

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

Rejuvenation Medical Aesthetics - CS Only

774-360-9935

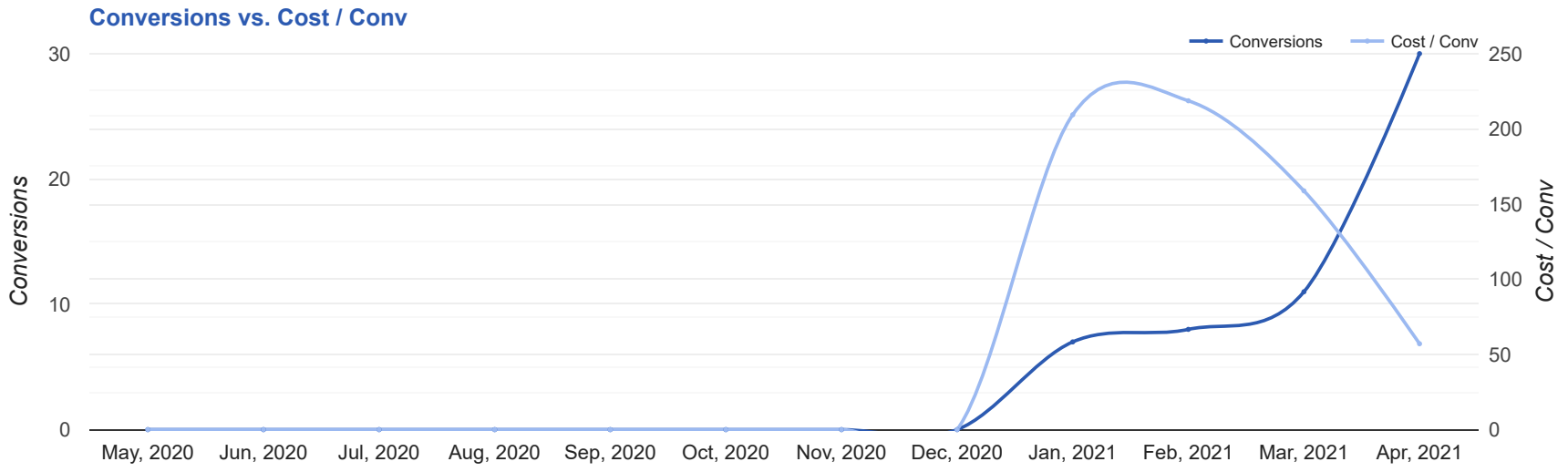
Key Performance Indicators (KPIs)

| | | | |
|---------|--------|-----------|-------------|
| Cost | Conv | Conv Rate | Cost / Conv |
| \$1,713 | 30 | 11.58% | \$57.09 |
| ↓ 2% | ↑ 173% | ↑ 112% | ↓ 64% |

Performance Comparison - Month-over-Month

| | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|-----------------------------|--------------|-------------|-----------------|-----------------|----------------|----------|--------------|-----------------|-------------------|----------------------|
| 1 Mar 2021 — 31 Mar 2021 | 6,116 | 202 | \$1,746.42 | \$8.65 | 3.3% | - | 11 | 5.45% | \$158.77 | 30.06% |
| 1 Apr 2021 — 30 Apr 2021 | 5,266 | 259 | \$1,712.56 | \$6.61 | 4.92% | - | 30 | 11.58% | \$57.09 | 26.67% |
| Change | 850 ↓ 14% | 57 ↑ 28% | \$33.86 ↓ 2% | \$2.04 ↓ 24% | 1.62% ↑ 49% | 0 ↔ - | 19 ↑ 173% | 6.13% ↑ 112% | \$101.68 ↓ 64% | 3.39% ↓ 11% |

Performance by Month - 1 May 2020 — 30 Apr 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 | 30.06% |
| Apr '21 | 5,266 | 259 | \$1,712.56 | \$6.61 | 4.92% | - | 30 | 11.58% | \$57.09 | 26.67% |
| Total | 22,414 | 825 | \$6,673.72 | \$8.09 | 3.68% | - | 56 | 6.79% | \$119.17 | 29.1% |

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

| CAMPAIGN | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|----------------------------------|-------|--------|------------|---------|-------|---------|------|-----------|----------------|----------------------|
| search beta coolsculpting | 5,266 | 259 | \$1,712.56 | \$6.61 | 4.92% | - | 30 | 11.58% | \$57.09 | 26.67% |

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

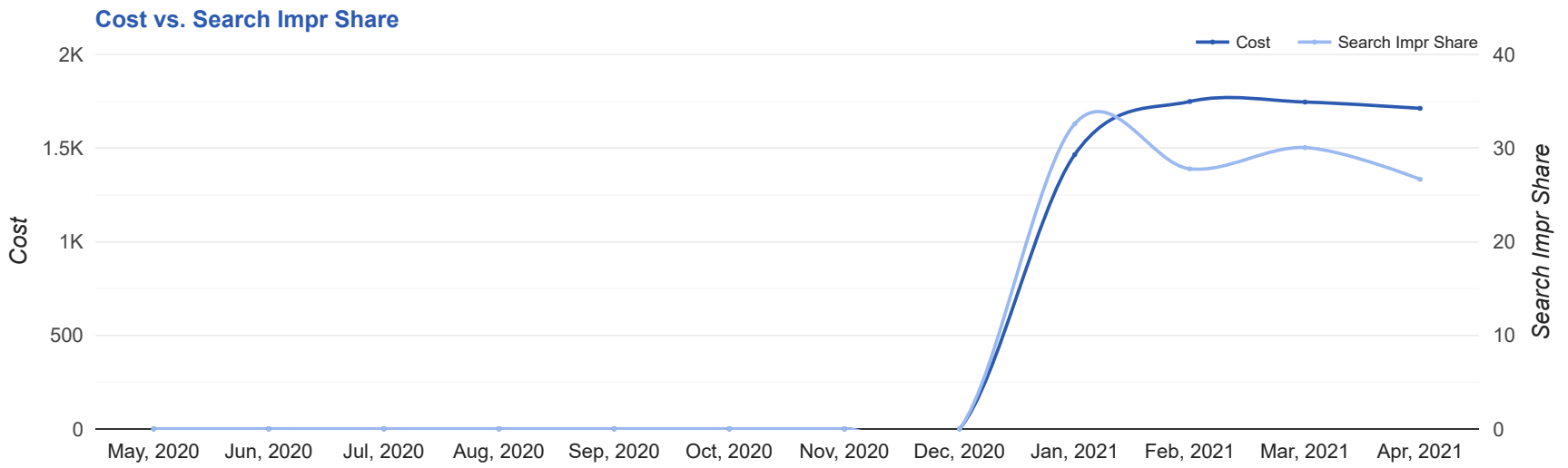
| AD | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV |
|---|-------|--------|----------|---------|---------|---------|------|-----------|-------------|
| CoolSculpting® Fat Reduction - CoolSculpting in Newtown, PA - Biggest CoolSculpting® Promo rejuvenationma.mysculpt.net/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Newtown, PA | 183 | 25 | \$223.78 | \$8.95 | 13.66% | - | 7.3 | 29.32% | \$30.53 |
| Rejuvenation Med Aesthetics - Fat Reduction in Newtown, PA - Non-Surgical Fat Reduction rejuvenationma.mysculpt.net/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat | 1,447 | 61 | \$296.60 | \$4.86 | 4.22% | - | 5 | 8.20% | \$59.32 |
| Non-Surgical Fat Reduction - Eliminate Fat & Feel Great - Freeze Away Body Fat rejuvenationma.mysculpt.net/ CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat | 7 | 2 | \$10.12 | \$5.06 | 28.57% | - | 2.3 | 116.50% | \$4.34 |
| CoolSculpting® in Newtown, PA - Limited Time Offer Apr 2021 - Our Biggest Discount Ever rejuvenationma.mysculpt.net/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. | 1 | 1 | \$3.73 | \$3.73 | 100.00% | - | 2 | 200.00% | \$1.86 |
| Rejuvenation Med Aesthetics - Fat Reduction in Newtown, PA - Non-Surgical Fat Reduction rejuvenationma.mysculpt.net/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat | 610 | 31 | \$171.06 | \$5.52 | 5.08% | - | 2 | 6.45% | \$85.53 |

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

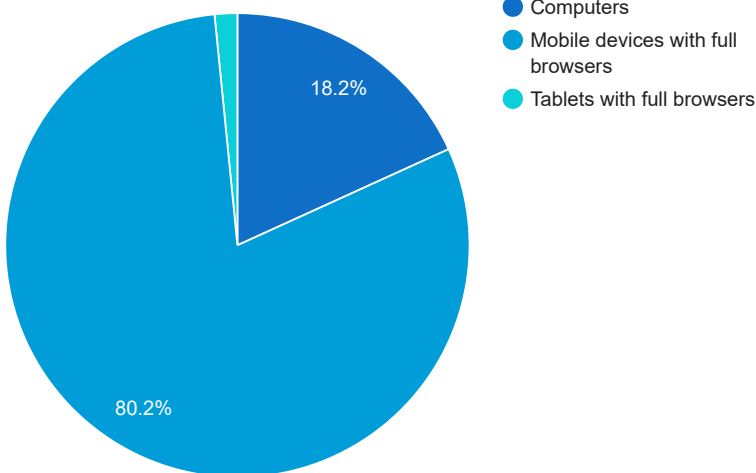
Budget Coverage



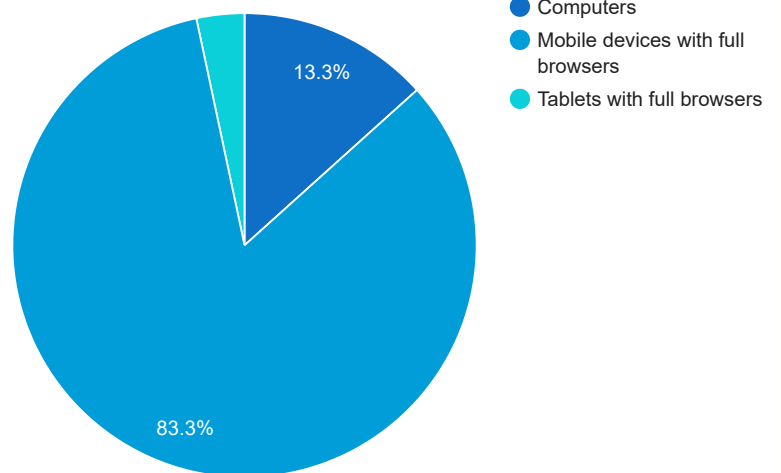
| DATE | COST | SEARCH IMPR SHARE |
|-----------|----------|-------------------|
| May, 2020 | 0 | 0 |
| Jun, 2020 | 0 | 0 |
| Jul, 2020 | 0 | 0 |
| Aug, 2020 | 0 | 0 |
| Sep, 2020 | 0 | 0 |
| Oct, 2020 | 0 | 0 |
| Nov, 2020 | 0 | 0 |
| Dec, 2020 | 0 | 0 |
| Jan, 2021 | 1,465.47 | 32.59 |
| Feb, 2021 | 1,749.27 | 27.79 |
| Mar, 2021 | 1,746.42 | 30.06 |
| Apr, 2021 | 1,712.56 | 26.67 |

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 | 4,142 | 212 | \$1,373.82 | \$6.48 | 5.12% | - | 25 | 11.79% | \$54.95 |
| Computers | 953 | 41 | \$311.72 | \$7.60 | 4.3% | - | 4 | 9.76% | \$77.93 |
| Tablets with full browsers | 171 | 6 | \$27.02 | \$4.50 | 3.51% | - | 1 | 16.67% | \$27.02 |

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 | 5,266 | 259 | \$1,712.56 | \$6.61 | 4.92% | - | 30 | 11.58% | \$57.09 |

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE

CONV

Submit lead form

22

Click to Call

8

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