

Renovo MD Monthly Ad Performance Summary

09/01/2021 - 09/30/2021

Table of contents

Overall Performance Summary.....	Page 3
Google Ads Key Performance Indicators.....	Page 4
Google Ads Month-Over-Month Performance Comparison.....	Page 4
Google Ads Budget Coverage.....	Page 4
Google Ads Monthly Performance Trends.....	Page 5
Google Ads Campaign Performance Summary (by Conversions).....	Page 6
Google Ads Top Search Terms (by Conversions).....	Page 7
Google Ads Top Search Ads (by Conversions).....	Page 8
Google Ads Budget Utilization by Device.....	Page 9
Google Ads Budget Utilization by Network.....	Page 10
Google Ads Conversion Summary.....	Page 11
Google Ads Geo-Targeting Summary.....	Page 11
Facebook Key Performance Indicators.....	Page 12
Facebook Month-Over-Month Performance Comparison.....	Page 13
Facebook Placement Performance Summary.....	Page 14
Facebook Device Performance Summary.....	Page 15
Facebook Schedule Performance.....	Page 16
Facebook Campaign Performance Summary (by Leads).....	Page 17
Facebook Ad Set Performance Summary (by Leads).....	Page 17
Facebook Ad Performance Summary.....	Page 18
Facebook Demographic Performance - Age.....	Page 19
Facebook Demographic Performance - Gender.....	Page 20
Facebook Year-to-Date Performance.....	Page 21
Glossary.....	Page 22

Overall Performance Summary

09/01/2021 - 09/30/2021

Account Performance Summary (by Platform) Cross-platform

	Cost	Impressions	Clicks	CTR	Conversions	Cost / conv.
Google Ads						
09/01/2021 - 09/30/2021	\$1,975.21	6,673	321	4.81%	28	\$70.54
08/01/2021 - 08/31/2021	\$1,987.83	3,013	224	7.43%	29	\$68.55
% Change	-0.63%	121.47%	43.30%	-35.26%	-3.45%	2.91%
Facebook Ads						
09/01/2021 - 09/30/2021	\$0.00	0	0	0.00%	0	\$0.00
08/01/2021 - 08/31/2021	\$1,106.26	34,944	449	1.28%	31	\$35.69
% Change	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%

Google Ads | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
RenovoMD -

\$1,975.21
\$1,987.83 -0.63%

Conversions
RenovoMD -

28
29 -3.45%

Clicks
RenovoMD -

321
224 43.30%

Conv. rate
RenovoMD -

8.72%
12.95% -32.66%

Avg. CPC
RenovoMD -

\$6.15
\$8.87 -30.66%

Cost / Conv
RenovoMD -

\$70.54
\$68.55 2.91%

Google Ads | Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary
RenovoMD -

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$1,975.21	\$1,987.83	-0.63%
Impressions	6,673	3,013	121.47%
Clicks	321	224	43.30%
Avg CPC	\$6.15	\$8.87	-30.67%
CTR	4.81%	7.43%	-35.26%
Conversions	28	29	-3.45%
Conv Rate	8.72%	12.95%	-32.66%
Cost / Conv	\$70.54	\$68.55	2.90%

Google Ads | Budget Coverage

Search Impr. Share
RenovoMD -

22.94%
79.28% -71.06%

Search IS Lost (due to Budget)
RenovoMD -

19.30%
8.27% 133.37%

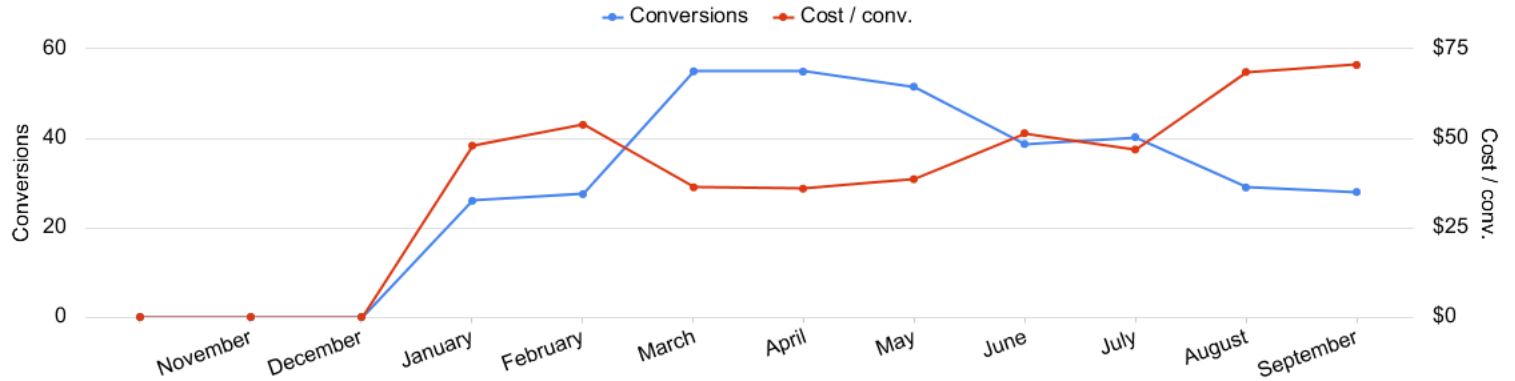
Search IS Lost (due to Rank)
RenovoMD -

57.76%
12.45% 363.94%

Google Ads | Monthly Performance Trends

10/01/2020 - 09/30/2021

Conversions vs Cost/ Conv
RenovoMD -




Account Performance by Month
RenovoMD -

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
01/01/2021	\$1,246.07	5,914	264	\$4.72	4.46%	26	9.85%	\$47.93	23.32%	21.75%
02/01/2021	\$1,478.71	8,564	362	\$4.08	4.23%	27.5	7.60%	\$53.77	21.22%	15.82%
03/01/2021	\$1,996.44	10,819	526	\$3.80	4.86%	55	10.46%	\$36.30	19.06%	20.80%
04/01/2021	\$1,972.74	10,140	576	\$3.42	5.68%	54.93	9.54%	\$35.91	20.96%	16.63%
05/01/2021	\$1,988.47	10,836	565	\$3.52	5.21%	51.57	9.13%	\$38.56	21.81%	17.93%
06/01/2021	\$1,993.15	10,627	519	\$3.84	4.88%	38.75	7.47%	\$51.44	24.44%	17.95%
07/01/2021	\$1,887.29	10,549	459	\$4.11	4.35%	40.25	8.77%	\$46.89	25.70%	13.40%
08/01/2021	\$1,987.83	3,013	224	\$8.87	7.43%	29	12.95%	\$68.55	79.28%	8.27%
09/01/2021	\$1,975.21	6,673	321	\$6.15	4.81%	28	8.72%	\$70.54	22.94%	19.30%
Total	\$16,525.91	77,135	3,816	\$4.33	4.95%	351	9.20%	\$47.08	22.83%	17.72%

Google Ads | Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
RenovoMD -

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$992.91	5,183	218	\$4.55	4.21%	15	6.88%	\$66.19
search beta dermal fillers	\$982.30	1,490	103	\$9.54	6.91%	13	12.62%	\$75.56

Google Ads | Top Search Terms (by Conversions)

09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
RenovoMD -

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting near me	\$127.53	41	11	\$11.59	26.83%	3	27.27%	\$42.51
thigh reduction	\$1.60	1	1	\$1.60	100.00%	2	200.00%	\$0.80
fillers in cheeks	\$8.08	3	1	\$8.08	33.33%	1	100.00%	\$8.08
best ways to lose belly fat	\$2.84	2	1	\$2.84	50.00%	1	100.00%	\$2.84
juvederm coupon 2021	\$5.33	2	1	\$5.33	50.00%	1	100.00%	\$5.33
cool sculpting cost belly	\$18.42	1	1	\$18.42	100.00%	1	100.00%	\$18.42
filler price	\$12.79	1	1	\$12.79	100.00%	1	100.00%	\$12.79
lip filler near me	\$23.04	4	2	\$11.52	50.00%	1	50.00%	\$23.04
coll sculpting	\$5.37	1	1	\$5.37	100.00%	1	100.00%	\$5.37
cool sculpting reviews	\$8.50	15	2	\$4.25	13.33%	1	50.00%	\$8.50
fillers near me	\$22.61	6	2	\$11.30	33.33%	1	50.00%	\$22.61
procedure to remove double chin	\$4.17	2	1	\$4.17	50.00%	1	100.00%	\$4.17
best lip filler boston	\$17.16	1	1	\$17.16	100.00%	1	100.00%	\$17.16
lipolaser vs coolsculpting	\$0.00	3	0	\$0.00	0.00%	0	0.00%	\$0.00
lose belly fat supplements	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
neck fat removal	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
coolplas fat freezing	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
drinks that boost your metabolism	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
men's belly fat removal	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
eye filler before and after	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00

Google Ads | Top Search Ads (by Conversions)

09/01/2021 - 09/30/2021

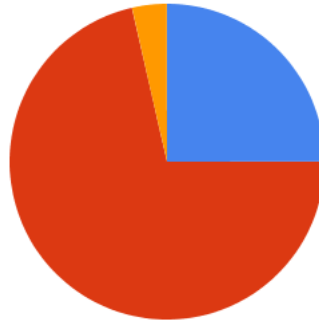
Top Responsive Search Ads (by Conversions)
RenovoMD -

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
RenovoMD Medical Aesthetics Fat Reduction in Northborough Non-Surgical Fat Reduction renovomd.com/coolsculpting/northborough CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting	\$127.56	1,015	34	\$3.75	3.35%	1	2.94%	\$127.56
{Keyword:RenovoMD Medical Aesthetics} Dermal Fillers in Northborough Smooth Wrinkles Restore Volume renovomd.com/radiesse/northborough Radiesse Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results. Radiesse Decreases Signs of Aging and Fills in Smile and Laugh Lines. Feel Younger	search beta dermal fillers	\$13.65	51	4	\$3.41	7.84%	0	0.00%	\$0.00
{Keyword:RenovoMD Medical Aesthetics} Dermal Fillers in Northborough Smooth Wrinkles Restore Volume renovomd.com/restylane/northborough Restylane Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results. Restylane Decreases Signs of Aging and Fills in Smile and Laugh Lines. Feel Younger	search beta dermal fillers	\$108.06	196	22	\$4.91	11.22%	0	0.00%	\$0.00
{Keyword:RenovoMD Medical Aesthetics} Dermal Fillers in Northborough Smooth Wrinkles Restore Volume renovomd.com/juvederm/northborough Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results. Juvederm is the #1 Line of Hyaluronic Acid Fillers & a Leading Anti Aging Treatment	search beta dermal fillers	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
{Keyword:RenovoMD Medical Aesthetics} CoolSculpting in Northborough Biggest Coolsculpting® Promo renovomd.com/coolsculpting/northborough Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Northborough, MA Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00

Google Ads | Budget Utilization by Device

Conversions by Device

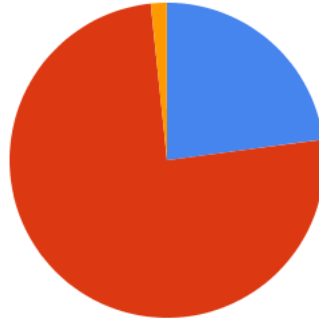
RenovoMD -



■ Computers - Conversions: 7 (25.00%)
 ■ Mobile devices with full browsers - Conversions: 20 (71.43%)
 ■ Tablets with full browsers - Conversions: 1 (3.57%)

Cost by Device

RenovoMD -




■ Computers - Cost: \$452.41 (22.90%)
 ■ Mobile devices with full browsers - Cost: \$1,490.24 (75.45%)
 ■ Tablets with full browsers - Cost: \$32.56 (1.65%)

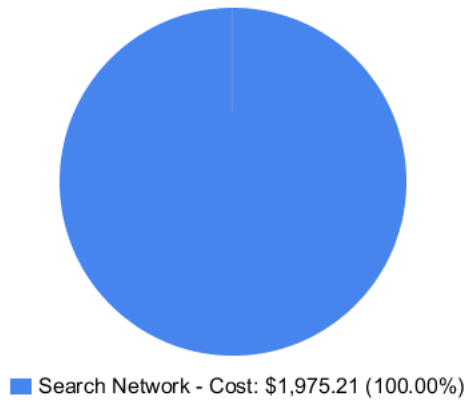
Device Performance (by Conversions)


RenovoMD -

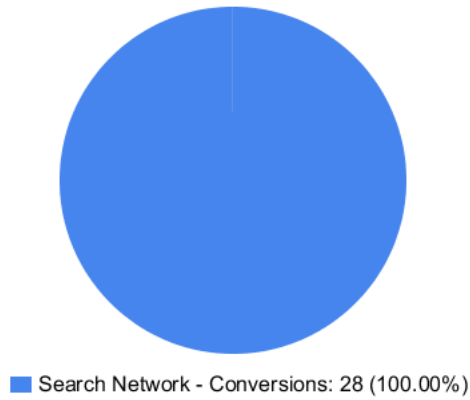
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	5,330	275	\$1,490.24	\$5.42	5.16%	20	7.27%	\$74.51
Computers	1,188	42	\$452.41	\$10.77	3.54%	7	16.67%	\$64.63
Tablets with full browsers	155	4	\$32.56	\$8.14	2.58%	1	25.00%	\$32.56


Google Ads | Budget Utilization by Network

 Cost by Network
RenovoMD -



 Conversions by Network
RenovoMD -




 Network Performance
RenovoMD -

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	6,673	321	\$1,975.21	\$6.15	4.81%	28	8.72%	\$70.54

Google Ads | Conversion Summary


09/01/2021 - 09/30/2021

 Conversion Performance
RenovoMD -

Conversion name	All conv.
Submit lead form	19
Click to Call	9

Google Ads | Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
RenovoMD -

Region	Clicks	Conversions	Cost / conv.
Massachusetts	321	28	\$70.54

Facebook | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Renovo MD

\$0.00
\$1,106.26 -100.00%

Impressions
Renovo MD

0
34,944 -100.00%

Reach
Renovo MD

0
12,960 -100.00%

Clicks (Link)
Renovo MD

0
449 -100.00%

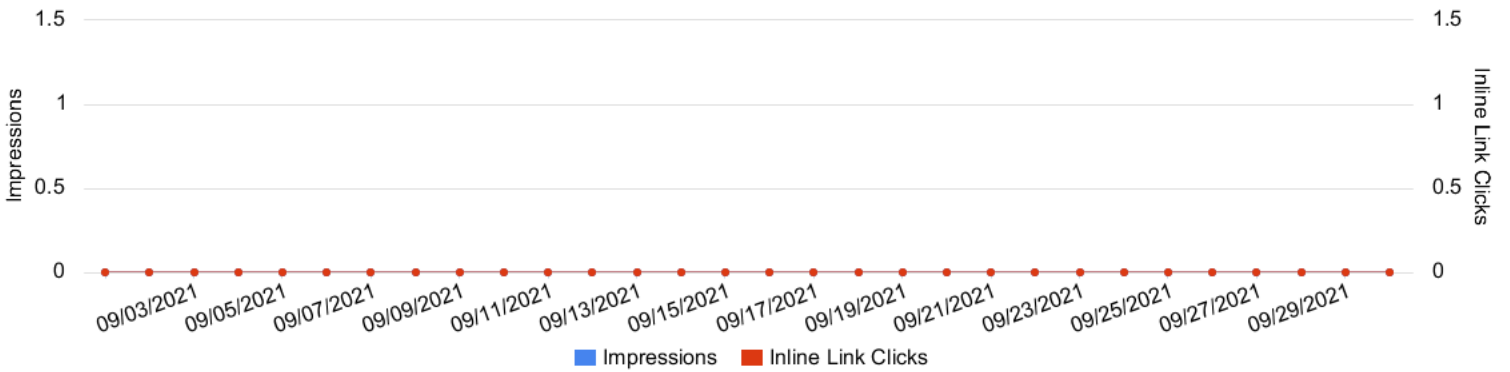
Leads
Renovo MD

0
35 -100.00%

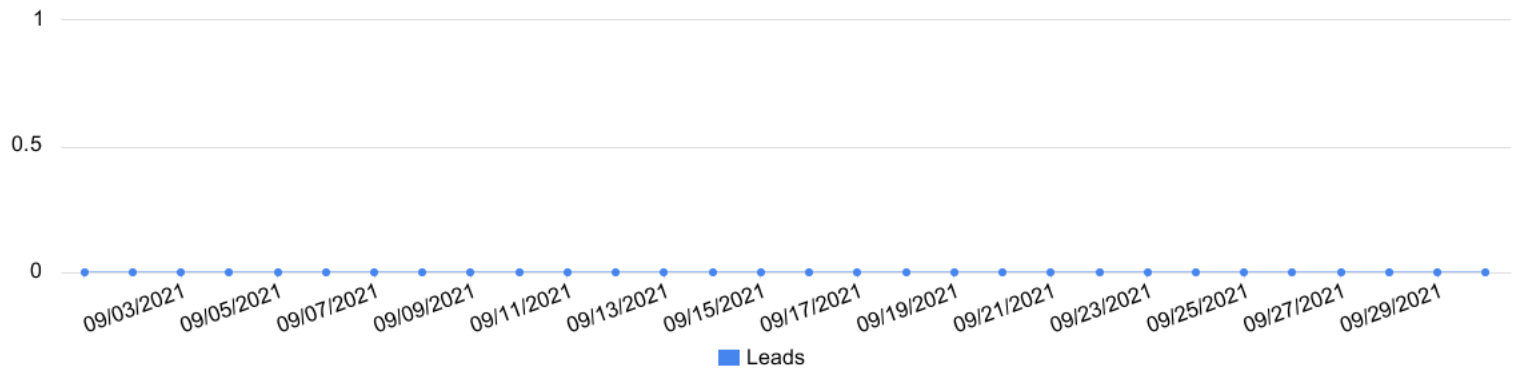
Cost / Lead
Renovo MD

\$0.00
\$31.61 -100.00%

Impressions vs Inline Link Clicks
Renovo MD



Conversions by day
Renovo MD



Facebook | Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary Renovo MD


Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$0.00	\$1,106.26	-100.00%
Impressions	0	34,944	-100.00%
Reach	0	12,960	-100.00%
Clicks	0	449	-100.00%
CTR	0.00%	1.28%	-100.00%
Frequency	0	2.7	-100.00%
Leads	0	35	-100.00%
Cost / Lead	\$0.00	\$31.61	-100.00%

Engagement Summary Renovo MD


Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	0	2	-100.00%
Post Reactions	0	24	-100.00%
Post Shares	0	3	-100.00%

Facebook | Placement Performance Summary

09/01/2021 - 09/30/2021

 Reach Summary (by Placement)
Renovo MD

There are no results

 Placement Performance (by Leads)
Renovo MD

There was an error

Facebook | Device Performance Summary

09/01/2021 - 09/30/2021

Device Performance Chart

Renovo MD




Device Platform Performance


Renovo MD

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Renovo MD	\$0.00	0	--	--	0	0	0
> Unknown	--	--	--	--	--	--	0

09/01/2021 - 09/30/2021

 Time of Day (Viewer)
Renovo MD

There are no results

 Time of Day (Ad Account)
Renovo MD

There are no results

Facebook | Campaign Performance Summary (by Leads)

09/01/2021 - 09/30/2021

Campaign Performance Breakdown Renovo MD

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting - Conversions	\$0.00	0	0	0	\$0.00
Total	\$0.00	0	0	0	\$0.00

Facebook | Ad Set Performance Summary (by Leads)


09/01/2021 - 09/30/2021

Top Performing Ad Sets Renovo MD

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests - Women - 25-55 - 7mi Radius	Coolsculpting - Conversions	\$0.00	0	0	0	\$0.00
	Total	\$0.00	0	0	0	\$0.00

Facebook | Ad Performance Summary


09/01/2021 - 09/30/2021

 Top Performing Ads (by Leads)
Renovo MD


There was an error

Facebook | Demographic Performance - Age

09/01/2021 - 09/30/2021

 Age Performance Chart
Renovo MD


There are no results

 Age Performance Summary
Renovo MD


Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Renovo MD	\$0.00	0	0	0	--	0	0
> Unknown	--	--	--	0	--	--	0

Facebook | Demographic Performance - Gender

09/01/2021 - 09/30/2021

 Gender Performance Chart
Renovo MD

There are no results

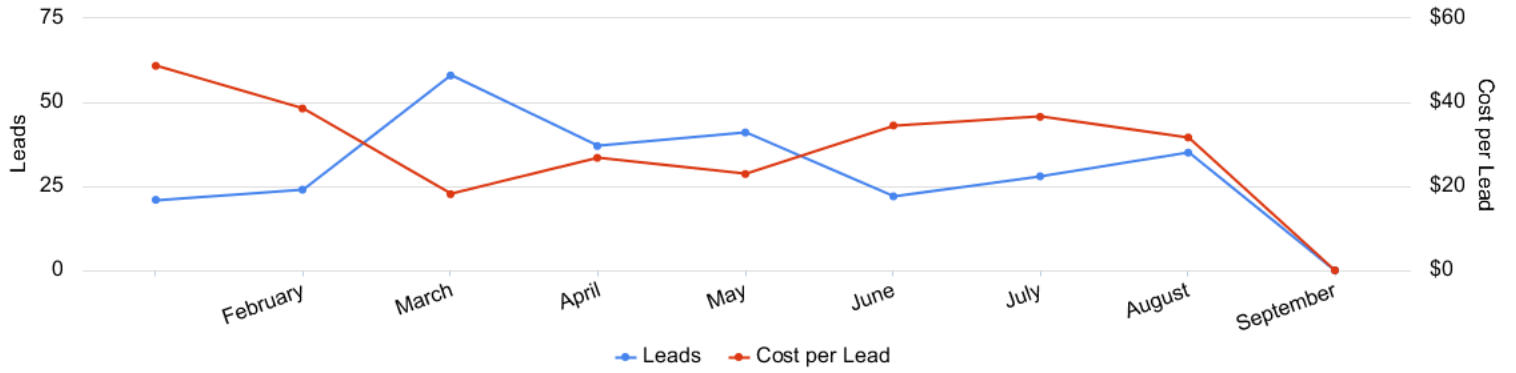
 Gender Performance Summary
Renovo MD

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Renovo MD	\$0.00	0	0	0	--	0	0
> Unknown	--	--	--	0	--	--	0

Facebook | Year-to-Date Performance

01/01/2021 - 09/30/2021

Year-to-Date Trend
Renovo MD



Historical table (by month)
Renovo MD

There was an error

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
- Conversion Value (Conv Val) - Reported revenue by the eCommerce site. Does not include returns, refunds, or canceled orders.
- Conversion Value / Click (Conv Val / Click) - Average revenue generated per click. Is used to determine effectiveness of the account when compared against average cost per click (CPC).
- Conversion Value / Cost (Conv Val / Cost) - is a metric that shows the conversion value over the cost of advertising. This is the same calculation as Return on Ad Spend (ROAS) but is not expressed as a percentage.
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage