06	0	100.00%
Leads	20	0	100.00%
Cost / Lead	\$39.25	\$0.00	100.00%

Engagement Summary Zen Vitality Spa - Ad account

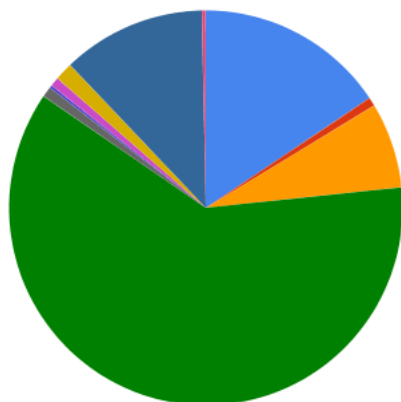
Metric	02/01/2024 - 02/29/2024	01/01/2024 - 01/31/2024	% Change
Page Likes	0	0	0.00%
Post Comments	3	0	100.00%
Post Reactions	32	0	100.00%
Post Shares	2	0	100.00%

Facebook | Placement Performance Summary

02/01/2024 - 02/29/2024

Reach Summary (by Placement)

Zen Vitality Spa - Ad account



- Facebook - Facebook Reels - Reach: 1,124 (15.62%)
- Facebook - Facebook Reels Overlay - Reach: 52 (0.72%)
- Facebook - Facebook Stories - Reach: 504 (7.00%)
- Facebook - Feed - Reach: 4,406 (61.23%)
- Facebook - Instream Video - Reach: 62 (0.86%)
- Facebook - Right Hand Column - Reach: 16 (0.22%)
- Facebook - Search - Reach: 54 (0.75%)
- Facebook - Video Feeds - Reach: 106 (1.47%)
- Instagram - Feed - Reach: 850 (11.81%)
- Instagram - Instagram Explore - Reach: 22 (0.31%)

Placement Performance (by Leads)

Zen Vitality Spa - Ad account

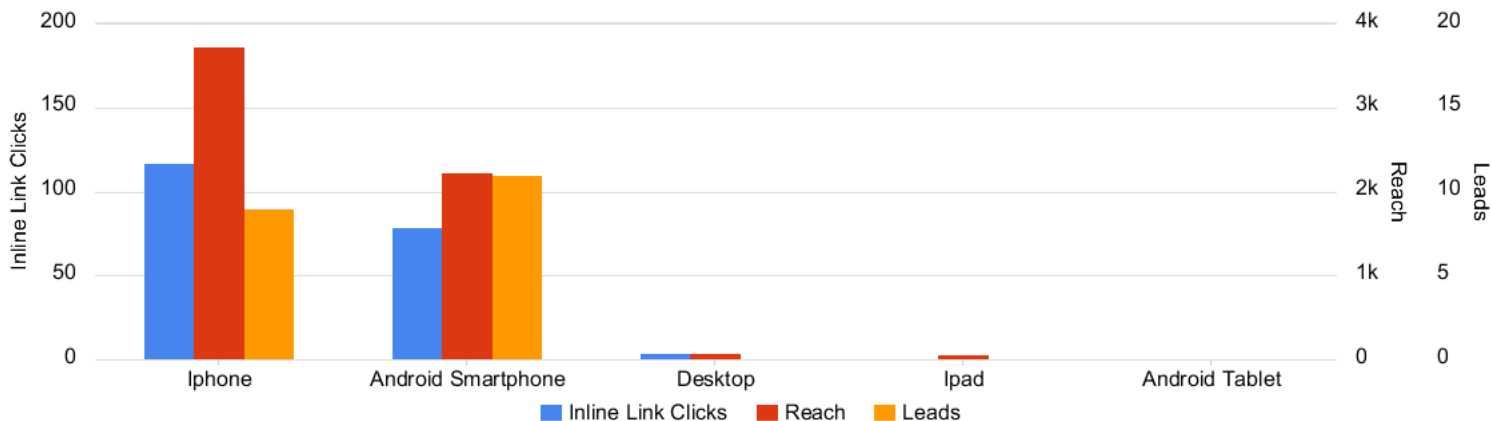
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR	Frequency	Leads	Cost per Lead
Zen Vitality Spa - Ad account	\$784.93	18,443	6,029	200	0.00%	3.06	20	\$39.25
> Facebook - Facebook Reels	\$101.80	2,185	1,124	24	0.00%	1.94	4	\$25.45
> Facebook - Facebook Reels Overlay	\$1.54	74	52	1	0.00%	1.42	0	\$0.00
> Facebook - Facebook Stories	\$59.82	815	504	16	0.00%	1.62	1	\$59.82
> Facebook - Feed	\$493.33	12,667	4,406	127	0.00%	2.87	11	\$44.85
> Facebook - Instream Video	\$4.67	115	62	1	0.00%	1.85	0	\$0.00
> Facebook - Right Hand Column	\$0.12	51	16	0	0.00%	3.19	0	\$0.00
> Facebook - Search	\$0.68	66	54	0	0.00%	1.22	0	\$0.00
> Facebook - Video Feeds	\$9.16	128	106	4	0.00%	1.21	0	\$0.00
> Instagram - Feed	\$72.50	1,566	850	17	0.00%	1.84	3	\$24.17
> Instagram - Instagram Explore	\$0.36	28	22	1	0.00%	1.27	0	\$0.00
> Instagram - Instagram Explore Grid Home	\$0.01	4	4	0	0.00%	1	0	\$0.00
> Instagram - Instagram Profile Feed	\$2.40	97	97	2	0.00%	1	0	\$0.00
> Instagram - Instagram Reels	\$20.40	256	200	2	0.00%	1.28	1	\$20.40
> Instagram - Instagram Reels Overlay	\$0.00	5	5	0	0.00%	1	0	\$0.00
> Instagram - Instagram Stories	\$18.15	386	234	5	0.00%	1.65	0	\$0.00

Facebook | Device Performance Summary

02/01/2024 - 02/29/2024

Device Performance Chart

Zen Vitality Spa - Ad account



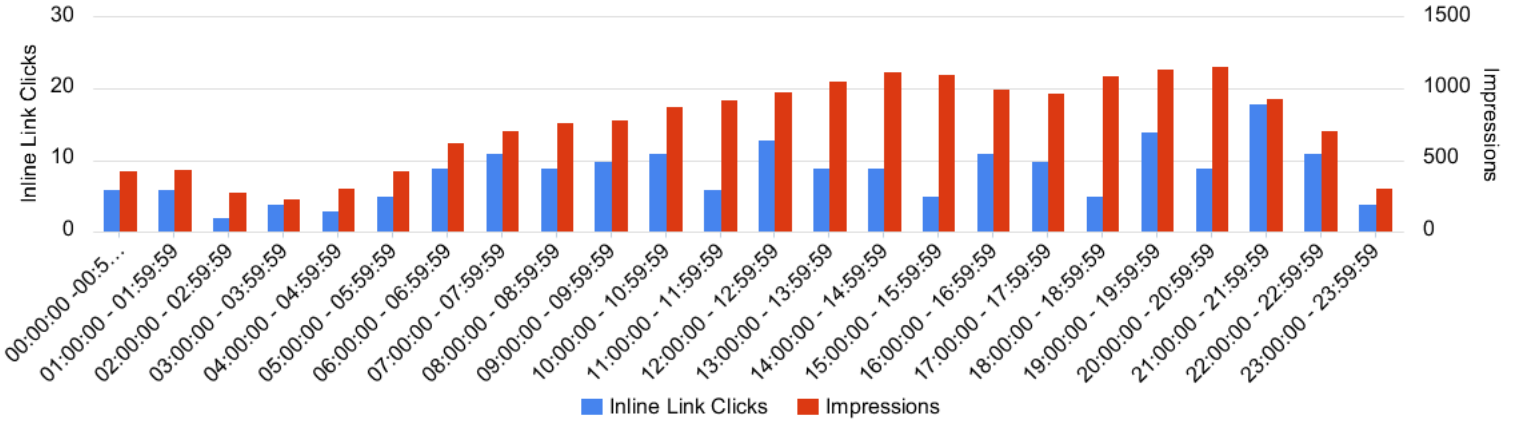
Device Platform Performance

Zen Vitality Spa - Ad account

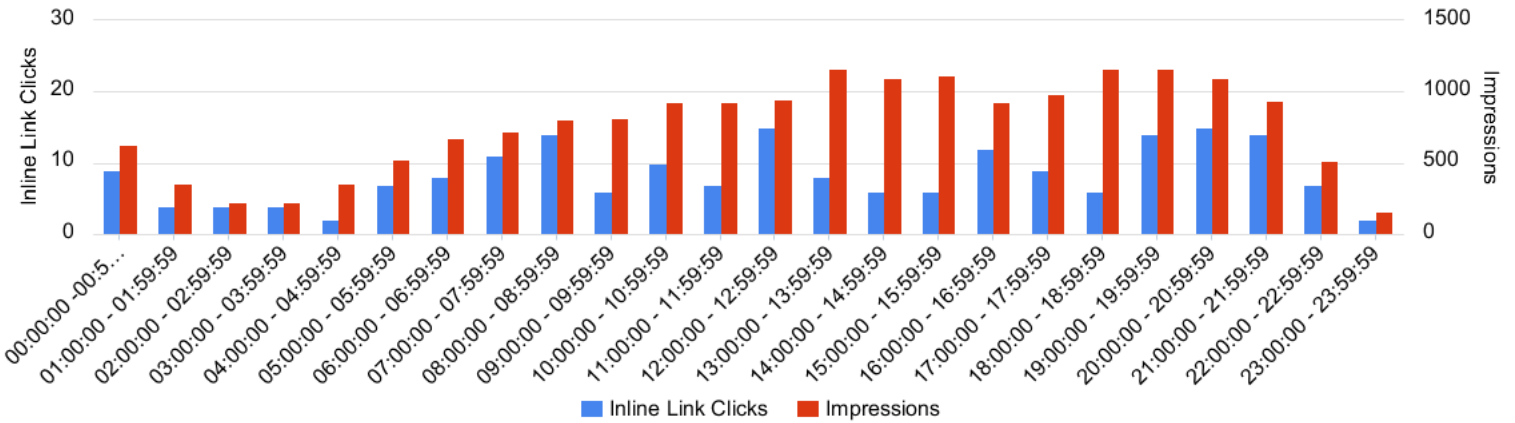
Account	Amount Spent	Impressions	Reach	Inline Link Clicks	CTR	Frequency	Leads	Cost per Lead
Zen Vitality Spa - Ad account	\$784.93	18,443	6,029	200	0.00%	3.06	20	\$39.25
> Mobile App	\$773.94	18,230	5,987	196	0.00%	3.04	20	\$38.70
> Desktop	\$10.91	211	80	4	0.00%	2.64	0	\$0.00
> Mobile Web	\$0.08	2	2	--	0.00%	1	0	\$0.00

02/01/2024 - 02/29/2024

Time of Day (Viewer) Zen Vitality Spa - Ad account



Time of Day (Ad Account) Zen Vitality Spa - Ad account



Facebook | Campaign Performance Summary

02/01/2024 - 02/29/2024

Campaign Performance Breakdown Zen Vitality Spa - Ad account

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
MS Consolidated - (Conversions)	\$784.93	18,443	200	20	\$39.25
Total	\$784.93	18,443	200	20	\$39.25

Facebook | Ad Set Performance Summary

02/01/2024 - 02/29/2024

Top Performing Ad Sets Zen Vitality Spa - Ad account

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Prospecting - Website Leads - WLJ	MS Consolidated - (Conversions)	\$661.06	15,741	166	17	\$38.89
Prospecting - Website Leads - Botox	MS Consolidated - (Conversions)	\$104.21	2,355	28	3	\$34.74
Prospecting - Website Leads - EMsculpt NEO	MS Consolidated - (Conversions)	\$19.66	347	6	0	\$0.00
	Total	\$784.93	18,443	200	20	\$39.25

Facebook | Ad Performance Summary

02/01/2024 - 02/29/2024

∞ Top Performing Ads (by Leads)
Zen Vitality Spa - Ad account

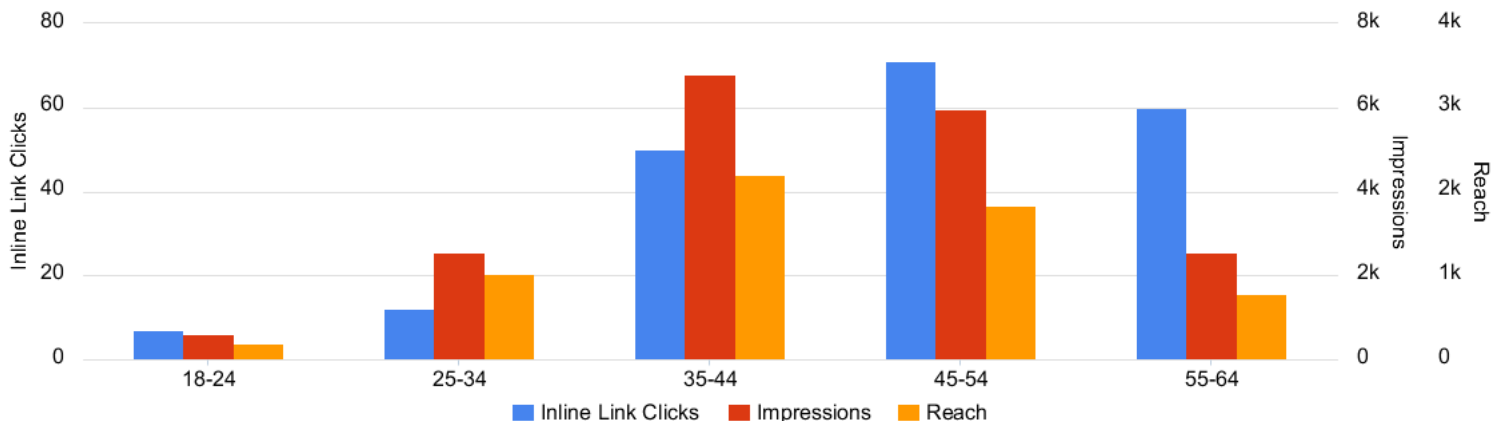
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Zen Vitality - WLJ - Video - Jenna		MS Consolidated - (Conversions)	\$176.95	53	4,237	1,864	2.27	2.55%	6
Zen Vitality - WLJ - Image - Pink Theme		MS Consolidated - (Conversions)	\$208.85	53	5,986	2,674	2.24	1.97%	4
Zen Vitality - WLJ - Video - Alyssa		MS Consolidated - (Conversions)	\$116.52	28	2,332	1,278	1.82	2.44%	4
Zen Vitality - WLJ - Image - Ivonne		MS Consolidated - (Conversions)	\$82.26	16	1,796	1,058	1.7	1.28%	2
Zen Vitality - Botox - Image - White Theme		MS Consolidated - (Conversions)	\$73.28	22	1,727	941	1.84	2.78%	2
Zen Vitality - WLJ - Image - Brown Theme		MS Consolidated - (Conversions)	\$53.62	13	870	400	2.17	2.64%	1
Total			\$711.48	185	16,948	8,215	12.04	--	19

Facebook | Demographic Performance - Age

02/01/2024 - 02/29/2024

Age Performance Chart

Zen Vitality Spa - Ad account



Age Performance Summary

Zen Vitality Spa - Ad account

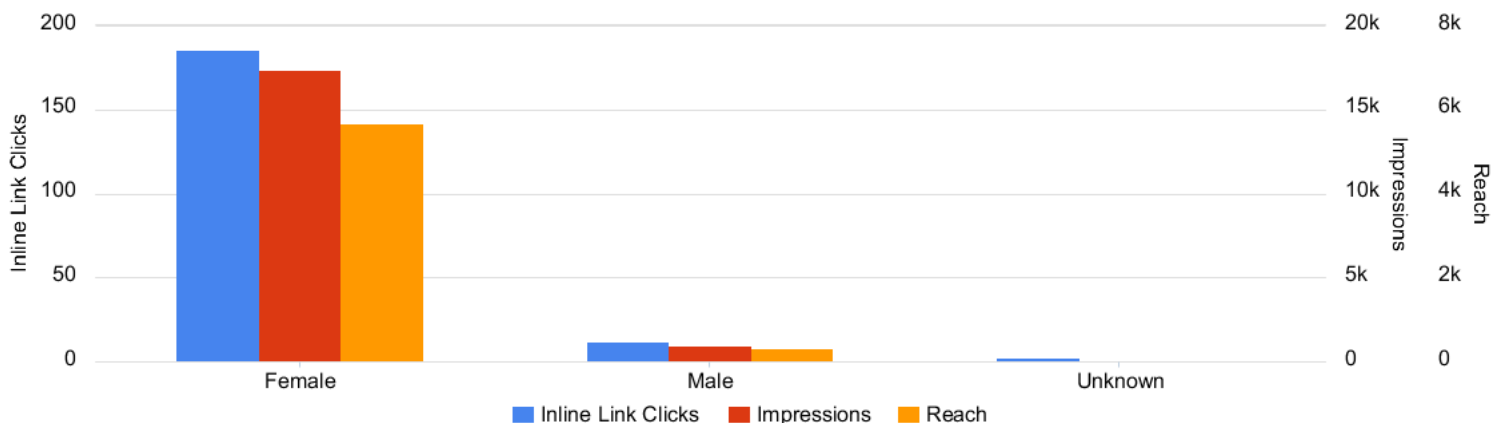
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Zen Vitality Spa - Ad account	\$784.93	18,443	6,029	200	2.23%	3.06	20
> 18-24	\$19.92	621	196	7	2.42%	3.17	2
> 25-34	\$71.52	2,547	1,012	12	1.30%	2.52	0
> 35-44	\$208.43	6,773	2,200	50	1.68%	3.08	3
> 45-54	\$311.35	5,961	1,838	71	2.30%	3.24	9
> 55-64	\$173.71	2,541	784	60	4.45%	3.24	6

Facebook | Demographic Performance - Gender

02/01/2024 - 02/29/2024

Gender Performance Chart

Zen Vitality Spa - Ad account



Gender Performance Summary

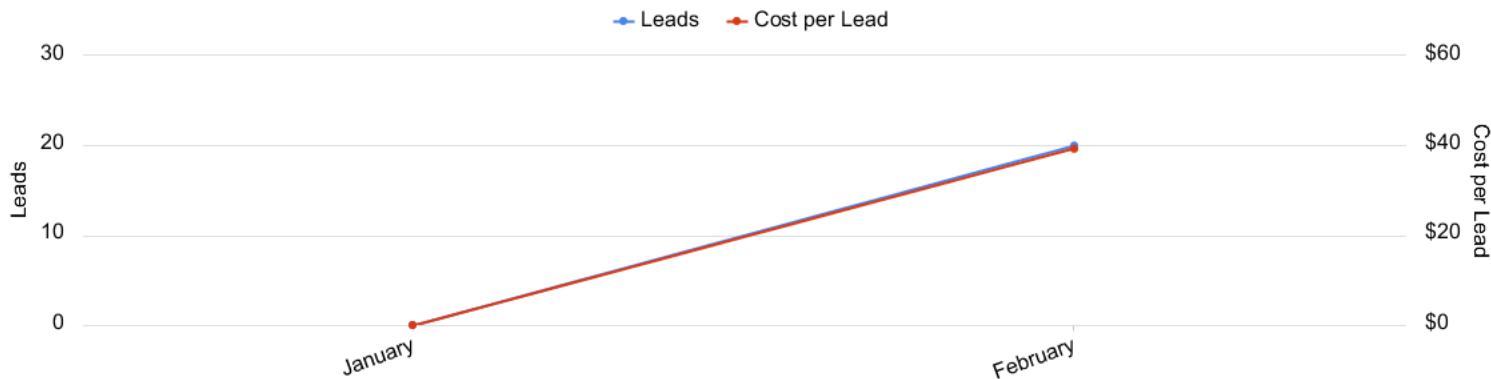
Zen Vitality Spa - Ad account

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Zen Vitality Spa - Ad account	\$784.93	18,443	6,029	200	2.23%	3.06	20
> Female	\$739.80	17,396	5,663	186	2.17%	3.07	19
> Male	\$41.70	961	326	12	3.12%	2.95	0
> Unknown	\$3.43	86	40	2	4.65%	2.15	1

Facebook | Year-to-Date Performance

01/01/2024 - 02/29/2024

Year-to-Date Trend Zen Vitality Spa - Ad account



Historical table (by month) Zen Vitality Spa - Ad account

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Zen Vitality Spa - Ad account	\$784.93	200	18,443	6,029	3.06	2.23%	20
> 2024-02-01 - 2024-02-29	\$784.93	200	18,443	6,029	3.06	2.23%	20

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