

Pellé Medical Spa Monthly Ad Performance Summary

08/01/2021 - 08/31/2021

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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	\$3,028.31	11,837	551	4.65%	46.45	\$65.20
07/01/2021 - 07/31/2021	\$2,119.22	7,612	529	6.95%	27.55	\$76.91
% Change	42.90%	55.50%	4.16%	-33.09%	68.60%	-15.23%
Facebook Ads						
08/01/2021 - 08/31/2021	\$1,034.69	34,074	453	1.33%	25	\$41.39
07/01/2021 - 07/31/2021	\$1,033.44	40,033	450	1.12%	25	\$41.34
% Change	0.12%	-14.89%	0.67%	18.27%	0.00%	0.12%

Google Ads | Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
Pelle Medical Spa

\$3,028.31

\$2,119.22 **42.90%**

Clicks
Pelle Medical Spa

551

529 **4.16%**

Avg. CPC
Pelle Medical Spa

\$5.50

\$4.01 **37.19%**

Conversions
Pelle Medical Spa

46.45

27.55 **68.60%**

Conv. rate
Pelle Medical Spa

8.43%

5.21% **61.80%**

Cost / Conv
Pelle Medical Spa

\$65.20

\$76.91 **-15.23%**

Google Ads | Month-Over-Month Performance Comparison

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

Overall Performance Summary
Pelle Medical Spa

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$3,028.31	\$2,119.22	42.90%
Impressions	11,837	7,612	55.50%
Clicks	551	529	4.16%
Avg CPC	\$5.50	\$4.01	37.16%
CTR	4.65%	6.95%	-33.09%
Conversions	46.45	27.55	68.60%
Conv Rate	8.43%	5.21%	61.80%
Cost / Conv	\$65.20	\$76.92	-15.24%

Google Ads | Budget Coverage

Search Impr. Share
Pelle Medical Spa

27.29%

25.30% **7.87%**

Search IS Lost (due to Budget)
Pelle Medical Spa

16.14%

8.74% **84.67%**

Search IS Lost (due to Rank)
Pelle Medical Spa

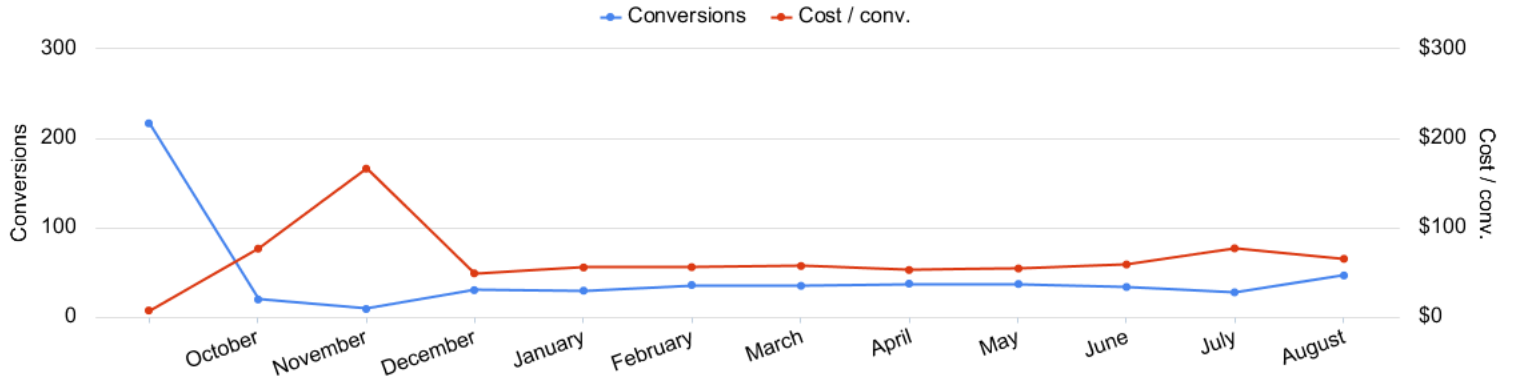
56.57%

65.96% **-14.24%**

Google Ads | Monthly Performance Trends

09/01/2020 - 08/31/2021

Conversions vs Cost/ Conv
Pelle Medical Spa




Account Performance by Month
Pelle Medical Spa

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
09/01/2020	\$1,575.23	51,874	398	\$3.96	0.77%	216.83	54.48%	\$7.26	36.38%	25.80%
10/01/2020	\$1,502.97	3,025	185	\$8.12	6.12%	19.67	10.63%	\$76.42	35.26%	22.03%
11/01/2020	\$1,495.02	5,790	255	\$5.86	4.40%	9	3.53%	\$166.11	37.92%	25.89%
12/01/2020	\$1,465.67	7,703	371	\$3.95	4.82%	30	8.09%	\$48.86	29.25%	19.69%
01/01/2021	\$1,636.19	9,863	497	\$3.29	5.04%	29.53	5.94%	\$55.41	27.90%	11.81%
02/01/2021	\$1,995.66	10,617	500	\$3.99	4.71%	35.76	7.15%	\$55.81	30.15%	20.15%
03/01/2021	\$1,989.83	10,222	514	\$3.87	5.03%	34.86	6.78%	\$57.08	26.89%	20.44%
04/01/2021	\$1,958.32	6,643	481	\$4.07	7.24%	37.23	7.74%	\$52.60	23.58%	18.90%
05/01/2021	\$2,003.34	7,799	552	\$3.63	7.08%	36.96	6.70%	\$54.20	24.03%	15.57%
06/01/2021	\$1,980.66	6,502	532	\$3.72	8.18%	33.66	6.33%	\$58.85	23.50%	14.92%
07/01/2021	\$2,119.22	7,612	529	\$4.01	6.95%	27.55	5.21%	\$76.91	25.30%	8.74%
08/01/2021	\$3,028.31	11,837	551	\$5.50	4.65%	46.45	8.43%	\$65.20	27.29%	16.14%
Total	\$22,750.42	139,487	5,365	\$4.24	3.85%	557.5	10.39%	\$40.81	27.77%	17.33%

Google Ads | Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)
Pelle Medical Spa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$2,029.77	9,892	360	\$5.64	3.64%	28.45	7.90%	\$71.35
search beta dermal fillers	\$998.54	1,945	191	\$5.23	9.82%	18	9.42%	\$55.47

Google Ads | Top Search Terms (by Conversions)


08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)
Pelle Medical Spa

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
pelle medical spa	\$87.58	63	21	\$4.17	33.33%	5	23.81%	\$17.52
lip fillers near me	\$34.97	11	6	\$5.83	54.55%	2.31	38.50%	\$15.14
under eye filler	\$7.48	5	4	\$1.87	80.00%	2	50.00%	\$3.74
cheap lip fillers near me	\$4.90	1	1	\$4.90	100.00%	1.47	147.00%	\$3.33
slimfast shakes	\$3.71	1	1	\$3.71	100.00%	1	100.00%	\$3.71
coolsculpting near me	\$42.46	8	4	\$10.62	50.00%	1	25.00%	\$42.46
cost of coolsculpting elite	\$10.01	1	1	\$10.01	100.00%	1	100.00%	\$10.01
lip injections	\$5.66	6	1	\$5.66	16.67%	1	100.00%	\$5.66
hot lemon water diet	\$2.20	1	1	\$2.20	100.00%	1	100.00%	\$2.20
how can i lose belly fat	\$16.99	2	3	\$5.66	150.00%	1	33.33%	\$16.99
weight loss clinic near me	\$6.54	2	1	\$6.54	50.00%	1	100.00%	\$6.54
lose weight fast	\$8.12	13	1	\$8.12	7.69%	1	100.00%	\$8.12
lip injections cost	\$4.22	3	2	\$2.11	66.67%	1	50.00%	\$4.22
sculpting body	\$4.49	1	1	\$4.49	100.00%	1	100.00%	\$4.49
fastest way to lose 20 pounds	\$3.47	1	1	\$3.47	100.00%	1	100.00%	\$3.47
apron belly surgery	\$2.17	1	1	\$2.17	100.00%	1	100.00%	\$2.17
getting rid of belly fat and love handles	\$6.96	1	1	\$6.96	100.00%	1	100.00%	\$6.96
freeze fat cells	\$9.00	1	1	\$9.00	100.00%	1	100.00%	\$9.00
lip flips near me	\$23.75	2	2	\$11.88	100.00%	1	50.00%	\$23.75
new england weight loss clinic	\$7.37	1	1	\$7.37	100.00%	1	100.00%	\$7.37

Google Ads | Top Search Ads (by Conversions)

08/01/2021 - 08/31/2021

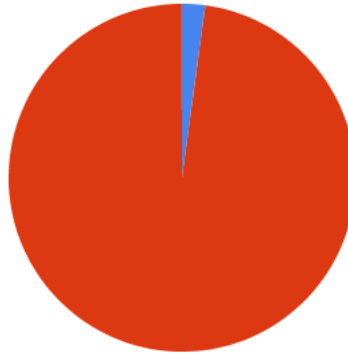
 Top Responsive Search Ads (by Conversions)
Pelle Medical Spa

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<p>Pelle Medical Spa Fat Reduction in Manchester Non-Surgical Fat Reduction</p> <p>pellemedicalspa.com/coolsculpting/manchester</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	\$586.21	3,061	102	\$5.75	3.33%	8	7.84%	\$73.28
<p>{Keyword:Pelle Medical Spa} Dermal Fillers in {LOCATION(City)} Smooth Wrinkles Restore Volume</p> <p>pellemedicalspa.com/juvederm/manchester</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	\$282.98	599	57	\$4.96	9.52%	3.22	5.65%	\$87.88
<p>{Keyword:Pelle Medical Spa} Schedule A Free Consultation Dermal Fillers Near Me</p> <p>pellemedicalspa.com/dermal_fillers/manchester</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	\$210.27	404	46	\$4.57	11.39%	3	6.52%	\$70.09
<p>{Keyword:Pelle Medical Spa} CoolSculpting in Manchester Biggest CoolSculpting® Promo</p> <p>pellemedicalspa.com/coolsculpting/manchester</p> <p>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Manchester, NH Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	search beta coolsculpting	\$35.55	23	5	\$7.11	21.74%	1	20.00%	\$35.55
<p>Pelle Medical Spa Fat Reduction in Manchester Non-Surgical Fat Reduction</p> <p>pellemedicalspa.com/coolsculpting/manchester</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	\$240.74	435	42	\$5.73	9.66%	1	2.38%	\$240.74

Google Ads | Budget Utilization by Device

Conversions by Device

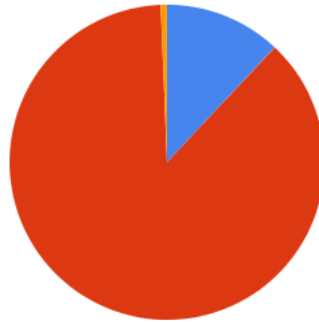
Pelle Medical Spa



■ Computers - Conversions: 1 (2.15%)
 ■ Mobile devices with full browsers - Conversions: 45.45 (97.85%)

Cost by Device

Pelle Medical Spa




■ Computers - Cost: \$363.25 (12.00%)
 ■ Mobile devices with full browsers - Cost: \$2,646.10 (87.38%)
 ■ Tablets with full browsers - Cost: \$18.96 (0.63%)

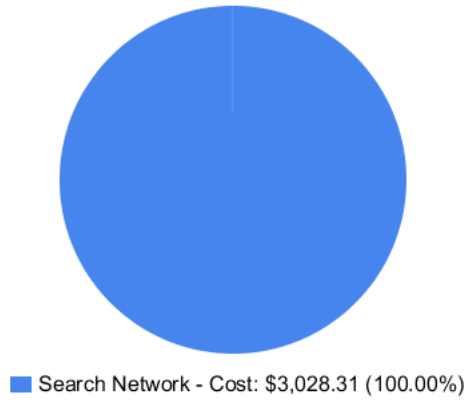
Device Performance (by Conversions)


Pelle Medical Spa

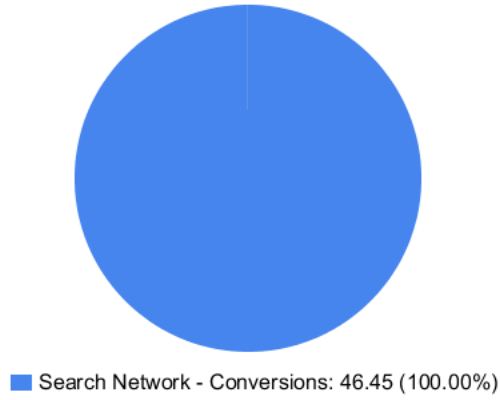
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	9,912	489	\$2,646.10	\$5.41	4.93%	45.45	9.29%	\$58.22
Computers	1,619	54	\$363.25	\$6.73	3.34%	1	1.85%	\$363.25
Tablets with full browsers	306	8	\$18.96	\$2.37	2.61%	0	0.00%	\$0.00


Google Ads | Budget Utilization by Network

 Cost by Network
Pelle Medical Spa



 Conversions by Network
Pelle Medical Spa




 Network Performance
Pelle Medical Spa

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	11,837	551	\$3,028.31	\$5.50	4.65%	46.45	8.43%	\$65.20

Google Ads | Conversion Summary

08/01/2021 - 08/31/2021

 Conversion Performance
Pelle Medical Spa

Conversion name	All conv.
Submit lead form	41.45
Calls from Ads	4
Click to Call	1

Google Ads | Geo-Targeting Summary

08/01/2021 - 08/31/2021

 Top Locations
Pelle Medical Spa

Region	Clicks	Conversions	Cost / conv.
New Hampshire	551	46.45	\$65.20

Facebook | Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
Pelle Med Spa

\$1,034.69

\$1,033.44 0.12%

Impressions
Pelle Med Spa

34,074

40,033 -14.89%

Reach
Pelle Med Spa

13,674

13,064 4.67%

Clicks (Link)
Pelle Med Spa

453

450 0.67%

Leads
Pelle Med Spa

27

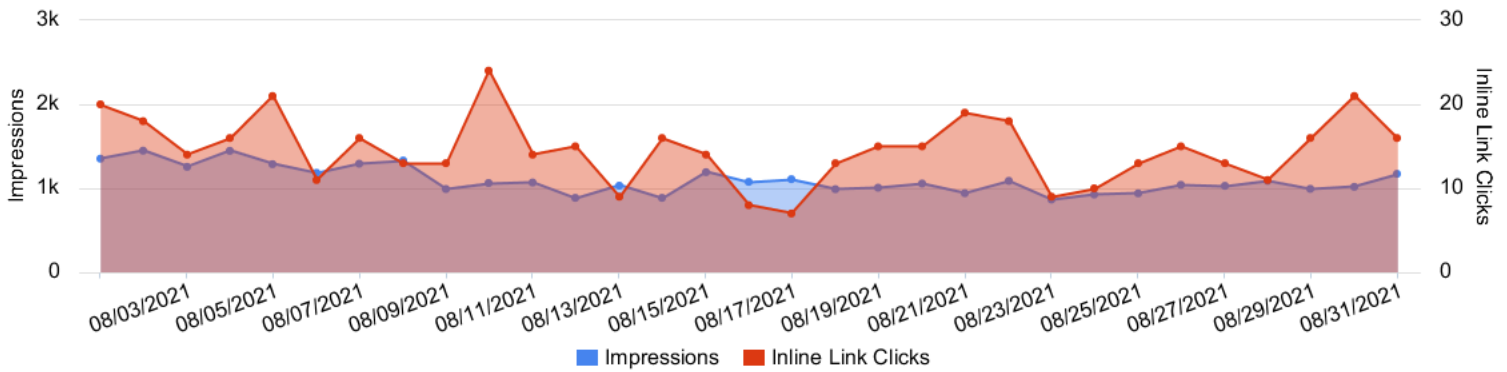
34 -20.59%

Cost / Lead
Pelle Med Spa

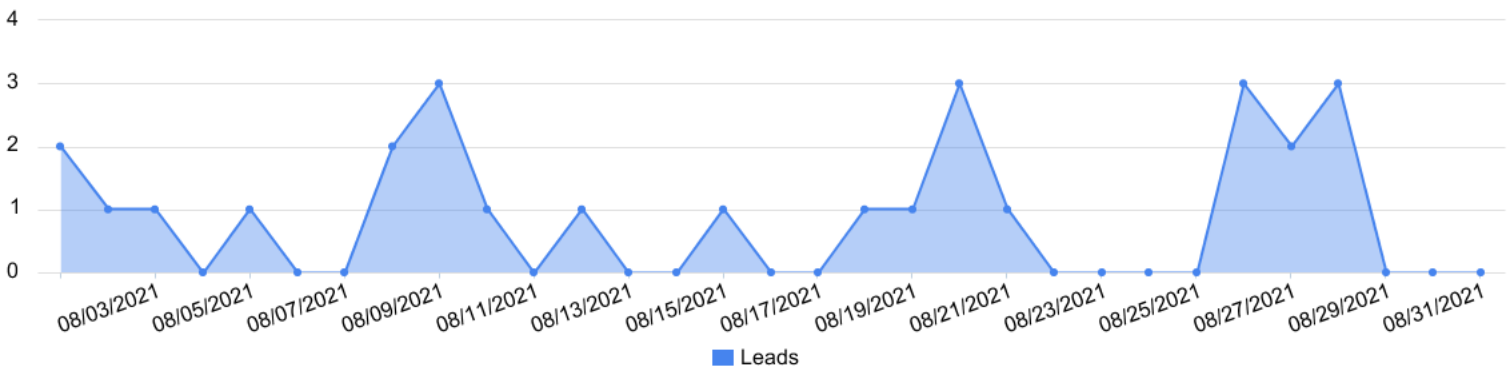
\$38.32

\$30.40 26.05%

Impressions vs Inline Link Clicks
Pelle Med Spa



Conversions by day
Pelle Med Spa



Facebook | Month-Over-Month Performance Comparison

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

Overall Performance Summary Pelle Med Spa

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$1,034.69	\$1,033.44	0.12%
Impressions	34,074	40,033	-14.89%
Reach	13,674	13,064	4.67%
Clicks	453	450	0.67%
CTR	1.33%	1.12%	18.27%
Frequency	2.49	3.06	-18.68%
Leads	27	34	-20.59%
Cost / Lead	\$38.32	\$30.40	26.05%

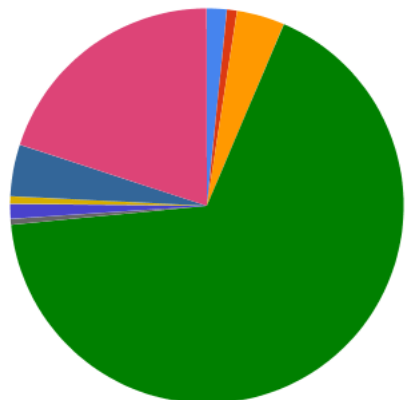
Engagement Summary Pelle Med Spa

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	10	6	66.67%
Post Reactions	35	37	-5.41%
Post Shares	3	4	-25.00%

08/01/2021 - 08/31/2021

Reach Summary (by Placement)

Pelle Med Spa



- Audience Network - An Classic - Reach: 260 (1.64%)
- Audience Network - Rewarded Video - Reach: 132 (0.83%)
- Facebook - Facebook Stories - Reach: 624 (3.93%)
- Facebook - Feed - Reach: 10,638 (67.07%)
- Facebook - Instant Article - Reach: 76 (0.48%)
- Facebook - Instream Video - Reach: 192 (1.21%)
- Facebook - Right Hand Column - Reach: 4 (0.03%)
- Facebook - Search - Reach: 96 (0.61%)
- Facebook - Video Feeds - Reach: 672 (4.24%)
- Instagram - Feed - Reach: 3,168 (19.97%)

Placement Performance (by Leads)

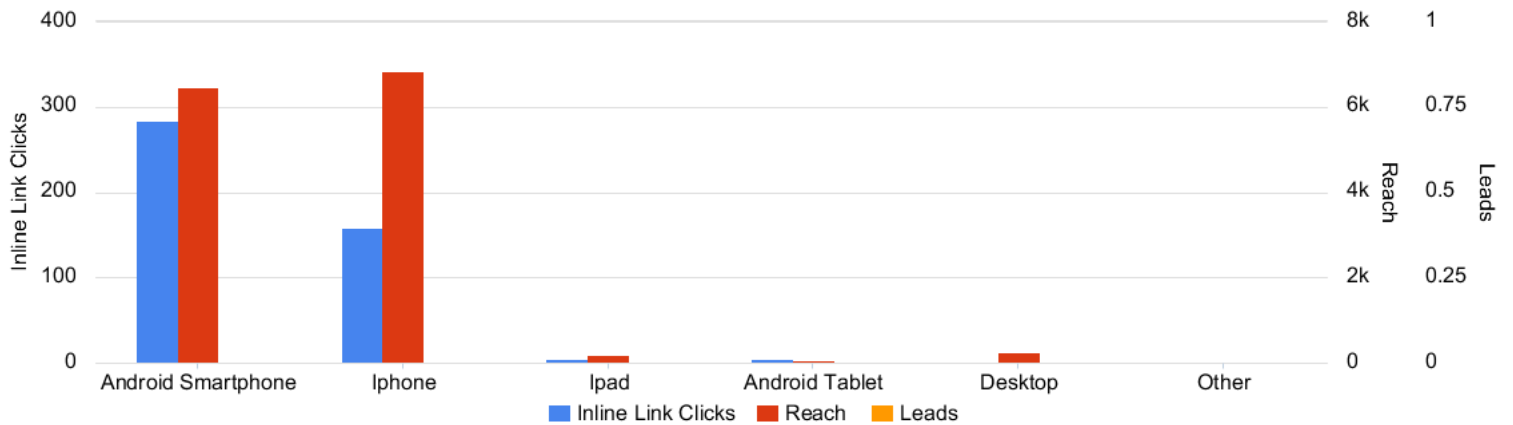
Pelle Med Spa

There was an error

Facebook | Device Performance Summary

08/01/2021 - 08/31/2021

Device Performance Chart Pelle Med Spa

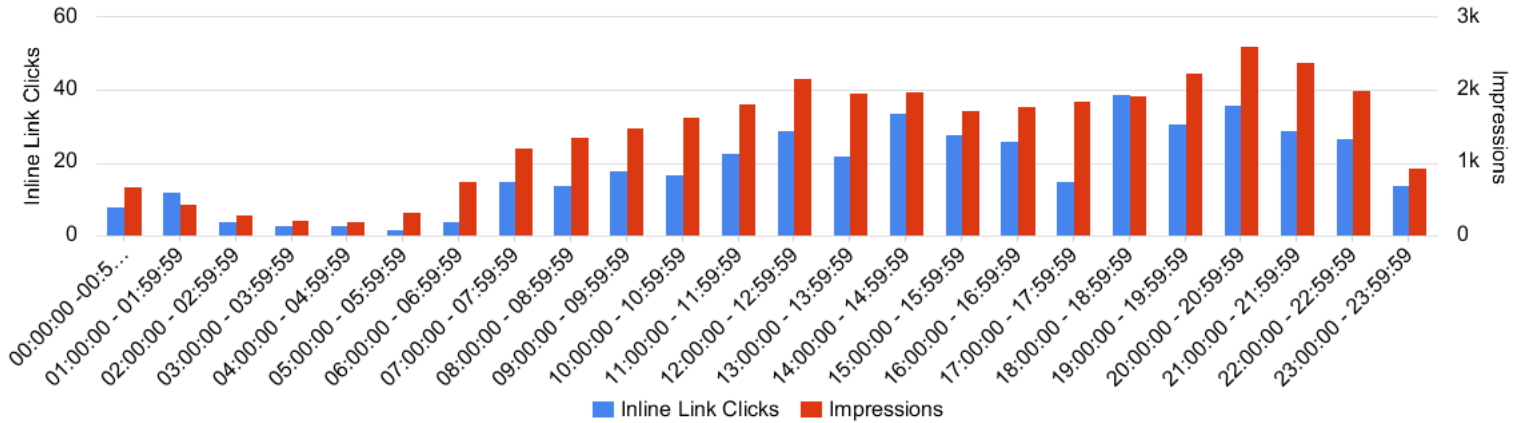


Device Platform Performance Pelle Med Spa

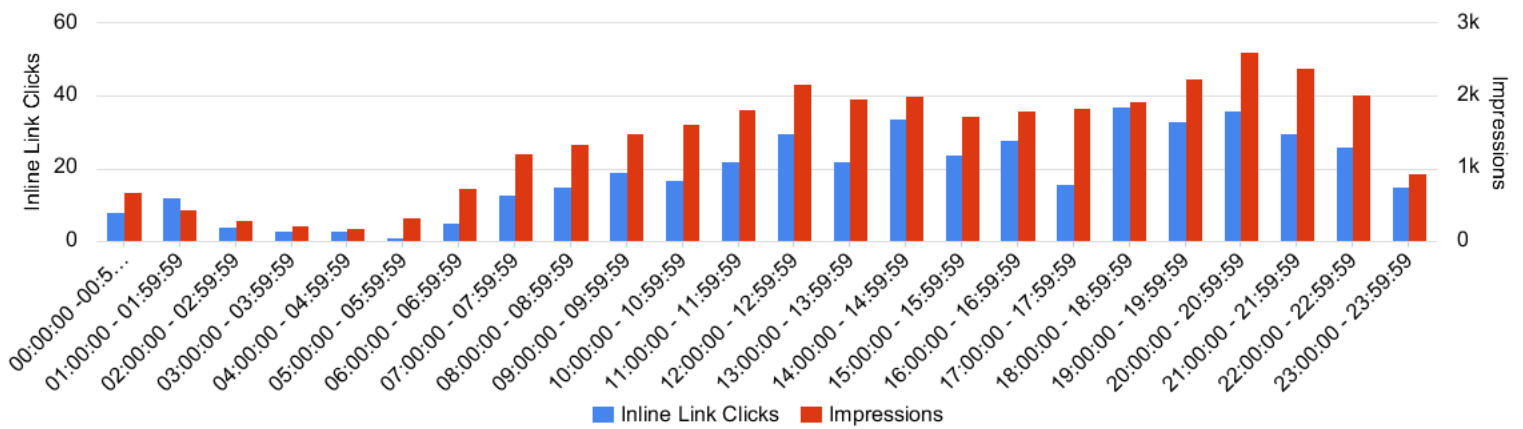
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Pelle Med Spa	\$1,034.69	34,074	453	3.06%	13,674	2.49	27
> Mobile App	\$978.41	32,265	447	3.13%	13,190	2.45	0
> Mobile Web	\$29.36	1,152	4	2.43%	344	3.35	0
> Desktop	\$26.93	657	2	0.76%	260	2.53	0
> Unknown	\$0.00	0	0	--	0	0	0

08/01/2021 - 08/31/2021

Time of Day (Viewer)
Pelle Med Spa



Time of Day (Ad Account)
Pelle Med Spa



Facebook | Campaign Performance Summary (by Leads)

08/01/2021 - 08/31/2021

Campaign Performance Breakdown Pelle Med Spa

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions	\$1,034.69	34,074	453	27	\$38.32
Total	\$1,034.69	34,074	453	27	\$38.32

Facebook | Ad Set Performance Summary (by Leads)


08/01/2021 - 08/31/2021

Top Performing Ad Sets Pelle Med Spa

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests- Women - 25-64 - 10mi Radius- Top 50	Coolsculpting - Conversions	\$1,034.69	34,074	453	27	\$38.32
	Total	\$1,034.69	34,074	453	27	\$38.32

Facebook | Ad Performance Summary

08/01/2021 - 08/31/2021

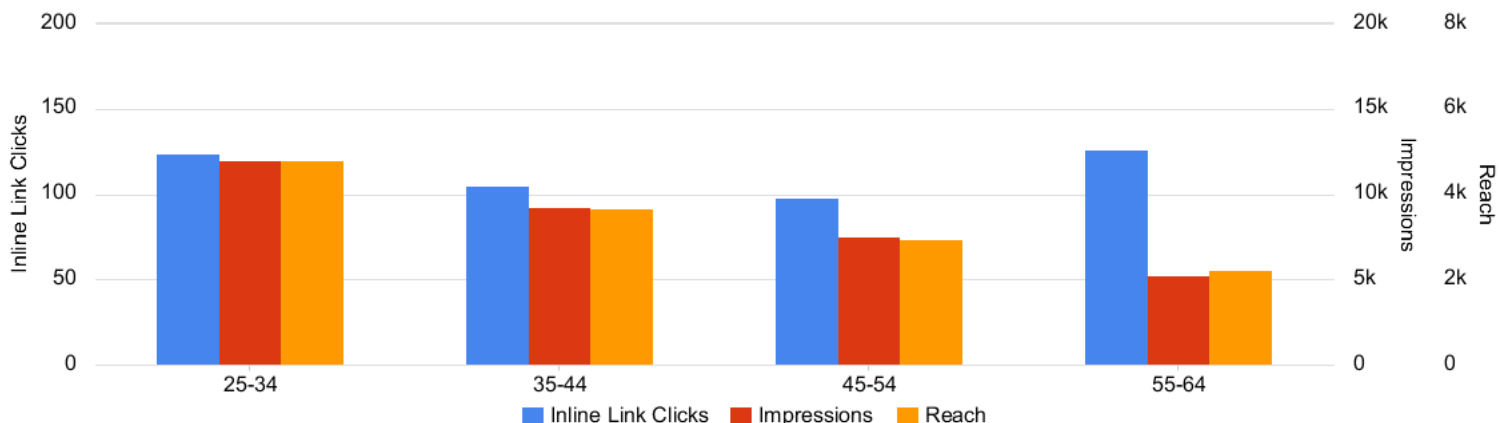
 Top Performing Ads (by Leads)
Pelle Med Spa

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Facebook | Demographic Performance - Age

08/01/2021 - 08/31/2021

Age Performance Chart
Pelle Med Spa



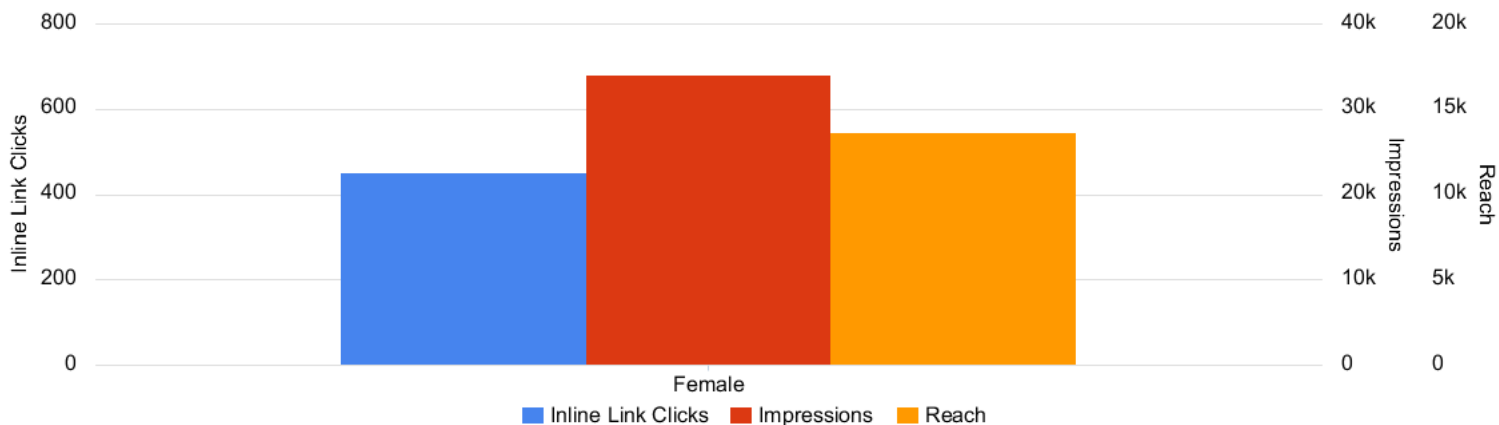
Age Performance Summary
Pelle Med Spa

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Pelle Med Spa	\$1,034.69	34,074	13,674	453	3.06%	2.49	27
> 25-34	\$273.55	11,995	4,799	124	2.60%	2.5	0
> 35-44	\$251.43	9,245	3,675	105	2.65%	2.52	0
> 45-54	\$263.54	7,542	2,964	98	3.01%	2.54	0
> 55-64	\$246.18	5,292	2,236	126	4.89%	2.37	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Demographic Performance - Gender

08/01/2021 - 08/31/2021

Gender Performance Chart Pelle Med Spa



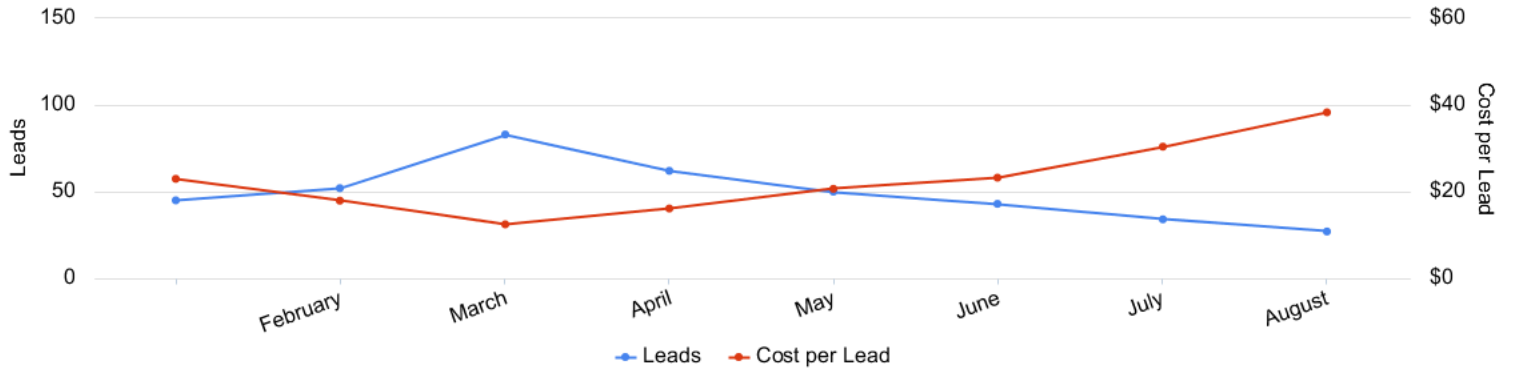
Gender Performance Summary Pelle Med Spa

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Pelle Med Spa	\$1,034.69	34,074	13,674	453	3.06%	2.49	27
> Female	\$1,034.69	34,074	13,674	453	3.06%	2.49	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Year-to-Date Performance

01/01/2021 - 08/31/2021

Year-to-Date Trend Pelle Med Spa



Historical table (by month) Pelle Med Spa

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