

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

RenovoMD

722-858-2075

Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,246	26	9.85%	\$47.93
↑ ∞	↑ ∞	↑ ∞	↑ ∞

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 Jan 2021 — 31 Jan 2021	5,914	264	\$1,246.07	\$4.72	4.46%	-	26	9.85%	\$47.93	23.32%
Change	5,914 ↑ ∞%	264 ↑ ∞%	\$1,246.07 ↑ ∞%	\$4.72 ↑ ∞%	4.46% ↑ ∞%	--	26 ↑ ∞%	9.85% ↑ ∞%	\$47.93 ↑ ∞%	23.32% ↑ ∞%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Jan '21	5,914	264	\$1,246.07	\$4.72	4.46%	-	26	9.85%	\$47.93	23.32%
Total	5,914	264	\$1,246.07	\$4.72	4.46%	-	26	9.85%	\$47.93	23.32%

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	5,914	264	\$1,246.07	\$4.72	4.46%	-	26	9.85%	\$47.93	23.32%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

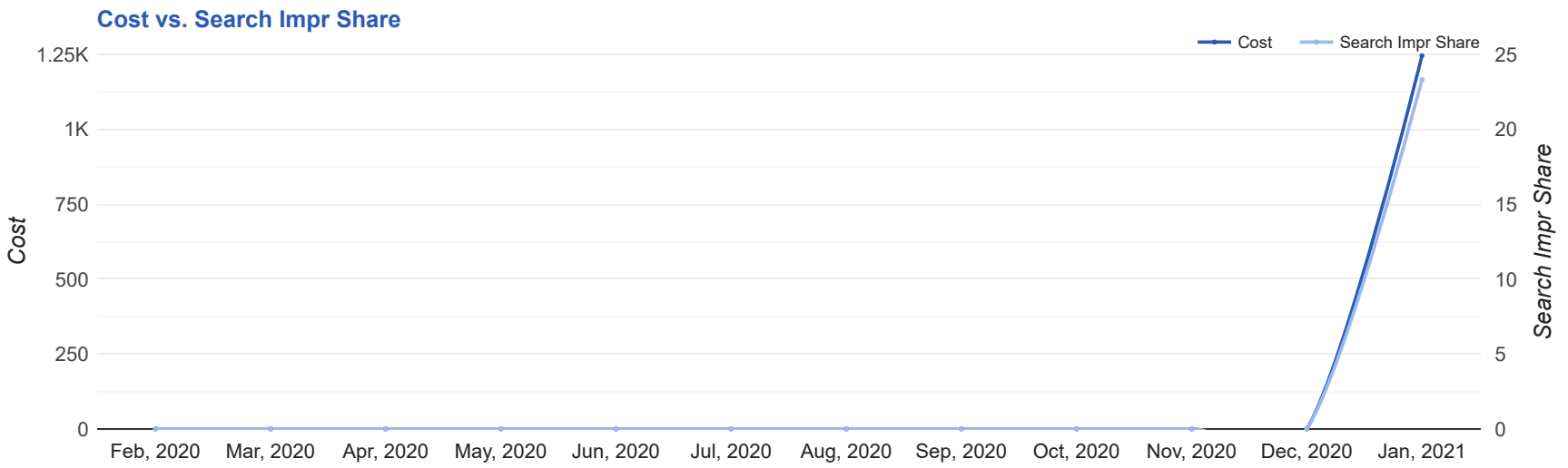
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® in Northborough - Limited Time Offer Jan 2021 - Flexible Payment Options renovomd.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	194	21	\$145.54	\$6.93	10.82%	-	7.5	35.71%	\$19.41
Fat Reduction in Northborough - Our Biggest Discount Ever - Freeze Away Body Fat renovomd.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	246	19	\$76.33	\$4.02	7.72%	-	3	15.79%	\$25.44
CoolSculpting® in Northborough - Limited Time Offer Jan 2021 - Hurry Offer Ends In {=COUNTDOWN("2021/01/31 00:00:00","en-US",31)} renovomd.com// Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Northborough, MA.	137	7	\$39.10	\$5.59	5.11%	-	2	28.57%	\$19.55
Fat Reduction in Northborough - Our Biggest Discount Ever - New Clients Save 25% renovomd.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	169	5	\$19.51	\$3.90	2.96%	-	2	40.00%	\$9.76
Fat Reduction in Northborough - Our Biggest Discount Ever - New Clients Save 25% renovomd.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	610	9	\$42.52	\$4.72	1.48%	-	2	22.22%	\$21.26

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

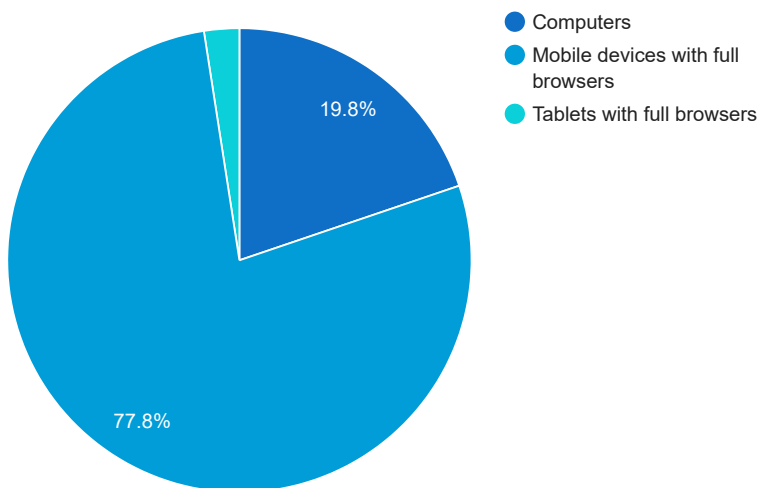
Budget Coverage



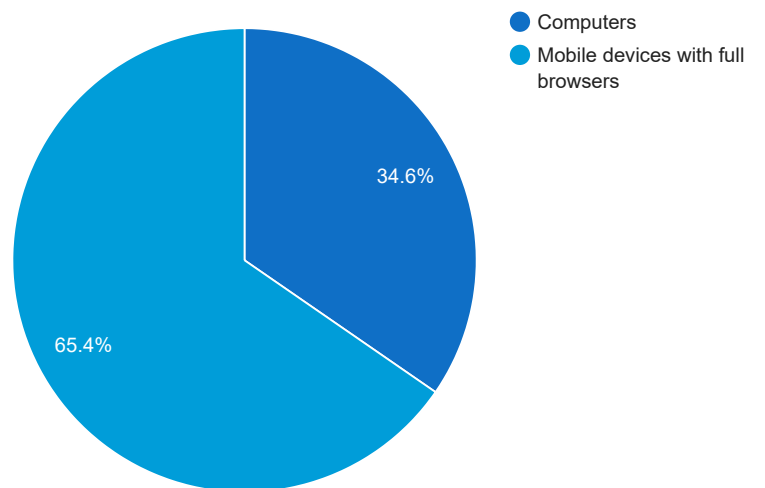
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	1,246.07	23.32

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	4,478	223	\$968.86	\$4.34	4.98%	-	17	7.62%	\$56.99
Computers	1,284	37	\$246.67	\$6.67	2.88%	-	9	24.32%	\$27.41
Tablets with full browsers	152	4	\$30.54	\$7.64	2.63%	-	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	5,914	264	\$1,246.07	\$4.72	4.46%	-	26	9.85%	\$47.93

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Submit lead form	15
Click to Call	10
Call From Ads (SQDM)	1

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