

# **Reston Dermatology Monthly Ad Performance Summary**

**08/01/2021 - 08/31/2021**

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# Overall Performance Summary

08/01/2021 - 08/31/2021

## Account Performance Summary (by Platform) Cross-platform

	Cost	Impressions	Clicks	CTR	Conversions	Cost / conv.
Google Ads						
08/01/2021 - 08/31/2021	\$2,881.16	10,309	458	4.44%	15	\$192.08
07/01/2021 - 07/31/2021	\$7,049.49	26,363	1,297	4.92%	25.63	\$275.01
% Change	-59.13%	-60.90%	-64.69%	-9.76%	-41.47%	-30.16%
Facebook Ads						
08/01/2021 - 08/31/2021	\$0.00	0	0	0.00%	0	\$0.00
07/01/2021 - 07/31/2021	\$2,165.92	79,914	1,415	1.77%	166	\$13.05
% Change	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%	-100.00%

# Google Ads | Key Performance Indicators

08/01/2021 - 08/31/2021

Cost  
Reston Dermatology

**\$2,881.16**  
\$7,049.49 -59.13%

Clicks  
Reston Dermatology

**458**  
1,297 -64.69%

Avg. CPC  
Reston Dermatology

**\$6.29**  
\$5.44 15.74%

Conversions  
Reston Dermatology

**15**  
25.63 -41.47%

Conv. rate  
Reston Dermatology

**3.28%**  
1.98% 65.66%

Cost / Conv  
Reston Dermatology

**\$192.08**  
\$275.01 -30.16%

## Google Ads | Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Overall Performance Summary  
Reston Dermatology

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$2,881.16	\$7,049.49	<span style="color: green;">-59.13%</span>
Impressions	10,309	26,363	<span style="color: red;">-60.90%</span>
Clicks	458	1,297	<span style="color: red;">-64.69%</span>
Avg CPC	\$6.29	\$5.44	<span style="color: red;">15.62%</span>
CTR	4.44%	4.92%	<span style="color: red;">-9.76%</span>
Conversions	15	25.63	<span style="color: red;">-41.47%</span>
Conv Rate	3.28%	1.98%	<span style="color: green;">65.66%</span>
Cost / Conv	\$192.08	\$275.05	<span style="color: green;">-30.17%</span>

## Google Ads | Budget Coverage

Search Impr. Share  
Reston Dermatology

**22.61%**  
30.55% -25.99%

Search IS Lost (due to Budget)  
Reston Dermatology

**28.78%**  
10.29% 179.69%

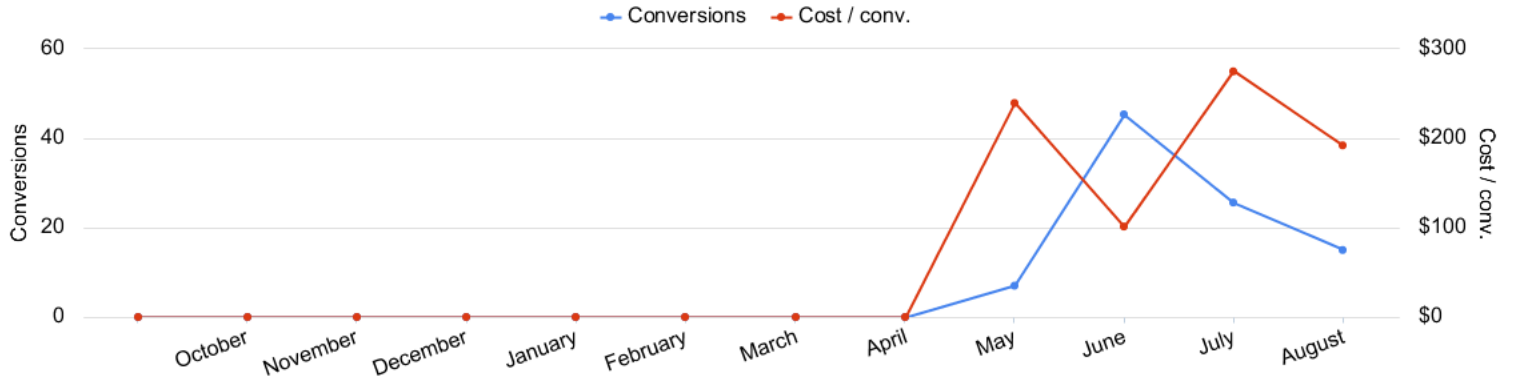
Search IS Lost (due to Rank)  
Reston Dermatology

**48.61%**  
59.16% -17.83%

# Google Ads | Monthly Performance Trends

09/01/2020 - 08/31/2021

Conversions vs Cost/ Conv  
Reston Dermatology




Account Performance by Month  
Reston Dermatology

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
02/01/2021	\$92.70	40,984	241	\$0.38	0.59%	0	0.00%	\$0.00	--	--
03/01/2021	\$412.84	153,570	1,218	\$0.34	0.79%	0	0.00%	\$0.00	--	--
05/01/2021	\$1,677.22	6,143	371	\$4.52	6.04%	7	1.89%	\$239.60	18.74%	22.63%
06/01/2021	\$4,598.75	24,134	1,362	\$3.38	5.64%	45.37	3.33%	\$101.37	11.13%	70.82%
07/01/2021	\$7,049.49	26,363	1,297	\$5.44	4.92%	25.63	1.98%	\$275.01	30.55%	10.29%
08/01/2021	\$2,881.16	10,309	458	\$6.29	4.44%	15	3.28%	\$192.08	22.61%	28.78%
<b>Total</b>	<b>\$16,712.16</b>	<b>261,503</b>	<b>4,947</b>	<b>\$3.38</b>	<b>1.89%</b>	<b>93</b>	<b>1.88%</b>	<b>\$179.70</b>	<b>17.55%</b>	<b>47.94%</b>

# Google Ads | Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)  
Reston Dermatology

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$1,375.90	3,042	155	\$8.88	5.10%	7.33	4.73%	\$187.71
search   beta   emsculpt neo	\$1,335.51	6,634	266	\$5.02	4.01%	5.67	2.13%	\$235.54
search   beta   dermal fillers	\$122.55	530	33	\$3.71	6.23%	2	6.06%	\$61.27
search   beta   emtone	\$34.08	45	3	\$11.36	6.67%	0	0.00%	\$0.00
search   beta   emsella	\$13.12	58	1	\$13.12	1.72%	0	0.00%	\$0.00

# Google Ads | Top Search Terms (by Conversions)

08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)  
Reston Dermatology

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting reviews	\$8.60	1	1	\$8.60	100.00%	1	100.00%	\$8.60
liposuction near me	\$23.43	15	3	\$7.81	20.00%	1	33.33%	\$23.43
kysse lip filler	\$3.93	1	1	\$3.93	100.00%	1	100.00%	\$3.93
does coolsculpting really work	\$10.14	1	1	\$10.14	100.00%	1	100.00%	\$10.14
double chin removal	\$15.10	6	2	\$7.55	33.33%	1	50.00%	\$15.10
emscult neo	\$7.18	1	1	\$7.18	100.00%	1	100.00%	\$7.18
emsculpt neo	\$48.87	104	12	\$4.07	11.54%	1	8.33%	\$48.87
coolsculpting for under chin	\$6.05	1	1	\$6.05	100.00%	1	100.00%	\$6.05
emsculpt	\$84.19	161	17	\$4.95	10.56%	0.67	3.94%	\$125.66
fastest way to lose chest fat	\$6.85	1	1	\$6.85	100.00%	0.5	50.00%	\$13.70
sculpsure	\$4.94	4	1	\$4.94	25.00%	0.33	33.00%	\$14.97
how do i drink water to lose weight	\$3.40	1	1	\$3.40	100.00%	0	0.00%	\$0.00
cool sculpting cost	\$56.29	13	5	\$11.26	38.46%	0	0.00%	\$0.00
laser lipo near me	\$34.72	6	1	\$34.72	16.67%	0	0.00%	\$0.00
face liposuction cost	\$7.15	1	1	\$7.15	100.00%	0	0.00%	\$0.00
no touch laser kills fat cells	\$7.13	5	2	\$3.56	40.00%	0	0.00%	\$0.00
non surgical bbl	\$5.20	2	1	\$5.20	50.00%	0	0.00%	\$0.00
emsculpt neo cost near me	\$5.09	1	1	\$5.09	100.00%	0	0.00%	\$0.00
abs bench	\$1.49	1	1	\$1.49	100.00%	0	0.00%	\$0.00
live in weight loss camp	\$4.64	1	1	\$4.64	100.00%	0	0.00%	\$0.00

# Google Ads | Top Search Ads (by Conversions)

08/01/2021 - 08/31/2021

Top Responsive Search Ads (by Conversions)  
Reston Dermatology

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">{Keyword:Reston Dermatology}   Emsculpt NEO   Reston, VA   #1 Provider in Reston, VA</a> <a href="http://bodylab.restondermatology.com/emsculpt_neo/reston">bodylab.restondermatology.com/emsculpt_neo/reston</a> RF + HIFEM Energy Reduces Belly Fat, Strengthens Your Core & Sculpts Your Abdominals   One 30-min Treatment Induces 24,000 Contractions (= 24,000 Situps) for a Slim, Strong Core	search   beta   emsculpt neo	\$335.94	720	66	\$5.09	9.17%	4.17	6.32%	\$80.56
<a href="#">Reston Dermatology   Fat Reduction in Reston, VA   Non-Surgical Fat Reduction</a> <a href="http://bodylab.restondermatology.com/coolsculpting/reston">bodylab.restondermatology.com/coolsculpting/reston</a> 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	\$362.90	1,212	61	\$5.95	5.03%	2.33	3.82%	\$155.75
<a href="#">{Keyword:Reston Dermatology}   Schedule A Free Consultation   Dermal Fillers Near Me</a> <a href="http://bodylab.restondermatology.com/dermal_fillers/reston">bodylab.restondermatology.com/dermal_fillers/reston</a> Look Younger and More Energized with Dermal Fillers. Leading Provider in {LOCATION(City)}   Reverse the Signs of Aging + Stimulate Collagen Production. Schedule A Free Consultation.	search   beta   dermal fillers	\$73.57	278	20	\$3.68	7.19%	1	5.00%	\$73.57
<a href="#">{Keyword:Reston Dermatology}   Dermal Fillers in {LOCATION(City)}   Smooth Wrinkles Restore Volume</a> <a href="http://bodylab.restondermatology.com/restylane/reston">bodylab.restondermatology.com/restylane/reston</a> 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	\$0.00	6	0	\$0.00	0.00%	0	0.00%	\$0.00
<a href="#">{Keyword:Reston Dermatology}   Dermal Fillers in {LOCATION(City)}   Smooth Wrinkles Restore Volume</a> <a href="http://bodylab.restondermatology.com/juvederm/reston">bodylab.restondermatology.com/juvederm/reston</a> 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	\$5.76	37	1	\$5.76	2.70%	0	0.00%	\$0.00

# Google Ads | Budget Utilization by Device

## Conversions by Device

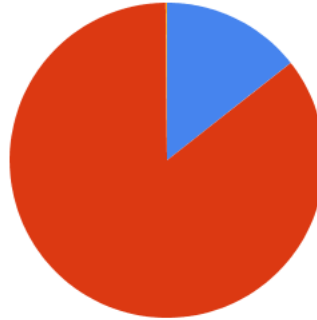
Reston Dermatology



■ Computers - Conversions: 8 (53.33%) ■ Mobile devices with full browsers - Conversions: 7 (46.67%)

## Cost by Device

Reston Dermatology



■ Computers - Cost: \$415.08 (14.41%) ■ Mobile devices with full browsers - Cost: \$2,462.24 (85.46%)  
 ■ Tablets with full browsers - Cost: \$3.84 (0.13%)

## Device Performance (by Conversions)

Reston Dermatology

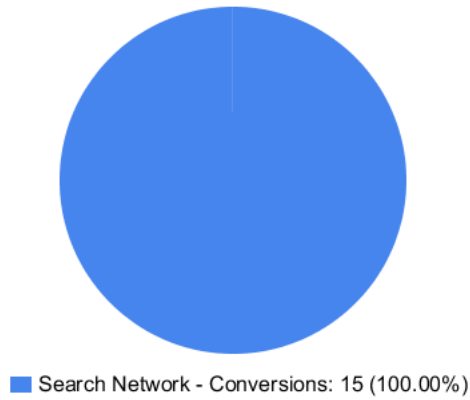
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Computers	1,980	78	\$415.08	\$5.32	3.94%	8	10.26%	\$51.88
Mobile devices with full browsers	8,178	377	\$2,462.24	\$6.53	4.61%	7	1.86%	\$351.75
Tablets with full browsers	151	3	\$3.84	\$1.28	1.99%	0	0.00%	\$0.00

# Google Ads | Budget Utilization by Network

## Cost by Network Reston Dermatology



## Conversions by Network Reston Dermatology




## Network Performance Reston Dermatology

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	10,309	458	\$2,881.16	\$6.29	4.44%	15	3.28%	\$192.08

# Google Ads | Conversion Summary


08/01/2021 - 08/31/2021

 Conversion Performance  
Reston Dermatology

Conversion name	All conv.
Submit Lead Form	9
Click to Call	5
Call From Ads (MS)	1

# Google Ads | Geo-Targeting Summary

08/01/2021 - 08/31/2021

 Top Locations  
Reston Dermatology

Region	Clicks	Conversions	Cost / conv.
Maryland	2	1	\$8.62
Virginia	456	14	\$205.18

# Facebook | Key Performance Indicators

08/01/2021 - 08/31/2021

Cost  
Reston Dermatology

**\$0.00**  
\$2,165.92 -100.00%

Impressions  
Reston Dermatology

**0**  
79,914 -100.00%

Reach  
Reston Dermatology

**0**  
35,065 -100.00%

Clicks (Link)  
Reston Dermatology

**0**  
1,415 -100.00%

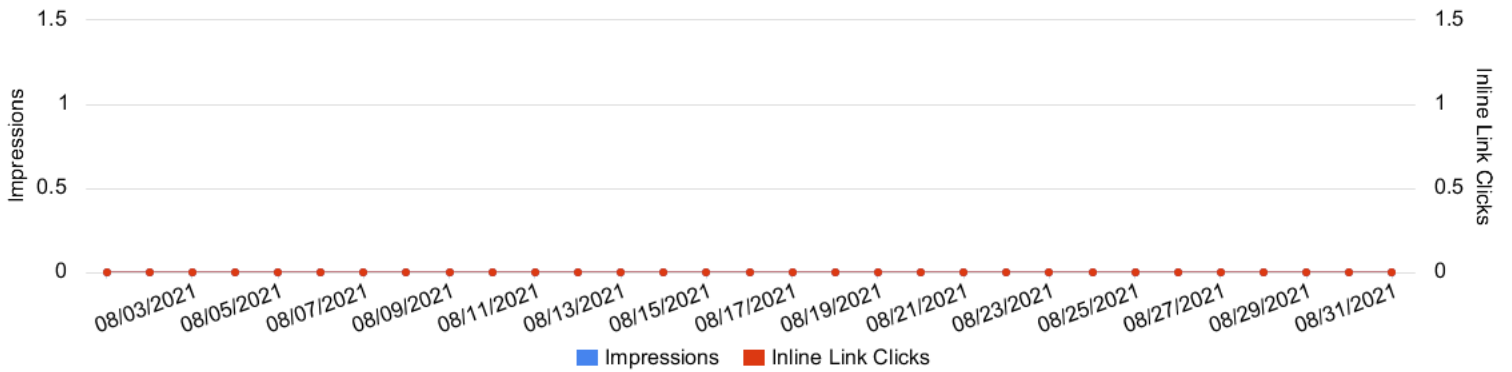
Leads  
Reston Dermatology

**0**  
169 -100.00%

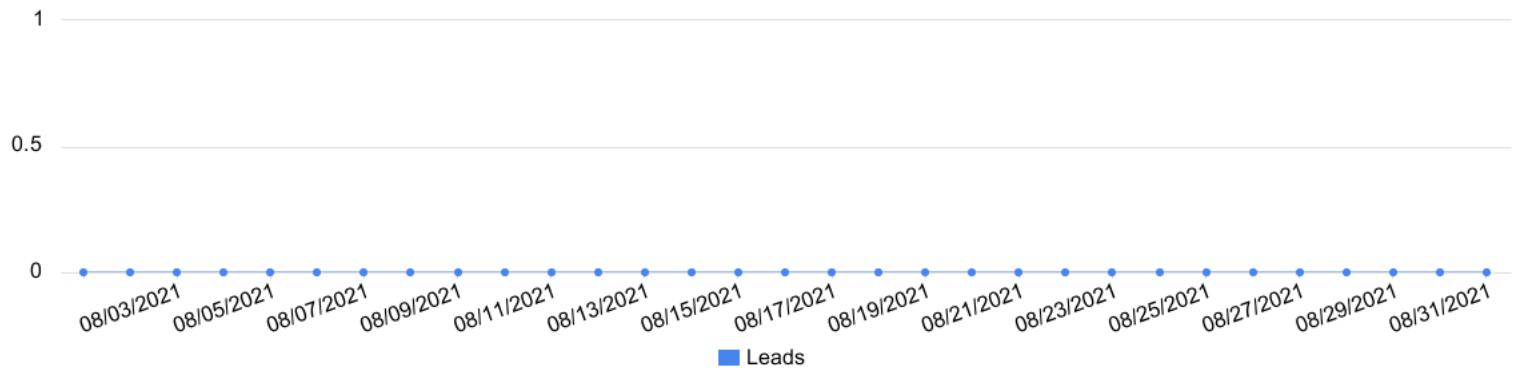
Cost / Lead  
Reston Dermatology

**\$0.00**  
\$12.82 -100.00%

Impressions vs Inline Link Clicks  
Reston Dermatology



Conversions by day  
Reston Dermatology



# Facebook | Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

## Overall Performance Summary Reston Dermatology

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$0.00	\$2,165.92	-100.00%
Impressions	0	79,914	-100.00%
Reach	0	35,065	-100.00%
Clicks	0	1,415	-100.00%
CTR	0.00%	1.77%	-100.00%
Frequency	0	2.28	-100.00%
Leads	0	169	-100.00%
Cost / Lead	\$0.00	\$12.82	-100.00%


## Engagement Summary Reston Dermatology

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	0	9	-100.00%
Post Reactions	0	164	-100.00%
Post Shares	0	27	-100.00%


# Facebook | Placement Performance Summary

08/01/2021 - 08/31/2021

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 Reach Summary (by Placement)  
Reston Dermatology


There are no results

 Placement Performance (by Leads)  
Reston Dermatology


There are no results

08/01/2021 - 08/31/2021

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 **Device Performance Chart**  
Reston Dermatology


There are no results

 **Device Platform Performance**  
Reston Dermatology


There are no results

08/01/2021 - 08/31/2021

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 Time of Day (Viewer)  
Reston Dermatology

There are no results


 Time of Day (Ad Account)  
Reston Dermatology

There are no results

# Facebook | Campaign Performance Summary (by Leads)

08/01/2021 - 08/31/2021

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 Campaign Performance Breakdown  
Reston Dermatology

There are no results

# Facebook | Ad Set Performance Summary (by Leads)

08/01/2021 - 08/31/2021

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 Top Performing Ad Sets  
Reston Dermatology

There are no results

# Facebook | Ad Performance Summary

08/01/2021 - 08/31/2021


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 Top Performing Ads (by Leads)  
Reston Dermatology


There are no results

08/01/2021 - 08/31/2021

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 Age Performance Chart  
Reston Dermatology


There are no results

 Age Performance Summary  
Reston Dermatology


There are no results

08/01/2021 - 08/31/2021

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 Gender Performance Chart  
Reston Dermatology

There are no results

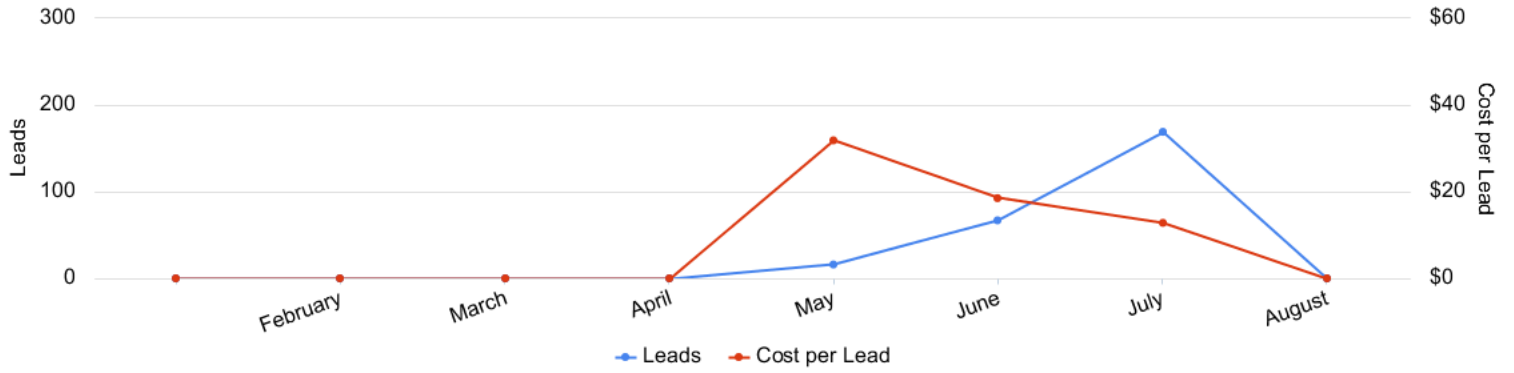
 Gender Performance Summary  
Reston Dermatology

There are no results

# Facebook | Year-to-Date Performance

01/01/2021 - 08/31/2021

Year-to-Date Trend  
Reston Dermatology



Historical table (by month)  
Reston Dermatology

There was an error

# Glossary

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- 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