

Nava Center Monthly Ad Performance Summary

09/01/2021 - 09/30/2021

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

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	\$7,960.36	42,328	2,250	5.32%	177.83	\$44.76
08/01/2021 - 08/31/2021	\$7,322.58	41,796	2,229	5.33%	196.74	\$37.22
% Change	8.71%	1.27%	0.94%	-0.19%	-9.61%	20.27%
Facebook Ads						
09/01/2021 - 09/30/2021	\$2,459.74	71,697	1,136	1.58%	161	\$15.28
08/01/2021 - 08/31/2021	\$2,538.36	87,497	1,308	1.49%	166	\$15.29
% Change	-3.10%	-18.06%	-13.15%	5.99%	-3.01%	-0.09%

Google Ads | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Nava Center

\$7,960.36
\$7,322.58 **8.71%**

Clicks
Nava Center

2,250
2,229 **0.94%**

Avg. CPC
Nava Center

\$3.54
\$3.29 **7.70%**

Conversions
Nava Center

177.83
196.74 **-9.61%**

Conv. rate
Nava Center

7.90%
8.83% **-10.53%**

Cost / Conv
Nava Center

\$44.76
\$37.22 **20.27%**

Google Ads | Month-Over-Month Performance Comparison

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

Overall Performance Summary
Nava Center

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$7,960.36	\$7,322.58	8.71%
Impressions	42,328	41,796	1.27%
Clicks	2,250	2,229	0.94%
Avg CPC	\$3.54	\$3.29	7.60%
CTR	5.32%	5.33%	-0.19%
Conversions	177.83	196.74	-9.61%
Conv Rate	7.90%	8.83%	-10.53%
Cost / Conv	\$44.76	\$37.22	20.26%

Google Ads | Budget Coverage

Search Impr. Share
Nava Center

19.48%
18.70% **4.17%**

Search IS Lost (due to Budget)
Nava Center

6.54%
6.75% **-3.11%**

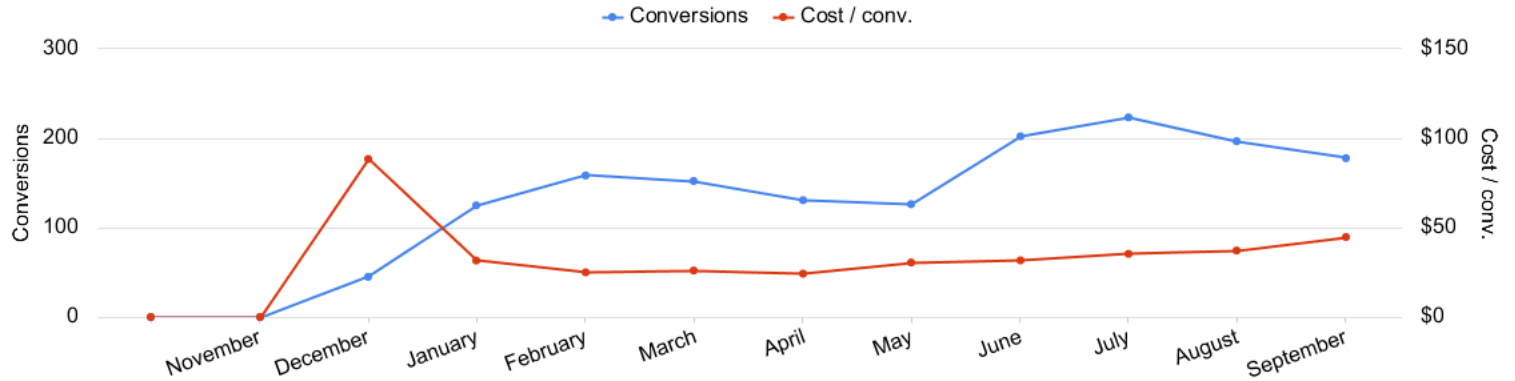
Search IS Lost (due to Rank)
Nava Center

73.98%
74.55% **-0.76%**

Google Ads | Monthly Performance Trends

10/01/2020 - 09/30/2021

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%	196.74	8.83%	\$37.22	18.70%	6.75%
09/01/2021	\$7,960.36	42,328	2,250	\$3.54	5.32%	177.83	7.90%	\$44.76	19.48%	6.54%
Total	\$52,481.98	304,335	16,766	\$3.13	5.51%	1,538	9.17%	\$34.12	19.57%	12.23%

Google Ads | Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Nava Center

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search dermal fillers	\$2,029.98	14,767	1,013	\$2.00	6.86%	58.83	5.81%	\$34.51
search coolsculpting	\$2,169.55	11,471	477	\$4.55	4.16%	52	10.90%	\$41.72
search emsulpt neo	\$2,256.34	6,540	348	\$6.48	5.32%	35	10.06%	\$64.47
search coolsculpting exp reach	\$337.71	4,820	142	\$2.38	2.95%	17	11.97%	\$19.87
search hydrafacial	\$1,019.02	4,314	239	\$4.26	5.54%	14	5.86%	\$72.79
search kybella	\$147.76	416	31	\$4.77	7.45%	1	3.23%	\$147.76

Google Ads | Top Search Terms (by Conversions)

09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
Nava Center

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting	\$161.17	960	35	\$4.60	3.65%	7	20.00%	\$23.02
coolsculpting near me	\$221.64	516	29	\$7.64	5.62%	7	24.14%	\$31.66
hydrafacial near me	\$146.67	401	27	\$5.43	6.73%	4.5	16.67%	\$32.59
emsculpt	\$244.75	386	42	\$5.83	10.88%	4	9.52%	\$61.19
hydrafacial	\$147.61	676	40	\$3.69	5.92%	4	10.00%	\$36.90
emsculpt near me	\$122.06	94	11	\$11.10	11.70%	3	27.27%	\$40.69
emsculpt neo	\$281.80	306	35	\$8.05	11.44%	3	8.57%	\$93.93
under eye filler	\$52.21	315	35	\$1.49	11.11%	3	8.57%	\$17.40
chin sculpting cost	\$4.27	3	1	\$4.27	33.33%	2	200.00%	\$2.13
face fillers	\$10.72	31	3	\$3.57	9.68%	2	66.67%	\$5.36
emsculpt maryland	\$5.60	15	2	\$2.80	13.33%	2	100.00%	\$2.80
coolsculpting	\$42.07	846	8	\$5.26	0.95%	2	25.00%	\$21.04
meal plan for weight loss	\$3.95	1	1	\$3.95	100.00%	2	200.00%	\$1.98
lip injections near me	\$52.73	114	13	\$4.06	11.40%	2	15.38%	\$26.36
how much is coolsculpting	\$35.80	100	9	\$3.98	9.00%	2	22.22%	\$17.90
emsculpt neo near me	\$35.17	22	2	\$17.59	9.09%	2	100.00%	\$17.59
nose filler	\$5.38	29	5	\$1.08	17.24%	2	40.00%	\$2.69
how much are lip fillers	\$9.45	69	7	\$1.35	10.14%	1.5	21.43%	\$6.30
coolsculpting one session cost	\$3.29	2	1	\$3.29	50.00%	1	100.00%	\$3.29
bellafill doctors near me	\$3.69	3	1	\$3.69	33.33%	1	100.00%	\$3.69

Google Ads | Top Search Ads (by Conversions)

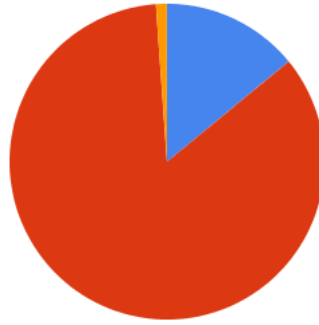
09/01/2021 - 09/30/2021

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} 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 coolsculpting	\$1,284.49	6,991	262	\$4.90	3.75%	33	12.60%	\$38.92
<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 dermal fillers	\$861.11	6,695	469	\$1.84	7.01%	30	6.40%	\$28.70
<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 dermal fillers	\$568.93	3,767	281	\$2.02	7.46%	13	4.63%	\$43.76
<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 coolsculpting exp reach	\$196.23	2,507	79	\$2.48	3.15%	12	15.19%	\$16.35
<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 emsculpt neo	\$636.44	1,206	92	\$6.92	7.63%	11.5	12.50%	\$55.34

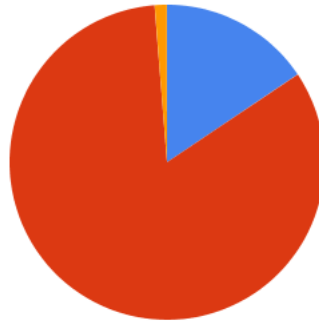
Google Ads | Budget Utilization by Device

Conversions by Device
Nava Center



■ Computers - Conversions: 25 (14.06%)
 ■ Mobile devices with full browsers - Conversions: 150.83 (84.82%)
 ■ Tablets with full browsers - Conversions: 2 (1.12%)

Cost by Device
Nava Center



■ Computers - Cost: \$1,240.86 (15.59%)
 ■ Mobile devices with full browsers - Cost: \$6,619.84 (83.16%)
 ■ Tablets with full browsers - Cost: \$99.66 (1.25%)

Device Performance (by Conversions)
Nava Center

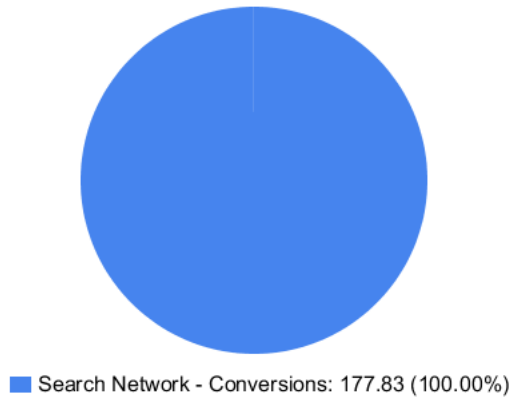
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	33,876	1,906	\$6,619.84	\$3.47	5.63%	150.83	7.91%	\$43.89
Computers	7,765	310	\$1,240.86	\$4.00	3.99%	25	8.06%	\$49.63
Tablets with full browsers	687	34	\$99.66	\$2.93	4.95%	2	5.88%	\$49.83

Google Ads | Budget Utilization by Network

Cost by Network Nava Center



Conversions by Network Nava Center

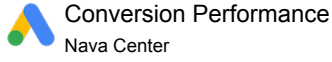


Network Performance Nava Center

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	42,328	2,250	\$7,960.36	\$3.54	5.32%	177.83	7.90%	\$44.76

Google Ads | Conversion Summary

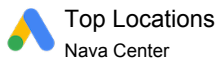
09/01/2021 - 09/30/2021



Conversion name	All conv.
Submit lead form	91
Click to Call	84.83
Call From Ads (MS)	2

Google Ads | Geo-Targeting Summary

09/01/2021 - 09/30/2021



Region	Clicks	Conversions	Cost / conv.
District of Columbia	293	21	\$44.39
Maryland	1,286	114.33	\$42.83
Virginia	671	42.5	\$50.16

Facebook | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Nava Center

\$2,459.74
\$2,538.36 -3.10%

Clicks (Link)
Nava Center

1,136
1,308 -13.15%

Impressions
Nava Center

71,697
87,497 -18.06%

Leads
Nava Center

161
166 -3.01%

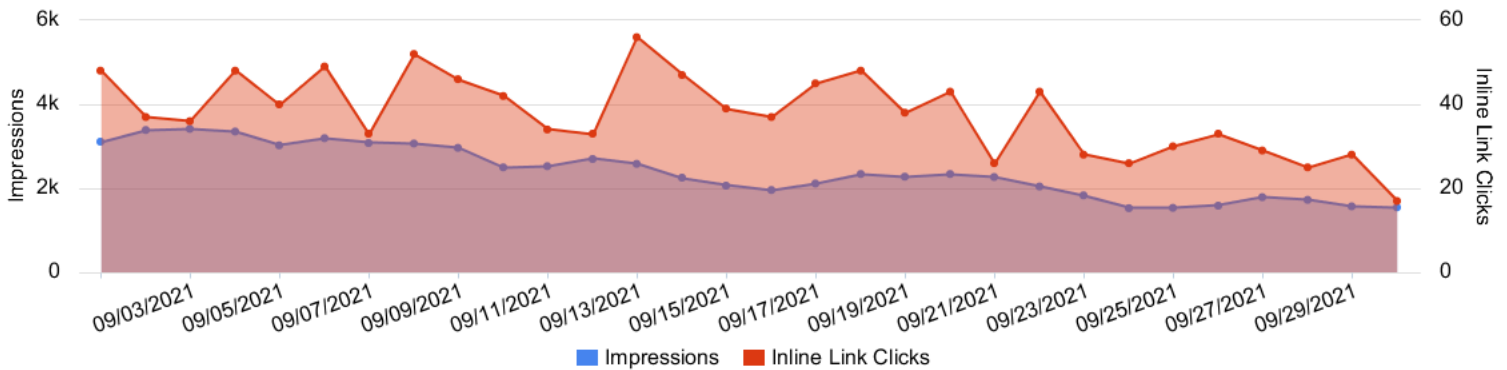
Reach
Nava Center

28,356
32,862 -13.71%

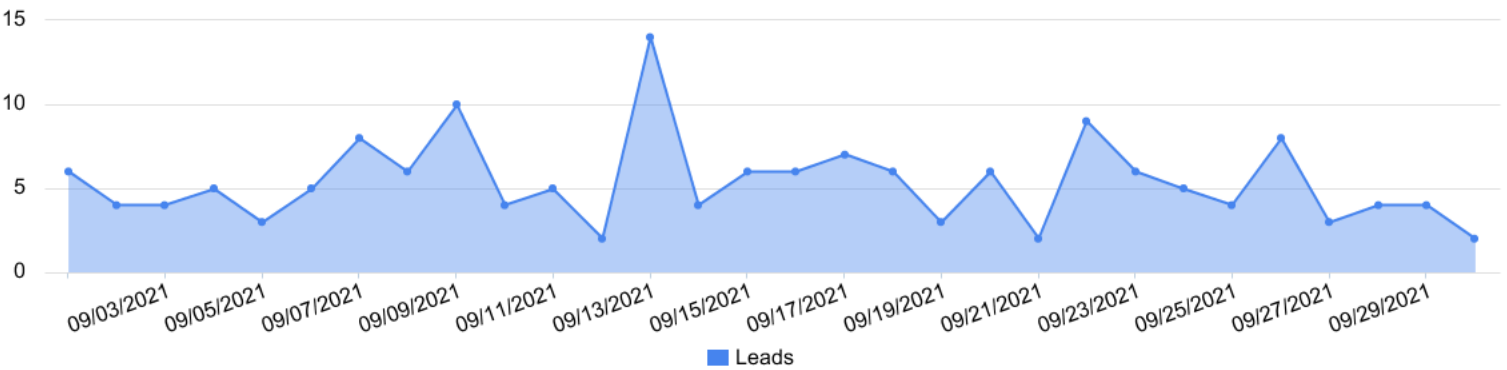
Cost / Lead
Nava Center

\$15.28
\$15.29 -0.07%

Impressions vs Inline Link Clicks
Nava Center



Conversions by day
Nava Center



Facebook | Month-Over-Month Performance Comparison

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

Overall Performance Summary Nava Center

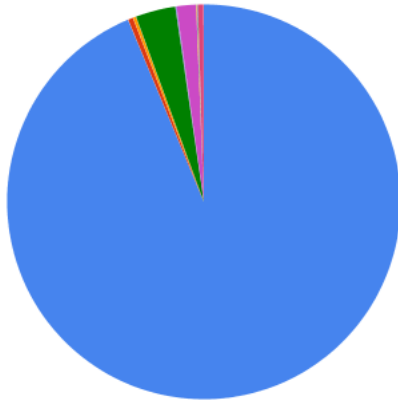
Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$2,459.74	\$2,538.36	-3.10%
Impressions	71,697	87,497	-18.06%
Reach	28,356	32,862	-13.71%
Clicks	1,136	1,308	-13.15%
CTR	1.58%	1.49%	5.99%
Frequency	2.53	2.66	-5.04%
Leads	161	166	-3.01%
Cost / Lead	\$15.28	\$15.29	-0.07%

Engagement Summary Nava Center

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	1	0	100.00%
Post Reactions	19	21	-9.52%
Post Shares	5	6	-16.67%

09/01/2021 - 09/30/2021

Reach Summary (by Placement) Nava Center



- Audience Network - An Classic - Reach: 24,543 (93.71%)
- Audience Network - Rewarded Video - Reach: 112 (0.43%)
- Facebook - Facebook Stories - Reach: 64 (0.24%)
- Facebook - Feed - Reach: 863 (3.30%)
- Facebook - Instant Article - Reach: 8 (0.03%)
- Facebook - Instream Video - Reach: 16 (0.06%)
- Facebook - Marketplace - Reach: 424 (1.62%)
- Facebook - Right Hand Column - Reach: 15 (0.06%)
- Facebook - Search - Reach: 16 (0.06%)
- Facebook - Video Feeds - Reach: 128 (0.49%)

Placement Performance (by Leads) Nava Center

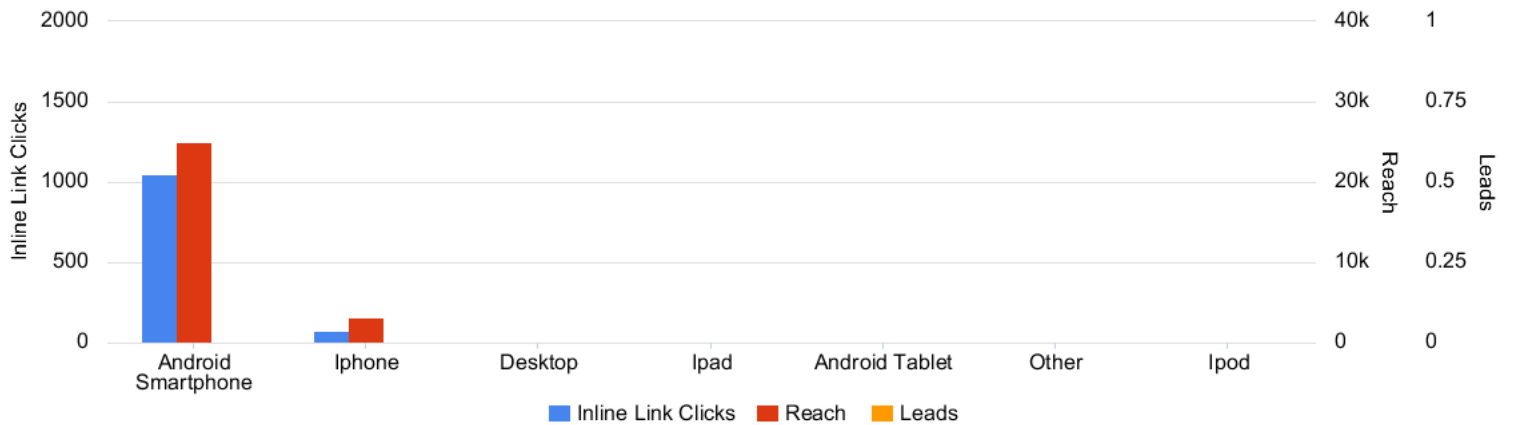
There was an error

Facebook | Device Performance Summary

09/01/2021 - 09/30/2021

Device Performance Chart

Nava Center



Device Platform Performance

Nava Center

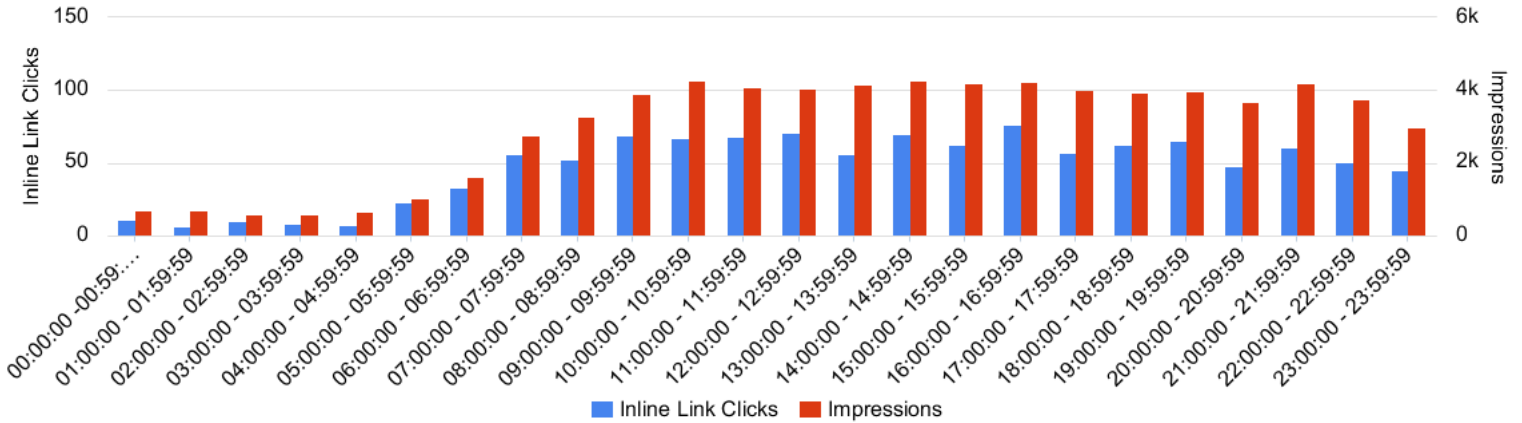
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Nava Center	\$2,459.74	71,697	1,136	1.67%	28,356	2.53	161
> Mobile App	\$2,440.18	71,470	1,124	1.66%	28,324	2.52	0
> Desktop	\$13.26	144	11	7.64%	40	3.6	0
> Mobile Web	\$6.30	83	1	6.02%	24	3.46	0
> Unknown	\$0.00	0	0	--	0	0	0

Facebook | Schedule Performance

09/01/2021 - 09/30/2021

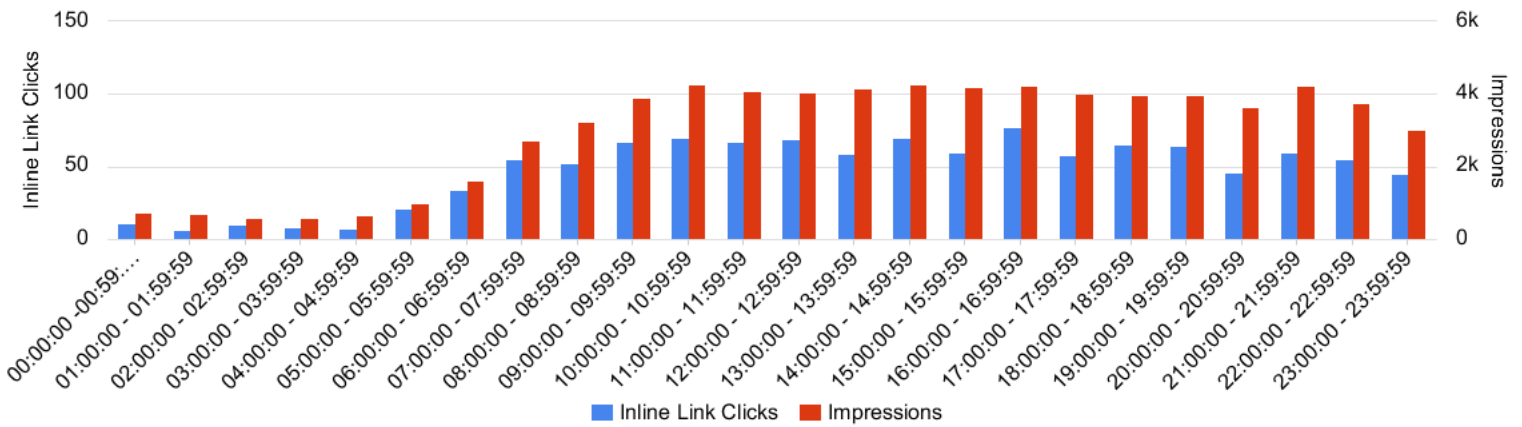
Time of Day (Viewer)

Nava Center



Time of Day (Ad Account)

Nava Center



Facebook | Campaign Performance Summary (by Leads)

09/01/2021 - 09/30/2021

Campaign Performance Breakdown Nava Center

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Botox - Conversions	\$1,469.26	65,410	1,019	153	\$9.60
Emsculpt NEO - Conversions	\$990.48	6,287	117	8	\$123.81
Total	\$2,459.74	71,697	1,136	161	\$15.28

Facebook | Ad Set Performance Summary (by Leads)

09/01/2021 - 09/30/2021

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	\$1,469.26	65,410	1,019	153	\$9.60
Interests - Women - 25-64 - Colombia, MD - 10 mi radius	Emsculpt NEO - Conversions	\$990.48	6,287	117	8	\$123.81
	Total	\$2,459.74	71,697	1,136	161	\$15.28

Facebook | Ad Performance Summary

09/01/2021 - 09/30/2021

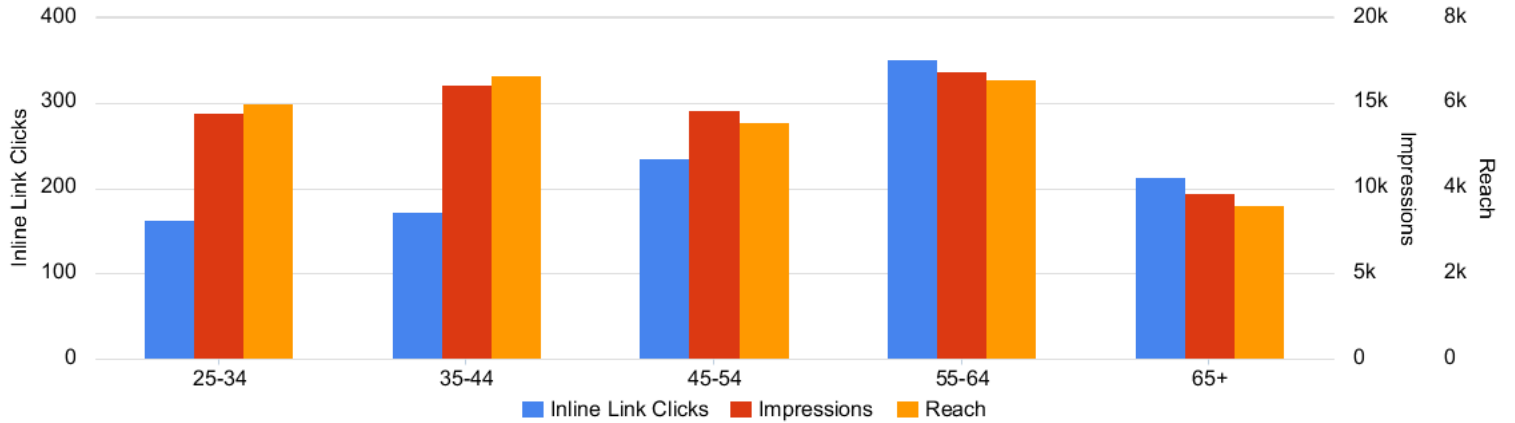
Top Performing Ads (by Leads)
Nava Center

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
2021 - 02 - Static Image 1 - What if your face's best was yet to come?		Botox - Conversions	\$581.97	386	23,509	11,351	2.07	1.64%	54
2021 - 02 - Static Image 2 - What if your face's best was yet to come?		Botox - Conversions	\$411.25	278	19,749	10,171	1.94	1.44%	53
2021 - 02 - Static Image 1 - We Shouldn't Let Stress Speed Up the Aging Process		Botox - Conversions	\$350.31	266	16,461	9,200	1.79	1.64%	36
2021 - 02 - Static Image 2 - We Shouldn't Let Stress Speed Up the Aging Process		Botox - Conversions	\$125.73	89	5,691	3,532	1.61	1.63%	10
Emsculpt NEO - Video - Denise		Emsculpt NEO - Conversions	\$546.12	72	2,718	1,770	1.54	3.35%	5
Emsculpt NEO - Video - Graphic		Emsculpt NEO - Conversions	\$444.36	45	3,569	2,452	1.46	2.13%	3
Total			\$2,459.74	1,136	71,697	28,356	2.53	1.67%	161

Facebook | Demographic Performance - Age

09/01/2021 - 09/30/2021

Age Performance Chart
Nava Center



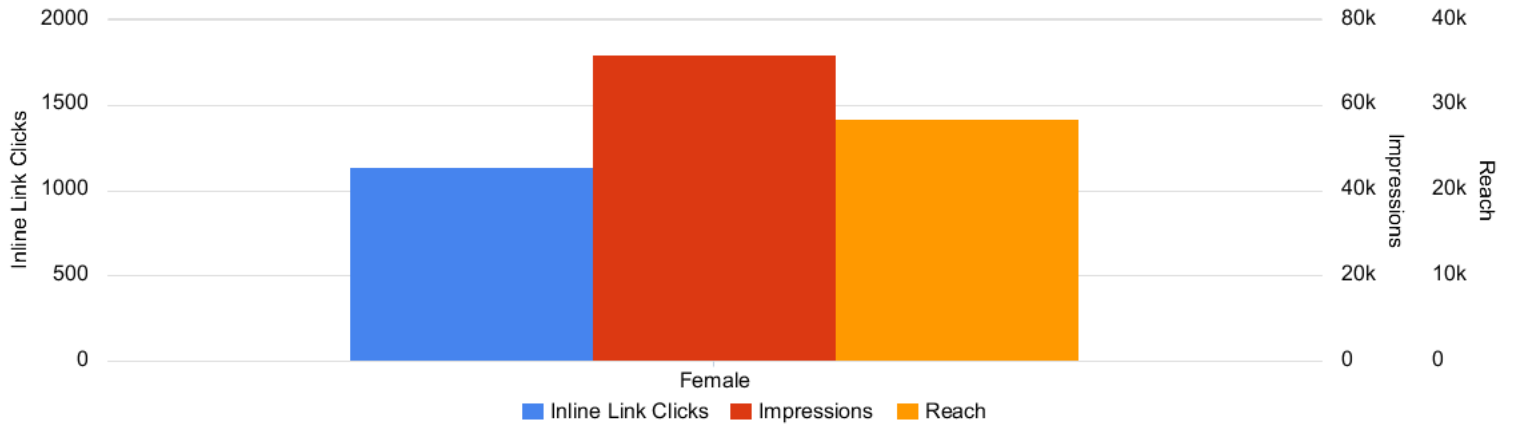
Age Performance Summary
Nava Center

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Nava Center	\$2,459.74	71,697	28,356	1,136	1.67%	2.53	161
> 25-34	\$411.23	14,459	5,980	163	1.21%	2.42	0
> 35-44	\$527.40	16,097	6,643	172	1.17%	2.42	0
> 45-54	\$615.79	14,568	5,564	236	1.74%	2.62	0
> 55-64	\$593.49	16,859	6,547	351	2.18%	2.58	0
> 65+	\$311.82	9,714	3,621	214	2.22%	2.68	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Demographic Performance - Gender

09/01/2021 - 09/30/2021

Gender Performance Chart
Nava Center



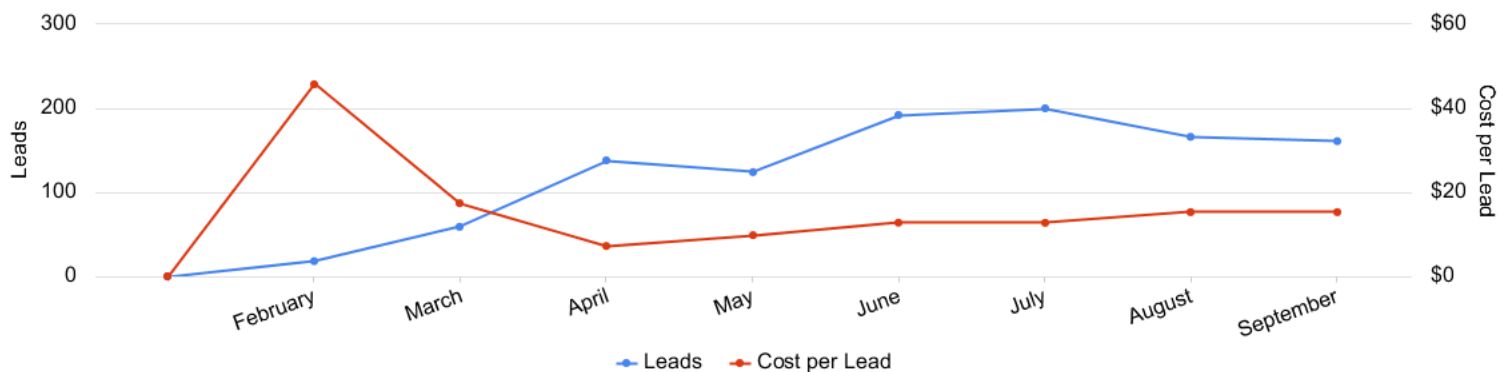
Gender Performance Summary
Nava Center

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Nava Center	\$2,459.74	71,697	28,356	1,136	1.67%	2.53	161
> Female	\$2,459.74	71,697	28,356	1,136	1.67%	2.53	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Year-to-Date Performance

01/01/2021 - 09/30/2021

Year-to-Date Trend Nava Center



Historical table (by month) Nava Center

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Nava Center	\$14,065.28	7,854	598,327	125,532	4.77	1.50%	1,058
> 2021-02-01 - 2021-02-28	\$823.15	200	23,832	9,879	2.41	2.68%	18
> 2021-03-01 - 2021-03-31	\$1,028.73	521	57,841	24,120	2.4	1.51%	59
> 2021-04-01 - 2021-04-30	\$999.09	1,020	86,952	26,738	3.25	1.18%	138
> 2021-05-01 - 2021-05-31	\$1,216.69	1,021	73,115	22,947	3.19	1.43%	124
> 2021-06-01 - 2021-06-30	\$2,450.55	1,283	88,596	33,052	2.68	1.58%	192
> 2021-07-01 - 2021-07-31	\$2,548.97	1,365	108,797	37,906	2.87	1.32%	200
> 2021-08-01 - 2021-08-31	\$2,538.36	1,308	87,497	32,862	2.66	1.56%	166
> 2021-09-01 - 2021-09-30	\$2,459.74	1,136	71,697	28,356	2.53	1.67%	161

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