

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

RenovoMD

722-858-2075

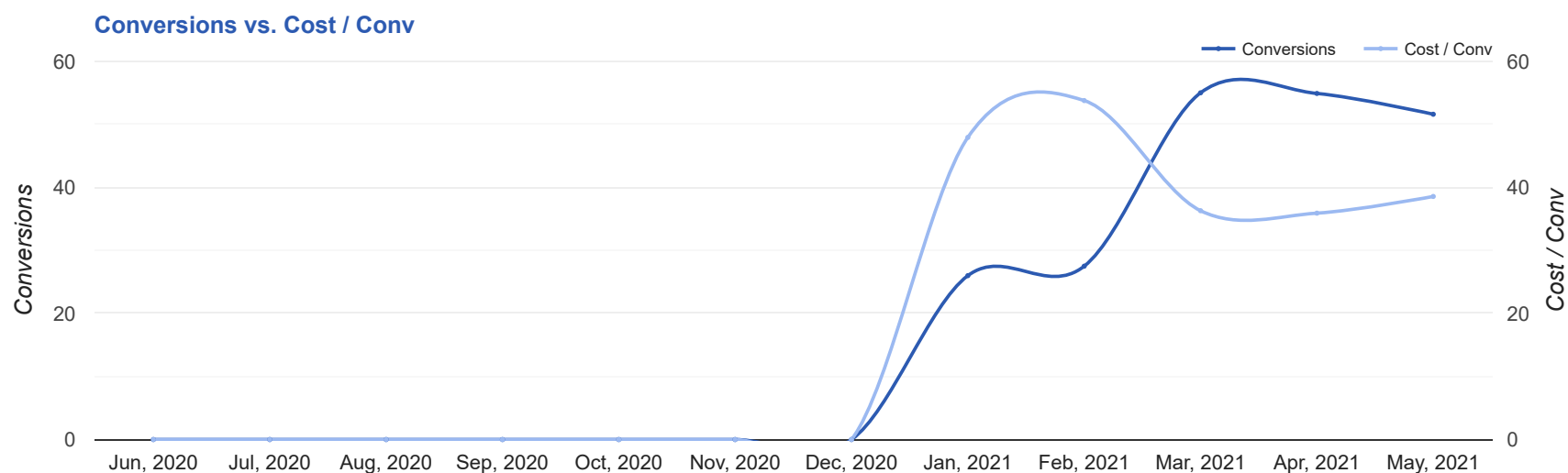
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,988	51.6	9.13%	\$38.56
↑ 1%	↓ 6%	↓ 4%	↑ 7%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2021 — 30 Apr 2021	10,140	576	\$1,972.74	\$3.42	5.68%	-	54.9	9.54%	\$35.91	20.96%
1 May 2021 — 31 May 2021	10,836	565	\$1,988.47	\$3.52	5.21%	-	51.6	9.13%	\$38.56	21.74%
Change	696 ↑ 7%	11 ↓ 2%	\$15.73 ↑ 1%	\$0.10 ↑ 3%	0.47% ↓ 8%	0 ↔ -	3.36 ↓ 6%	0.41% ↓ 4%	\$2.65 ↑ 7%	0.78% ↑ 4%

Performance by Month - 1 Jun 2020 — 31 May 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%	-	54.9	9.54%	\$35.91	20.96%
May '21	10,836	565	\$1,988.47	\$3.52	5.21%	-	51.6	9.13%	\$38.56	21.74%
Total	46,273	2,293	\$8,682.43	\$3.79	4.96%	-	215	9.38%	\$40.38	20.97%

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	10,836	565	\$1,988.47	\$3.52	5.21%	-	51.6	9.13%	\$38.56	21.74%

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

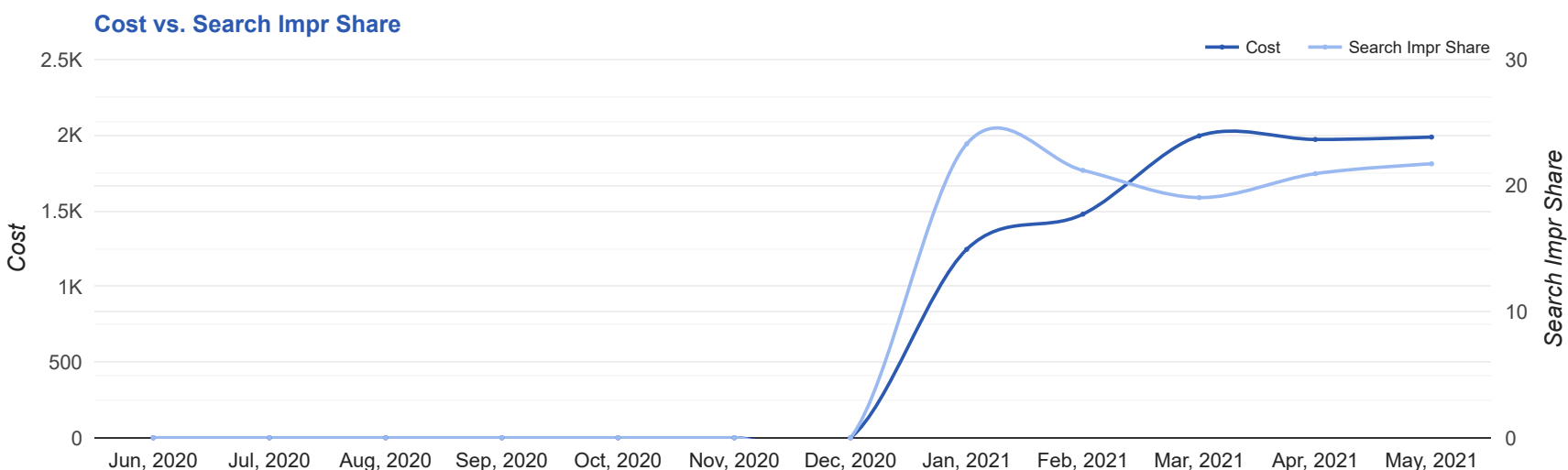
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
RenovoMD Medical Aesthetics - Fat Reduction in Northborough - Non-Surgical Fat Reduction renovomd.com/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	1,263	90	\$307.64	\$3.42	7.13%	-	10.4	11.54%	\$29.61
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.	530	46	\$136.51	\$2.97	8.68%	-	6	13.04%	\$22.75
CoolSculpting® in Northborough - Limited Time Offer Apr 2021 - Our Biggest Discount Ever renovomd.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	26	5	\$21.41	\$4.28	19.23%	-	3	60.00%	\$7.14
Non-Surgical Fat Reduction - Eliminate Fat & Feel Great - Get Rid of Unwanted Fat renovomd.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	29	3	\$6.71	\$2.24	10.34%	-	3	100.00%	\$2.24
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.	1,006	41	\$149.06	\$3.64	4.08%	-	3	7.32%	\$49.69

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

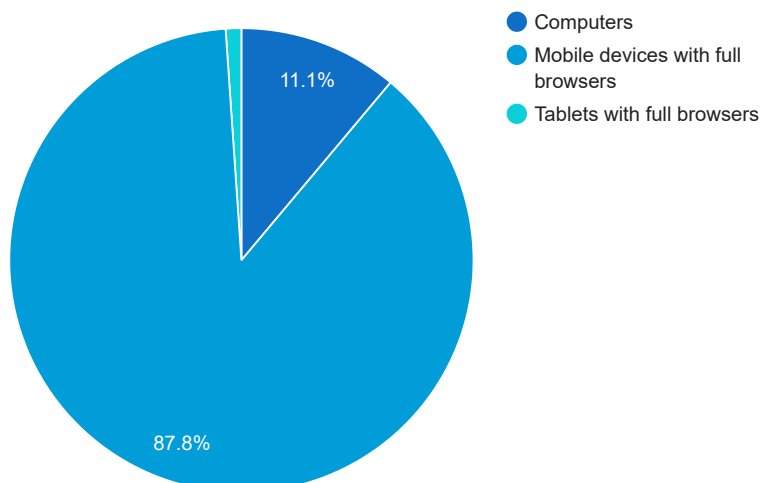
Budget Coverage



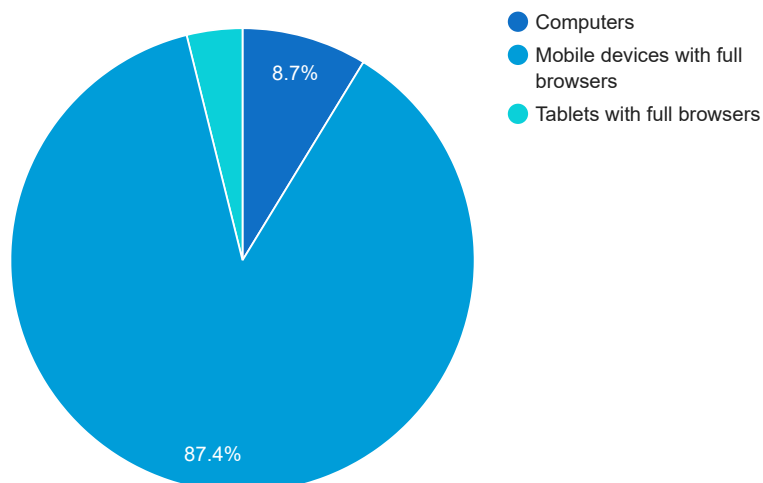
DATE	COST	SEARCH IMPR SHARE
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	1,246.07	23.32
Feb, 2021	1,478.71	21.22
Mar, 2021	1,996.44	19.06
Apr, 2021	1,972.74	20.96
May, 2021	1,988.47	21.74

Cost and Conversions by Device

Cost



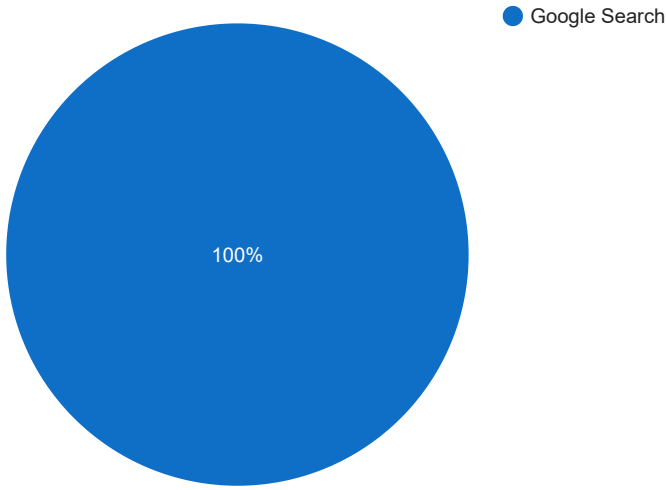
Conversions



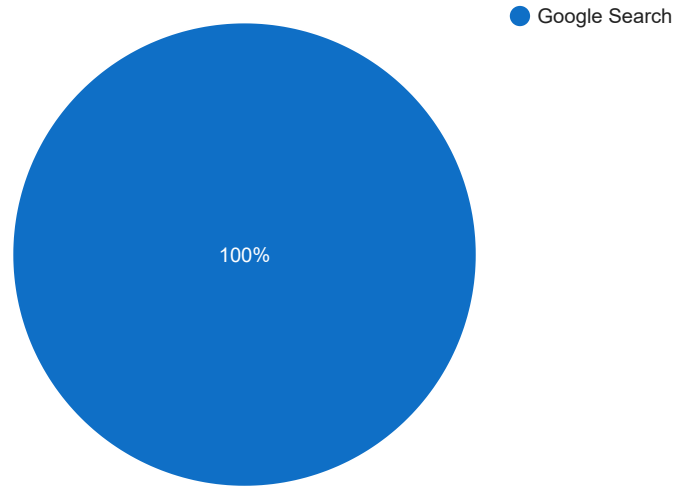
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	8,862	496	\$1,745.86	\$3.52	5.6%	-	45.1	9.09%	\$38.74
Computers	1,702	61	\$220.97	\$3.62	3.58%	-	4.5	7.38%	\$49.10
Tablets with full browsers	272	8	\$21.64	\$2.71	2.94%	-	2	25%	\$10.82

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	10,836	565	\$1,988.47	\$3.52	5.21%	-	51.6	9.13%	\$38.56

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE

CONV

Submit lead form

27.6

Click to Call

24

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