

Reston Dermatology Monthly Ad Performance Summary

09/01/2021 - 09/30/2021

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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	\$3,480.67	14,927	557	3.73%	19	\$183.19
08/01/2021 - 08/31/2021	\$2,881.16	10,309	458	4.44%	15	\$192.08
% Change	20.81%	44.80%	21.62%	-15.99%	26.67%	-4.63%
Facebook Ads						
09/01/2021 - 09/30/2021	\$0.00	0	0	0.00%	0	\$0.00
08/01/2021 - 08/31/2021	\$0.00	0	0	0.00%	0	\$0.00
% Change	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Google Ads | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Reston Dermatology

\$3,480.67

\$2,881.16 **20.81%**

Conversions
Reston Dermatology

19

15 **26.67%**

Clicks
Reston Dermatology

557

458 **21.62%**

Conv. rate
Reston Dermatology

3.41%

3.28% **3.96%**

Avg. CPC
Reston Dermatology

\$6.25

\$6.29 **-0.66%**

Cost / Conv
Reston Dermatology

\$183.19

\$192.08 **-4.63%**

Google Ads | Month-Over-Month Performance Comparison

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

Overall Performance Summary
Reston Dermatology

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$3,480.67	\$2,881.16	20.81%
Impressions	14,927	10,309	44.80%
Clicks	557	458	21.62%
Avg CPC	\$6.25	\$6.29	-0.64%
CTR	3.73%	4.44%	-15.99%
Conversions	19	15	26.67%
Conv Rate	3.41%	3.28%	3.96%
Cost / Conv	\$183.19	\$192.08	-4.63%

Google Ads | Budget Coverage

Search Impr. Share
Reston Dermatology

23.86%

22.58% **5.67%**

Search IS Lost (due to Budget)
Reston Dermatology

20.14%

28.70% **-29.83%**

Search IS Lost (due to Rank)
Reston Dermatology

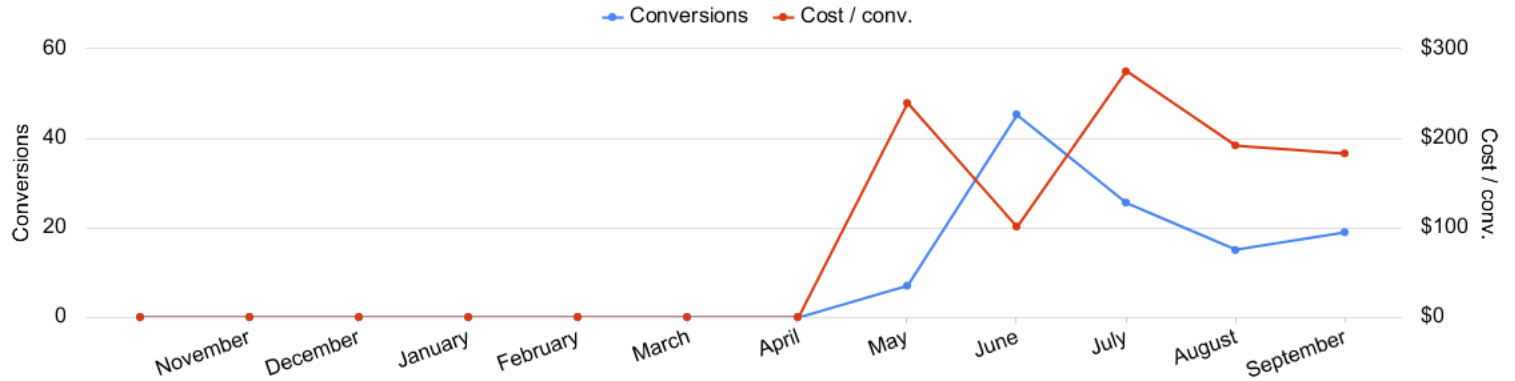
56.00%

48.72% **14.94%**

Google Ads | Monthly Performance Trends

10/01/2020 - 09/30/2021

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	22.58%	28.70%
09/01/2021	\$3,480.67	14,927	557	\$6.25	3.73%	19	3.41%	\$183.19	23.86%	20.14%
Total	\$20,192.83	276,430	5,504	\$3.67	1.99%	112	2.03%	\$180.29	18.43%	44.06%

Google Ads | Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Reston Dermatology

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta emsculpt neo	\$2,008.47	10,870	383	\$5.24	3.52%	11	2.87%	\$182.59
search beta coolsculpting	\$1,472.20	4,057	174	\$8.46	4.29%	8	4.60%	\$184.03

Google Ads | Top Search Terms (by Conversions)

09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
Reston Dermatology

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
emsculpt	\$136.57	263	30	\$4.55	11.41%	1.33	4.43%	\$102.68
coolsculpting under chin cost	\$6.28	1	1	\$6.28	100.00%	1	100.00%	\$6.28
emsculpt neo	\$64.91	181	18	\$3.61	9.94%	1	5.56%	\$64.91
fat loss extreme	\$4.20	10	1	\$4.20	10.00%	1	100.00%	\$4.20
keto pill weight loss reviews	\$6.78	1	2	\$3.39	200.00%	1	50.00%	\$6.78
warm sculpting near me	\$5.53	1	1	\$5.53	100.00%	1	100.00%	\$5.53
em sculpt neo	\$15.04	4	2	\$7.52	50.00%	1	50.00%	\$15.04
liposuction	\$56.12	142	7	\$8.02	4.93%	1	14.29%	\$56.12
coolsculpting vs coolsculpting elite	\$19.40	1	1	\$19.40	100.00%	1	100.00%	\$19.40
laser fat removal and skin tightening	\$23.71	1	1	\$23.71	100.00%	1	100.00%	\$23.71
sculpsure	\$20.54	66	5	\$4.11	7.58%	1	20.00%	\$20.54
what is body contouring	\$4.45	3	1	\$4.45	33.33%	1	100.00%	\$4.45
chin liposuction cost near me	\$6.34	3	1	\$6.34	33.33%	1	100.00%	\$6.34
how often can you do emsculpt	\$11.26	2	1	\$11.26	50.00%	1	100.00%	\$11.26
coolsculpting calves	\$19.59	1	1	\$19.59	100.00%	0.5	50.00%	\$39.18
coolsculpting near me	\$101.45	75	6	\$16.91	8.00%	0.5	8.33%	\$202.90
abs skin tightening	\$3.22	1	1	\$3.22	100.00%	0.33	33.00%	\$9.76
japanese weight loss methods	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
how kids can lose weight fast	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
how long does it take to lose weight on keto	\$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

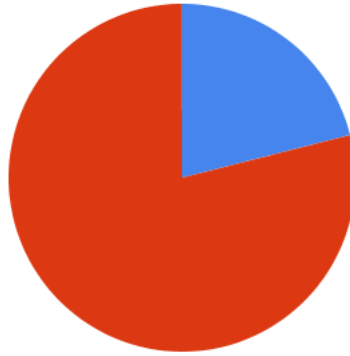
Top Responsive Search Ads (by Conversions)
Reston Dermatology

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Reston Dermatology} Emsculpt NEO Reston, VA #1 Provider in Reston, VA bodylab.restondermatology.com/emsculpt_neo/reston 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	\$394.60	787	71	\$5.56	9.02%	4.33	6.10%	\$91.13
Reston Dermatology Fat Reduction in Reston, VA Non-Surgical Fat Reduction bodylab.restondermatology.com/coolsculpting/reston 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	\$431.41	1,023	50	\$8.63	4.89%	3	6.00%	\$143.80
Reston Dermatology Emsculpt NEO Reston, VA #1 Provider in Reston, VA bodylab.restondermatology.com/emsculpt_neo/reston 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	\$612.20	3,555	128	\$4.78	3.60%	3	2.34%	\$204.07
{Keyword:Reston Dermatology} CoolSculpting in Reston, VA Biggest CoolSculpting® Promo bodylab.restondermatology.com/coolsculpting/reston Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Reston, VA Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$356.18	1,083	34	\$10.48	3.14%	2	5.88%	\$178.09
Reston Dermatology Fat Reduction in Reston, VA Non-Surgical Fat Reduction bodylab.restondermatology.com/coolsculpting/reston 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	\$108.67	235	13	\$8.36	5.53%	2	15.38%	\$54.34

Google Ads | Budget Utilization by Device

Conversions by Device

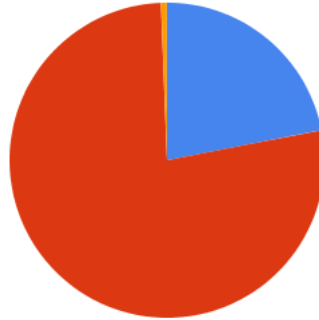
Reston Dermatology



■ Computers - Conversions: 4 (21.05%)
 ■ Mobile devices with full browsers - Conversions: 15 (78.95%)

Cost by Device

Reston Dermatology



■ Computers - Cost: \$763.54 (21.94%)
 ■ Mobile devices with full browsers - Cost: \$2,695.65 (77.45%)
 ■ Tablets with full browsers - Cost: \$21.48 (0.62%)

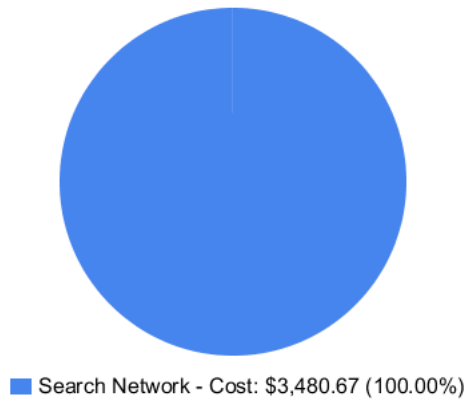
Device Performance (by Conversions)

Reston Dermatology

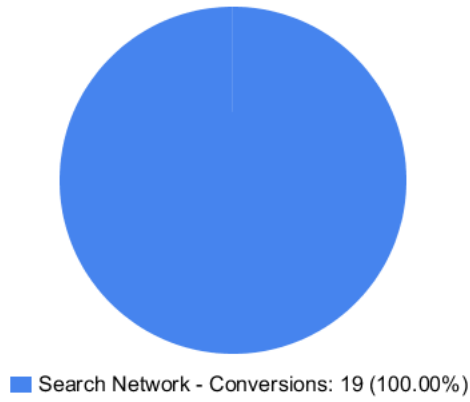
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	11,553	431	\$2,695.65	\$6.25	3.73%	15	3.48%	\$179.71
Computers	3,178	120	\$763.54	\$6.36	3.78%	4	3.33%	\$190.88
Tablets with full browsers	196	6	\$21.48	\$3.58	3.06%	0	0.00%	\$0.00

Google Ads | Budget Utilization by Network

Cost by Network
Reston Dermatology



Conversions by Network
Reston Dermatology

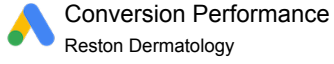


Network Performance
Reston Dermatology

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	14,927	557	\$3,480.67	\$6.25	3.73%	19	3.41%	\$183.19

Google Ads | Conversion Summary

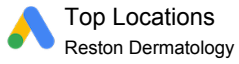
09/01/2021 - 09/30/2021



Conversion name	All conv.
Click to Call	10
Submit Lead Form	9

Google Ads | Geo-Targeting Summary

09/01/2021 - 09/30/2021



Region	Clicks	Conversions	Cost / conv.
Virginia	557	19	\$183.19

Facebook | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Reston Dermatology

\$0.00
\$0.00 0.00%

Impressions
Reston Dermatology

0
0 0.00%

Reach
Reston Dermatology

0
0 0.00%

Clicks (Link)
Reston Dermatology

0
0 0.00%

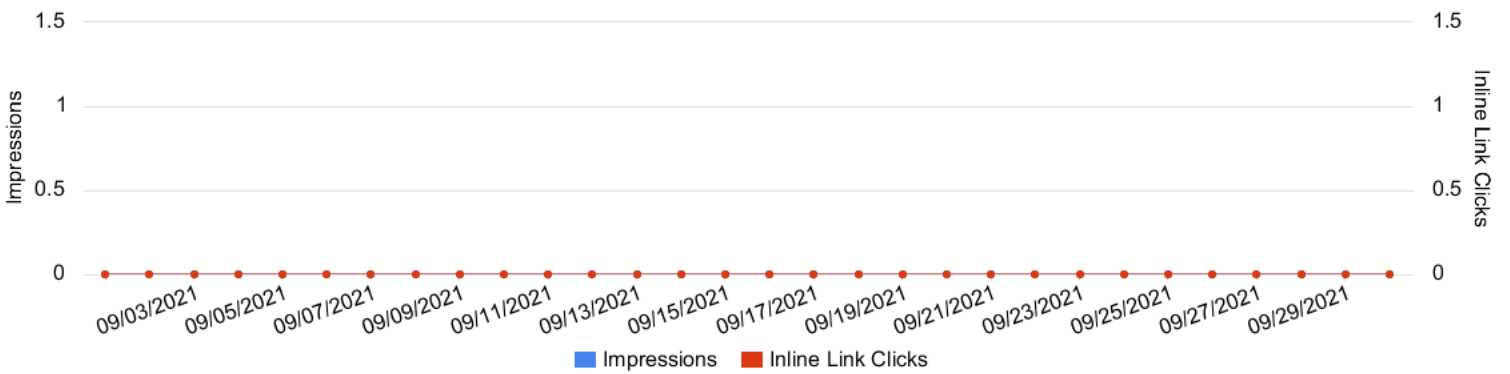
Leads
Reston Dermatology

0
0 0.00%

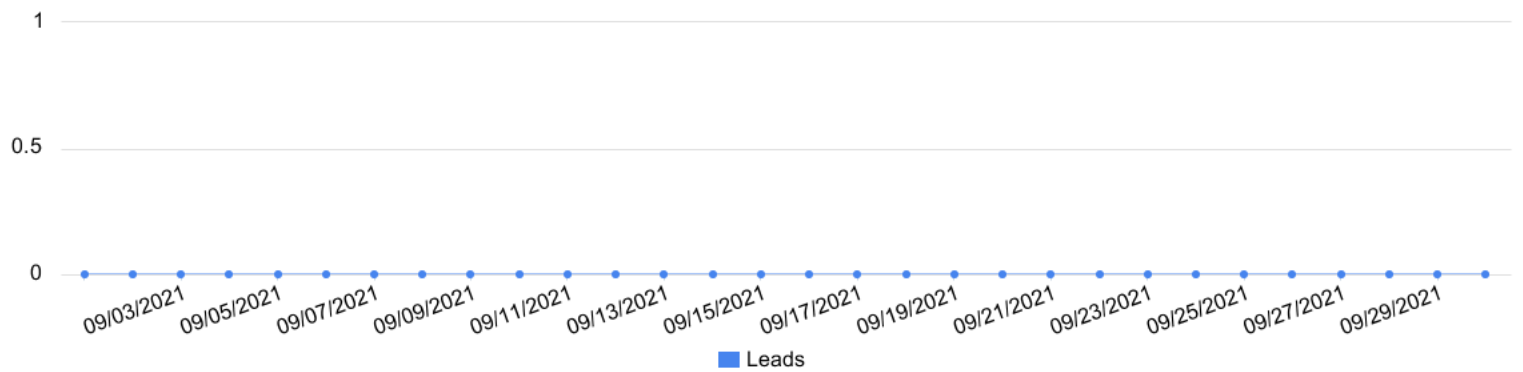
Cost / Lead
Reston Dermatology

\$0.00
\$0.00 0.00%

Impressions vs Inline Link Clicks
Reston Dermatology



Conversions by day
Reston Dermatology



Facebook | Month-Over-Month Performance Comparison

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

Overall Performance Summary Reston Dermatology


Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$0.00	\$0.00	0.00%
Impressions	0	0	0.00%
Reach	0	0	0.00%
Clicks	0	0	0.00%
CTR	0.00%	0.00%	0.00%
Frequency	0	0	0.00%
Leads	0	0	0.00%
Cost / Lead	\$0.00	\$0.00	0.00%

Engagement Summary Reston Dermatology


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

Facebook | Placement Performance Summary

09/01/2021 - 09/30/2021


 Reach Summary (by Placement)
Reston Dermatology

There are no results


 Placement Performance (by Leads)
Reston Dermatology

There are no results

09/01/2021 - 09/30/2021


 Device Performance Chart
Reston Dermatology

There are no results


 Device Platform Performance
Reston Dermatology

There are no results

09/01/2021 - 09/30/2021

 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)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown
Reston Dermatology

There are no results

Facebook | Ad Set Performance Summary (by Leads)


09/01/2021 - 09/30/2021

 Top Performing Ad Sets
Reston Dermatology

There are no results


Facebook | Ad Performance Summary

09/01/2021 - 09/30/2021


 Top Performing Ads (by Leads)
Reston Dermatology

There are no results

09/01/2021 - 09/30/2021


 Age Performance Chart
Reston Dermatology

There are no results


 Age Performance Summary
Reston Dermatology

There are no results

09/01/2021 - 09/30/2021

 Gender Performance Chart
Reston Dermatology

There are no results

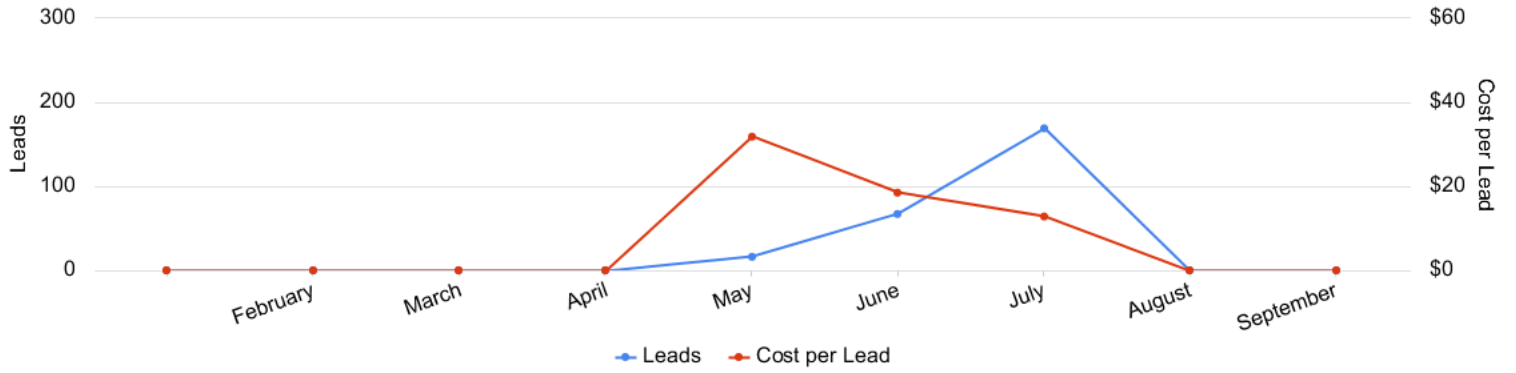
 Gender Performance Summary
Reston Dermatology

There are no results

Facebook | Year-to-Date Performance

01/01/2021 - 09/30/2021

Year-to-Date Trend
Reston Dermatology



Historical table (by month)
Reston Dermatology

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