

Rejuvenation Medical Monthly Ad Performance Summary

08/01/2021 - 08/31/2021

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Overall Performance Summary

08/01/2021 - 08/31/2021

Account Performance Summary (by Platform) Cross-platform

	Cost	Impressions	Clicks	CTR	Conversions	Cost / conv.
Google Ads						
08/01/2021 - 08/31/2021	\$1,919.52	2,227	203	9.12%	23	\$83.46
07/01/2021 - 07/31/2021	\$1,954.69	2,186	190	8.69%	10	\$195.47
% Change	-1.80%	1.88%	6.84%	4.95%	130.00%	-57.30%
Facebook Ads						
08/01/2021 - 08/31/2021	\$638.73	3,893	45	1.16%	2	\$319.37
07/01/2021 - 07/31/2021	\$773.74	4,741	53	1.12%	0	\$0.00
% Change	-17.45%	-17.89%	-15.09%	3.40%	100.00%	100.00%

Google Ads | Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
Rejuvenation Medical A - Rhino + Derm Only

\$1,919.52

\$1,954.69 -1.80%

Conversions
Rejuvenation Medical A - Rhino + Derm Only

23

10 130.00%

Clicks
Rejuvenation Medical A - Rhino + Derm Only

203

190 6.84%

Conv. rate
Rejuvenation Medical A - Rhino + Derm Only

11.33%

5.26% 115.40%

Avg. CPC
Rejuvenation Medical A - Rhino + Derm Only

\$9.46

\$10.29 -8.09%

Cost / Conv
Rejuvenation Medical A - Rhino + Derm Only

\$83.46

\$195.47 -57.30%

Google Ads | Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Overall Performance Summary
Rejuvenation Medical A - Rhino + Derm Only

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$1,919.52	\$1,954.69	-1.80%
Impressions	2,227	2,186	1.88%
Clicks	203	190	6.84%
Avg CPC	\$9.46	\$10.29	-8.07%
CTR	9.12%	8.69%	4.95%
Conversions	23	10	130.00%
Conv Rate	11.33%	5.26%	115.40%
Cost / Conv	\$83.46	\$195.47	-57.30%

Google Ads | Budget Coverage

Search Impr. Share
Rejuvenation Medical A - Rhino + Derm Only

88.20%

87.82% 0.43%

Search IS Lost (due to Budget)
Rejuvenation Medical A - Rhino + Derm Only

5.32%

8.79% -39.48%

Search IS Lost (due to Rank)
Rejuvenation Medical A - Rhino + Derm Only

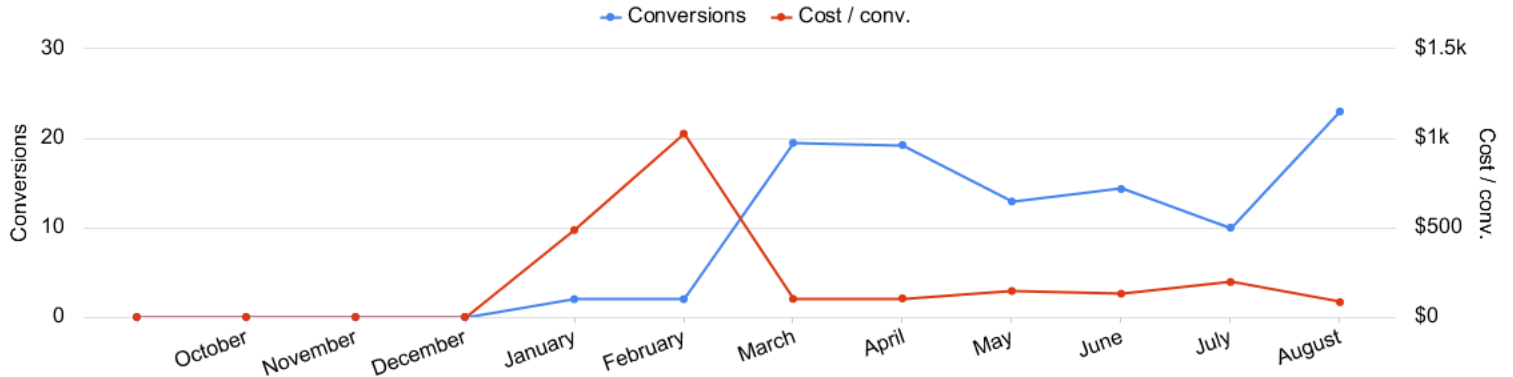
6.48%

3.39% 91.15%

Google Ads | Monthly Performance Trends

09/01/2020 - 08/31/2021

Conversions vs Cost/ Conv
Rejuvenation Medical A - Rhino + Derm Only




Account Performance by Month
Rejuvenation Medical A - Rhino + Derm Only

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
01/01/2021	\$973.66	3,878	195	\$4.99	5.03%	2	1.03%	\$486.83	36.83%	12.85%
02/01/2021	\$2,051.71	4,401	299	\$6.86	6.79%	2	0.67%	\$1,025.86	51.32%	16.09%
03/01/2021	\$1,981.26	6,243	442	\$4.48	7.08%	19.5	4.41%	\$101.60	45.49%	23.84%
04/01/2021	\$2,005.47	3,874	346	\$5.80	8.93%	19.25	5.56%	\$104.18	60.07%	17.66%
05/01/2021	\$1,878.50	2,426	203	\$9.25	8.37%	12.92	6.36%	\$145.43	84.56%	11.40%
06/01/2021	\$1,867.34	2,060	186	\$10.04	9.03%	14.33	7.71%	\$130.28	81.34%	12.80%
07/01/2021	\$1,954.69	2,186	190	\$10.29	8.69%	10	5.26%	\$195.47	87.82%	8.79%
08/01/2021	\$1,919.52	2,227	203	\$9.46	9.12%	23	11.33%	\$83.46	88.20%	5.32%
Total	\$14,632.15	27,295	2,064	\$7.09	7.56%	103	4.99%	\$142.06	55.01%	16.38%

Google Ads | Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)
Rejuvenation Medical A - Rhino + Derm Only

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta dermal fillers	\$1,919.52	2,227	203	\$9.46	9.12%	23	11.33%	\$83.46

Google Ads | Top Search Terms (by Conversions)


08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)
Rejuvenation Medical A - Rhino + Derm Only

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
best fillers for face	\$26.74	1	1	\$26.74	100.00%	2	200.00%	\$13.37
smile line fillers	\$16.01	1	1	\$16.01	100.00%	2	200.00%	\$8.01
lip filler filter	\$2.06	1	1	\$2.06	100.00%	1.5	150.00%	\$1.37
juvederm cost	\$25.13	2	2	\$12.56	100.00%	1	50.00%	\$25.13
fillers under eye	\$3.18	1	2	\$1.59	200.00%	1	50.00%	\$3.18
lip flip near me	\$62.30	2	2	\$31.15	100.00%	1	50.00%	\$62.30
lip flip	\$45.60	48	9	\$5.07	18.75%	1	11.11%	\$45.60
lip filler price	\$10.08	3	1	\$10.08	33.33%	1	100.00%	\$10.08
lip fillers near me	\$59.81	7	2	\$29.91	28.57%	1	50.00%	\$59.81
hyaluronic acid lip fillers	\$6.59	1	1	\$6.59	100.00%	1	100.00%	\$6.59
lip injections	\$11.34	9	2	\$5.67	22.22%	1	50.00%	\$11.34
semi permanent lip filler	\$28.58	1	1	\$28.58	100.00%	1	100.00%	\$28.58
dermal fillers newtown	\$12.75	1	1	\$12.75	100.00%	1	100.00%	\$12.75
do lip injections go away	\$1.82	1	1	\$1.82	100.00%	1	100.00%	\$1.82
lip fillers philadelphia	\$13.32	3	1	\$13.32	33.33%	1	100.00%	\$13.32
lip filler near me	\$27.84	2	1	\$27.84	50.00%	0.5	50.00%	\$55.68
belotero	\$3.12	2	1	\$3.12	50.00%	0	0.00%	\$0.00
how long does lip filler last	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
tear trough filler	\$20.63	6	2	\$10.31	33.33%	0	0.00%	\$0.00
lip injections near me	\$78.29	4	4	\$19.57	100.00%	0	0.00%	\$0.00

Google Ads | Top Search Ads (by Conversions)

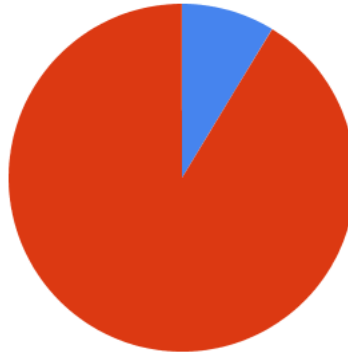
08/01/2021 - 08/31/2021

 Top Responsive Search Ads (by Conversions)
Rejuvenation Medical A - Rhino + Derm Only

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Rejuvenation Medical Aesthetic} Dermal Fillers in Newtown, PA Smooth Wrinkles Restore Volume rejuvenationma.mysculpt.net/dermal_fillers/newtown Look Younger and More Energized with Dermal Fillers. Leading Provider in Newtown, PA. Reverse the Signs of Aging + Stimulate Collagen Production. Schedule A Free Consultation	search beta dermal fillers	\$848.41	897	91	\$9.32	10.14%	12	13.19%	\$70.70
{Keyword:Rejuvenation Medical Aesthetic} Dermal Fillers in Newtown, PA Smooth Wrinkles Restore Volume rejuvenationma.mysculpt.net/juvederm/newtown Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results. Juvederm is the #1 Line of Hyaluronic Acid Fillers & a Leading Anti Aging Treatment	search beta dermal fillers	\$874.30	1,205	98	\$8.92	8.13%	9	9.18%	\$97.14

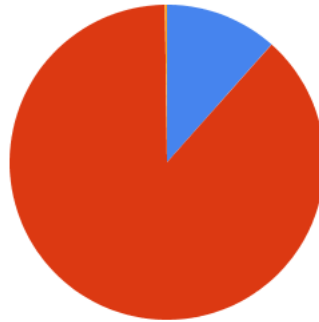
Google Ads | Budget Utilization by Device

Conversions by Device
Rejuvenation Medical A - Rhino + Derm Only



■ Computers - Conversions: 2 (8.70%) ■ Mobile devices with full browsers - Conversions: 21 (91.30%)

Cost by Device
Rejuvenation Medical A - Rhino + Derm Only




■ Computers - Cost: \$222.06 (11.57%) ■ Mobile devices with full browsers - Cost: \$1,693.70 (88.24%)
■ Tablets with full browsers - Cost: \$3.76 (0.20%)


Device Performance (by Conversions)
Rejuvenation Medical A - Rhino + Derm Only

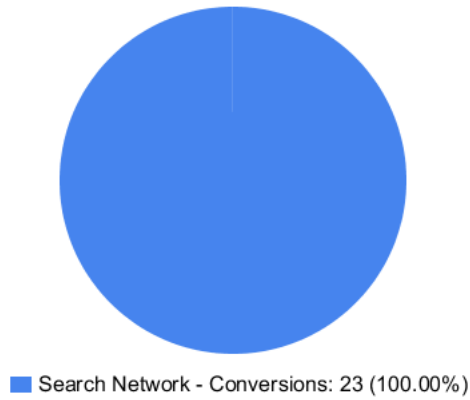
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	1,887	178	\$1,693.70	\$9.52	9.43%	21	11.80%	\$80.65
Computers	328	24	\$222.06	\$9.25	7.32%	2	8.33%	\$111.03
Tablets with full browsers	12	1	\$3.76	\$3.76	8.33%	0	0.00%	\$0.00


Google Ads | Budget Utilization by Network

 Cost by Network
Rejuvenation Medical A - Rhino + Derm Only



 Conversions by Network
Rejuvenation Medical A - Rhino + Derm Only




 Network Performance
Rejuvenation Medical A - Rhino + Derm Only

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	2,227	203	\$1,919.52	\$9.46	9.12%	23	11.33%	\$83.46

Google Ads | Conversion Summary


08/01/2021 - 08/31/2021

 Conversion Performance
Rejuvenation Medical A - Rhino + Derm Only

Conversion name	All conv.
Click to Call	14
Submit lead form	9

Google Ads | Geo-Targeting Summary

08/01/2021 - 08/31/2021

 Top Locations
Rejuvenation Medical A - Rhino + Derm Only

Region	Clicks	Conversions	Cost / conv.
Pennsylvania	200	23	\$82.02

Facebook | Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
Rejuvenation Medical Aesthetics

\$638.73
\$773.74 -17.45%

Impressions
Rejuvenation Medical Aesthetics

3,893
4,741 -17.89%

Reach
Rejuvenation Medical Aesthetics

2,096
2,397 -12.56%

Clicks (Link)
Rejuvenation Medical Aesthetics

45
53 -15.09%

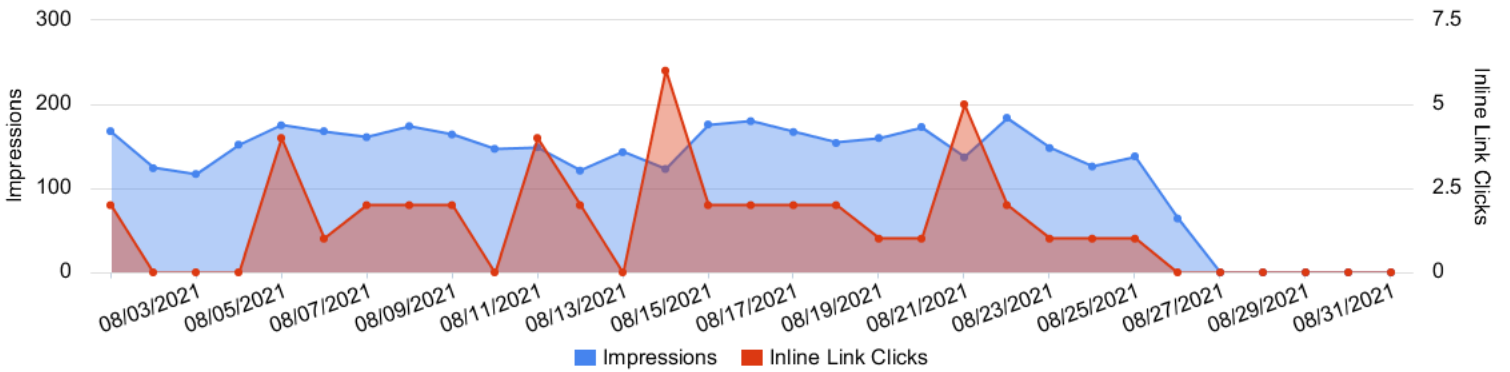
Leads
Rejuvenation Medical Aesthetics

2
0 100.00%

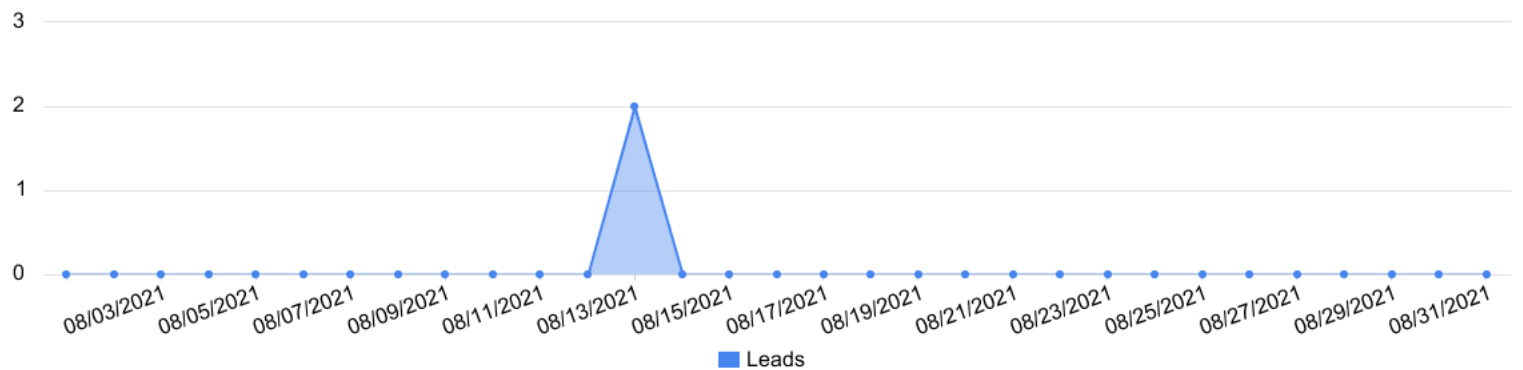
Cost / Lead
Rejuvenation Medical Aesthetics

\$319.37
\$0.00 100.00%

Impressions vs Inline Link Clicks
Rejuvenation Medical Aesthetics



Conversions by day
Rejuvenation Medical Aesthetics



Facebook | Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Overall Performance Summary Rejuvenation Medical Aesthetics

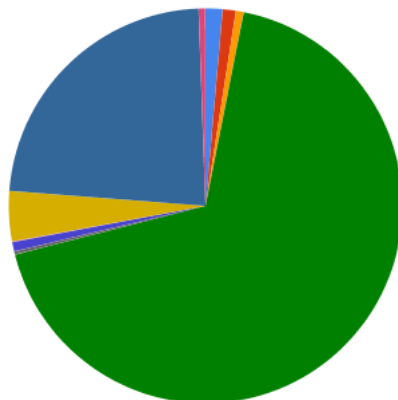
Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$638.73	\$773.74	-17.45%
Impressions	3,893	4,741	-17.89%
Reach	2,096	2,397	-12.56%
Clicks	45	53	-15.09%
CTR	1.16%	1.12%	3.40%
Frequency	1.86	1.98	-6.09%
Leads	2	0	100.00%
Cost / Lead	\$319.37	\$0.00	100.00%

Engagement Summary Rejuvenation Medical Aesthetics

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	0	0	0.00%
Post Reactions	1	4	-75.00%
Post Shares	0	0	0.00%

08/01/2021 - 08/31/2021

Reach Summary (by Placement) Rejuvenation Medical Aesthetics



- Audience Network - An Classic - Reach: 31 (1.40%)
- Audience Network - Rewarded Video - Reach: 24 (1.08%)
- Facebook - Facebook Stories - Reach: 14 (0.63%)
- Facebook - Feed - Reach: 1,502 (67.90%)
- Facebook - Instant Article - Reach: 6 (0.27%)
- Facebook - Instream Video - Reach: 17 (0.77%)
- Facebook - Search - Reach: 1 (0.05%)
- Facebook - Video Feeds - Reach: 91 (4.11%)
- Instagram - Feed - Reach: 514 (23.24%)
- Instagram - Instagram Explore - Reach: 12 (0.54%)

Placement Performance (by Leads) Rejuvenation Medical Aesthetics

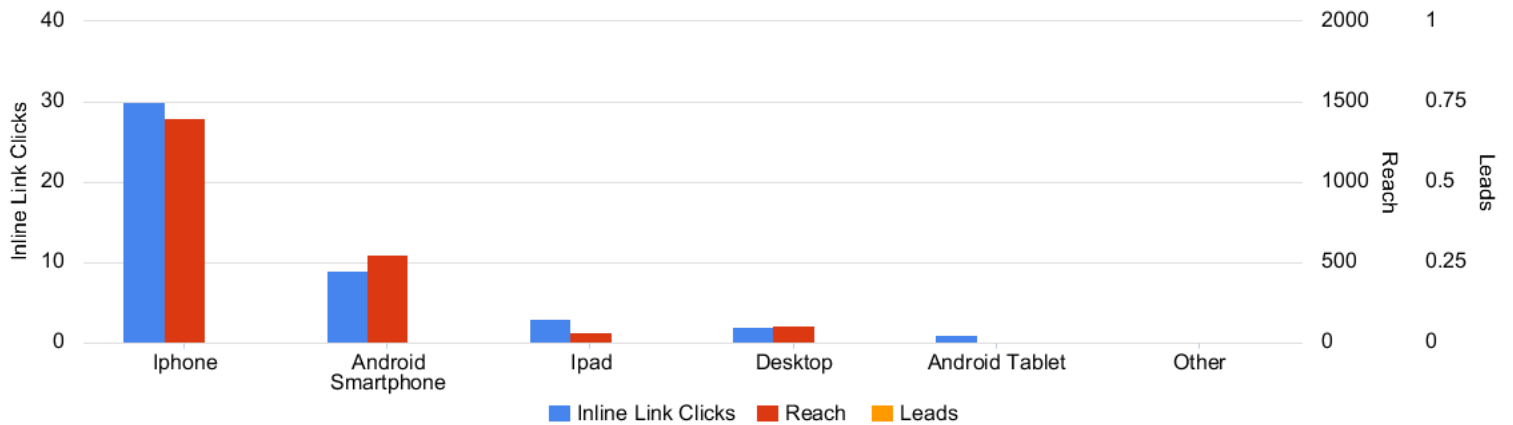
There was an error

Facebook | Device Performance Summary

08/01/2021 - 08/31/2021

Device Performance Chart

Rejuvenation Medical Aesthetics



Device Platform Performance

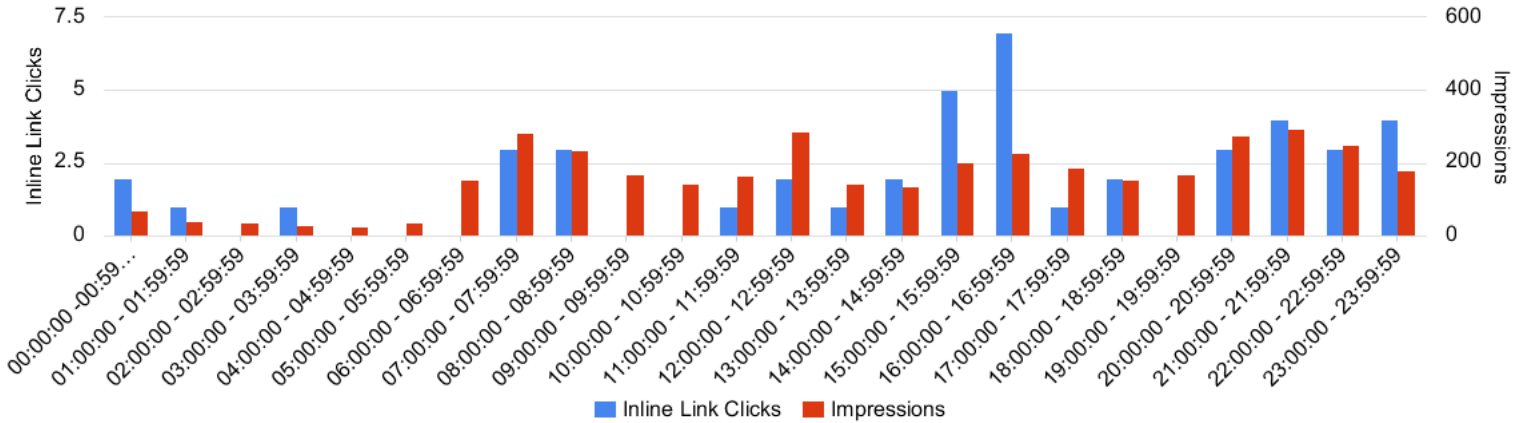
Rejuvenation Medical Aesthetics

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Rejuvenation Medical Aesthetics	\$638.73	3,893	45	2.54%	2,096	1.86	2
> Mobile App	\$571.84	3,633	43	2.61%	1,974	1.84	0
> Desktop	\$52.18	187	2	1.07%	111	1.68	0
> Unknown	\$0.00	0	0	--	0	0	0
> Mobile Web	\$14.71	73	0	2.74%	43	1.7	0

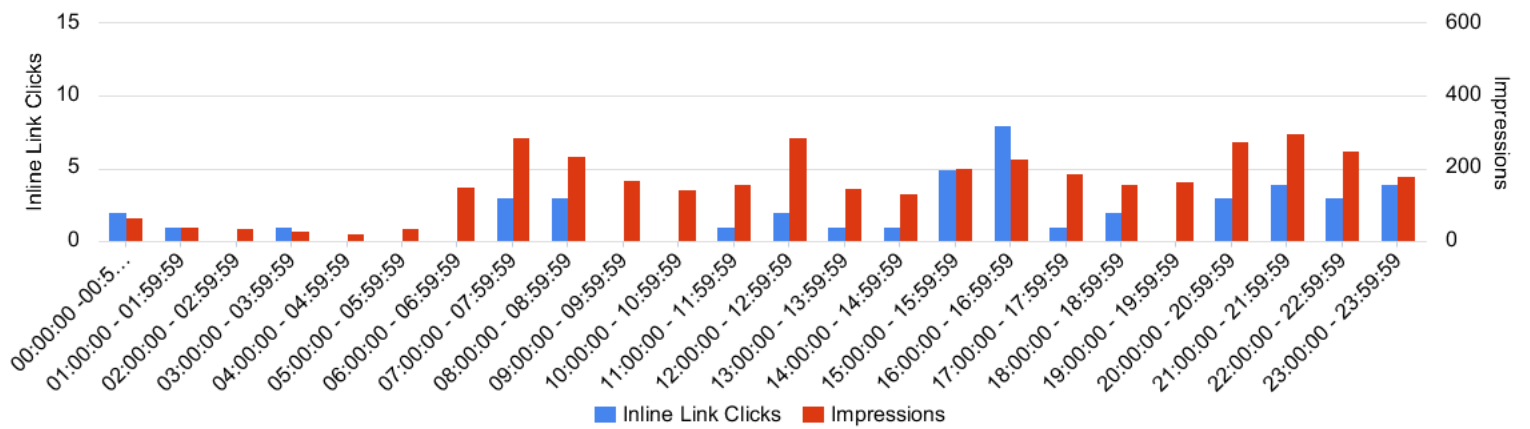
Facebook | Schedule Performance

08/01/2021 - 08/31/2021

Time of Day (Viewer)
Rejuvenation Medical Aesthetics



Time of Day (Ad Account)
Rejuvenation Medical Aesthetics



Facebook | Campaign Performance Summary (by Leads)

08/01/2021 - 08/31/2021

Campaign Performance Breakdown Rejuvenation Medical Aesthetics

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions	\$638.73	3,893	45	2	\$319.37
Total	\$638.73	3,893	45	2	\$319.37

Facebook | Ad Set Performance Summary (by Leads)


08/01/2021 - 08/31/2021

Top Performing Ad Sets Rejuvenation Medical Aesthetics

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests - Women - Age 25-64 - Top 25% Income - 5 mile radius	Coolsculpting - Conversions	\$638.73	3,893	45	2	\$319.37
	Total	\$638.73	3,893	45	2	\$319.37

Facebook | Ad Performance Summary

08/01/2021 - 08/31/2021

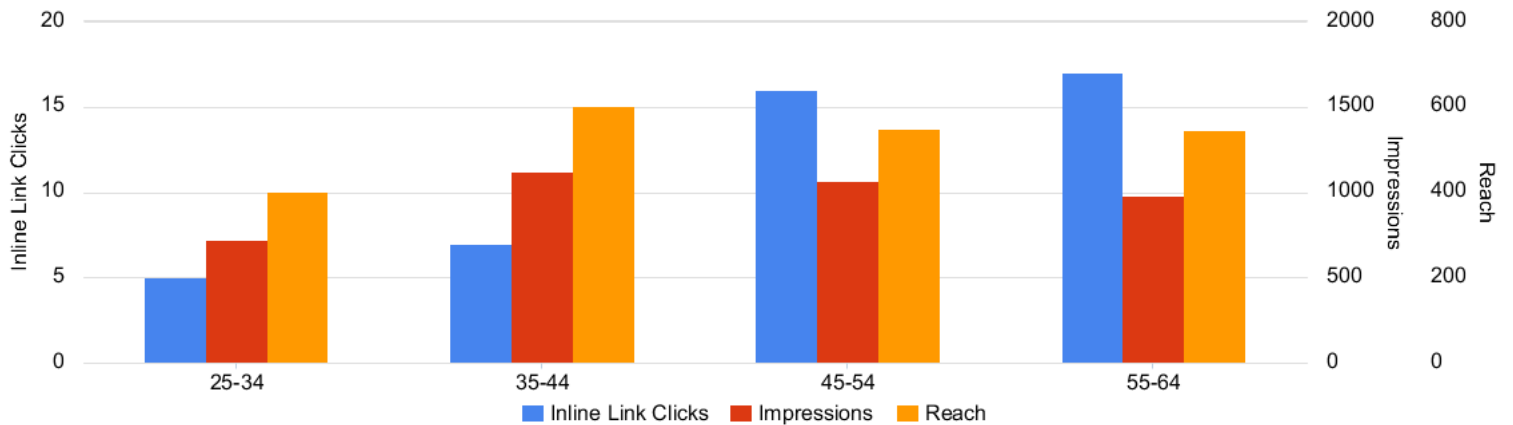
 Top Performing Ads (by Leads)
Rejuvenation Medical Aesthetics

There was an error

Facebook | Demographic Performance - Age

08/01/2021 - 08/31/2021

Age Performance Chart
Rejuvenation Medical Aesthetics



Age Performance Summary
Rejuvenation Medical Aesthetics

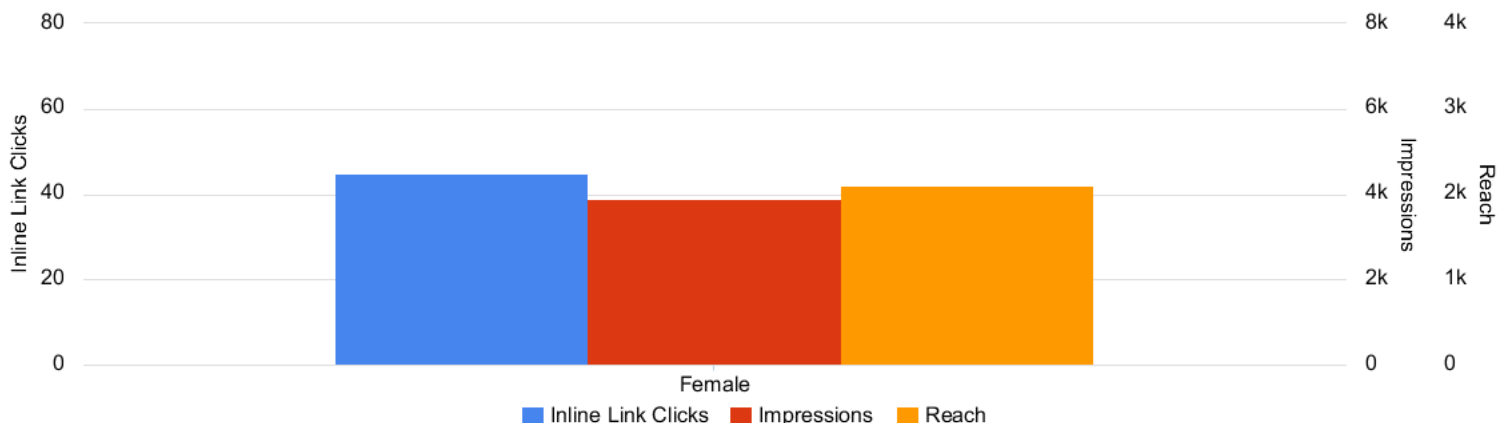
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Rejuvenation Medical Aesthetics	\$638.73	3,893	2,096	45	2.54%	1.86	2
> 25-34	\$96.49	724	401	5	1.24%	1.81	0
> 35-44	\$156.07	1,123	601	7	1.78%	1.87	0
> 45-54	\$170.91	1,064	548	16	3.20%	1.94	0
> 55-64	\$215.26	982	546	17	3.67%	1.8	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Demographic Performance - Gender

08/01/2021 - 08/31/2021

Gender Performance Chart

Rejuvenation Medical Aesthetics



Gender Performance Summary

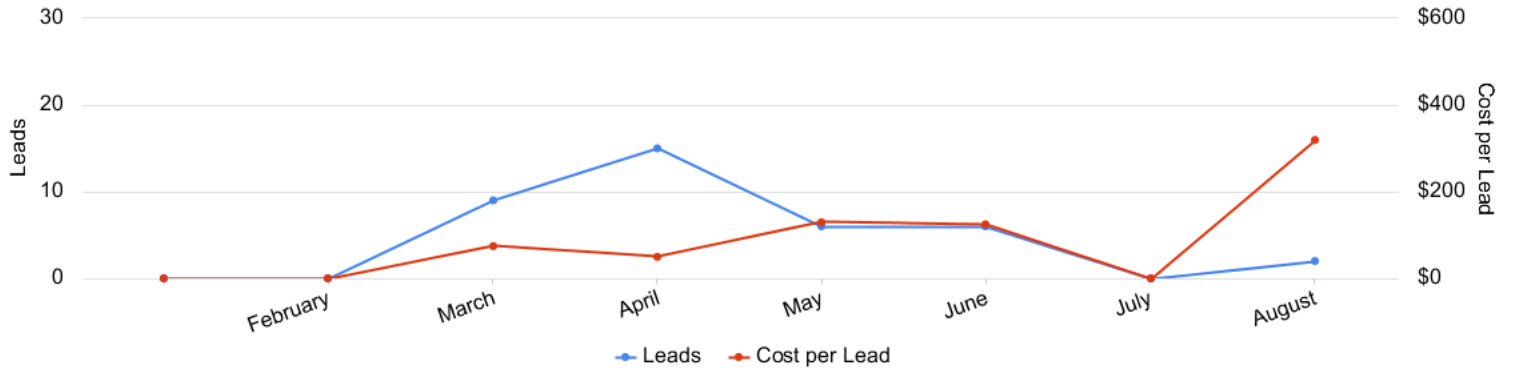
Rejuvenation Medical Aesthetics

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Rejuvenation Medical Aesthetics	\$638.73	3,893	2,096	45	2.54%	1.86	2
> Female	\$638.73	3,893	2,096	45	2.54%	1.86	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Year-to-Date Performance

01/01/2021 - 08/31/2021

Year-to-Date Trend Rejuvenation Medical Aesthetics



Historical table (by month) Rejuvenation Medical Aesthetics

There was an error

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