

Nava Center Monthly Ad Performance Summary

08/01/2021 - 08/31/2021

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

08/01/2021 - 08/31/2021

Account Performance Summary (by Platform) Cross-platform

	Cost	Impressions	Clicks	CTR	Conversions	Cost / conv.
Google Ads						
08/01/2021 - 08/31/2021	\$7,322.58	41,796	2,229	5.33%	195.58	\$37.44
07/01/2021 - 07/31/2021	\$7,891.53	46,193	2,343	5.07%	223.42	\$35.32
% Change	-7.21%	-9.52%	-4.87%	5.13%	-12.46%	6.00%
Facebook Ads						
08/01/2021 - 08/31/2021	\$2,538.21	87,496	1,308	1.49%	160	\$15.86
07/01/2021 - 07/31/2021	\$2,548.97	108,797	1,365	1.25%	177	\$14.40
% Change	-0.42%	-19.58%	-4.18%	19.15%	-9.60%	10.16%

Google Ads | Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
Nava Center

\$7,322.58
\$7,891.53 **-7.21%**

Conversions
Nava Center

195.58
223.42 **-12.46%**

Clicks
Nava Center

2,229
2,343 **-4.87%**

Conv. rate
Nava Center

8.77%
9.54% **-8.07%**

Avg. CPC
Nava Center

\$3.29
\$3.37 **-2.46%**

Cost / Conv
Nava Center

\$37.44
\$35.32 **6.00%**

Google Ads | Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Overall Performance Summary
Nava Center

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$7,322.58	\$7,891.53	-7.21%
Impressions	41,796	46,193	-9.52%
Clicks	2,229	2,343	-4.87%
Avg CPC	\$3.29	\$3.37	-2.37%
CTR	5.33%	5.07%	5.13%
Conversions	195.58	223.42	-12.46%
Conv Rate	8.77%	9.54%	-8.07%
Cost / Conv	\$37.44	\$35.32	6.00%

Google Ads | Budget Coverage

Search Impr. Share
Nava Center

18.70%
19.16% **-2.40%**

Search IS Lost (due to Budget)
Nava Center

6.84%
10.68% **-35.96%**

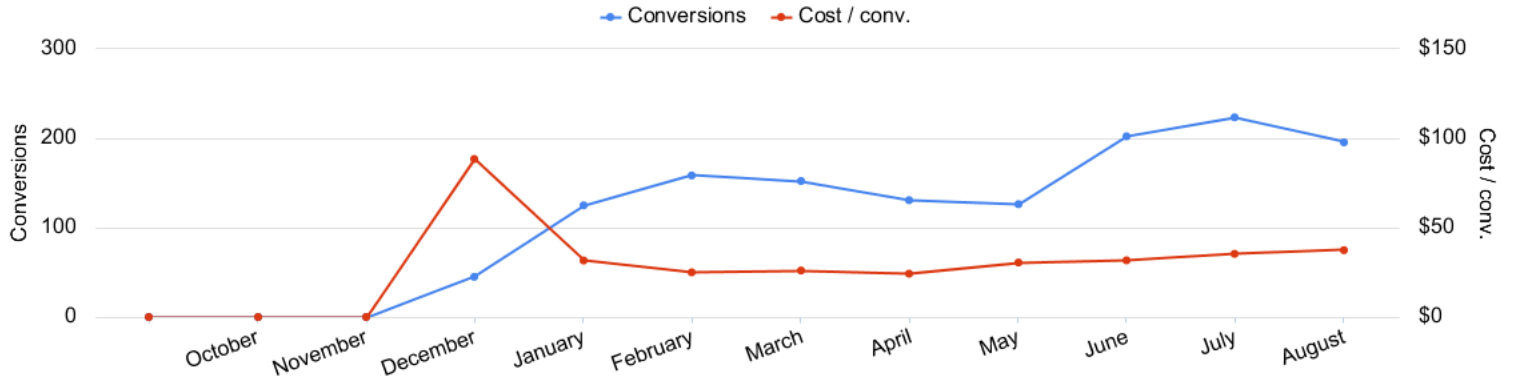
Search IS Lost (due to Rank)
Nava Center

74.47%
70.16% **6.14%**

Google Ads | Monthly Performance Trends

09/01/2020 - 08/31/2021

Conversions vs Cost/ Conv
Nava Center



Account Performance by Month
Nava Center

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
12/01/2020	\$3,981.32	17,530	899	\$4.43	5.13%	45	5.01%	\$88.47	21.27%	21.88%
01/01/2021	\$3,955.04	24,710	1,402	\$2.82	5.67%	125	8.92%	\$31.64	19.21%	12.21%
02/01/2021	\$3,966.46	24,961	1,481	\$2.68	5.93%	158.48	10.70%	\$25.03	19.43%	14.82%
03/01/2021	\$3,961.63	24,795	1,469	\$2.70	5.92%	152.22	10.36%	\$26.03	21.75%	24.40%
04/01/2021	\$3,174.42	18,853	1,184	\$2.68	6.28%	130.7	11.04%	\$24.29	20.59%	20.61%
05/01/2021	\$3,852.40	23,513	1,393	\$2.77	5.92%	126.32	9.07%	\$30.50	21.21%	11.55%
06/01/2021	\$6,416.23	39,656	2,116	\$3.03	5.34%	202.28	9.56%	\$31.72	18.26%	10.43%
07/01/2021	\$7,891.53	46,193	2,343	\$3.37	5.07%	223.42	9.54%	\$35.32	19.16%	10.68%
08/01/2021	\$7,322.58	41,796	2,229	\$3.29	5.33%	195.58	8.77%	\$37.44	18.70%	6.84%
Total	\$44,521.61	262,007	14,516	\$3.07	5.54%	1,359	9.36%	\$32.76	19.59%	13.16%

Google Ads | Campaign Performance Summary (by Conversions)

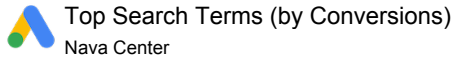
08/01/2021 - 08/31/2021

Campaign Performance Breakdown (by Conversions) Nava Center

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta dermal fillers	\$1,509.00	12,168	921	\$1.64	7.57%	68.83	7.47%	\$21.92
search beta coolsculpting	\$2,127.12	11,782	484	\$4.39	4.11%	61.5	12.71%	\$34.59
search beta emscolpt neo	\$2,281.38	7,727	433	\$5.27	5.60%	30.5	7.04%	\$74.80
search beta coolsculpting exp reach	\$403.45	5,682	188	\$2.15	3.31%	21	11.17%	\$19.21
search beta hydrafacial	\$1,001.63	4,437	203	\$4.93	4.58%	13.75	6.77%	\$72.85

Google Ads | Top Search Terms (by Conversions)

08/01/2021 - 08/31/2021



Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting near me	\$299.51	704	43	\$6.97	6.11%	11.25	26.16%	\$26.62
cool sculpting	\$148.82	874	37	\$4.02	4.23%	6	16.22%	\$24.80
emsculpt near me	\$90.26	67	9	\$10.03	13.43%	5	55.56%	\$18.05
coolsculpting cost	\$57.90	256	18	\$3.22	7.03%	4	22.22%	\$14.47
lip injections near me	\$33.27	123	10	\$3.33	8.13%	3	30.00%	\$11.09
cool sculpting cost	\$80.95	389	19	\$4.26	4.88%	3	15.79%	\$26.98
facial fillers	\$10.36	30	10	\$1.04	33.33%	3	30.00%	\$3.45
lip flip	\$11.35	42	7	\$1.62	16.67%	2.5	35.71%	\$4.54
cool sculpting reviews	\$50.04	162	11	\$4.55	6.79%	2	18.18%	\$25.02
hydrafacial near me	\$138.67	334	17	\$8.16	5.09%	2	11.76%	\$69.33
does coolsculpting work	\$13.23	162	3	\$4.41	1.85%	2	66.67%	\$6.62
burns fat fast	\$2.59	1	1	\$2.59	100.00%	2	200.00%	\$1.29
under eye filler	\$33.68	251	30	\$1.12	11.95%	2	6.67%	\$16.84
what is the average price of coolsculpting	\$3.99	1	1	\$3.99	100.00%	2	200.00%	\$2.00
cool sculpting near me	\$14.77	49	2	\$7.38	4.08%	2	100.00%	\$7.38
body contouring	\$71.24	189	10	\$7.12	5.29%	2	20.00%	\$35.62
tear trough filler	\$22.69	73	12	\$1.89	16.44%	2	16.67%	\$11.35
eye fillers	\$13.80	46	10	\$1.38	21.74%	2	20.00%	\$6.90
buttock filler injections near me	\$8.34	7	2	\$4.17	28.57%	2	100.00%	\$4.17
body sculpting near me	\$75.14	214	15	\$5.01	7.01%	1	6.67%	\$75.14

Google Ads | Top Search Ads (by Conversions)

08/01/2021 - 08/31/2021

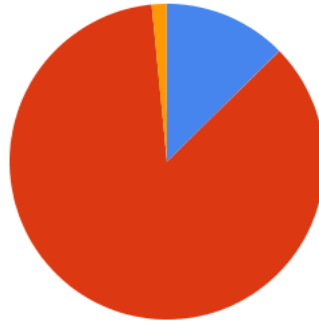
Top Responsive Search Ads (by Conversions)
Nava Center

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<p>{Keyword:Nava Health & Vitality Center} Schedule A Free Consultation Dermal Fillers Near Me</p> <p>navacenter.mysculpt.net/dermal_fillers</p> <p>Look Younger and More Energized with Dermal Fillers. Leading Provider in {LOCATION(City)} Reverse the Signs of Aging + Stimulate Collagen Production. Schedule A Free Consultation.</p>	search beta dermal fillers	\$812.14	7,264	528	\$1.54	7.27%	31	5.87%	\$26.20
<p>{Keyword:Nava Health & Vitality Center} CoolSculpting in {LOCATION(City)} Biggest CoolSculpting@ Promo</p> <p>navacenter.mysculpt.net/coolsculpting/columbia</p> <p>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in {LOCATION(City)}. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	search beta coolsculpting	\$628.35	2,562	141	\$4.46	5.50%	19.5	13.83%	\$32.22
<p>{Keyword:Nava Health & Vitality Center} Dermal Fillers in {LOCATION(City)} Smooth Wrinkles Restore Volume</p> <p>navacenter.mysculpt.net/juvederm</p> <p>Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results. Juvederm is the #1 Line of Hyaluronic Acid Fillers & a Leading Anti Aging Treatment</p>	search beta dermal fillers	\$201.93	1,712	128	\$1.58	7.48%	15.5	12.11%	\$13.03
<p>Nava Health & Vitality Center Fat Reduction in {LOCATION(City)} Non-Surgical Fat Reduction</p> <p>navacenter.mysculpt.net/coolsculpting/columbia</p> <p>CoolSculpting@ Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</p>	search beta coolsculpting exp reach	\$225.43	2,758	100	\$2.25	3.63%	13	13.00%	\$17.34
<p>{Keyword:Nava Health & Vitality Center} Best Price in Columbia, MD #1 Provider in Columbia, MD</p> <p>navacenter.mysculpt.net/emsculpt_neo</p> <p>Leading Emsculpt Neo Provider in Columbia, MD. Build Muscle + Burn Fat. Free Consultation. What's the Price of Emsculpt Neo? A Lot Less Than You Might Think. Our Lowest Pricing Ever</p>	search beta emsculpt neo	\$929.01	1,923	171	\$5.43	8.89%	12.5	7.31%	\$74.32

Google Ads | Budget Utilization by Device

Conversions by Device

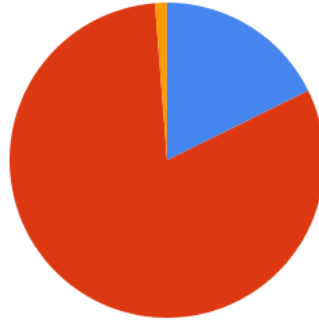
Nava Center



■ Computers - Conversions: 24.75 (12.65%)
 ■ Mobile devices with full browsers - Conversions: 167.83 (85.81%)
 ■ Tablets with full browsers - Conversions: 3 (1.53%)

Cost by Device

Nava Center




■ Computers - Cost: \$1,297.53 (17.72%)
 ■ Mobile devices with full browsers - Cost: \$5,937.24 (81.08%)
 ■ Tablets with full browsers - Cost: \$87.81 (1.20%)

Device Performance (by Conversions)


Nava Center

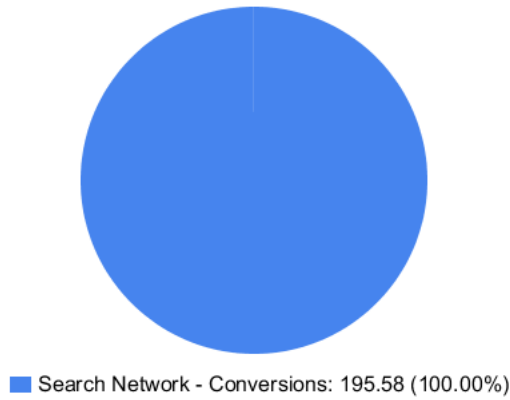
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	33,547	1,867	\$5,937.24	\$3.18	5.57%	167.83	8.99%	\$35.38
Computers	7,509	327	\$1,297.53	\$3.97	4.35%	24.75	7.57%	\$52.43
Tablets with full browsers	740	35	\$87.81	\$2.51	4.73%	3	8.57%	\$29.27


Google Ads | Budget Utilization by Network

 Cost by Network
Nava Center



 Conversions by Network
Nava Center

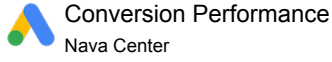


 Network Performance
Nava Center

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	41,796	2,229	\$7,322.58	\$3.29	5.33%	195.58	8.77%	\$37.44

Google Ads | Conversion Summary

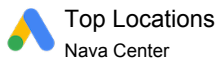
08/01/2021 - 08/31/2021



Conversion name	All conv.
Click to Call	101.65
Submit lead form	90.5
Call From Ads (MS)	3.43

Google Ads | Geo-Targeting Summary

08/01/2021 - 08/31/2021



Region	Clicks	Conversions	Cost / conv.
Virginia	533	42.75	\$35.03
Maryland	1,392	131.93	\$37.92
District of Columbia	304	20.9	\$39.35

Facebook | Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
Nava Center

\$2,538.21
\$2,548.97 -0.42%

Impressions
Nava Center

87,496
108,797 -19.58%

Reach
Nava Center

32,862
37,906 -13.31%

Clicks (Link)
Nava Center

1,308
1,365 -4.18%

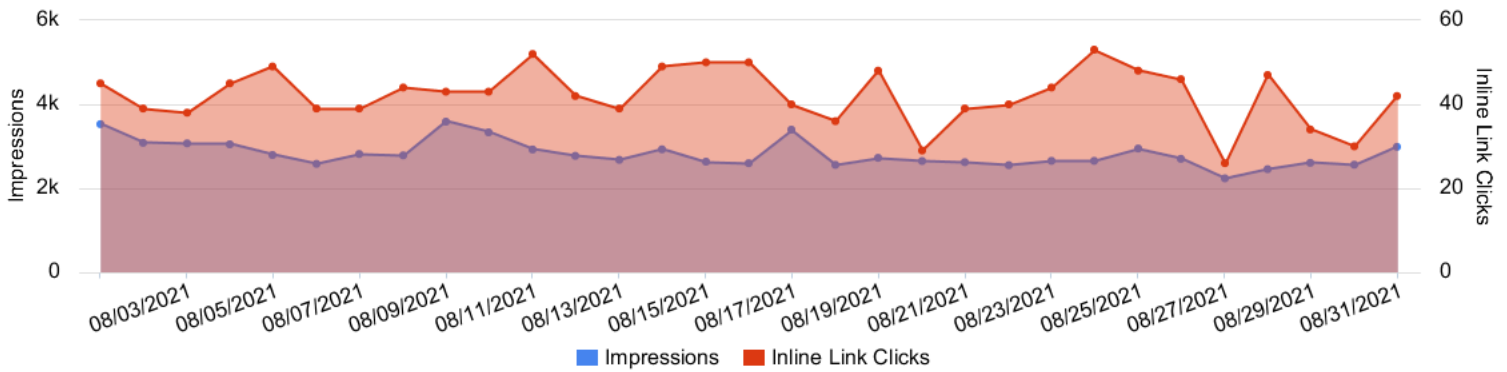
Leads
Nava Center

166
200 -17.00%

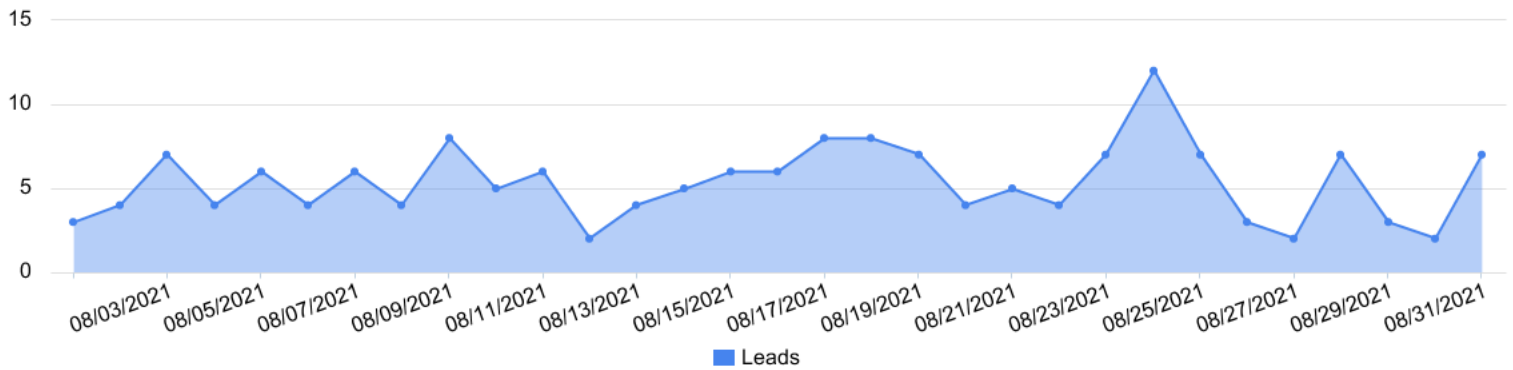
Cost / Lead
Nava Center

\$15.29
\$12.74 20.02%

Impressions vs Inline Link Clicks
Nava Center



Conversions by day
Nava Center



Facebook | Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Overall Performance Summary Nava Center

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$2,538.21	\$2,548.97	-0.42%
Impressions	87,496	108,797	-19.58%
Reach	32,862	37,906	-13.31%
Clicks	1,308	1,365	-4.18%
CTR	1.49%	1.25%	19.15%
Frequency	2.66	2.87	-7.23%
Leads	166	200	-17.00%
Cost / Lead	\$15.29	\$12.74	20.02%

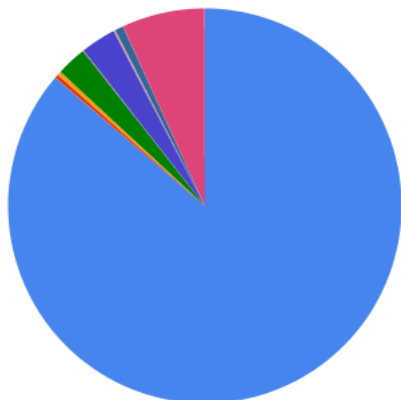
Engagement Summary Nava Center

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	0	1	-100.00%
Post Reactions	21	18	16.67%
Post Shares	6	5	20.00%

Facebook | Placement Performance Summary

08/01/2021 - 08/31/2021

Reach Summary (by Placement) Nava Center



- Audience Network - An Classic - Reach: 27,863 (86.24%)
- Audience Network - Rewarded Video - Reach: 112 (0.35%)
- Facebook - Facebook Stories - Reach: 96 (0.30%)
- Facebook - Feed - Reach: 800 (2.48%)
- Facebook - Instream Video - Reach: 24 (0.07%)
- Facebook - Marketplace - Reach: 936 (2.90%)
- Facebook - Right Hand Column - Reach: 24 (0.07%)
- Facebook - Search - Reach: 23 (0.07%)
- Facebook - Video Feeds - Reach: 224 (0.69%)
- Instagram - Feed - Reach: 2,208 (6.83%)

Placement Performance (by Leads) Nava Center

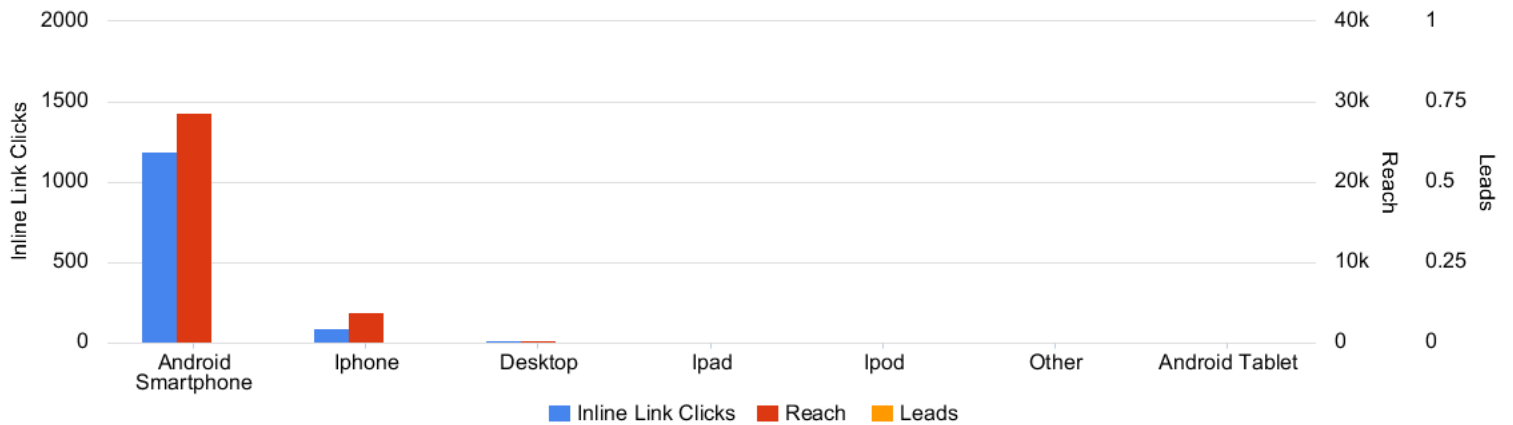
There was an error

Facebook | Device Performance Summary

08/01/2021 - 08/31/2021

Device Performance Chart

Nava Center



Device Platform Performance

Nava Center

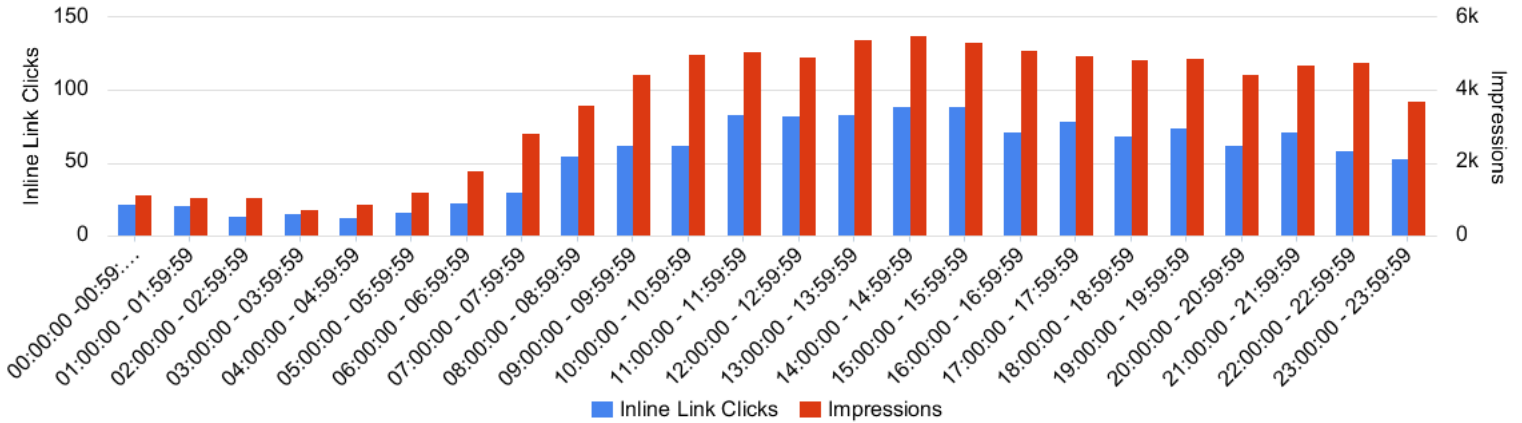
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Nava Center	\$2,538.21	87,496	1,308	1.56%	32,862	2.66	166
> Mobile App	\$2,507.91	86,860	1,293	1.55%	32,623	2.66	0
> Desktop	\$21.59	587	15	2.56%	264	2.22	0
> Unknown	\$0.00	0	0	--	0	0	0
> Mobile Web	\$8.71	49	0	6.12%	16	3.06	0

Facebook | Schedule Performance

08/01/2021 - 08/31/2021

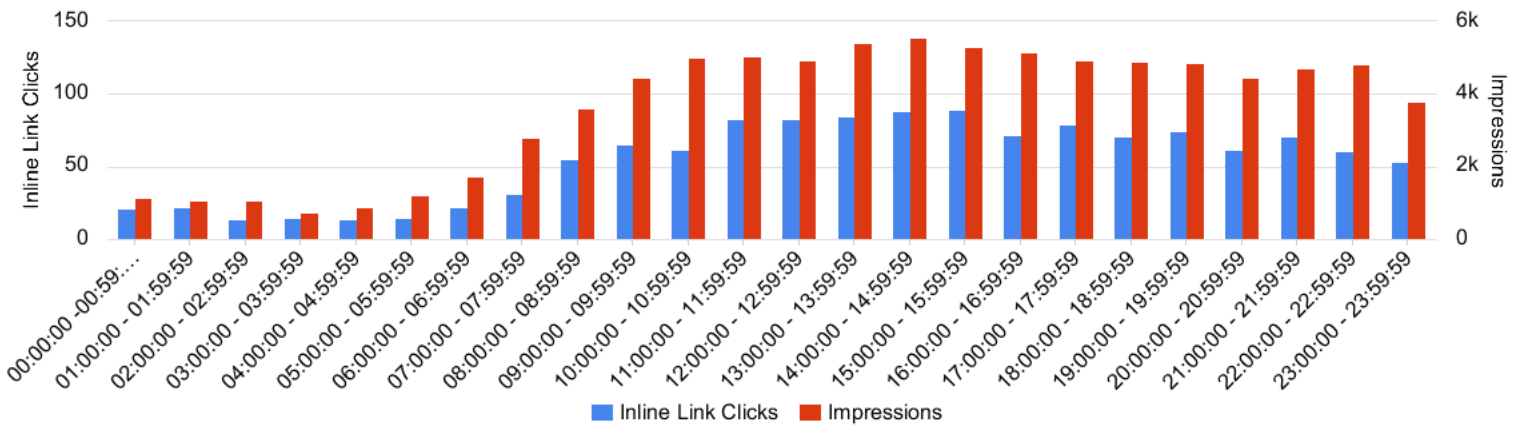
Time of Day (Viewer)

Nava Center



Time of Day (Ad Account)

Nava Center



Facebook | Campaign Performance Summary (by Leads)

08/01/2021 - 08/31/2021

Campaign Performance Breakdown Nava Center

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Botox - Conversions	\$1,514.24	78,563	1,200	151	\$10.03
Emsculpt NEO - Conversions	\$1,023.97	8,933	108	15	\$68.26
Total	\$2,538.21	87,496	1,308	166	\$15.29

Facebook | Ad Set Performance Summary (by Leads)


08/01/2021 - 08/31/2021

Top Performing Ad Sets Nava Center

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interest - Women - Maryland - 25-65	Botox - Conversions	\$1,514.24	78,563	1,200	151	\$10.03
Interests - Women - 25-64 - Colombia, MD - 10 mi radius	Emsculpt NEO - Conversions	\$1,023.97	8,933	108	15	\$68.26
	Total	\$2,538.21	87,496	1,308	166	\$15.29

Facebook | Ad Performance Summary

08/01/2021 - 08/31/2021

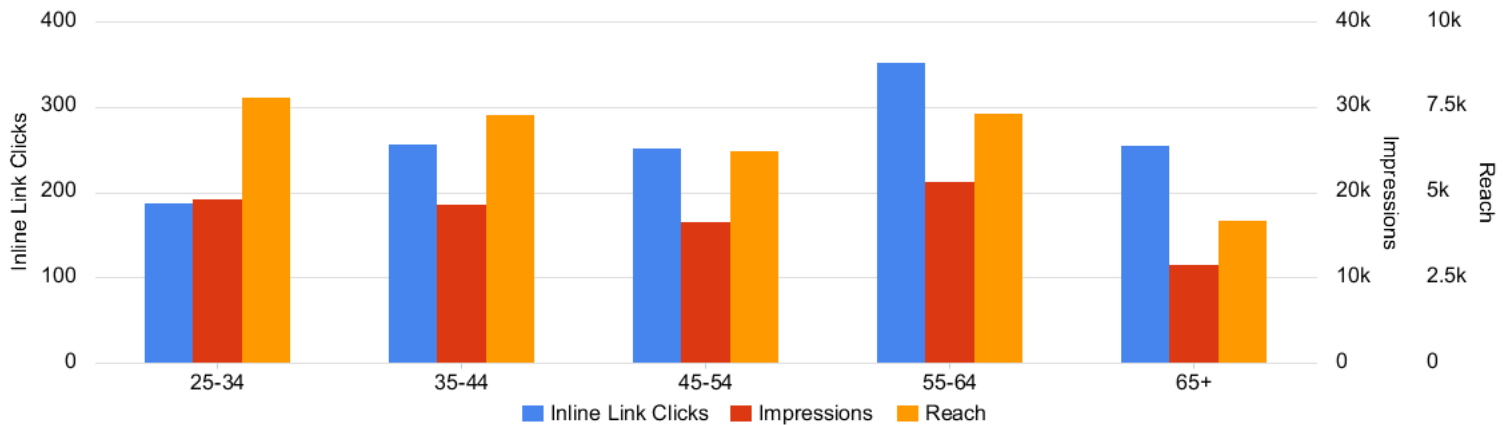
 Top Performing Ads (by Leads)
Nava Center

There was an error

Facebook | Demographic Performance - Age

08/01/2021 - 08/31/2021

Age Performance Chart
Nava Center



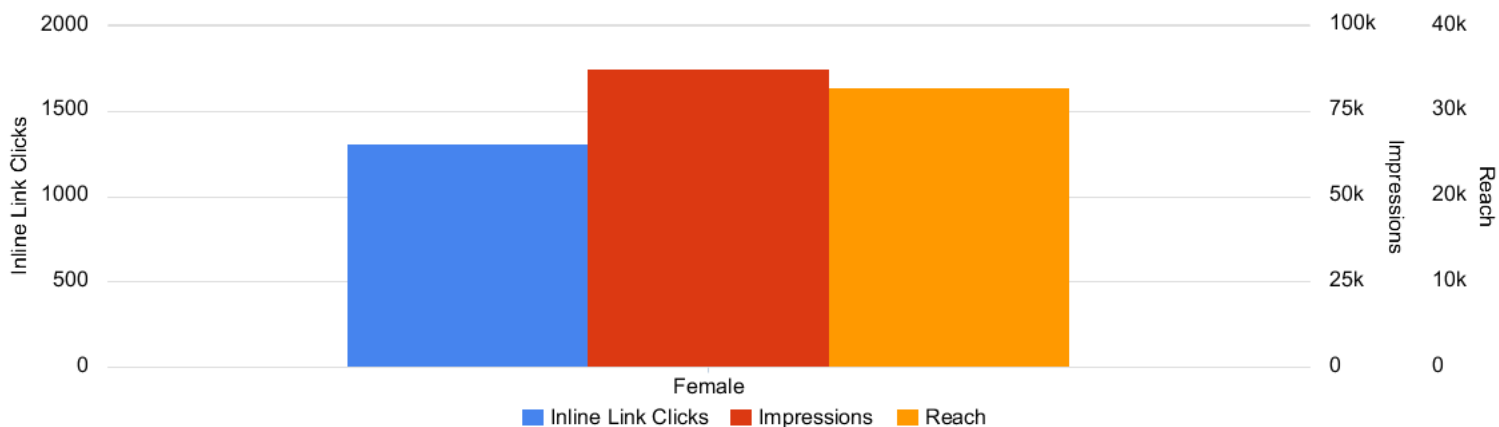
Age Performance Summary
Nava Center

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Nava Center	\$2,538.21	87,496	32,862	1,308	1.56%	2.66	166
> 25-34	\$528.00	19,222	7,792	189	1.06%	2.47	0
> 35-44	\$545.82	18,710	7,312	258	1.42%	2.56	0
> 45-54	\$583.38	16,579	6,216	253	1.65%	2.67	0
> 55-64	\$602.88	21,357	7,336	353	1.72%	2.91	0
> 65+	\$278.12	11,628	4,208	255	2.19%	2.76	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Demographic Performance - Gender

08/01/2021 - 08/31/2021

Gender Performance Chart
Nava Center



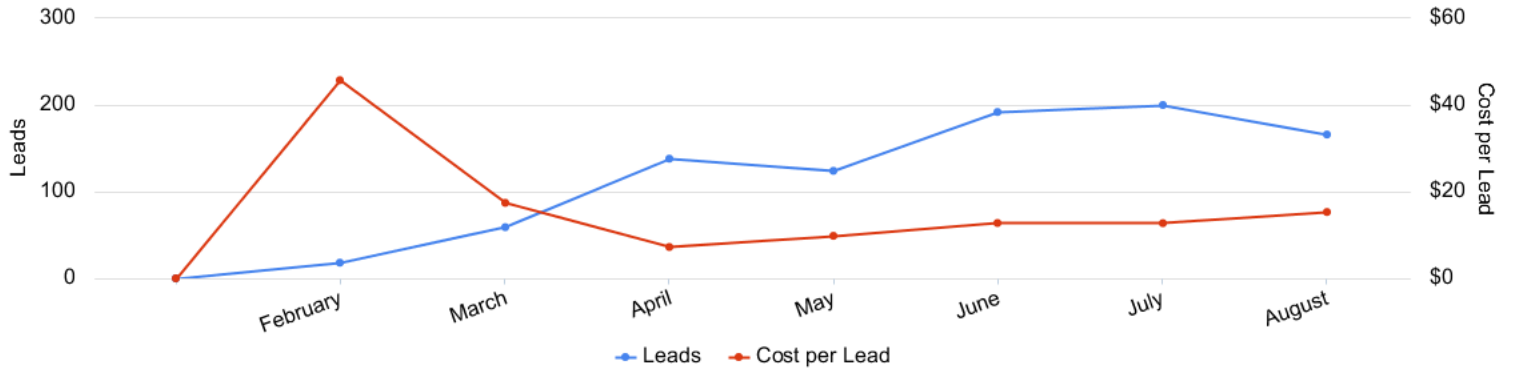
Gender Performance Summary
Nava Center

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Nava Center	\$2,538.21	87,496	32,862	1,308	1.56%	2.66	166
> Female	\$2,538.21	87,496	32,862	1,308	1.56%	2.66	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Year-to-Date Performance

01/01/2021 - 08/31/2021

Year-to-Date Trend
Nava Center



Historical table (by month)
Nava Center

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