

**Monthly Account  
Performance Report  
1 Mar 2021 — 31 Mar 2021**

Rejuvenation Medical Aesthetics - CS Only

774-360-9935

# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,746	11	5.45%	\$158.77
↔ 0%	↑ 38%	↑ 43%	↓ 27%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Feb 2021 — 28 Feb 2021	5,793	210	\$1,749.27	\$8.33	3.63%	-	8	3.81%	\$218.66	27.79%
1 Mar 2021 — 31 Mar 2021	6,116	202	\$1,746.42	\$8.65	3.3%	-	11	5.45%	\$158.77	30.28%
<b>Change</b>	323 ↑ 6%	8 ↓ 4%	\$2.85 ↓ 0%	\$0.32 ↑ 4%	0.33% ↓ 9%	0 ↔ -	3 ↑ 38%	1.64% ↑ 43%	\$59.89 ↓ 27%	2.49% ↑ 9%

# Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Jan '21	5,239	154	\$1,465.47	\$9.52	2.94%	-	7	4.55%	\$209.35	32.59%
Feb '21	5,793	210	\$1,749.27	\$8.33	3.63%	-	8	3.81%	\$218.66	27.79%
Mar '21	6,116	202	\$1,746.42	\$8.65	3.3%	-	11	5.45%	\$158.77	30.28%
<b>Total</b>	17,148	566	\$4,961.16	\$8.77	3.3%	-	26	4.59%	\$190.81	30.02%

# Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	6,116	202	\$1,746.42	\$8.65	3.3%	-	11	5.45%	\$158.77	30.28%

# Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

## Top Text Ads

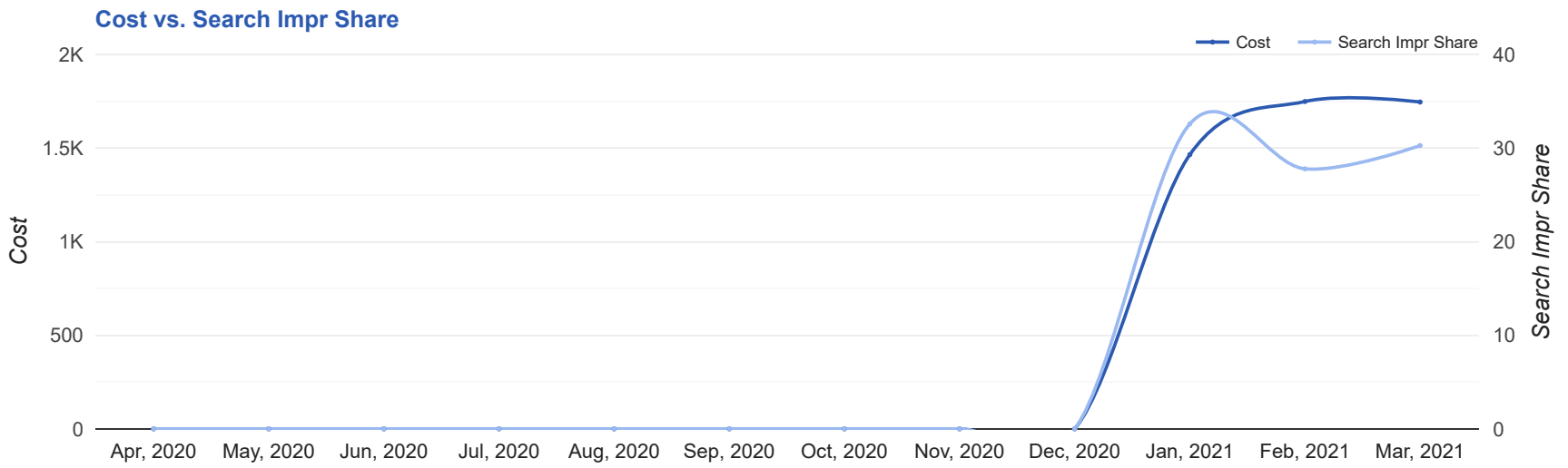
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® in Newtown, PA - Mar Only 50% Off 8+ Cycles - Our Biggest Discount Ever <a href="https://rejuvenationma.mysculpt.net/">rejuvenationma.mysculpt.net/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	149	15	\$276.39	\$18.43	10.07%	-	3	20.00%	\$92.13
CoolSculpting® in Newtown, PA - Mar Only 50% Off 8+ Cycles - Our Biggest Discount Ever <a href="https://rejuvenationma.mysculpt.net/">rejuvenationma.mysculpt.net/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	13	4	\$46.19	\$11.55	30.77%	-	2	50.00%	\$23.09
Rejuvenation Med Aesthetics - Fat Reduction in Newtown, PA - Non-Surgical Fat Reduction <a href="https://rejuvenationma.mysculpt.net/">rejuvenationma.mysculpt.net/</a> -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	441	30	\$213.90	\$7.13	6.80%	-	2	6.67%	\$106.95
Fat Reduction in Newtown, PA - Freezing Fat Really Works - Get Rid of Unwanted Fat <a href="https://rejuvenationma.mysculpt.net/">rejuvenationma.mysculpt.net/</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	188	5	\$36.25	\$7.25	2.66%	-	1	20.00%	\$36.25
CoolSculpting® Fat Reduction - CoolSculpting in Newtown, PA - Biggest CoolSculpting® Promo <a href="https://rejuvenationma.mysculpt.net/">rejuvenationma.mysculpt.net/</a> -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Newtown, PA	14	4	\$66.88	\$16.72	28.57%	-	1	25.00%	\$66.88

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Mar 2021 — 31 Mar 2021

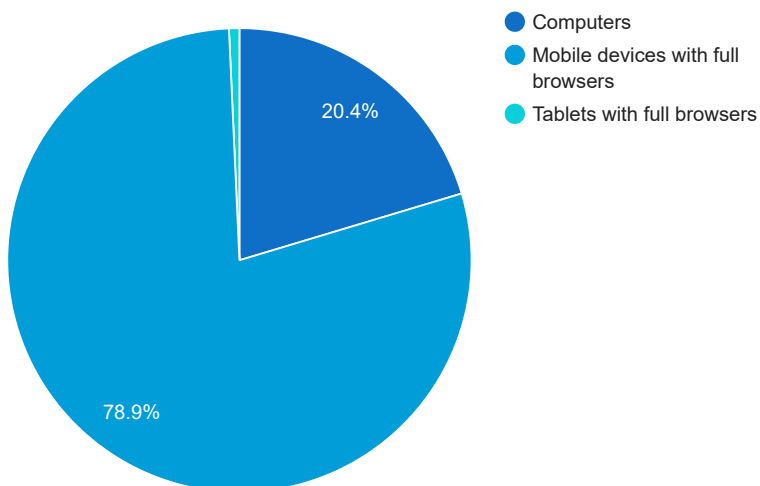
## Budget Coverage



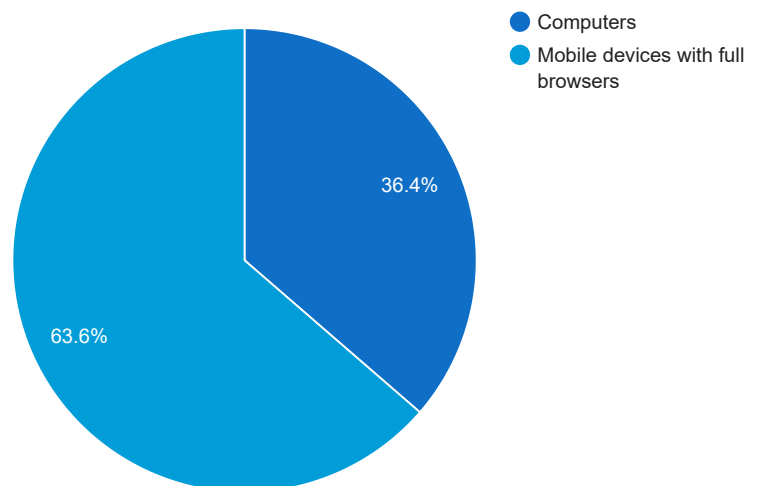
DATE	COST	SEARCH IMPR SHARE
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	1,465.47	32.59
Feb, 2021	1,749.27	27.79
Mar, 2021	1,746.42	30.28

## Cost and Conversions by Device

### Cost



### Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	4,520	170	\$1,378.33	\$8.11	3.76%	-	7	4.12%	\$196.90
Computers	1,420	29	\$355.50	\$12.26	2.04%	-	4	13.79%	\$88.88
Tablets with full browsers	176	3	\$12.59	\$4.20	1.7%	-	0	0%	\$0.00

### Cost and Conversions by Network (Search vs. Display)

#### Cost



#### Conversions



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Google search	6,116	202	\$1,746.42	\$8.65	3.3%	-	11	5.45%	\$158.77

# Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE

CONV

Submit lead form

10

Click to Call

1

## 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