

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

Reno Regenerative Medicine -

443-528-3797

# Key Performance Indicators (KPIs)

Cost

\$664

↑ ∞

Conv

5

↑ ∞

Conv Rate

10.42%

↑ ∞

Cost / Conv

\$132.77

↑ ∞

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2021 — 31 May 2021	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 Jun 2021 — 30 Jun 2021	802	48	\$663.86	\$13.83	5.99%	-	5	10.42%	\$132.77	78.39%
<b>Change</b>	802 ↑ ∞%	48 ↑ ∞%	\$663.86 ↑ ∞%	\$13.83 ↑ ∞%	5.99% ↑ ∞%	0 ↔ -	5 ↑ ∞%	10.42% ↑ ∞%	\$132.77 ↑ ∞%	78.39% ↑ ∞%

# Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
Jun '21	802	48	\$663.86	\$13.83	5.99%	-	5	10.42%	\$132.77	78.39%	
<b>Total</b>	802	48	\$663.86	\$13.83	5.99%	-	5	10.42%	\$132.77	78.39%	

# Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   emsculpt neo	537	27	\$319.14	\$11.82	5.03%	-	5	18.52%	\$63.83	81.7%
search   beta   emsella	265	21	\$344.72	\$16.42	7.92%	-	0	0%	\$0.00	72.68%

# Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Emsculpt NEO   Reno, Nevada - #1 in Body Contouring - Build Muscle + Burn Fat</a> <a href="https://btlreno.beautysculpt.net/emsculpt_neo/reno">btlreno.beautysculpt.net/emsculpt_neo/reno</a> RF + HIFEM Energy Reduces Belly Fat, Strengthens Your Core & Sculpts Your Abdominals	53	4	\$68.49	\$17.12	7.55%	-	2	50.00%	\$34.24
<a href="#">The New Emsculpt NEO - Less Fat. More Muscle - No Surgery, Pain or Downtime</a> <a href="https://btlreno.beautysculpt.net/emsculpt_neo/reno">btlreno.beautysculpt.net/emsculpt_neo/reno</a> Emsculpt NEO Combines 2 Therapies into One 30-min. Treatment to Reduce Fat & Build Muscle.	5	1	\$4.25	\$4.25	20.00%	-	1	100.00%	\$4.25
<a href="#">Emsculpt NEO   Reno, Nevada - #1 in Body Contouring - Build Muscle + Burn Fat</a> <a href="https://btlreno.beautysculpt.net/emsculpt_neo/reno">btlreno.beautysculpt.net/emsculpt_neo/reno</a> RF + HIFEM Energy Reduces Belly Fat, Strengthens Your Core & Sculpts Your Abdominals	2	1	\$1.50	\$1.50	50.00%	-	1	100.00%	\$1.50
<a href="#">Emsculpt NEO   Reno, Nevada - \$500 Off Emsculpt Packages - Build Muscle + Burn Fat</a> <a href="https://btlreno.beautysculpt.net/emsculpt_neo/reno">btlreno.beautysculpt.net/emsculpt_neo/reno</a> RF + HIFEM Energy Reduces Belly Fat, Strengthens Your Core & Sculpts Your Abdominals	58	5	\$30.98	\$6.20	8.62%	-	1	20.00%	\$30.98
<a href="#">{Keyword:Reno Regenerative Medicine} - Urinary Incontinence Treatment - Non-Invasive + Non-Surgical</a> <a href="https://btlreno.beautysculpt.net/emsella/reno">btlreno.beautysculpt.net/emsella/reno</a> Leading Emsella Provider in Reno, NV. Non-Invasive & No Downtime. Free Consultation	97	7	\$112.86	\$16.12	7.22%	-	0	0.00%	-

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2021 — 30 Jun 2021

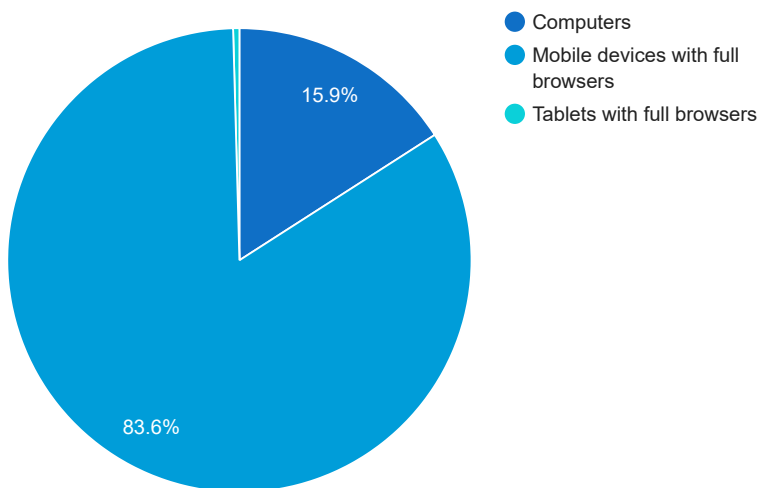
## Budget Coverage



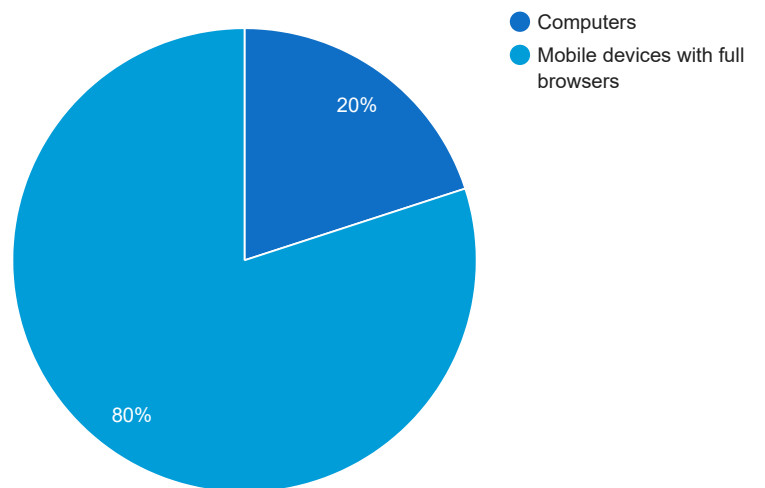
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	0	0
Mar, 2021	0	0
Apr, 2021	0	0
May, 2021	0	0
Jun, 2021	663.86	78.39

## 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	632	39	\$555.29	\$14.24	6.17%	-	4	10.26%	\$138.82
Computers	147	8	\$105.68	\$13.21	5.44%	-	1	12.5%	\$105.68
Tablets with full browsers	23	1	\$2.89	\$2.89	4.35%	-	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	802	48	\$663.86	\$13.83	5.99%	-	5	10.42%	\$132.77

# Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE

CONV

Click to Call

3

Submit lead form

2

# 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