

Ranch and Coast Monthly Ad Performance Summary




09/01/2023 - 09/30/2023

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Overall Performance Summary

09/01/2023 - 09/30/2023

  Account Performance Summary (by Platform)
 Cross-platform

	Cost	Impressions	Clicks	CTR	Conversions	Cost / conv.
Google Ads (new)						
09/01/2023 - 09/30/2023	\$1,571.17	3,409	158	4.63%	11	\$142.83
08/01/2023 - 08/31/2023	\$2,881.85	6,481	287	4.43%	24	\$120.08
% Change	-45.48%	-47.40%	-44.95%	4.66%	-54.17%	18.95%
Facebook Ads						
09/01/2023 - 09/30/2023	\$1,002.25	26,060	305	1.17%	13	\$77.10
08/01/2023 - 08/31/2023	\$1,022.11	35,396	480	1.36%	15	\$68.14
% Change	-1.94%	-26.38%	-36.46%	-13.69%	-13.33%	13.15%

Google Ads | Key Performance Indicators

09/01/2023 - 09/30/2023

Cost
Ranch & Coast Plastic Surgery - Dr. Chasan

\$1,571.17
\$2,881.85 -45.48%

Clicks
Ranch & Coast Plastic Surgery - Dr. Chasan

158
287 -44.95%

Avg. CPC
Ranch & Coast Plastic Surgery - Dr. Chasan

\$9.94
\$10.04 -0.97%

Conversions
Ranch & Coast Plastic Surgery - Dr. Chasan

11
24 -54.17%

Conv. Rate
Ranch & Coast Plastic Surgery - Dr. Chasan

6.96%
8.36% -16.75%

Cost / Conv.
Ranch & Coast Plastic Surgery - Dr. Chasan

\$142.83
\$120.08 18.95%

Google Ads | Month-Over-Month Performance Comparison

09/01/2023 - 09/30/2023 - Comparing to 08/01/2023 - 08/31/2023

Overall performance
Ranch & Coast Plastic Surgery - Dr. Chasan

Metric	09/01/2023 - 09/30/2023	08/01/2023 - 08/31/2023	% Change
Cost	\$1,571.17	\$2,881.85	-45.48%
Impressions	3,409	6,481	-47.40%
Clicks	158	287	-44.95%
Avg CPC	\$9.94	\$10.04	-0.97%
CTR	4.63%	4.43%	4.66%
Conversions	11	24	-54.17%
Conv. Rate	6.96%	8.36%	-16.75%
Cost / Conv	\$142.83	\$120.08	18.95%

Google Ads | Budget Coverage

Search Impr. Share
Ranch & Coast Plastic Surgery - Dr. Chasan

31.94%
35.41% -9.80%

Search IS Lost (Due to Budget)
Ranch & Coast Plastic Surgery - Dr. Chasan

4.01%
12.80% -68.68%

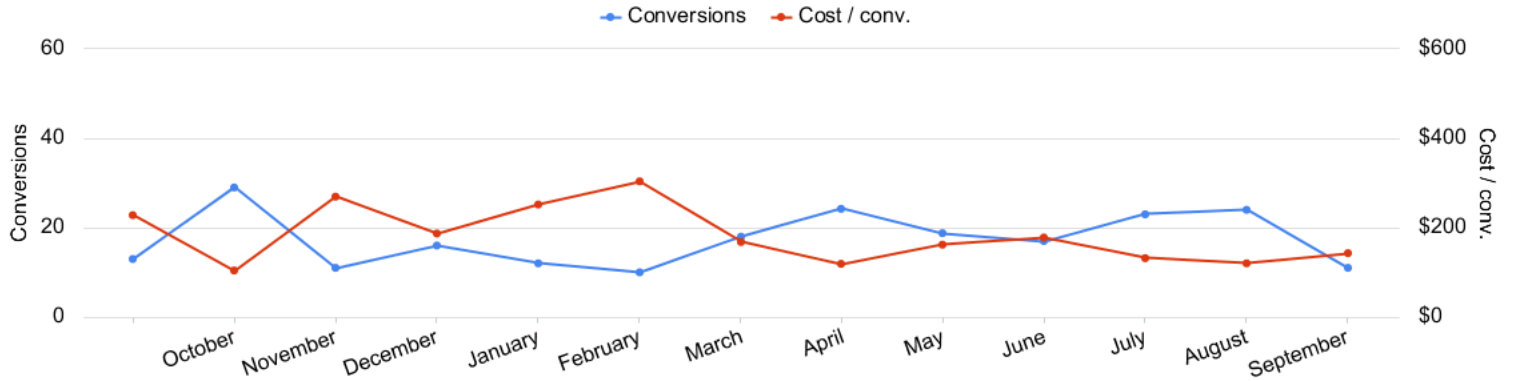
Search IS Lost (Due to Rank)
Ranch & Coast Plastic Surgery - Dr. Chasan

64.06%
51.80% 23.67%

Google Ads | Monthly Performance Trends

09/01/2022 - 09/30/2023

Conversions vs Cost / Conv
Ranch & Coast Plastic Surgery - Dr. Chasan




Account Performance by Month
Ranch & Coast Plastic Surgery - Dr. Chasan

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
09/01/2022	\$2,965.07	6,829	245	\$12.10	3.59%	13	5.31%	\$228.08	48.79%	11.76%
10/01/2022	\$3,015.22	6,987	292	\$10.33	4.18%	29	9.93%	\$103.97	52.23%	8.40%
11/01/2022	\$2,963.14	5,351	203	\$14.60	3.79%	11	5.42%	\$269.38	51.50%	12.64%
12/01/2022	\$2,991.74	4,586	198	\$15.11	4.32%	16	8.08%	\$186.98	48.81%	21.37%
01/01/2023	\$3,023.33	5,220	197	\$15.35	3.77%	12	6.09%	\$251.94	51.51%	16.52%
02/01/2023	\$3,038.71	4,252	184	\$16.51	4.33%	10	5.43%	\$303.87	48.69%	16.99%
03/01/2023	\$3,021.73	5,729	195	\$15.50	3.40%	18	9.23%	\$167.87	45.76%	17.38%
04/01/2023	\$2,882.76	5,721	243	\$11.86	4.25%	24.23	9.97%	\$118.99	40.63%	14.66%
05/01/2023	\$3,038.74	5,209	217	\$14.00	4.17%	18.77	8.65%	\$161.86	49.61%	15.34%
06/01/2023	\$3,024.49	5,322	197	\$15.35	3.70%	17	8.63%	\$177.91	42.93%	16.16%
07/01/2023	\$3,025.49	6,725	281	\$10.77	4.18%	23	8.19%	\$131.54	34.69%	16.43%
08/01/2023	\$2,881.85	6,481	287	\$10.04	4.43%	24	8.36%	\$120.08	35.41%	12.80%
09/01/2023	\$1,571.17	3,409	158	\$9.94	4.63%	11	6.96%	\$142.83	31.94%	4.01%
Total	\$37,443.44	71,821	2,897	\$12.92	4.03%	227	7.84%	\$164.95	43.84%	14.08%

Google Ads | Campaign Performance Summary

09/01/2023 - 09/30/2023

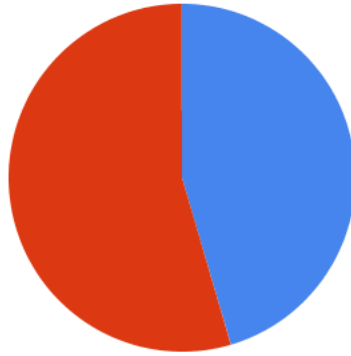
 Campaign Performance Breakdown
Ranch & Coast Plastic Surgery - Dr. Chasan

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
MS search coolsculpting tcpa	\$1,571.17	3,409	158	\$9.94	4.63%	11	6.96%	\$142.83

Google Ads | Budget Utilization by Device

Conversions by Device

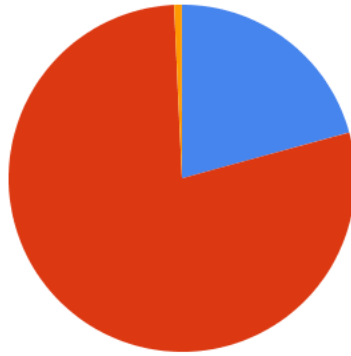
Ranch & Coast Plastic Surgery - Dr. Chasan



Desktop - Conversions: 5 (45.45%) Mobile - Conversions: 6 (54.55%) Tablet - Conversions: 0 (0.00%)

Cost by Conversions

Ranch & Coast Plastic Surgery - Dr. Chasan



Desktop - Cost: \$326.08 (20.75%) Mobile - Cost: \$1,233.65 (78.52%) Tablet - Cost: \$11.44 (0.73%)

Device Performance

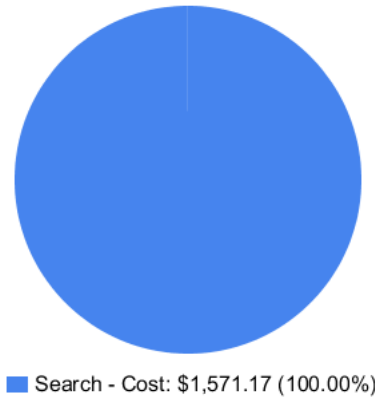
Ranch & Coast Plastic Surgery - Dr. Chasan

Device	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Desktop	\$326.08	676	28	\$11.65	4.14%	5	17.86%	\$65.22
Mobile	\$1,233.65	2,685	127	\$9.71	4.73%	6	4.72%	\$205.61
Tablet	\$11.44	48	3	\$3.81	6.25%	0	0.00%	\$0.00

Google Ads | Budget Utilization by Network

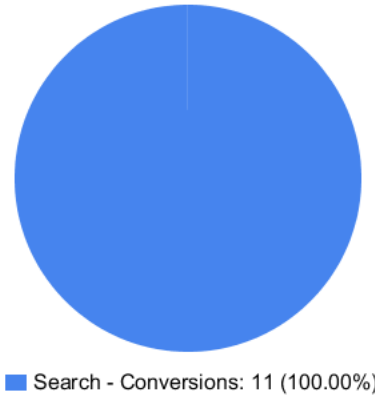
Cost by Network

Ranch & Coast Plastic Surgery - Dr. Chasan



Conversions by Network

Ranch & Coast Plastic Surgery - Dr. Chasan



Network Performance

Ranch & Coast Plastic Surgery - Dr. Chasan

Network (with search partners)	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search	\$1,571.17	3,409	158	\$9.94	4.63%	11	6.96%	\$142.83

Google Ads | Conversion Summary

09/01/2023 - 09/30/2023



Conversion Breakdown

Ranch & Coast Plastic Surgery - Dr. Chasan

Conversion name	All conv.	% Change
Click to Call	3	-62.50%
Submit lead form	8	-50.00%

Facebook | Key Performance Indicators

09/01/2023 - 09/30/2023

Cost
Ranch and Coast

\$1,002.25

\$1,022.11 -1.94%

Impressions
Ranch and Coast

26,060

35,396 -26.38%

Reach
Ranch and Coast

12,401

16,349 -24.15%

Clicks (Link)
Ranch and Coast

305

480 -36.46%

Leads
Ranch and Coast

13

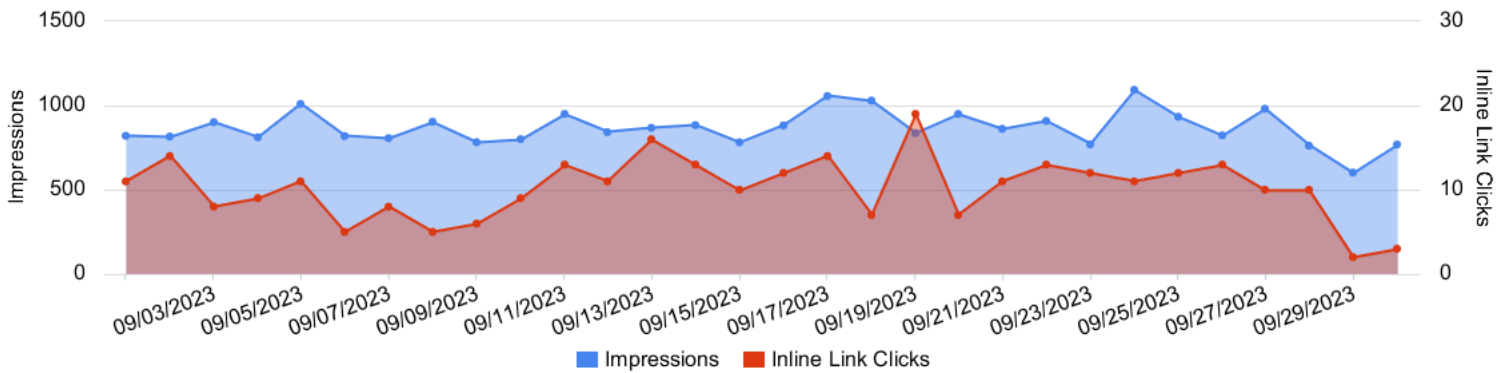
15 -13.33%

Cost / Lead
Ranch and Coast

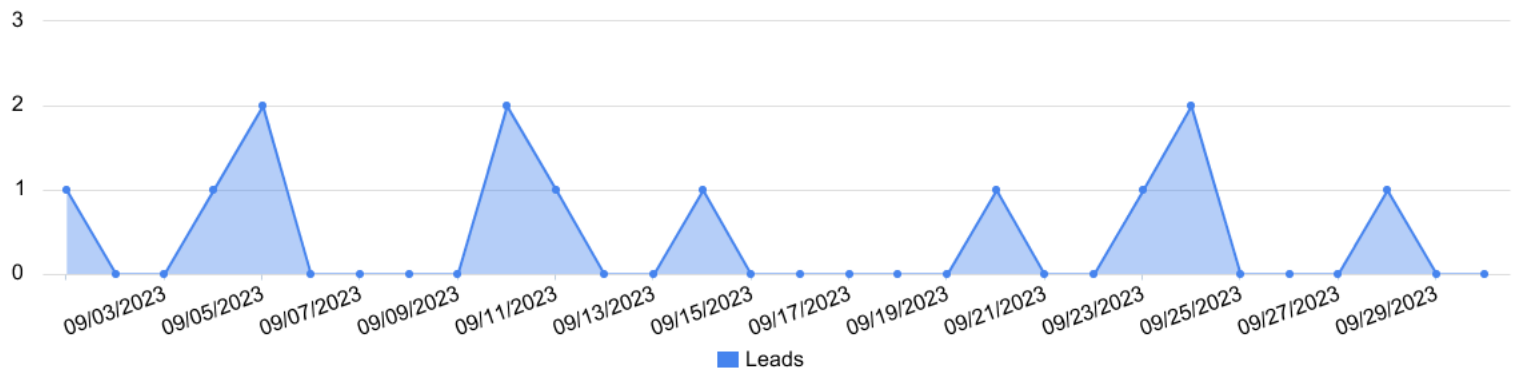
\$77.10

\$68.14 13.15%

Impressions vs Inline Link Clicks
Ranch and Coast



Conversions by day
Ranch and Coast



Facebook | Month-Over-Month Performance Comparison

09/01/2023 - 09/30/2023 - Comparing to 08/01/2023 - 08/31/2023

Overall Performance Summary Ranch and Coast

Metric	09/01/2023 - 09/30/2023	08/01/2023 - 08/31/2023	% Change
Cost	\$1,002.25	\$1,022.11	-1.94%
Impressions	26,060	35,396	-26.38%
Reach	12,401	16,349	-24.15%
Clicks	305	480	-36.46%
CTR	1.17%	1.36%	-13.69%
Frequency	2.1	2.17	-2.94%
Leads	13	15	-13.33%
Cost / Lead	\$77.10	\$68.14	13.15%

Engagement Summary Ranch and Coast

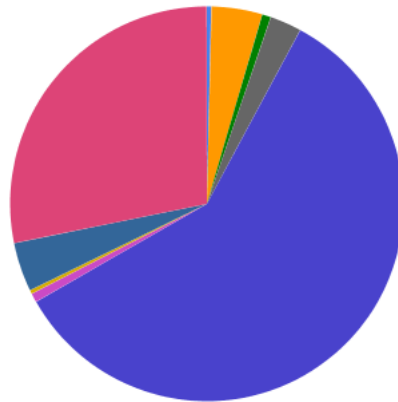
Metric	09/01/2023 - 09/30/2023	08/01/2023 - 08/31/2023	% Change
Page Likes	0	0	0.00%
Post Comments	2	3	-33.33%
Post Reactions	46	30	53.33%
Post Shares	3	7	-57.14%

Facebook | Placement Performance Summary

09/01/2023 - 09/30/2023

Reach Summary (by Placement)

Ranch and Coast



- Audience Network - An Classic - Reach: 40 (0.36%)
- Audience Network - Rewarded Video - Reach: 4 (0.04%)
- Facebook - Facebook Reels - Reach: 456 (4.15%)
- Facebook - Facebook Reels Overlay - Reach: 80 (0.73%)
- Facebook - Facebook Stories - Reach: 284 (2.59%)
- Facebook - Feed - Reach: 6,463 (58.87%)
- Facebook - Instream Video - Reach: 80 (0.73%)
- Facebook - Right Hand Column - Reach: 36 (0.33%)
- Facebook - Video Feeds - Reach: 440 (4.01%)
- Instagram - Feed - Reach: 3,095 (28.19%)

Placement Performance (by Leads)

Ranch and Coast

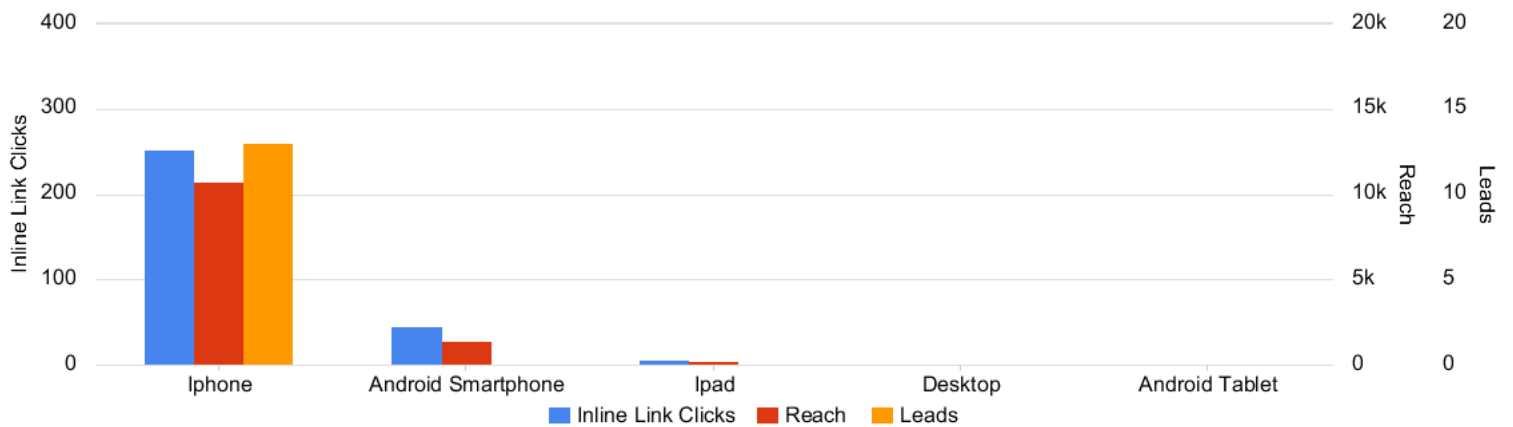
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR	Frequency	Leads	Cost per Lead
Ranch and Coast	\$1,002.25	26,060	12,401	305	0.00%	2.1	13	\$77.10
> Audience Network - An Classic	\$4.10	103	40	2	0.00%	2.58	0	\$0.00
> Audience Network - Rewarded Video	\$0.66	13	4	0	0.00%	3.25	0	\$0.00
> Facebook - Biz Disco Feed	\$0.01	1	0	0	0.00%	0	0	\$0.00
> Facebook - Facebook Reels	\$31.50	955	456	9	0.00%	2.09	1	\$31.50
> Facebook - Facebook Reels Overlay	\$1.48	130	80	0	0.00%	1.62	0	\$0.00
> Facebook - Facebook Stories	\$43.67	506	284	8	0.00%	1.78	0	\$0.00
> Facebook - Feed	\$526.39	12,792	6,463	179	0.00%	1.98	8	\$65.80
> Facebook - Instream Video	\$4.75	136	80	1	0.00%	1.7	0	\$0.00
> Facebook - Right Hand Column	\$0.17	74	36	0	0.00%	2.06	0	\$0.00
> Facebook - Search	\$0.61	19	0	0	0.00%	0	0	\$0.00
> Facebook - Video Feeds	\$29.56	769	440	15	0.00%	1.75	0	\$0.00
> Instagram - Feed	\$188.64	4,693	3,095	31	0.00%	1.52	3	\$62.88
> Instagram - Instagram Explore	\$6.45	308	272	1	0.00%	1.13	1	\$6.45
> Instagram - Instagram Explore Grid Home	\$6.27	873	652	3	0.00%	1.34	0	\$0.00
> Instagram - Instagram Reels	\$29.99	1,104	904	9	0.00%	1.22	0	\$0.00
> Instagram - Instagram Reels Overlay	\$0.09	24	16	0	0.00%	1.5	0	\$0.00
> Instagram - Instagram Stories	\$127.92	3,560	2,156	47	0.00%	1.65	0	\$0.00

Facebook | Device Performance Summary

09/01/2023 - 09/30/2023

Device Performance Chart

Ranch and Coast



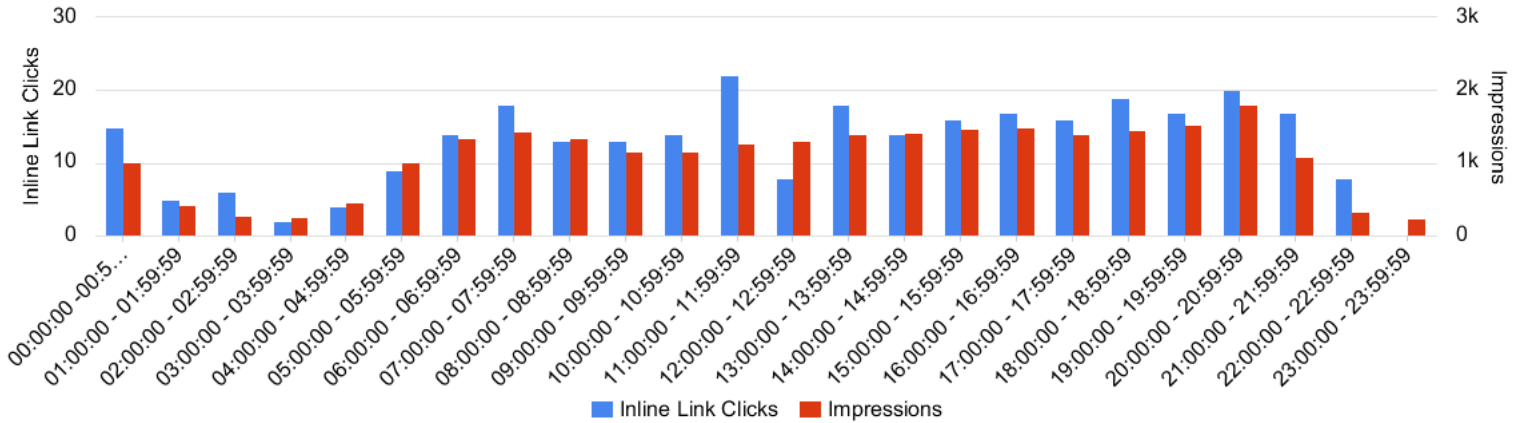
Device Platform Performance

Ranch and Coast

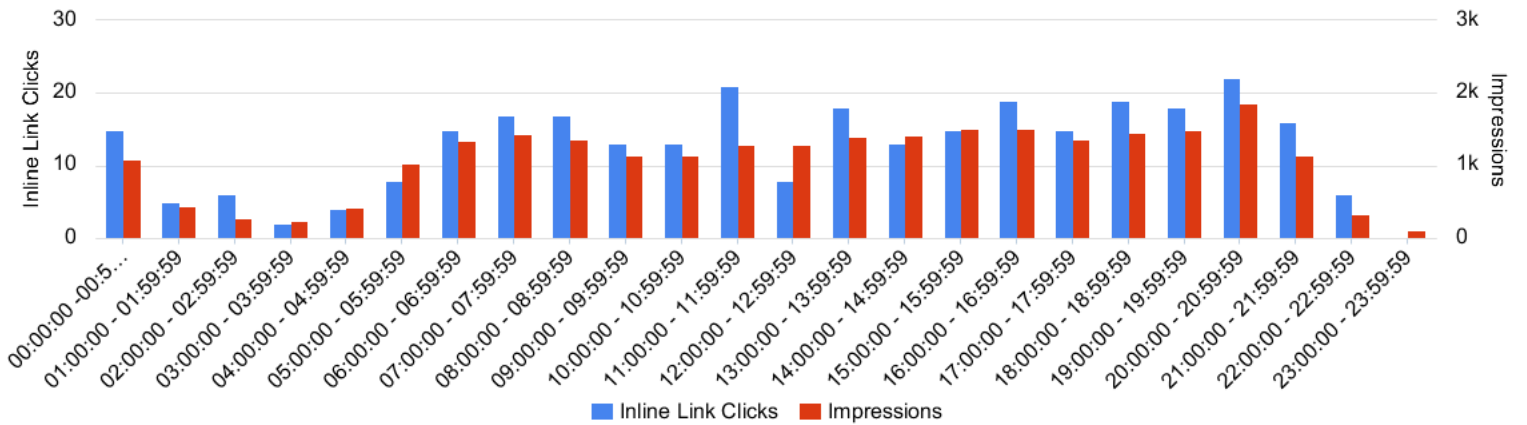
Account	Amount Spent	Impressions	Reach	Inline Link Clicks	CTR	Frequency	Leads	Cost per Lead
Ranch and Coast	\$1,002.25	26,060	12,401	305	0.00%	2.1	13	\$77.10
> Mobile App	\$994.91	25,788	12,277	304	0.00%	2.1	13	\$76.53
> Mobile Web	\$3.34	123	88	1	0.00%	1.4	0	\$0.00
> Desktop	\$4.00	149	84	--	0.00%	1.77	0	\$0.00

09/01/2023 - 09/30/2023

Time of Day (Viewer) Ranch and Coast



Time of Day (Ad Account) Ranch and Coast



Facebook | Campaign Performance Summary

09/01/2023 - 09/30/2023

Campaign Performance Breakdown Ranch and Coast

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
MS Coolsculpting (Conversions)	\$1,002.25	26,060	305	13	\$77.10
Total	\$1,002.25	26,060	305	13	\$77.10

Facebook | Ad Set Performance Summary

09/01/2023 - 09/30/2023

Top Performing Ad Sets Ranch and Coast

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Retargeting - Website Leads	MS Coolsculpting (Conversions)	\$310.12	7,339	84	7	\$44.30
Prospecting - Website Leads - Interest Stack	MS Coolsculpting (Conversions)	\$692.13	18,721	221	6	\$115.36
	Total	\$1,002.25	26,060	305	13	\$77.10

Facebook | Ad Performance Summary

09/01/2023 - 09/30/2023

Top Performing Ads (by Leads)
Ranch and Coast

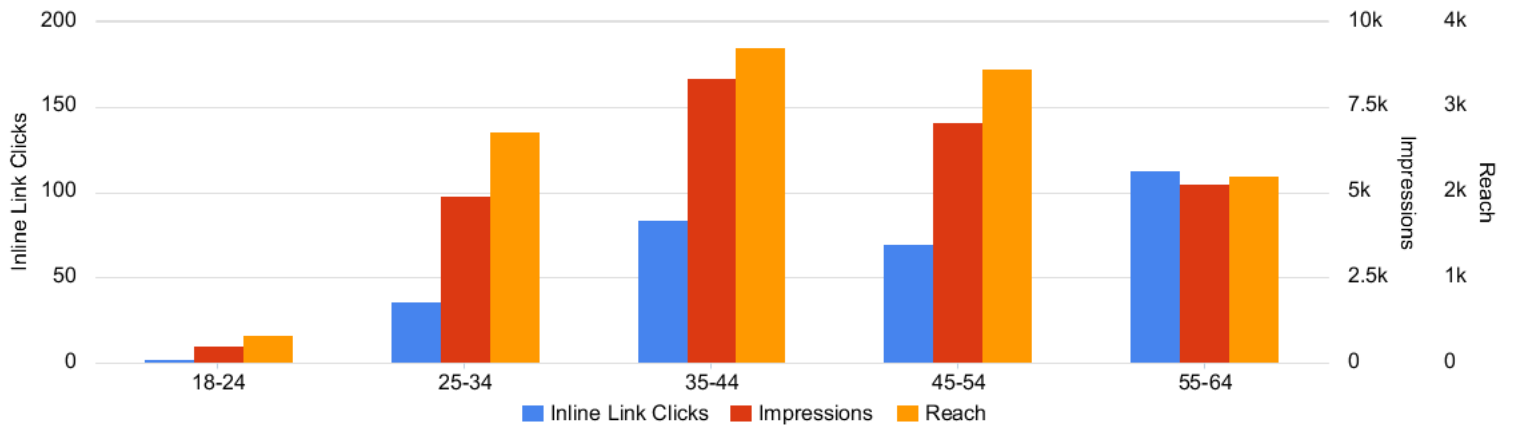
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
CS - Video - Belly Treatment		MS Coolsculpting (Conversions)	\$166.73	53	4,328	3,088	1.4	2.22%	5
CS - Video - Belly Treatment		MS Coolsculpting (Conversions)	\$346.05	124	10,099	7,894	1.28	3.54%	2
CS - Image - Belly Treatment		MS Coolsculpting (Conversions)	\$35.53	6	841	483	1.74	1.31%	1
CS - Image - Treatment Areas		MS Coolsculpting (Conversions)	\$53.69	12	1,305	905	1.44	1.38%	1
CS - Image - Selfie		MS Coolsculpting (Conversions)	\$15.26	4	400	285	1.4	1.25%	1
CS - Video - UGC Sitting		MS Coolsculpting (Conversions)	\$67.96	16	1,780	1,246	1.43	2.13%	1
Total			\$685.22	215	18,753	13,901	8.7	--	11

Facebook | Demographic Performance - Age

09/01/2023 - 09/30/2023

Age Performance Chart

Ranch and Coast



Age Performance Summary

Ranch and Coast

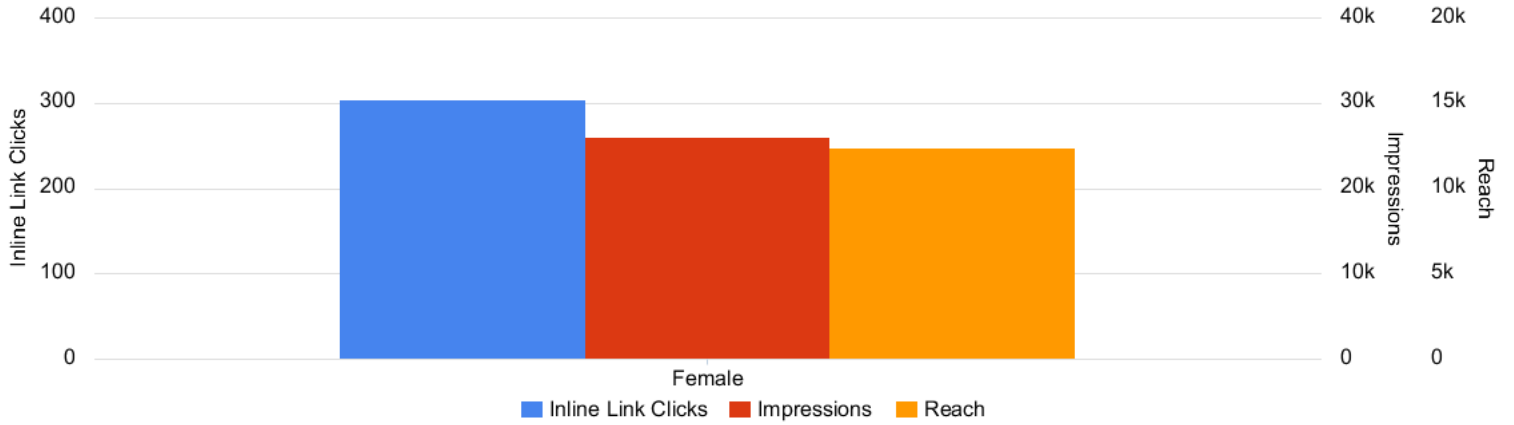
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Ranch and Coast	\$1,002.25	26,060	12,401	305	2.60%	2.1	13
> 18-24	\$11.64	516	336	2	2.71%	1.54	0
> 25-34	\$115.34	4,891	2,711	36	1.84%	1.8	2
> 35-44	\$271.37	8,349	3,703	84	2.40%	2.25	7
> 45-54	\$300.25	7,058	3,451	70	2.49%	2.05	2
> 55-64	\$303.65	5,246	2,199	113	3.77%	2.39	2

Facebook | Demographic Performance - Gender

09/01/2023 - 09/30/2023

Gender Performance Chart

Ranch and Coast



Gender Performance Summary

Ranch and Coast

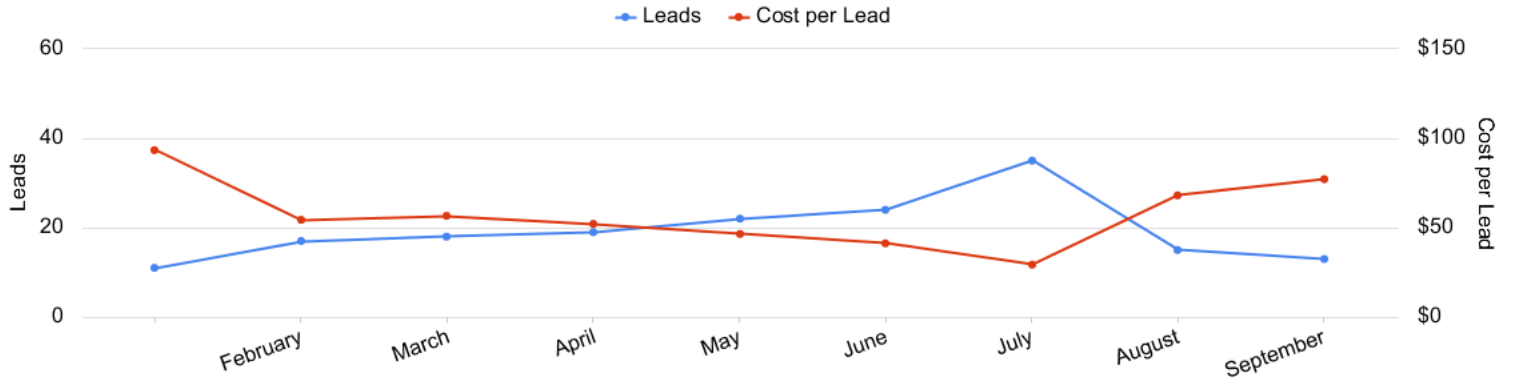
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Ranch and Coast	\$1,002.25	26,060	12,401	305	2.60%	2.1	13
> Female	\$1,002.25	26,060	12,401	305	2.60%	2.1	13

Facebook | Year-to-Date Performance

01/01/2023 - 09/30/2023

Year-to-Date Trend

Ranch and Coast



Historical table (by month)

Ranch and Coast

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Ranch and Coast	\$9,024.02	3,259	310,442	79,134	3.92	2.04%	174
> 2023-01-01 - 2023-01-31	\$1,027.03	339	38,417	17,804	2.16	1.81%	11
> 2023-02-01 - 2023-02-28	\$924.67	271	30,911	15,442	2	2.11%	17
> 2023-03-01 - 2023-03-31	\$1,019.60	291	31,984	15,540	2.06	2.18%	18
> 2023-04-01 - 2023-04-30	\$991.47	309	36,881	17,872	2.06	1.84%	19
> 2023-05-01 - 2023-05-31	\$1,022.05	356	31,003	15,256	2.03	1.94%	22
> 2023-06-01 - 2023-06-30	\$990.55	367	36,721	19,216	1.91	1.89%	24
> 2023-07-01 - 2023-07-31	\$1,024.29	541	43,069	22,348	1.93	2.02%	35
> 2023-08-01 - 2023-08-31	\$1,022.11	480	35,396	16,349	2.17	2.12%	15
> 2023-09-01 - 2023-09-30	\$1,002.25	305	26,060	12,401	2.1	2.60%	13

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