

Reno Regenerative 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	\$2,287.66	4,717	212	4.49%	24	\$95.32
08/01/2021 - 08/31/2021	\$2,081.26	1,900	122	6.42%	14	\$148.66
% Change	9.92%	148.26%	73.77%	-30.06%	71.43%	-35.88%
Facebook Ads						
09/01/2021 - 09/30/2021	\$2,221.89	8,588	162	1.89%	13	\$170.91
08/01/2021 - 08/31/2021	\$2,574.60	12,719	210	1.65%	20	\$128.73
% Change	-13.70%	-32.48%	-22.86%	14.25%	-35.00%	32.77%

Google Ads | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Reno Regenerative Medicine -

\$2,287.66

\$2,081.26 **9.92%**

Clicks
Reno Regenerative Medicine -

212

122 **73.77%**

Avg. CPC
Reno Regenerative Medicine -

\$10.79

\$17.06 **-36.75%**

Conversions
Reno Regenerative Medicine -

24

14 **71.43%**

Conv. rate
Reno Regenerative Medicine -

11.32%

11.48% **-1.39%**

Cost / Conv
Reno Regenerative Medicine -

\$95.32

\$148.66 **-35.88%**

Google Ads | Month-Over-Month Performance Comparison

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

Overall Performance Summary
Reno Regenerative Medicine -

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$2,287.66	\$2,081.26	9.92%
Impressions	4,717	1,900	148.26%
Clicks	212	122	73.77%
Avg CPC	\$10.79	\$17.06	-36.75%
CTR	4.49%	6.42%	-30.06%
Conversions	24	14	71.43%
Conv Rate	11.32%	11.48%	-1.39%
Cost / Conv	\$95.32	\$148.66	-35.88%

Google Ads | Budget Coverage

Search Impr. Share
Reno Regenerative Medicine -

55.51%

76.66% **-27.59%**

Search IS Lost (due to Budget)
Reno Regenerative Medicine -

10.42%

13.13% **-20.64%**

Search IS Lost (due to Rank)
Reno Regenerative Medicine -

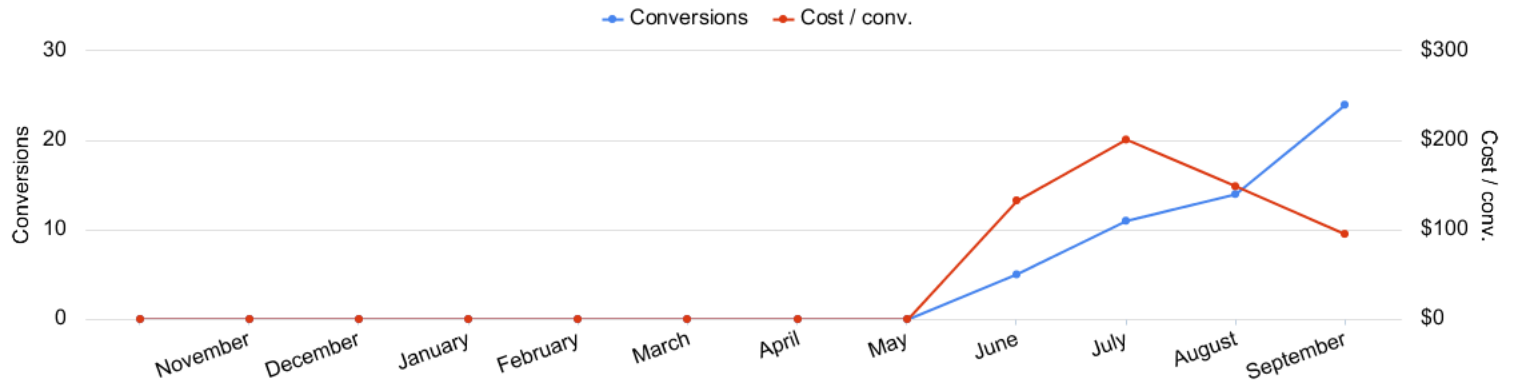
34.07%

10.22% **233.37%**

Google Ads | Monthly Performance Trends

10/01/2020 - 09/30/2021

Conversions vs Cost/ Conv
Reno Regenerative Medicine -




Account Performance by Month
Reno Regenerative Medicine -

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
06/01/2021	\$663.86	802	48	\$13.83	5.99%	5	10.42%	\$132.77	78.85%	3.67%
07/01/2021	\$2,209.45	1,818	126	\$17.54	6.93%	11	8.73%	\$200.86	88.47%	4.02%
08/01/2021	\$2,081.26	1,900	122	\$17.06	6.42%	14	11.48%	\$148.66	76.66%	13.13%
09/01/2021	\$2,287.66	4,717	212	\$10.79	4.49%	24	11.32%	\$95.32	55.51%	10.42%
Total	\$7,242.23	9,237	508	\$14.26	5.50%	54	10.63%	\$134.12	65.91%	9.46%

Google Ads | Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Reno Regenerative Medicine -

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta emsculpt neo	\$1,399.85	3,881	166	\$8.43	4.28%	21	12.65%	\$66.66
search beta emsella	\$887.81	836	46	\$19.30	5.50%	3	6.52%	\$295.94

Google Ads | Top Search Terms (by Conversions)

09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
Reno Regenerative Medicine -

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
emsculpt neo	\$89.09	56	21	\$4.24	37.50%	6	28.57%	\$14.85
emsculpt	\$60.24	56	16	\$3.77	28.57%	5	31.25%	\$12.05
emsculpt near me	\$27.24	24	6	\$4.54	25.00%	2	33.33%	\$13.62
sculpt body	\$36.06	1	1	\$36.06	100.00%	2	200.00%	\$18.03
body sculpting	\$65.49	104	7	\$9.36	6.73%	1	14.29%	\$65.49
how can i control urine leakage	\$16.64	1	1	\$16.64	100.00%	1	100.00%	\$16.64
incontinence	\$98.96	145	4	\$24.74	2.76%	1	25.00%	\$98.96
what's the most effective workout for abs	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
what age does incontinence start	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
lower back core workouts	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
good looking abs	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
good supplements for muscle building	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
stretch marks six pack	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
situps and crunches	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
pregnancy ab workout	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
medical body contouring	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
foods to build muscle and lose fat	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
does intermittent fasting burn fat or muscle	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
bladder leak	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
urinary incontinence in women	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00

Google Ads | Top Search Ads (by Conversions)

09/01/2021 - 09/30/2021

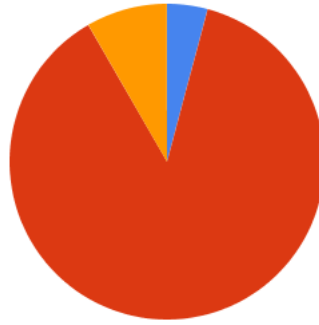
Top Responsive Search Ads (by Conversions)
Reno Regenerative Medicine -

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Reno Regenerative Medicine} Best Price in Reno, Nevada #1 Provider in Reno, Nevada btlreno.beautysculpt.net/emsculpt_neo/reno Leading Emsculpt Provider in Reno, Nevada. Build Muscle + Burn Fat. Free Consultation. What is the Price of Emsculpt? A Lot Less Than You Might Think. Our Lowest Pricing Ever.	search beta emsculpt neo	\$119.99	175	27	\$4.44	15.43%	5	18.52%	\$24.00
Reno Regenerative Medicine Best Price in Reno, Nevada #1 Provider in Reno, Nevada btlreno.beautysculpt.net/emsculpt_neo/reno Leading Emsculpt Provider in Reno, Nevada. Build Muscle + Burn Fat. Free Consultation. What is the Price of Emsculpt? A Lot Less Than You Might Think. Our Lowest Pricing Ever.	search beta emsculpt neo	\$375.40	1,115	33	\$11.38	2.96%	1	3.03%	\$375.40
{Keyword:Reno Regenerative Medicine} Best Price in Reno, Nevada #1 Provider in Reno, Nevada btlreno.beautysculpt.net/emsculpt_neo/reno Leading Emsculpt Provider in Reno, Nevada. Build Muscle + Burn Fat. Free Consultation. What is the Price of Emsculpt? A Lot Less Than You Might Think. Our Lowest Pricing Ever.	search beta emsculpt neo	\$153.08	173	13	\$11.78	7.51%	1	7.69%	\$153.08
{Keyword:Reno Regenerative Medicine} Best Price in Reno, Nevada #1 Provider in Reno, Nevada btlreno.beautysculpt.net/emsculpt_neo/reno Leading Emsculpt Provider in Reno, Nevada. Build Muscle + Burn Fat. Free Consultation. What is the Price of Emsculpt? A Lot Less Than You Might Think. Our Lowest Pricing Ever.	search beta emsculpt neo	\$0.00	3	0	\$0.00	0.00%	0	0.00%	\$0.00

Google Ads | Budget Utilization by Device

Conversions by Device

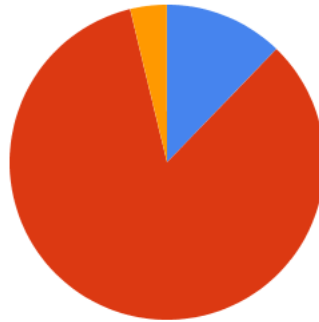
Reno Regenerative Medicine -



■ Computers - Conversions: 1 (4.17%)
 ■ Mobile devices with full browsers - Conversions: 21 (87.50%)
 ■ Tablets with full browsers - Conversions: 2 (8.33%)

Cost by Device

Reno Regenerative Medicine -




■ Computers - Cost: \$279.84 (12.23%)
 ■ Mobile devices with full browsers - Cost: \$1,921.78 (84.01%)
 ■ Tablets with full browsers - Cost: \$86.04 (3.76%)

Device Performance (by Conversions)


Reno Regenerative Medicine -

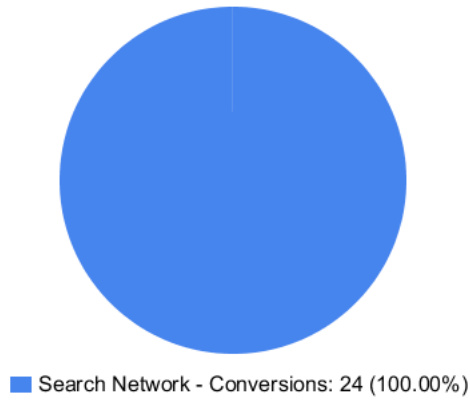
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	3,702	179	\$1,921.78	\$10.74	4.84%	21	11.73%	\$91.51
Tablets with full browsers	98	7	\$86.04	\$12.29	7.14%	2	28.57%	\$43.02
Computers	917	26	\$279.84	\$10.76	2.84%	1	3.85%	\$279.84


Google Ads | Budget Utilization by Network

 Cost by Network
Reno Regenerative Medicine -



 Conversions by Network
Reno Regenerative Medicine -




 Network Performance
Reno Regenerative Medicine -

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	4,717	212	\$2,287.66	\$10.79	4.49%	24	11.32%	\$95.32

Google Ads | Conversion Summary


09/01/2021 - 09/30/2021

 Conversion Performance
Reno Regenerative Medicine -

Conversion name	All conv.
Click to Call	14
Submit lead form	10

Google Ads | Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
Reno Regenerative Medicine -

Region	Clicks	Conversions	Cost / conv.
Nevada	199	24	\$89.80

Facebook | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Reno Regenerative Medicine

\$2,221.89
\$2,574.60 -13.70%

Impressions
Reno Regenerative Medicine

8,588
12,719 -32.48%

Reach
Reno Regenerative Medicine

3,934
5,588 -29.60%

Clicks (Link)
Reno Regenerative Medicine

162
210 -22.86%

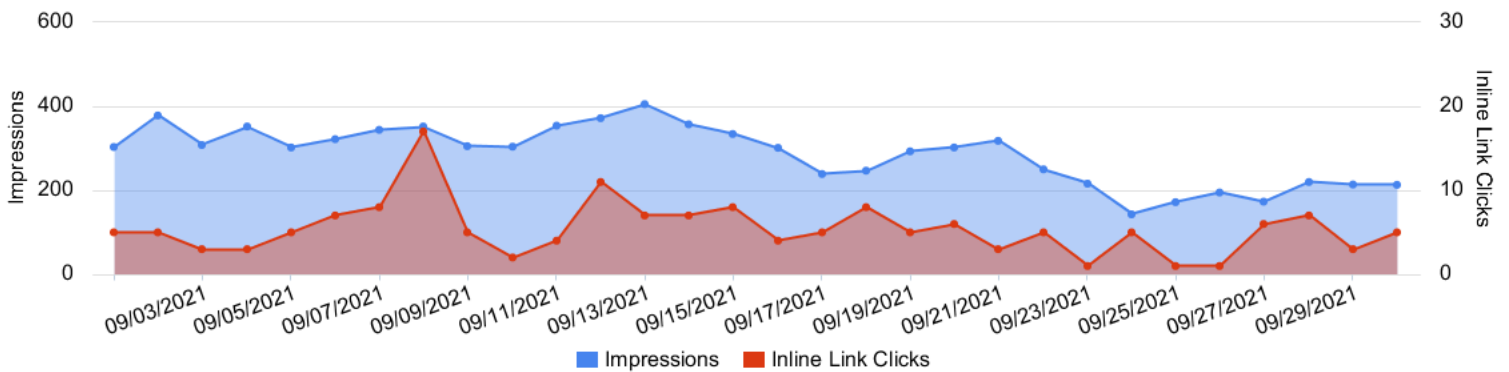
Leads
Reno Regenerative Medicine

13
20 -35.00%

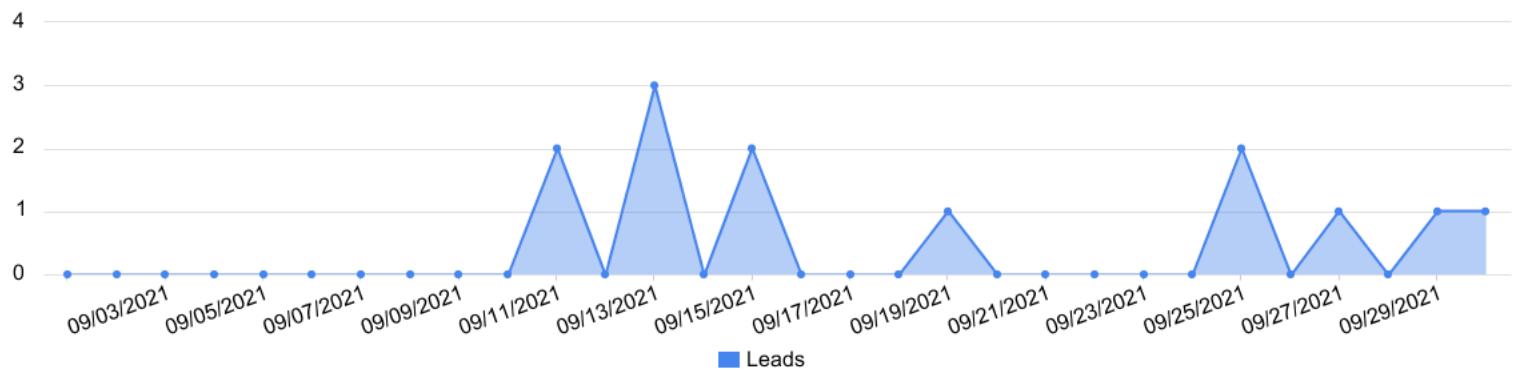
Cost / Lead
Reno Regenerative Medicine

\$170.91
\$128.73 32.77%

Impressions vs Inline Link Clicks
Reno Regenerative Medicine



Conversions by day
Reno Regenerative Medicine



Facebook | Month-Over-Month Performance Comparison

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

Overall Performance Summary Reno Regenerative Medicine

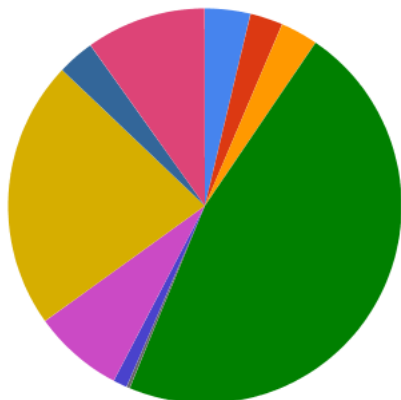
Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$2,221.89	\$2,574.60	-13.70%
Impressions	8,588	12,719	-32.48%
Reach	3,934	5,588	-29.60%
Clicks	162	210	-22.86%
CTR	1.89%	1.65%	14.25%
Frequency	2.18	2.28	-4.09%
Leads	13	20	-35.00%
Cost / Lead	\$170.91	\$128.73	32.77%

Engagement Summary Reno Regenerative Medicine

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	2	7	-71.43%
Post Reactions	29	38	-23.68%
Post Shares	6	7	-14.29%

09/01/2021 - 09/30/2021

Reach Summary (by Placement) Reno Regenerative Medicine



- Audience Network - An Classic - Reach: 180 (3.74%)
- Audience Network - Rewarded Video - Reach: 129 (2.68%)
- Facebook - Facebook Stories - Reach: 149 (3.10%)
- Facebook - Feed - Reach: 2,248 (46.74%)
- Facebook - Instant Article - Reach: 13 (0.27%)
- Facebook - Instream Video - Reach: 55 (1.14%)
- Facebook - Video Feeds - Reach: 357 (7.42%)
- Instagram - Feed - Reach: 1,058 (22.00%)
- Instagram - Instagram Explore - Reach: 146 (3.04%)
- Instagram - Instagram Stories - Reach: 475 (9.88%)

Placement Performance (by Leads) Reno Regenerative Medicine

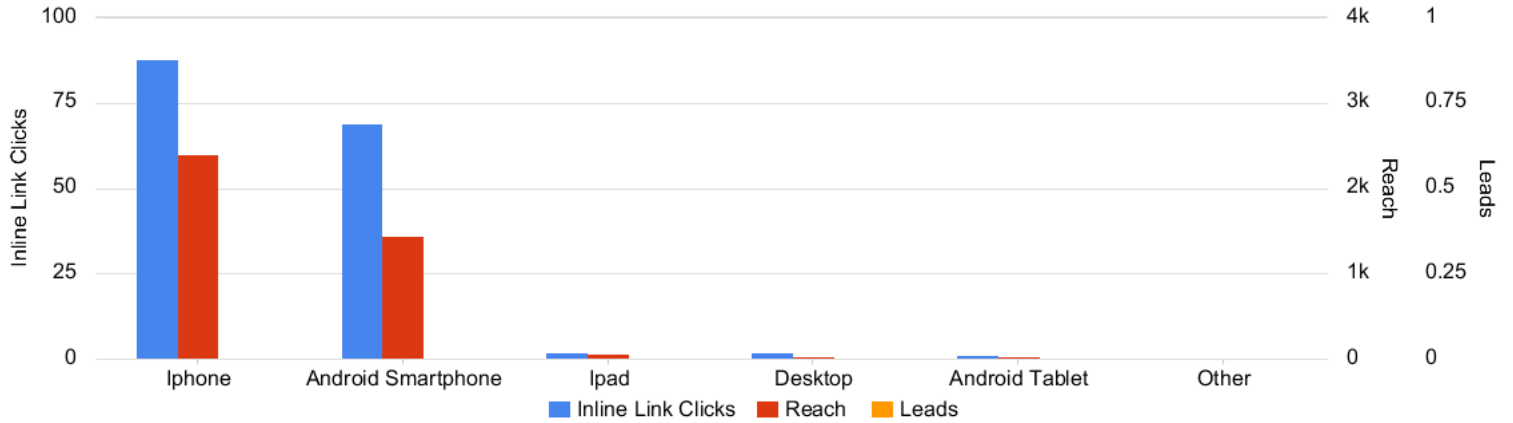
There was an error

Facebook | Device Performance Summary

09/01/2021 - 09/30/2021

Device Performance Chart

Reno Regenerative Medicine



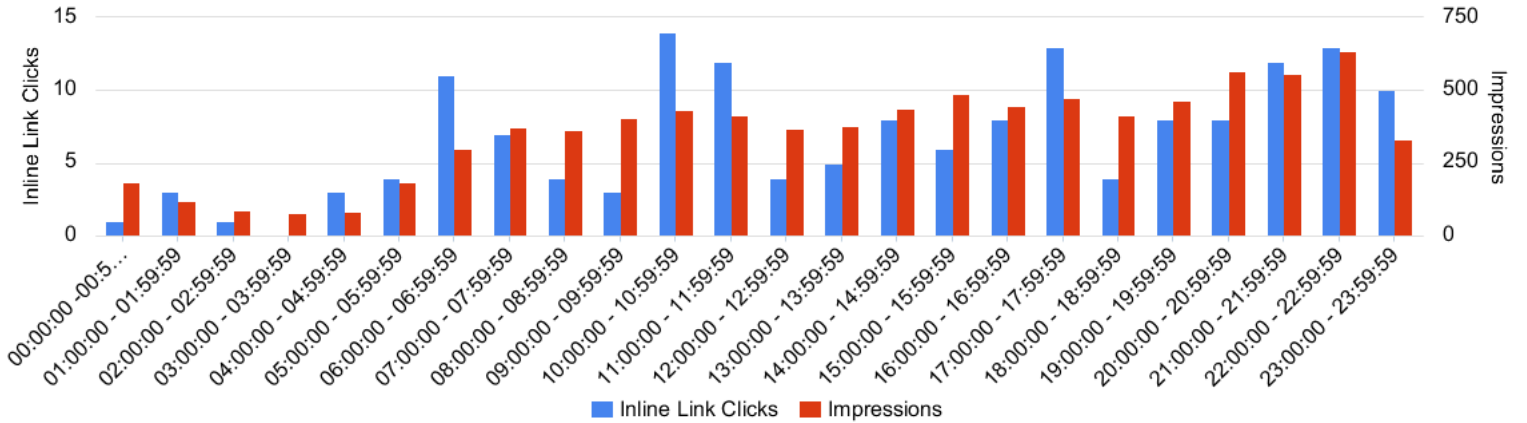
Device Platform Performance

Reno Regenerative Medicine

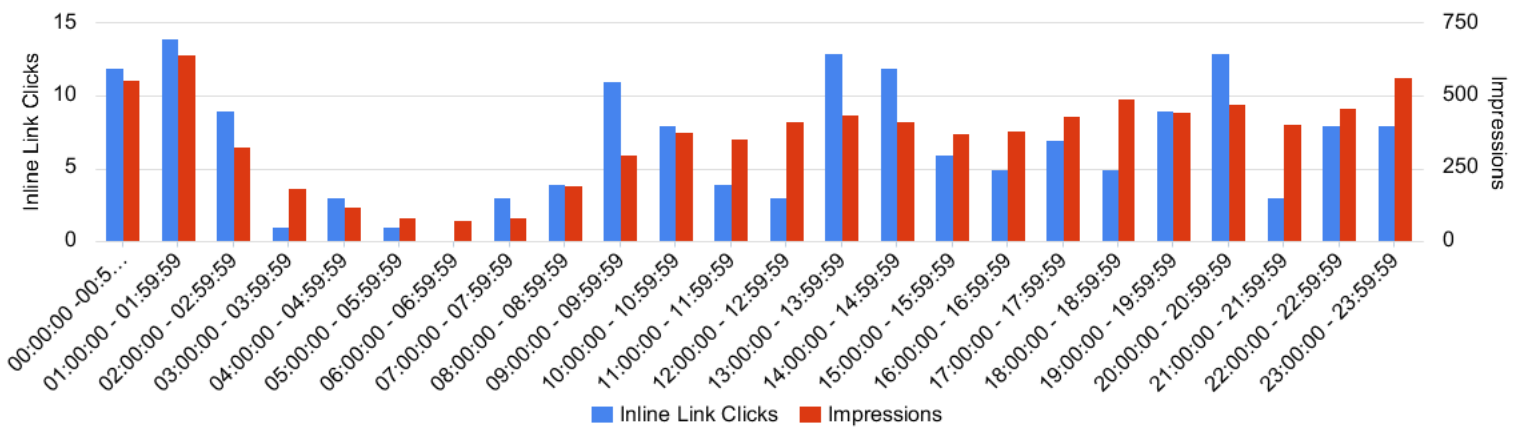
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Reno Regenerative Medicine	\$2,221.89	8,588	162	4.24%	3,934	2.18	13
> Mobile App	\$2,168.87	8,459	160	4.26%	3,870	2.19	0
> Desktop	\$30.87	47	2	4.26%	39	1.21	0
> Unknown	\$0.00	0	0	--	0	0	0
> Mobile Web	\$22.14	82	0	2.44%	51	1.61	0

09/01/2021 - 09/30/2021

Time of Day (Viewer)
Reno Regenerative Medicine




Time of Day (Ad Account)
Reno Regenerative Medicine



Facebook | Campaign Performance Summary (by Leads)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown
Reno Regenerative Medicine

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Emsculpt NEO- Conversions	\$2,221.89	8,588	162	13	\$170.91
Total	\$2,221.89	8,588	162	13	\$170.91

Facebook | Ad Set Performance Summary (by Leads)


09/01/2021 - 09/30/2021



 Top Performing Ad Sets
Reno Regenerative Medicine

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests- Women 25-64- 50mi Radius- Top 50	Emsculpt NEO- Conversions	\$2,221.89	8,588	162	13	\$170.91
	Total	\$2,221.89	8,588	162	13	\$170.91

Facebook | Ad Performance Summary

09/01/2021 - 09/30/2021

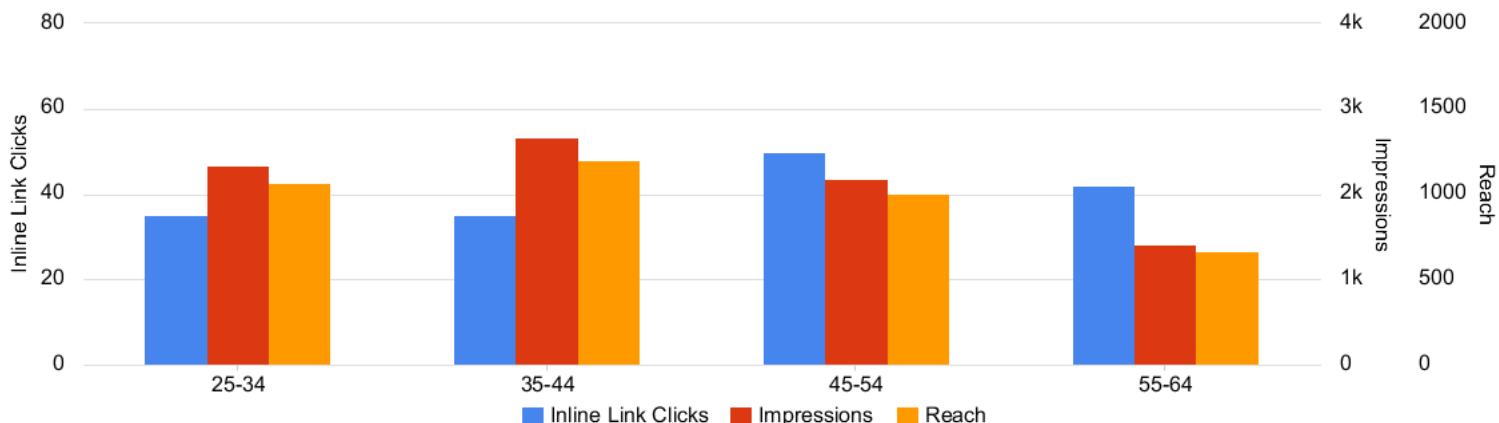
 Top Performing Ads (by Leads)
Reno Regenerative Medicine

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
NEO - Video - Denise		Emsculpt NEO-Conversions	\$1,392.80	112	5,280	2,972	1.78	4.81%	9
NEO - Video – Emsculpt Music		Emsculpt NEO-Conversions	\$829.09	50	3,308	1,858	1.78	3.33%	4
Total			\$2,221.89	162	8,588	3,934	2.18	4.24%	13

Facebook | Demographic Performance - Age

09/01/2021 - 09/30/2021

Age Performance Chart Reno Regenerative Medicine



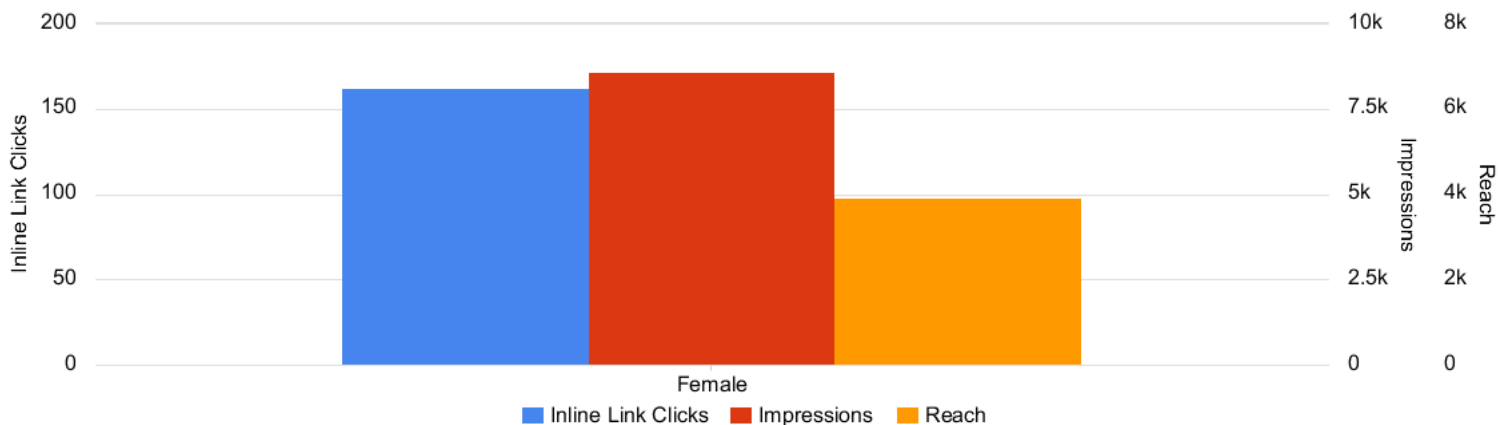
Age Performance Summary Reno Regenerative Medicine

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Reno Regenerative Medicine	\$2,221.89	8,588	3,934	162	4.24%	2.18	13
> 25-34	\$399.14	2,334	1,065	35	3.04%	2.19	0
> 35-44	\$645.73	2,666	1,197	35	3.41%	2.23	0
> 45-54	\$669.41	2,183	1,006	50	4.90%	2.17	0
> 55-64	\$507.61	1,405	665	42	6.76%	2.11	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Demographic Performance - Gender

09/01/2021 - 09/30/2021

Gender Performance Chart Reno Regenerative Medicine



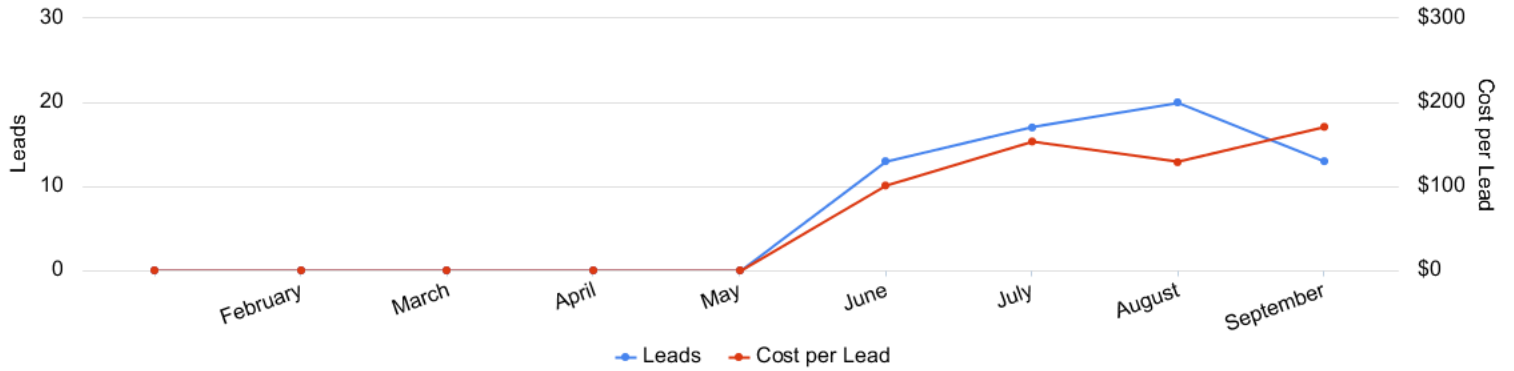
Gender Performance Summary Reno Regenerative Medicine

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Reno Regenerative Medicine	\$2,221.89	8,588	3,934	162	4.24%	2.18	13
> Female	\$2,221.89	8,588	3,934	162	4.24%	2.18	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Year-to-Date Performance

01/01/2021 - 09/30/2021

Year-to-Date Trend
Reno Regenerative Medicine



Historical table (by month)
Reno Regenerative Medicine

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Reno Regenerative Medicine	\$8,718.05	1,265	66,409	25,853	2.57	4.13%	63
> 2021-06-01 - 2021-06-30	\$1,312.49	429	18,023	9,628	1.87	4.84%	13
> 2021-07-01 - 2021-07-31	\$2,609.07	464	27,079	14,869	1.82	3.69%	17
> 2021-08-01 - 2021-08-31	\$2,574.60	210	12,719	5,588	2.28	4.02%	20
> 2021-09-01 - 2021-09-30	\$2,221.89	162	8,588	3,934	2.18	4.24%	13

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