

Rejuvenation Medical Monthly Ad Performance Summary

09/01/2021 - 09/30/2021

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Overall Performance Summary

09/01/2021 - 09/30/2021

Account Performance Summary (by Platform) Cross-platform

	Cost	Impressions	Clicks	CTR	Conversions	Cost / conv.
Google Ads						
09/01/2021 - 09/30/2021	\$1,028.14	1,277	116	9.08%	18	\$57.12
08/01/2021 - 08/31/2021	\$1,919.52	2,227	203	9.12%	24	\$79.98
% Change	-46.44%	-42.66%	-42.86%	-0.44%	-25.00%	-28.58%
Facebook Ads						
09/01/2021 - 09/30/2021	\$0.00	0	0	0.00%	0	\$0.00
08/01/2021 - 08/31/2021	\$638.73	3,893	45	1.16%	2	\$319.37
% Change	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%

Google Ads | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Rejuvenation Medical A - Rhino + Derm Only

\$1,028.14
\$1,919.52 -46.44%

Clicks
Rejuvenation Medical A - Rhino + Derm Only

116
203 -42.86%

Avg. CPC
Rejuvenation Medical A - Rhino + Derm Only

\$8.86
\$9.46 -6.27%

Conversions
Rejuvenation Medical A - Rhino + Derm Only

18
24 -25.00%

Conv. rate
Rejuvenation Medical A - Rhino + Derm Only

15.52%
11.82% 31.30%

Cost / Conv
Rejuvenation Medical A - Rhino + Derm Only

\$57.12
\$79.98 -28.58%

Google Ads | Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary
Rejuvenation Medical A - Rhino + Derm Only

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$1,028.14	\$1,919.52	-46.44%
Impressions	1,277	2,227	-42.66%
Clicks	116	203	-42.86%
Avg CPC	\$8.86	\$9.46	-6.34%
CTR	9.08%	9.12%	-0.44%
Conversions	18	24	-25.00%
Conv Rate	15.52%	11.82%	31.30%
Cost / Conv	\$57.12	\$79.98	-28.58%

Google Ads | Budget Coverage

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

62.49%
88.20% -29.15%

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

25.08%
5.30% 373.21%

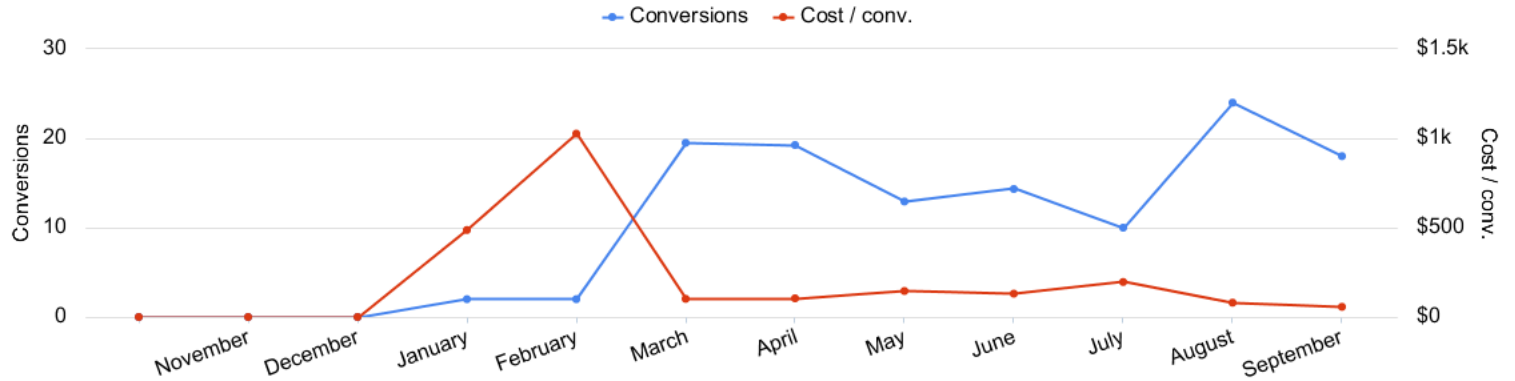
Search IS Lost (due to Rank)
Rejuvenation Medical A - Rhino + Derm Only

12.44%
6.49% 91.68%

Google Ads | Monthly Performance Trends

10/01/2020 - 09/30/2021

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%	24	11.82%	\$79.98	88.20%	5.30%
09/01/2021	\$1,028.14	1,277	116	\$8.86	9.08%	18	15.52%	\$57.12	62.49%	25.08%
Total	\$15,660.29	28,572	2,180	\$7.18	7.63%	122	5.60%	\$128.36	55.30%	16.72%

Google Ads | Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 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	\$1,007.00	1,157	107	\$9.41	9.25%	18	16.82%	\$55.94
search qwo cellulite	\$0.00	11	0	\$0.00	0.00%	0	0.00%	\$0.00
search microneedling	\$21.14	109	9	\$2.35	8.26%	0	0.00%	\$0.00

Google Ads | Top Search Terms (by Conversions)

09/01/2021 - 09/30/2021

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

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
lip flip near me	\$43.43	8	3	\$14.48	37.50%	2.5	83.33%	\$17.37
how much do lip fillers cost	\$12.92	3	1	\$12.92	33.33%	2	200.00%	\$6.46
tear trough filler	\$3.36	5	2	\$1.68	40.00%	2	100.00%	\$1.68
lip injections near me	\$105.84	12	3	\$35.28	25.00%	2	66.67%	\$52.92
jaw sculpting	\$1.44	1	1	\$1.44	100.00%	1	100.00%	\$1.44
under eye filler	\$10.34	17	5	\$2.07	29.41%	1	20.00%	\$10.34
how long does defyne filler last	\$0.37	1	1	\$0.37	100.00%	1	100.00%	\$0.37
lip flip	\$34.31	32	7	\$4.90	21.88%	0.5	7.14%	\$68.62
when can i wear makeup after microneedling	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
juvederm voluma	\$0.00	6	0	\$0.00	0.00%	0	0.00%	\$0.00
hailey baldwin lip filler	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
lip filler to correct asymmetry	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
lips filler	\$1.80	2	1	\$1.80	50.00%	0	0.00%	\$0.00
how many units are in a syringe of lip filler	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
dermal fillers newtown pa	\$0.00	17	0	\$0.00	0.00%	0	0.00%	\$0.00
how much are lip fillets	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
filler brands for face	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
martha stewart fillers	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
lip enhancement treatment	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
lip injections	\$0.00	4	0	\$0.00	0.00%	0	0.00%	\$0.00


Google Ads | Top Search Ads (by Conversions)

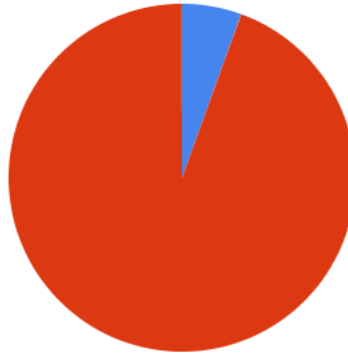
09/01/2021 - 09/30/2021

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.
<p>{Keyword:Rejuvenation Medical Aesthetic} Dermal Fillers in Newtown, PA Smooth Wrinkles Restore Volume</p> <p>rejuvenationma.mysculpt.net/juvederm/newtown</p> <p>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</p>	search beta dermal fillers	\$489.95	671	62	\$7.90	9.24%	8	12.90%	\$61.24
<p>{Keyword:Rejuvenation Medical Aesthetic} Dermal Fillers in Newtown, PA Smooth Wrinkles Restore Volume</p> <p>rejuvenationma.mysculpt.net/dermal_fillers/newtown</p> <p>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</p>	search beta dermal fillers	\$423.41	392	40	\$10.59	10.20%	7	17.50%	\$60.49
<p>{Keyword:Rejuvenation Medical Aesthetic} Reduce Cellulite On The Butt Reduce Cellulite & Smooth Skin</p> <p>rejuvenationma.mysculpt.net/qwo_cellulite/newtown</p> <p>New Cosmetic Injection Proven To Dissolve Cellulite And Smooth Skin On The Buttocks. QWO Is The First And Only FDA Cleared Injectable For Reducing Cellulite In The Buttocks.</p>	search qwo cellulite	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
<p>{Keyword:Rejuvenation Medical Aesthetic} Reduce Cellulite On The Butt Reduce Cellulite & Smooth Skin</p> <p>rejuvenationma.mysculpt.net/qwo_cellulite/newtown</p> <p>New Cosmetic Injection Proven To Dissolve Cellulite And Smooth Skin On The Buttocks. QWO Is The First And Only FDA Cleared Injectable For Reducing Cellulite In The Buttocks.</p>	search qwo cellulite	\$0.00	7	0	\$0.00	0.00%	0	0.00%	\$0.00
<p>{Keyword:Rejuvenation Medical Aesthetic} Microneedling in Newtown, PA What is Microneedling?</p> <p>rejuvenationma.mysculpt.net/microneedling/newtown</p> <p>Microneedling Improves Skin Tone & Texture + Diminishes Wrinkles + Stimulates Collagen. Microneedling Treatments from Leading Skin Spa in Newtown, PA. Schedule a Free Consult.</p>	search microneedling	\$6.24	76	5	\$1.25	6.58%	0	0.00%	\$0.00

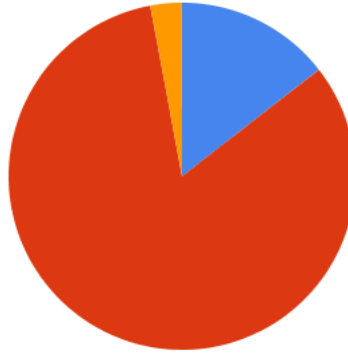
Google Ads | Budget Utilization by Device

 Conversions by Device
Rejuvenation Medical A - Rhino + Derm Only




■ Computers - Conversions: 1 (5.56%) ■ Mobile devices with full browsers - Conversions: 17 (94.44%)

 Cost by Device
Rejuvenation Medical A - Rhino + Derm Only




■ Computers - Cost: \$148.89 (14.48%) ■ Mobile devices with full browsers - Cost: \$849.26 (82.60%) ■ Tablets with full browsers - Cost: \$29.99 (2.92%)


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

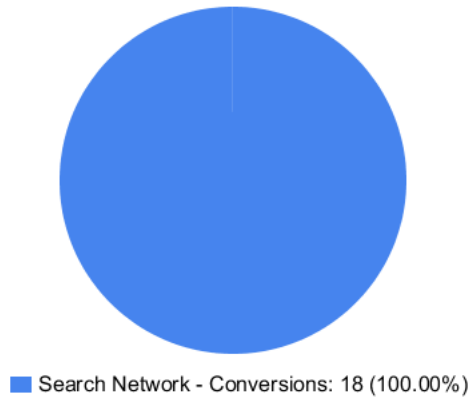
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	1,014	100	\$849.26	\$8.49	9.86%	17	17.00%	\$49.96
Computers	243	13	\$148.89	\$11.45	5.35%	1	7.69%	\$148.89
Tablets with full browsers	20	3	\$29.99	\$10.00	15.00%	0	0.00%	\$0.00


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	1,277	116	\$1,028.14	\$8.86	9.08%	18	15.52%	\$57.12

Google Ads | Conversion Summary

09/01/2021 - 09/30/2021



Conversion Performance

Rejuvenation Medical A - Rhino + Derm Only

Conversion name	All conv.
Click to Call	11
Submit lead form	7

Google Ads | Geo-Targeting Summary

09/01/2021 - 09/30/2021



Top Locations

Rejuvenation Medical A - Rhino + Derm Only

Region	Clicks	Conversions	Cost / conv.
Pennsylvania	115	18	\$57.04

Facebook | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Rejuvenation Medical Aesthetics

\$0.00
\$638.73 -100.00%

Impressions
Rejuvenation Medical Aesthetics

0
3,893 -100.00%

Reach
Rejuvenation Medical Aesthetics

0
2,096 -100.00%

Clicks (Link)
Rejuvenation Medical Aesthetics

0
45 -100.00%

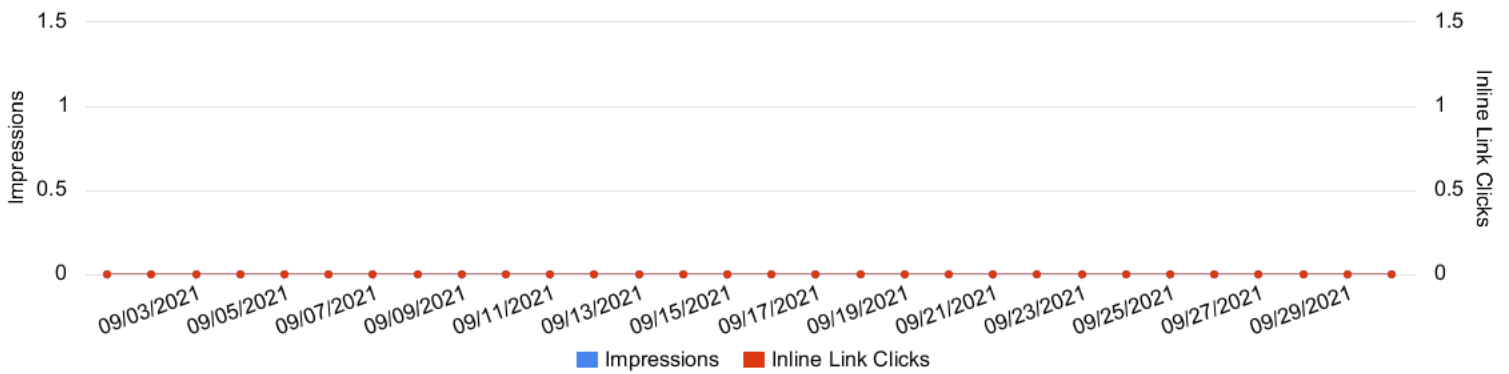
Leads
Rejuvenation Medical Aesthetics

0
2 -100.00%

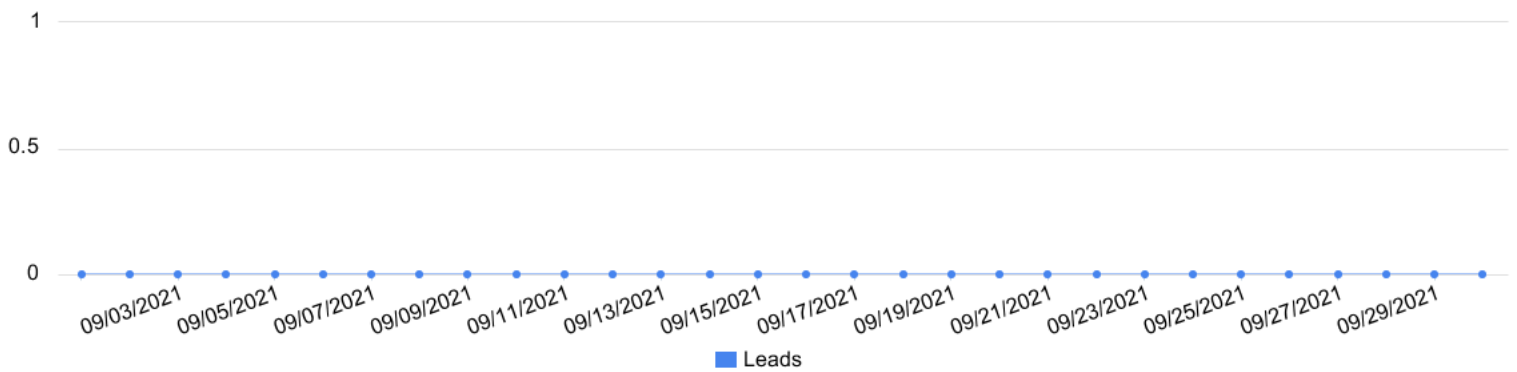
Cost / Lead
Rejuvenation Medical Aesthetics

\$0.00
\$319.37 -100.00%

Impressions vs Inline Link Clicks
Rejuvenation Medical Aesthetics



Conversions by day
Rejuvenation Medical Aesthetics



Facebook | Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary Rejuvenation Medical Aesthetics


Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$0.00	\$638.73	-100.00%
Impressions	0	3,893	-100.00%
Reach	0	2,096	-100.00%
Clicks	0	45	-100.00%
CTR	0.00%	1.16%	-100.00%
Frequency	0	1.86	-100.00%
Leads	0	2	-100.00%
Cost / Lead	\$0.00	\$319.37	-100.00%

Engagement Summary Rejuvenation Medical Aesthetics


Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	0	0	0.00%
Post Reactions	0	1	-100.00%
Post Shares	0	0	0.00%

Facebook | Placement Performance Summary

09/01/2021 - 09/30/2021

 **Reach Summary (by Placement)**
Rejuvenation Medical Aesthetics


There are no results

 **Placement Performance (by Leads)**
Rejuvenation Medical Aesthetics


There are no results

Facebook | Device Performance Summary

09/01/2021 - 09/30/2021


 **Device Performance Chart**
Rejuvenation Medical Aesthetics

There are no results


 **Device Platform Performance**
Rejuvenation Medical Aesthetics

There are no results

09/01/2021 - 09/30/2021

 **Time of Day (Viewer)**
Rejuvenation Medical Aesthetics

There are no results

 **Time of Day (Ad Account)**
Rejuvenation Medical Aesthetics

There are no results

Facebook | Campaign Performance Summary (by Leads)

09/01/2021 - 09/30/2021



Campaign Performance Breakdown
Rejuvenation Medical Aesthetics

There are no results

Facebook | Ad Set Performance Summary (by Leads)

09/01/2021 - 09/30/2021




Top Performing Ad Sets
Rejuvenation Medical Aesthetics

There are no results

Facebook | Ad Performance Summary

09/01/2021 - 09/30/2021

 Top Performing Ads (by Leads)
Rejuvenation Medical Aesthetics

There are no results

09/01/2021 - 09/30/2021



Age Performance Chart
Rejuvenation Medical Aesthetics


There are no results




Age Performance Summary
Rejuvenation Medical Aesthetics

There are no results

09/01/2021 - 09/30/2021

 Gender Performance Chart
Rejuvenation Medical Aesthetics

There are no results

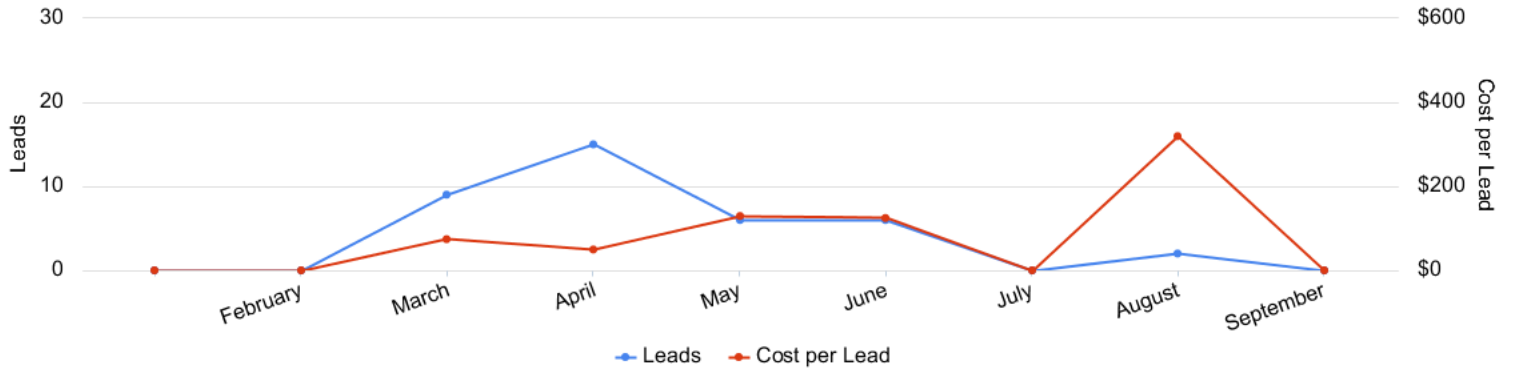
 Gender Performance Summary
Rejuvenation Medical Aesthetics

There are no results

Facebook | Year-to-Date Performance

01/01/2021 - 09/30/2021

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