

**Monthly Account  
Performance Report  
1 Feb 2021 — 28 Feb 2021**

RenovoMD

722-858-2075

# Key Performance Indicators (KPIs)

Cost

\$1,479

↑ 19%

Conv

27

↑ 4%

Conv Rate

7.46%

↓ 24%

Cost / Conv

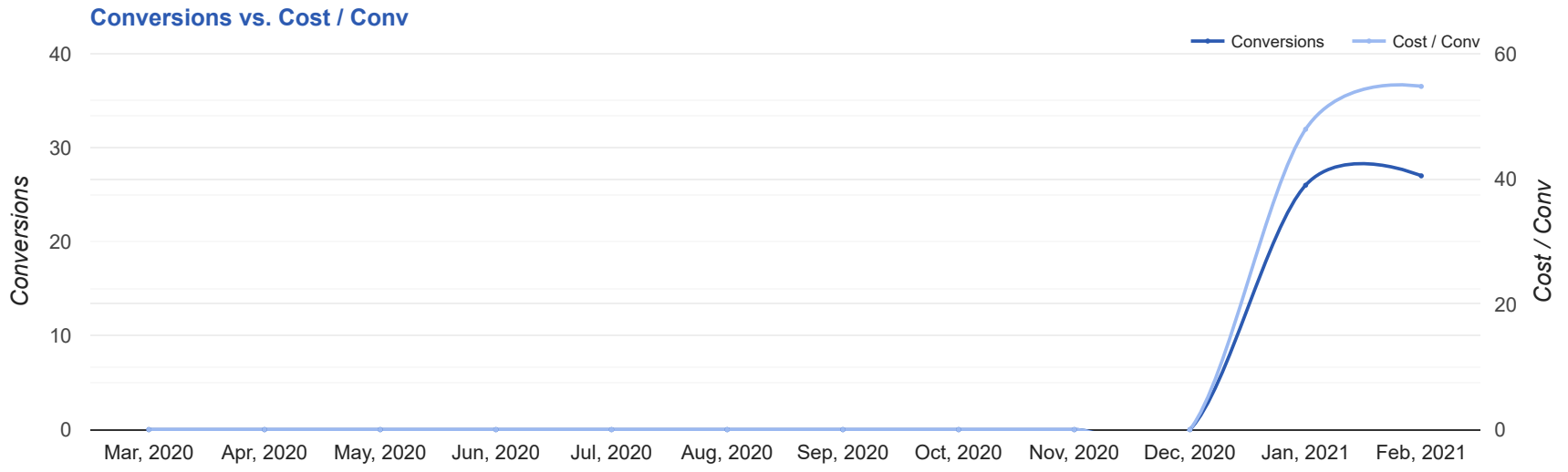
\$54.77

↑ 14%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	5,914	264	\$1,246.07	\$4.72	4.46%	-	26	9.85%	\$47.93	23.32%
1 Feb 2021 — 28 Feb 2021	8,564	362	\$1,478.71	\$4.08	4.23%	-	27	7.46%	\$54.77	21.31%
<b>Change</b>	2,650 ↑ 45%	98 ↑ 37%	\$232.64 ↑ 19%	\$0.64 ↓ 14%	0.23% ↓ 5%	--	1 ↑ 4%	2.39% ↓ 24%	\$6.84 ↑ 14%	2.01% ↓ 9%

# Performance by Month - 1 Mar 2020 — 28 Feb 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%
Feb '21	8,564	362	\$1,478.71	\$4.08	4.23%	-	27	7.46%	\$54.77	21.31%
<b>Total</b>	14,478	626	\$2,724.78	\$4.35	4.32%	-	53	8.47%	\$51.41	22.09%

# Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	8,564	362	\$1,478.71	\$4.08	4.23%	-	27	7.46%	\$54.77	21.31%

# Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Fat Reduction in Northborough - Our Biggest Discount Ever - New Clients Save 25%</a> <a href="#">renovomd.com//</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,072	28	\$110.03	\$3.93	2.61%	-	5	17.86%	\$22.01
<a href="#">CoolSculpting® in Northborough - Limited Time Offer   Feb 2021 - Flexible Payment Options</a> <a href="#">renovomd.com//</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Northborough, MA.	174	16	\$79.47	\$4.97	9.20%	-	2	12.50%	\$39.73
<a href="#">Non-Surgical Fat Reduction - Our Biggest Discount Ever - Get Rid of Unwanted Fat</a> <a href="#">renovomd.com//</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	20	3	\$9.46	\$3.15	15.00%	-	2	66.67%	\$4.73
<a href="#">Fat Reduction in Northborough - Our Biggest Discount Ever - Get Rid of Unwanted Fat</a> <a href="#">renovomd.com//</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,033	25	\$96.40	\$3.86	2.42%	-	2	8.00%	\$48.20
<a href="#">Best CoolSculpting Deal Ever - Limited Time Offer   Feb 2021 - Our Biggest Discount Ever</a> <a href="#">renovomd.com//</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Northborough, MA.	7	4	\$22.70	\$5.67	57.14%	-	1.5	37.50%	\$15.13

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Feb 2021 — 28 Feb 2021

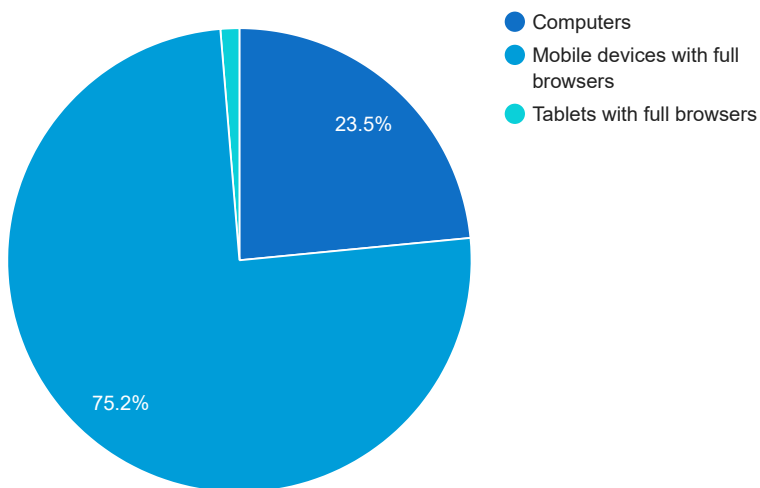
## Budget Coverage



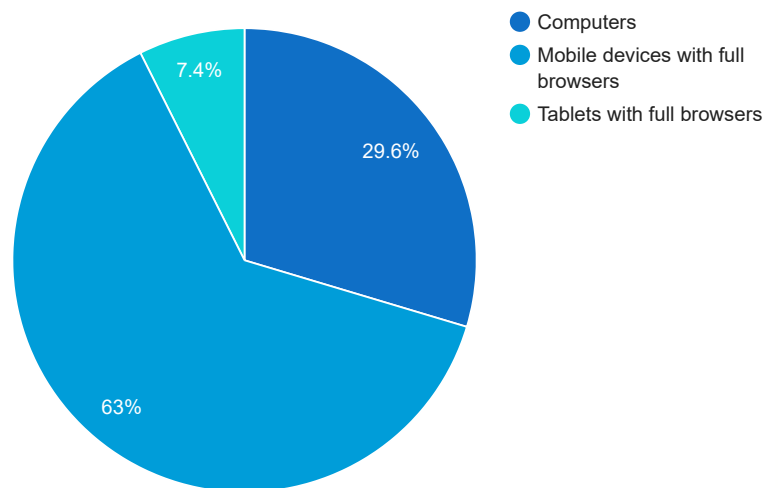
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	1,246.07	23.32
Feb, 2021	1,478.71	21.31

## 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	6,522	299	\$1,112.32	\$3.72	4.58%	-	17	5.69%	\$65.43
Computers	1,786	57	\$346.97	\$6.09	3.19%	-	8	14.04%	\$43.37
Tablets with full browsers	256	6	\$19.42	\$3.24	2.34%	-	2	33.33%	\$9.71

### 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	8,564	362	\$1,478.71	\$4.08	4.23%	-	27	7.46%	\$54.77

# Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Submit lead form	14
Click to Call	12
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