

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

Rejuvenation Medical A - Rhino + Derm Only

415-147-1543

Key Performance Indicators (KPIs)

Cost

\$2,005

↑ 1%

Conv

18.5

↓ 5%

Conv Rate

5.35%

↑ 21%

Cost / Conv

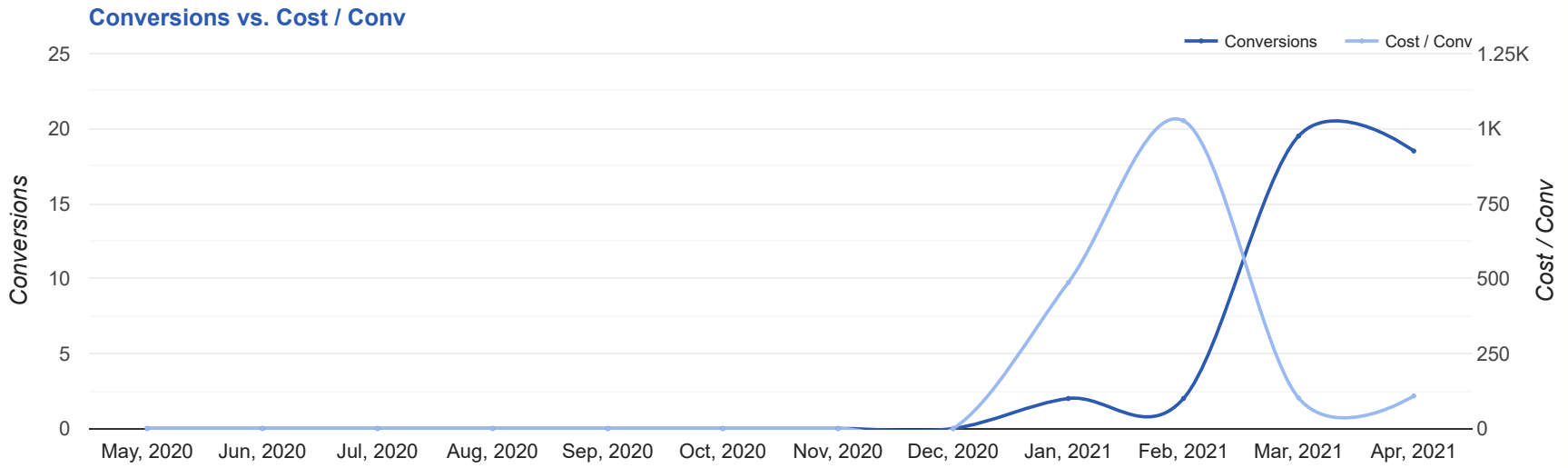
\$108.40

↑ 7%

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	6,243	442	\$1,981.26	\$4.48	7.08%	-	19.5	4.41%	\$101.60	45.49%
1 Apr 2021 — 30 Apr 2021	3,874	346	\$2,005.47	\$5.80	8.93%	-	18.5	5.35%	\$108.40	60.07%
Change	2,369 ↓ 38%	96 ↓ 22%	\$24.21 ↑ 1%	\$1.32 ↑ 29%	1.85% ↑ 26%	0 ↔ -	1 ↓ 5%	0.94% ↑ 21%	\$6.80 ↑ 7%	14.58% ↑ 32%

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	3,878	195	\$973.66	\$4.99	5.03%	-	2	1.03%	\$486.83	36.83%
Feb '21	4,401	299	\$2,051.71	\$6.86	6.79%	-	2	0.67%	\$1,025.86	51.32%
Mar '21	6,243	442	\$1,981.26	\$4.48	7.08%	-	19.5	4.41%	\$101.60	45.49%
Apr '21	3,874	346	\$2,005.47	\$5.80	8.93%	-	18.5	5.35%	\$108.40	60.07%
Total	18,396	1,282	\$7,012.10	\$5.47	6.97%	-	42	3.28%	\$166.95	46.84%

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 dermal fillers	2,206	198	\$1,390.15	\$7.02	8.98%	-	13	6.57%	\$106.93	75.95%
search beta laser resurfacing	1,668	148	\$615.32	\$4.16	8.87%	-	5.5	3.72%	\$111.88	46.95%

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

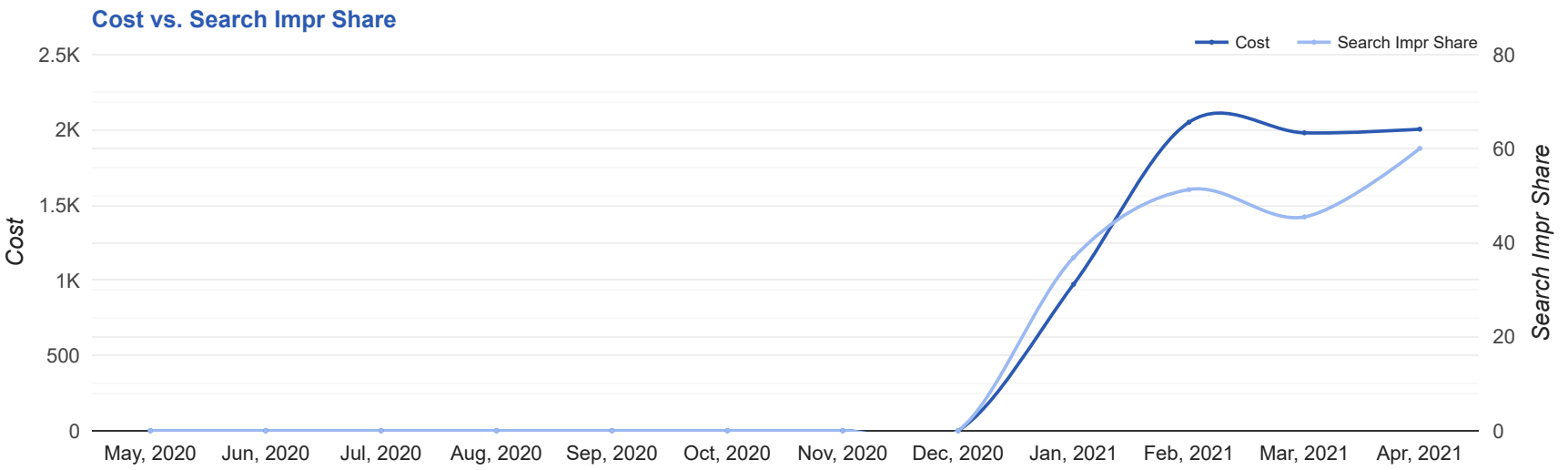
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Rejuvenation Medical Aesthetic} - Dermal Fillers in Newtown, PA - Smooth Wrinkles Restore Volume rejuvenationma.mysculpt.net/juvederm/ -- Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.	984	87	\$584.85	\$6.72	8.84%	-	5	5.75%	\$116.97
{Keyword:Rejuvenation Medical Aesthetic} - Dermal Fillers in Newtown, PA - Smooth Wrinkles Restore Volume rejuvenationma.mysculpt.net/restylane/ -- Restylane Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.	354	41	\$257.42	\$6.28	11.58%	-	4.2	10.24%	\$61.29
{Keyword:Rejuvenation Medical Aesthetic} - Non Surgical. Minimal Downtime - Non Ablative Skin Resurfacing rejuvenationma.mysculpt.net/ -- Look Younger & More Energized with Beautiful Skin Tone & Texture & a Radiant Complexion	737	66	\$308.33	\$4.67	8.96%	-	3	4.55%	\$102.78
{Keyword:Rejuvenation Medical Aesthetic} - Dermal Fillers in Newtown, PA - Look Younger & More Energized rejuvenationma.mysculpt.net/dermal_fillers/ Turn Back the Clock. Fill in Smile Lines (Nasial Labial Folds). Look Younger, for Longer.	89	14	\$152.77	\$10.91	15.73%	-	1.8	12.86%	\$84.87
{Keyword:Rejuvenation Medical Aesthetic} - Rejuvenate Your Skin Naturally - Laser Skin Resurfacing rejuvenationma.mysculpt.net/ -- Look Younger & More Energized with Beautiful Skin Tone & Texture & A Radiant Complexion	71	9	\$26.31	\$2.92	12.68%	-	1.5	16.67%	\$17.54

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

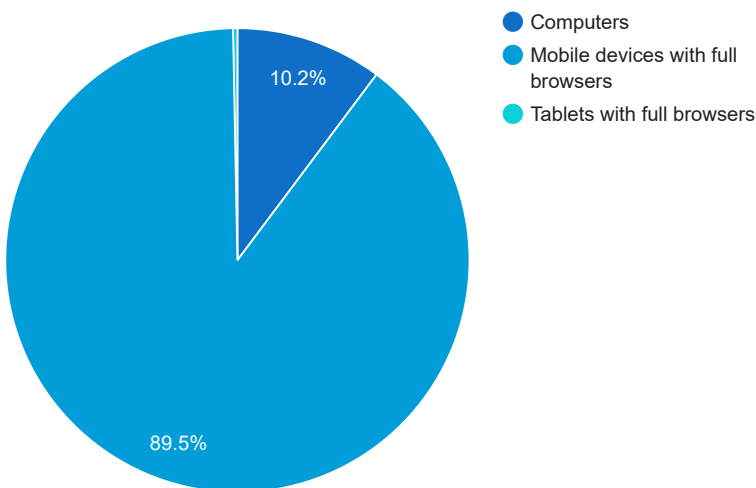
Budget Coverage



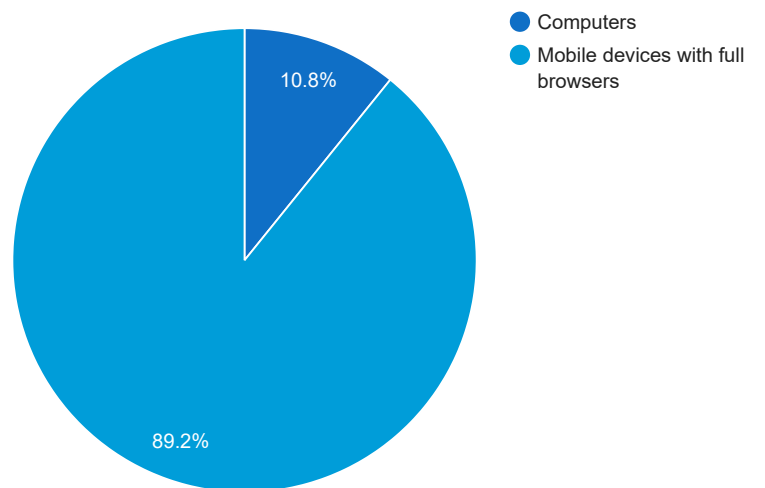
DATE	COST	SEARCH IMPR SHARE
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	973.66	36.83
Feb, 2021	2,051.71	51.32
Mar, 2021	1,981.26	45.49
Apr, 2021	2,005.47	60.07

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	3,115	307	\$1,794.21	\$5.84	9.86%	-	16.5	5.37%	\$108.74
Computers	693	36	\$205.16	\$5.70	5.19%	-	2	5.56%	\$102.58
Tablets with full browsers	66	3	\$6.10	\$2.03	4.55%	-	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	3,874	346	\$2,005.47	\$5.80	8.93%	-	18.5	5.35%	\$108.40

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	CONV
Click to Call	12
Submit lead form	5.5
Call From Ads (MS)	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 page 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