

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

RenovoMD

722-858-2075

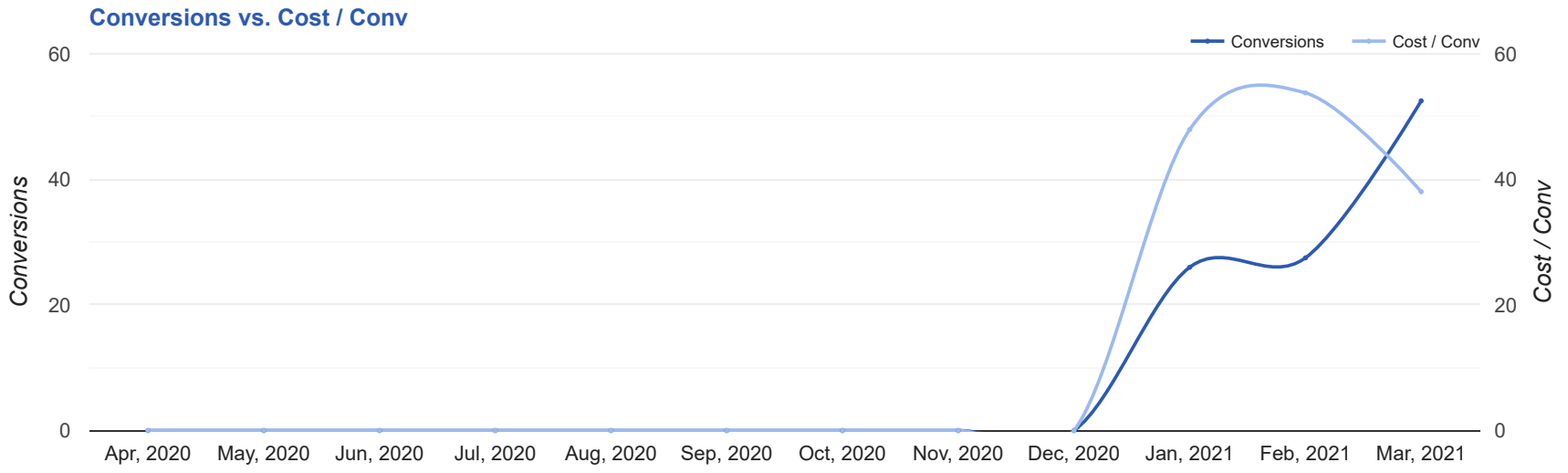
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,996	52.5	9.98%	\$38.03
↑ 35%	↑ 91%	↑ 31%	↓ 29%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Feb 2021 — 28 Feb 2021	8,564	362	\$1,478.71	\$4.08	4.23%	-	27.5	7.6%	\$53.77	21.22%
1 Mar 2021 — 31 Mar 2021	10,819	526	\$1,996.44	\$3.80	4.86%	-	52.5	9.98%	\$38.03	18.86%
Change	2,255 ↑ 26%	164 ↑ 45%	\$517.73 ↑ 35%	\$0.28 ↓ 7%	0.63% ↑ 15%	0 ↔ -	25 ↑ 91%	2.38% ↑ 31%	\$15.74 ↓ 29%	2.36% ↓ 11%

Performance by Month - 1 Apr 2020 — 31 Mar 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%	-	27.5	7.6%	\$53.77	21.22%
Mar '21	10,819	526	\$1,996.44	\$3.80	4.86%	-	52.5	9.98%	\$38.03	18.86%
Total	25,297	1,152	\$4,721.22	\$4.10	4.55%	-	106	9.2%	\$44.54	20.55%

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	10,819	526	\$1,996.44	\$3.80	4.86%	-	52.5	9.98%	\$38.03	18.86%

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

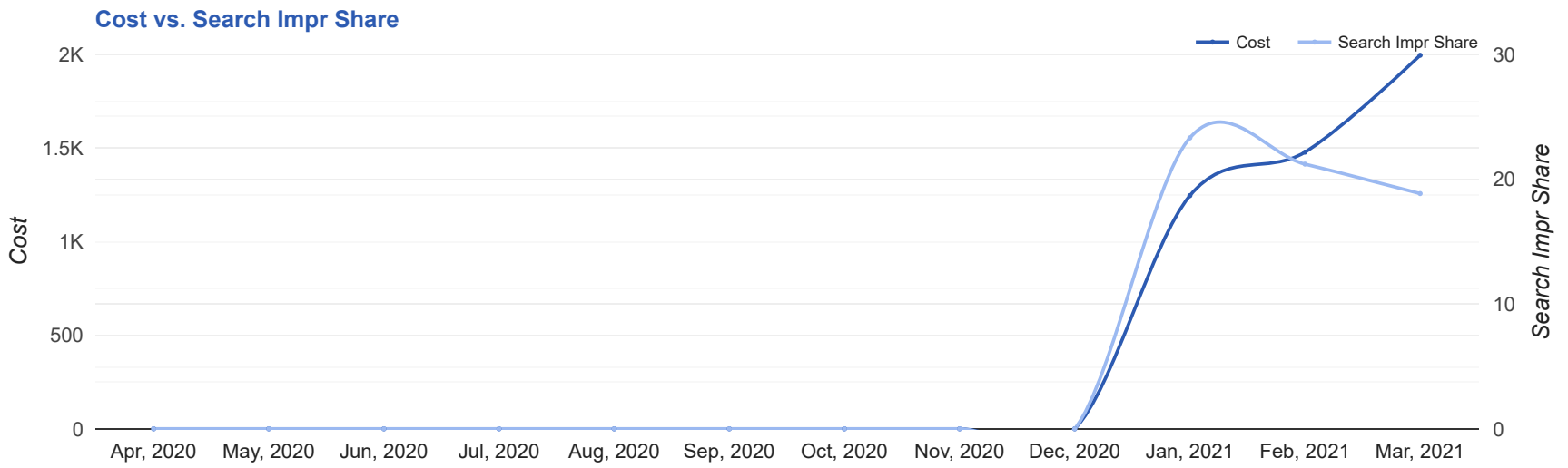
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Fat Reduction in Northborough - Our Biggest Discount Ever - New Clients Save 25% renovomd.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	501	44	\$126.88	\$2.88	8.78%	-	7.5	17.05%	\$16.92
CoolSculpting® in Northborough - Try CoolSculpting For 25% Off - Flexible Payment Options renovomd.com// Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Northborough, MA.	241	16	\$75.78	\$4.74	6.64%	-	5	31.25%	\$15.16
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.	1,425	45	\$169.90	\$3.78	3.16%	-	5	11.11%	\$33.98
Fat Reduction in Northborough - Our Biggest Discount Ever - Get Rid of Unwanted Fat renovomd.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,413	44	\$160.21	\$3.64	3.11%	-	4.5	10.23%	\$35.60
CoolSculpting® in Northborough - Freeze Away Body Fat - Flexible Payment Options renovomd.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	86	13	\$56.03	\$4.31	15.12%	-	3.5	26.92%	\$16.01

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

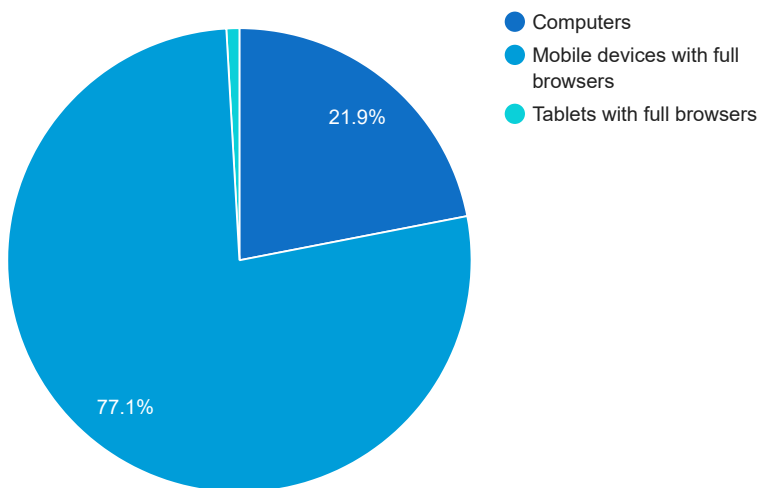
Budget Coverage



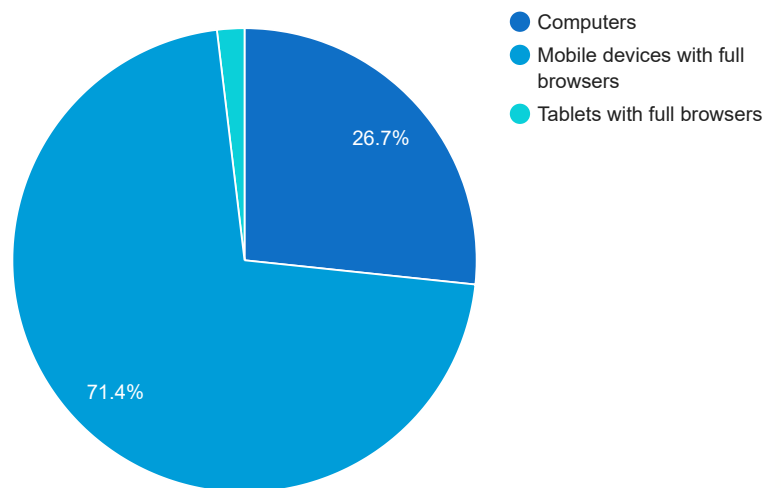
DATE	COST	SEARCH IMPR SHARE
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	1,246.07	23.32
Feb, 2021	1,478.71	21.22
Mar, 2021	1,996.44	18.86

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	8,240	422	\$1,540.23	\$3.65	5.12%	-	37.5	8.89%	\$41.07
Computers	2,263	99	\$438.21	\$4.43	4.37%	-	14	14.14%	\$31.30
Tablets with full browsers	316	5	\$18.00	\$3.60	1.58%	-	1	20%	\$18.00

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	10,819	526	\$1,996.44	\$3.80	4.86%	-	52.5	9.98%	\$38.03

Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE

CONV

Submit lead form

30.5

Click to Call

22

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