

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

RenovoMD

722-858-2075

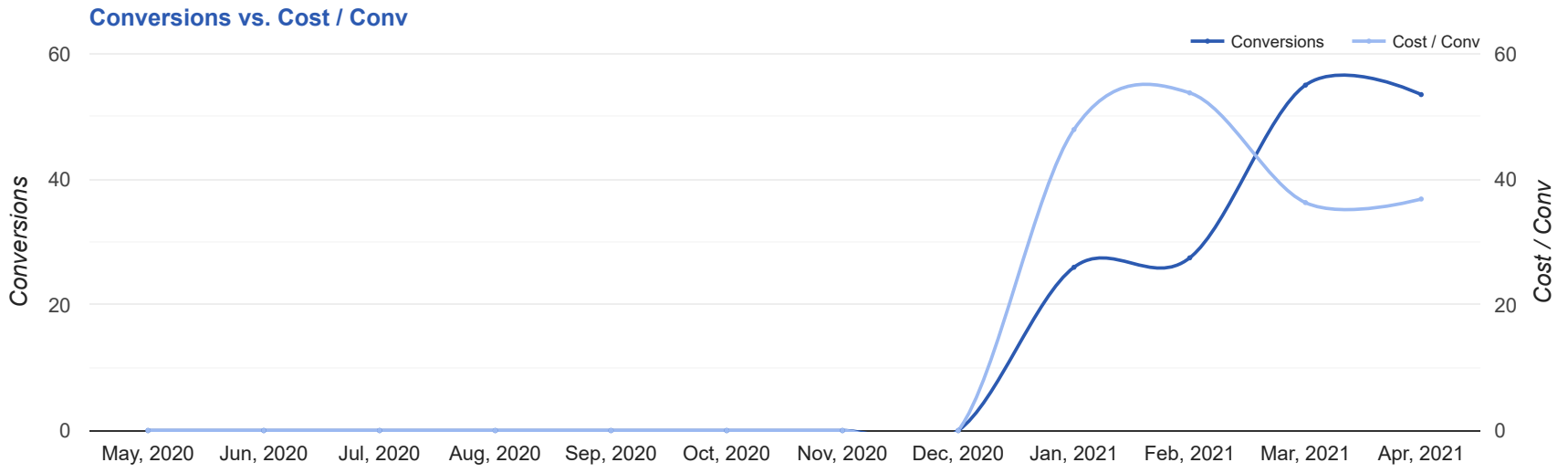
# Key Performance Indicators (KPIs)

|         |      |           |             |
|---------|------|-----------|-------------|
| Cost    | Conv | Conv Rate | Cost / Conv |
| \$1,973 | 53.5 | 9.29%     | \$36.87     |
| ↓ 1%    | ↓ 3% | ↓ 11%     | ↑ 2%        |

## Performance Comparison - Month-over-Month

|                             | IMPR        | CLICKS      | COST            | AVG CPC         | CTR            | AVG POS  | CONV         | CONV RATE      | COST / CONV    | SEARCH<br>IMPR SHARE |
|-----------------------------|-------------|-------------|-----------------|-----------------|----------------|----------|--------------|----------------|----------------|----------------------|
| 1 Mar 2021 —<br>31 Mar 2021 | 10,819      | 526         | \$1,996.44      | \$3.80          | 4.86%          | -        | 55           | 10.46%         | \$36.30        | 19.06%               |
| 1 Apr 2021 —<br>30 Apr 2021 | 10,140      | 576         | \$1,972.74      | \$3.42          | 5.68%          | -        | 53.5         | 9.29%          | \$36.87        | 20.95%               |
| <b>Change</b>               | 679<br>↓ 6% | 50<br>↑ 10% | \$23.70<br>↓ 1% | \$0.38<br>↓ 10% | 0.82%<br>↑ 17% | 0<br>↔ - | 1.50<br>↓ 3% | 1.17%<br>↓ 11% | \$0.57<br>↑ 2% | 1.89%<br>↑ 10%       |

# Performance by Month - 1 May 2020 — 30 Apr 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%        | -        | 55         | 10.46%       | \$36.30        | 19.06%        |
| Apr '21      | 10,140        | 576          | \$1,972.74        | \$3.42        | 5.68%        | -        | 53.5       | 9.29%        | \$36.87        | 20.95%        |
| <b>Total</b> | <b>35,437</b> | <b>1,728</b> | <b>\$6,693.96</b> | <b>\$3.87</b> | <b>4.88%</b> | <b>-</b> | <b>162</b> | <b>9.38%</b> | <b>\$41.32</b> | <b>20.74%</b> |

# Campaign Summary - 1 Apr 2021 — 30 Apr 2021

| CAMPAIGN                         | IMPR   | CLICKS | COST       | AVG CPC | CTR   | AVG POS | CONV | CONV RATE | COST /<br>CONV | SEARCH<br>IMPR SHARE |
|----------------------------------|--------|--------|------------|---------|-------|---------|------|-----------|----------------|----------------------|
| search   beta  <br>coolsculpting | 10,140 | 576    | \$1,972.74 | \$3.42  | 5.68% | -       | 53.5 | 9.29%     | \$36.87        | 20.95%               |

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

## Top Text Ads

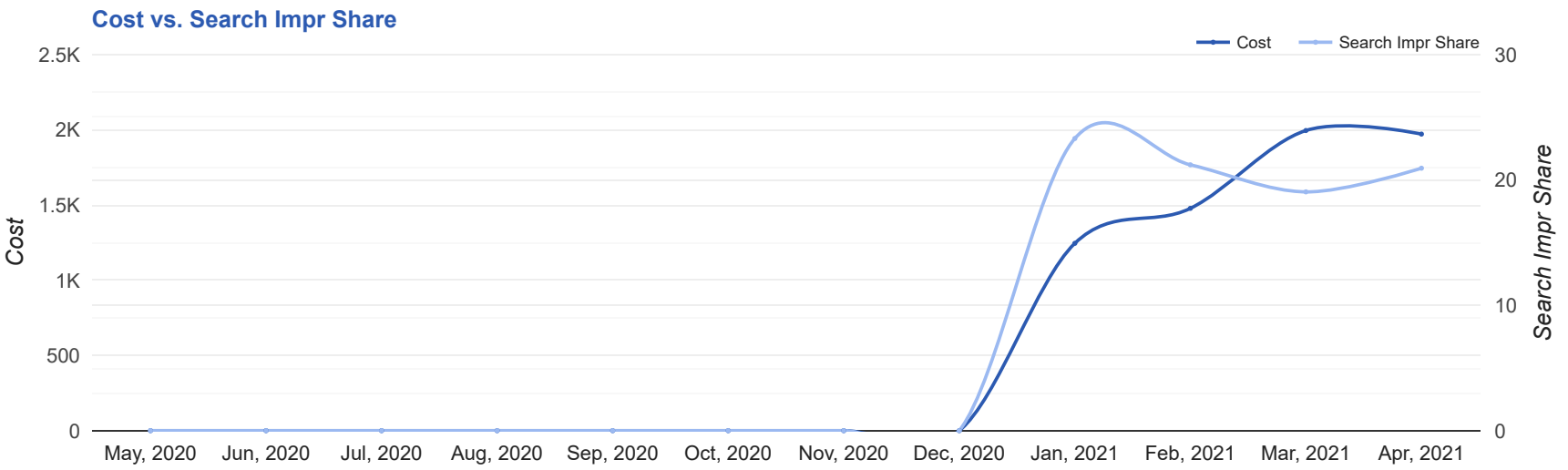
| AD                                                                                                                                                                                                                                      | IMPR | CLICKS | COST     | AVG CPC | CTR    | AVG POS | CONV | CONV RATE | COST / CONV |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|--------|----------|---------|--------|---------|------|-----------|-------------|
| <a href="#">Fat Reduction in Northborough - Our Biggest Discount Ever - New Clients Save 25%</a><br><a href="#">renovomd.com//</a><br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.           | 457  | 48     | \$163.53 | \$3.41  | 10.50% | -       | 6.8  | 14.06%    | \$24.23     |
| <a href="#">RenovoMD Medical Aesthetics - Fat Reduction in Northborough - Non-Surgical Fat Reduction</a><br><a href="#">renovomd.com/ --</a><br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. | 739  | 62     | \$174.81 | \$2.82  | 8.39%  | -       | 4.8  | 7.79%     | \$36.19     |
| <a href="#">Fat Reduction in Northborough - Our Biggest Discount Ever - New Clients Save 25%</a><br><a href="#">renovomd.com//</a><br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.           | 936  | 30     | \$94.34  | \$3.14  | 3.21%  | -       | 4    | 13.33%    | \$23.59     |
| <a href="#">CoolSculpting® in Northborough - Freeze Away Body Fat - Our Biggest Discount Ever</a><br><a href="#">renovomd.com//</a><br>Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.        | 145  | 9      | \$42.98  | \$4.78  | 6.21%  | -       | 3    | 33.33%    | \$14.33     |
| <a href="#">Fat Reduction in Northborough - Our Biggest Discount Ever - Freeze Away Body Fat</a><br><a href="#">renovomd.com//</a><br>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.           | 944  | 28     | \$88.31  | \$3.15  | 2.97%  | -       | 3    | 10.71%    | \$29.44     |

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Apr 2021 — 30 Apr 2021

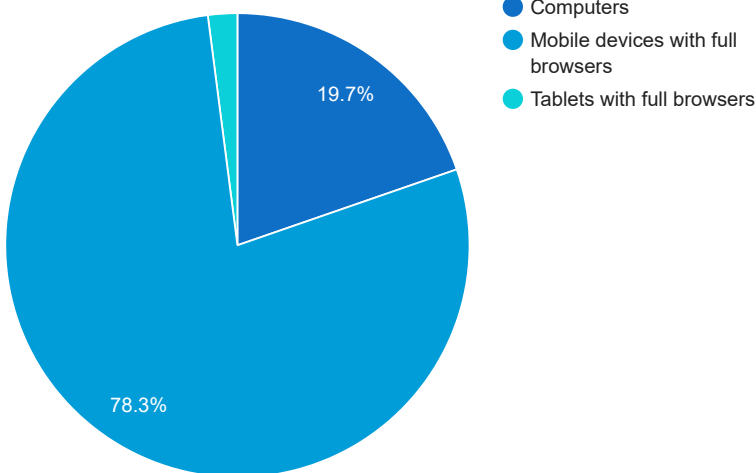
## Budget Coverage



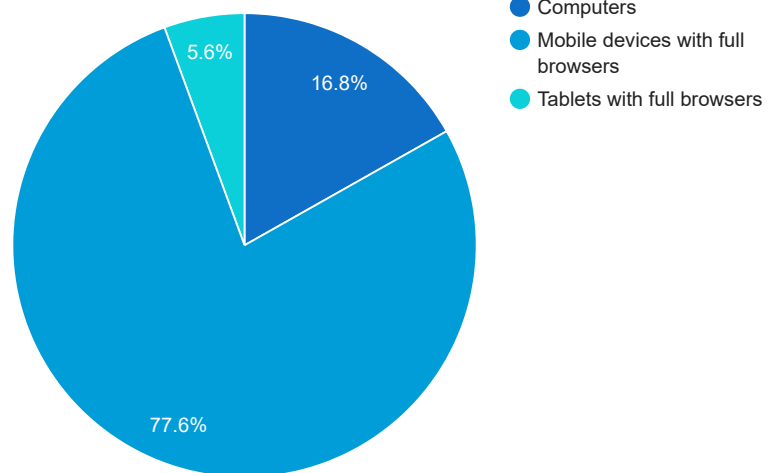
| DATE      | COST     | SEARCH IMPR SHARE |
|-----------|----------|-------------------|
| May, 2020 | 0        | 0                 |
| Jun, 2020 | 0        | 0                 |
| Jul, 2020 | 0        | 0                 |
| Aug, 2020 | 0        | 0                 |
| Sep, 2020 | 0        | 0                 |
| 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 | 19.06             |
| Apr, 2021 | 1,972.74 | 20.95             |

## Cost and Conversions by Device

### Cost



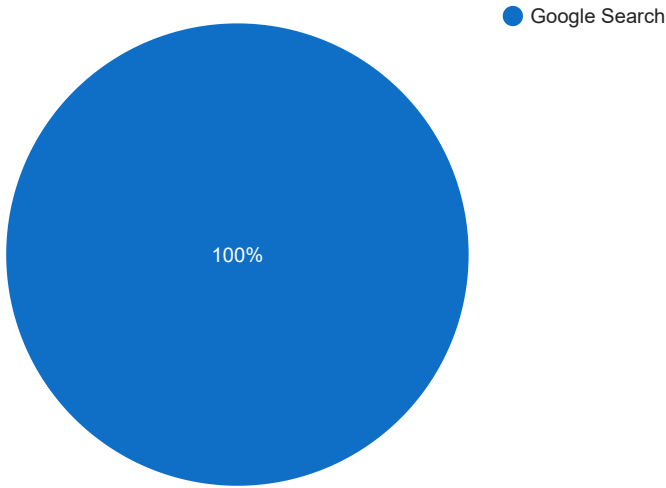
### Conversions



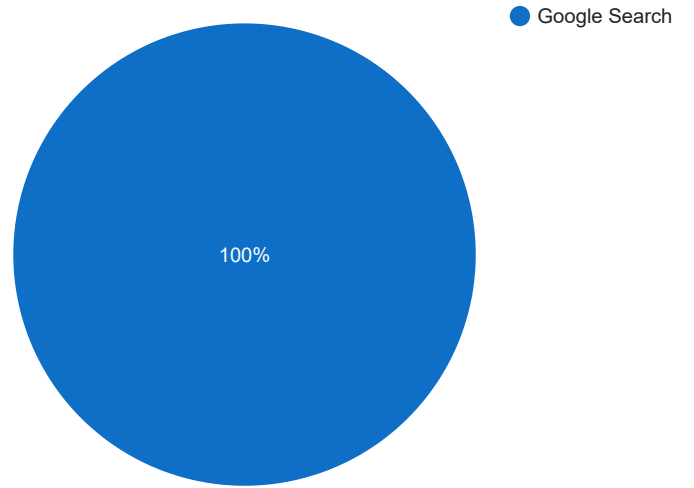
| DEVICE                            | IMPR  | CLICKS | COST       | AVG CPC | CTR   | AVG POS | CONV | CONV RATE | COST / CONV |
|-----------------------------------|-------|--------|------------|---------|-------|---------|------|-----------|-------------|
| Mobile devices with full browsers | 7,955 | 470    | \$1,543.86 | \$3.28  | 5.91% | -       | 41.5 | 8.83%     | \$37.20     |
| Computers                         | 1,887 | 93     | \$388.61   | \$4.18  | 4.93% | -       | 9    | 9.68%     | \$43.18     |
| Tablets with full browsers        | 298   | 13     | \$40.27    | \$3.10  | 4.36% | -       | 3    | 23.08%    | \$13.42     |

### 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 | 10,140 | 576    | \$1,972.74 | \$3.42  | 5.68% | -       | 53.5 | 9.29%     | \$36.87     |

# Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE

CONV

Submit lead form

33.5

Click to Call

20

## 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