

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

Rejuvenation Medical A - Rhino + Derm Only

415-147-1543

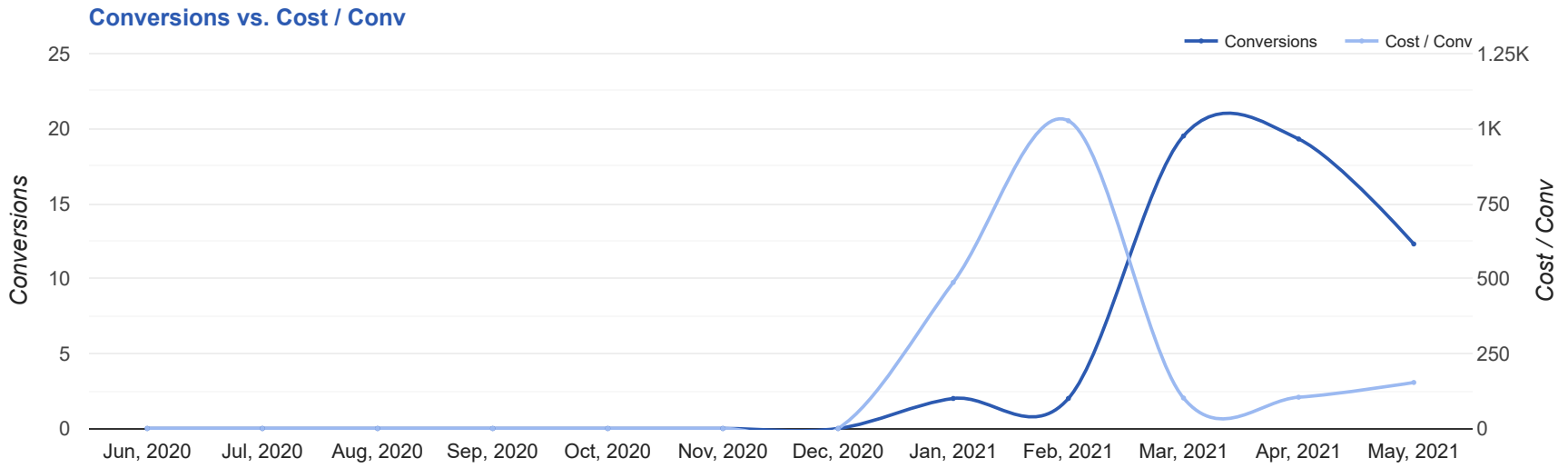
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,879	12.3	6.03%	\$153.35
↓ 6%	↓ 36%	↑ 8%	↑ 47%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2021 — 30 Apr 2021	3,874	346	\$2,005.47	\$5.80	8.93%	-	19.3	5.56%	\$104.18	60.07%
1 May 2021 — 31 May 2021	2,426	203	\$1,878.50	\$9.25	8.37%	-	12.3	6.03%	\$153.35	84.35%
Change	1,448 ↓ 37%	143 ↓ 41%	\$126.97 ↓ 6%	\$3.45 ↑ 59%	0.56% ↓ 6%	0 ↔ -	7 ↓ 36%	0.47% ↑ 8%	\$49.17 ↑ 47%	24.28% ↑ 40%

# Performance by Month - 1 Jun 2020 — 31 May 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%	-	19.3	5.56%	\$104.18	60.07%	
May '21	2,426	203	\$1,878.50	\$9.25	8.37%	-	12.3	6.03%	\$153.35	84.35%	
<b>Total</b>	20,822	1,485	\$8,890.60	\$5.99	7.13%	-	55	3.7%	\$161.65	49.39%	

# Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   dermal fillers	2,426	203	\$1,878.50	\$9.25	8.37%	-	12.3	6.03%	\$153.35	84.35%

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

## Top Text Ads

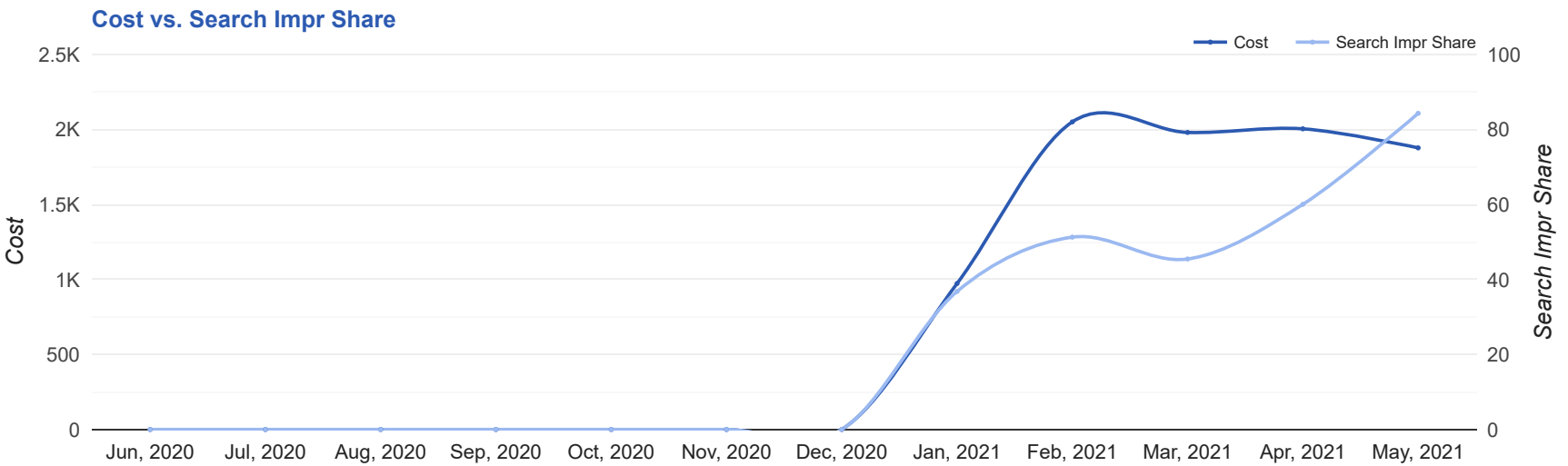
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Rejuvenation Medical Aesthetic} - Dermal Fillers in Newtown, PA - Smooth Wrinkles Restore Volume <a href="https://rejuvenationma.mysculpt.net/juvederm/">rejuvenationma.mysculpt.net/juvederm/</a> -- Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.	1,226	96	\$915.05	\$9.53	7.83%	-	6	6.25%	\$152.51
{Keyword:Rejuvenation Medical Aesthetic} - Dermal Fillers in Newtown, PA - Smooth Wrinkles Restore Volume <a href="https://rejuvenationma.mysculpt.net/dermal_fillers/">rejuvenationma.mysculpt.net/dermal_fillers/</a> -- Look Younger and More Energized with Dermal Fillers. Leading Provider in Newtown, PA.	538	51	\$431.60	\$8.46	9.48%	-	3.7	7.20%	\$117.60
{Keyword:Rejuvenation Medical Aesthetic} - Dermal Fillers in Newtown, PA - Smooth Wrinkles Restore Volume <a href="https://rejuvenationma.mysculpt.net/restylane/">rejuvenationma.mysculpt.net/restylane/</a> -- Restylane Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.	472	37	\$358.20	\$9.68	7.84%	-	1.3	3.59%	\$269.32
{Keyword:Rejuvenation Medical Aesthetic} - Dermal Fillers in Newtown, PA - Look Younger & More Energized <a href="https://rejuvenationma.mysculpt.net/dermal_fillers/">rejuvenationma.mysculpt.net/dermal_fillers/</a> Turn Back the Clock. Fill in Smile Lines (Nasial Labial Folds). Look Younger, for Longer.	81	10	\$78.98	\$7.90	12.35%	-	1.3	12.50%	\$63.18
{Keyword:Rejuvenation Medical Aesthetic} - Dermal Fillers in Newtown, PA - Look Younger & More Energized <a href="https://rejuvenationma.mysculpt.net/juvederm/">rejuvenationma.mysculpt.net/juvederm/</a> Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Under eye Bags	74	6	\$76.84	\$12.81	8.11%	-	0	0.00%	-

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 May 2021 — 31 May 2021

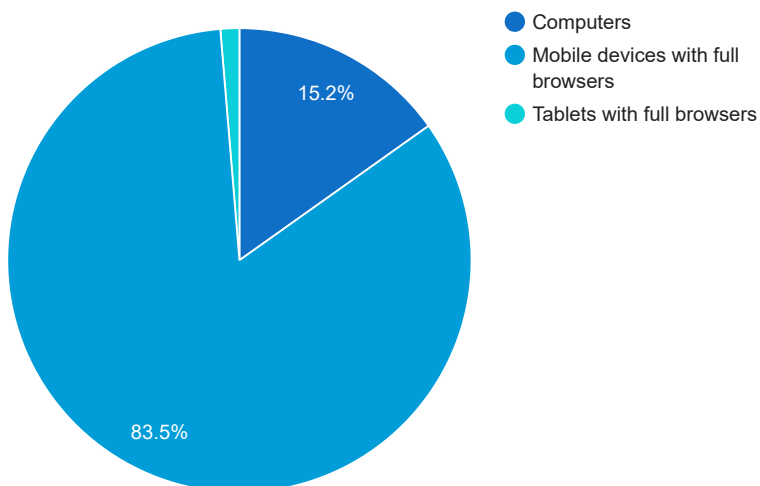
## Budget Coverage



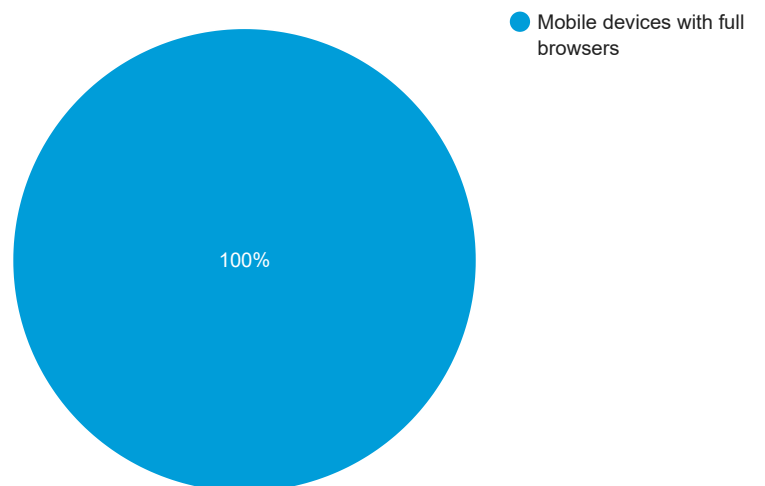
DATE	COST	SEARCH IMPR SHARE
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	973.66	36.83
Feb, 2021	2,051.71	51.32
Mar, 2021	1,981.26	45.49
Apr, 2021	2,005.47	60.07
May, 2021	1,878.50	84.35

## 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	1,964	172	\$1,568.84	\$9.12	8.76%	-	12.3	7.12%	\$128.07
Computers	418	27	\$284.93	\$10.55	6.46%	-	0	0%	\$0.00
Tablets with full browsers	44	4	\$24.73	\$6.18	9.09%	-	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	2,426	203	\$1,878.50	\$9.25	8.37%	-	12.3	6.03%	\$153.35

# Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE

CONV

Click to Call

6.3

Submit lead form

6

## 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