

Revenge MD Monthly Combined Performance Summary

12/01/2023 - 12/31/2023

Table of contents

Google Ads Key Performance Indicators.....	Page 3
Google Ads Budget Coverage.....	Page 3
Google Ads Monthly Performance Trends.....	Page 4
Google Ads Campaign Performance Summary.....	Page 5
Google Ads Conversion Summary.....	Page 6
Facebook Key Performance Indicators.....	Page 7
Facebook Week-Over-Week Performance Comparison.....	Page 8
Facebook Device Performance Summary.....	Page 9
Facebook Campaign Performance Summary.....	Page 10
Facebook Ad Set Performance Summary.....	Page 10
Facebook Ad Performance Summary.....	Page 11
Facebook Demographic Performance - Age.....	Page 12
Facebook Demographic Performance - Gender.....	Page 13
Facebook Year-to-Date Performance.....	Page 14
Glossary.....	Page 15

Google Ads | Key Performance Indicators

12/01/2023 - 12/31/2023

Cost
Revenue MD

\$1,482.92
\$1,708.51 -13.20%

Conversions
Revenue MD

27
35 -22.86%

Clicks
Revenue MD

308
314 -1.91%

Conv. Rate
Revenue MD

8.77%
11.15% -21.35%

Avg CPC
Revenue MD

\$4.81
\$5.44 -11.58%

Cost / Conv
Revenue MD

\$54.92
\$48.81 12.52%

Google Ads | Budget Coverage

Search Impr. Share
Revenue MD

37.28%
33.75% 10.44%

Search IS Lost (Due to Budget)
Revenue MD

22.26%
30.63% -27.32%

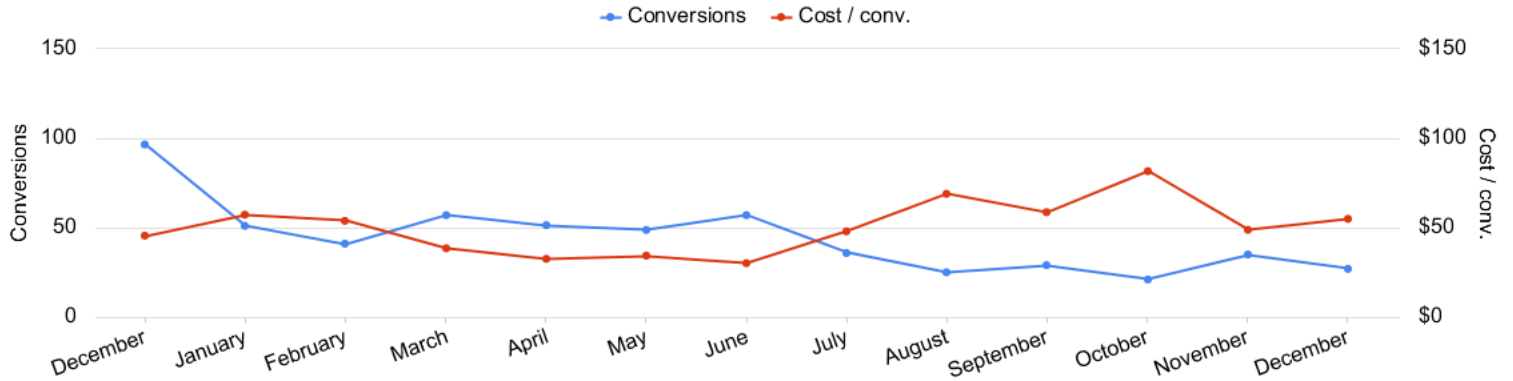
Search IS Lost (Due to Rank)
Revenue MD

40.46%
35.62% 13.60%

Google Ads | Monthly Performance Trends

12/01/2022 - 12/31/2023

Conversions vs Cost / Conv
Revenge MD




Account Performance by Month
Revenge MD

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
12/01/2022	\$2,178.82	2,146	208	\$10.48	9.69%	26	12.50%	\$83.80	68.54%	11.63%
01/01/2023	\$697.51	623	55	\$12.68	8.83%	2	3.64%	\$348.75	70.32%	12.98%
12/01/2022	\$2,212.00	4,946	456	\$4.85	9.22%	70.52	15.47%	\$31.37	49.96%	12.29%
01/01/2023	\$2,225.09	5,731	488	\$4.56	8.52%	49	10.04%	\$45.41	51.21%	7.32%
02/01/2023	\$2,205.55	5,419	400	\$5.51	7.38%	41	10.25%	\$53.79	51.69%	11.33%
03/01/2023	\$2,190.74	5,305	421	\$5.20	7.94%	57	13.54%	\$38.43	49.59%	12.41%
04/01/2023	\$1,674.27	4,498	321	\$5.22	7.14%	51.39	16.01%	\$32.58	45.23%	12.98%
05/01/2023	\$1,671.19	4,591	352	\$4.75	7.67%	48.71	13.84%	\$34.31	44.70%	9.85%
06/01/2023	\$1,720.26	4,493	357	\$4.82	7.95%	57.04	15.98%	\$30.16	47.92%	11.30%
07/01/2023	\$1,720.93	4,946	382	\$4.51	7.72%	35.86	9.39%	\$47.99	41.17%	11.71%
08/01/2023	\$1,722.79	4,473	350	\$4.92	7.82%	25	7.14%	\$68.91	36.04%	18.33%
09/01/2023	\$1,701.40	3,683	301	\$5.65	8.17%	29	9.63%	\$58.67	33.58%	29.98%
10/01/2023	\$1,713.89	3,432	333	\$5.15	9.70%	21	6.31%	\$81.61	33.34%	22.37%
11/01/2023	\$1,708.51	3,656	314	\$5.44	8.59%	35	11.15%	\$48.81	33.75%	30.63%
12/01/2023	\$1,482.92	3,405	308	\$4.81	9.05%	27	8.77%	\$54.92	37.28%	22.26%
Total	\$26,825.87	61,347	5,046	\$5.32	8.23%	575.52	11.41%	\$46.61	43.35%	16.26%

Google Ads | Campaign Performance Summary


12/01/2023 - 12/31/2023

 Campaign Performance Breakdown
Revenge MD

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
MS search dermal fillers vegas	\$1,482.92	3,405	308	\$4.81	9.05%	27	8.77%	\$54.92
Total	\$1,482.92	3,405	308	\$4.81	9.05%	27	8.77%	\$54.92

Google Ads | Conversion Summary

12/01/2023 - 12/31/2023

 Conversion Performance
Revenge MD

Conversion name	All conv.
Calls from ads	1
Click to Call	8
Submit lead form	19

Facebook | Key Performance Indicators

12/01/2023 - 12/31/2023

Cost
Medstar New 2023

\$3,839.40

\$3,525.93 **8.89%**

Impressions
Medstar New 2023

119,804

88,996 **34.62%**

Reach
Medstar New 2023

44,395

31,118 **42.67%**

Clicks (Link)
Medstar New 2023

1,136

1,051 **8.09%**

Leads
Medstar New 2023

282

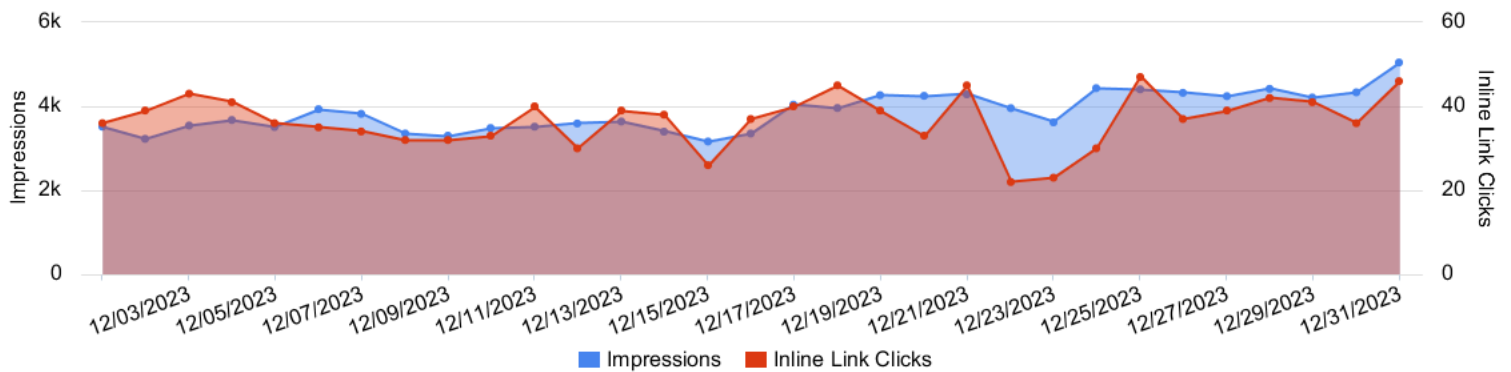
148 **90.54%**

Cost / Lead
Medstar New 2023

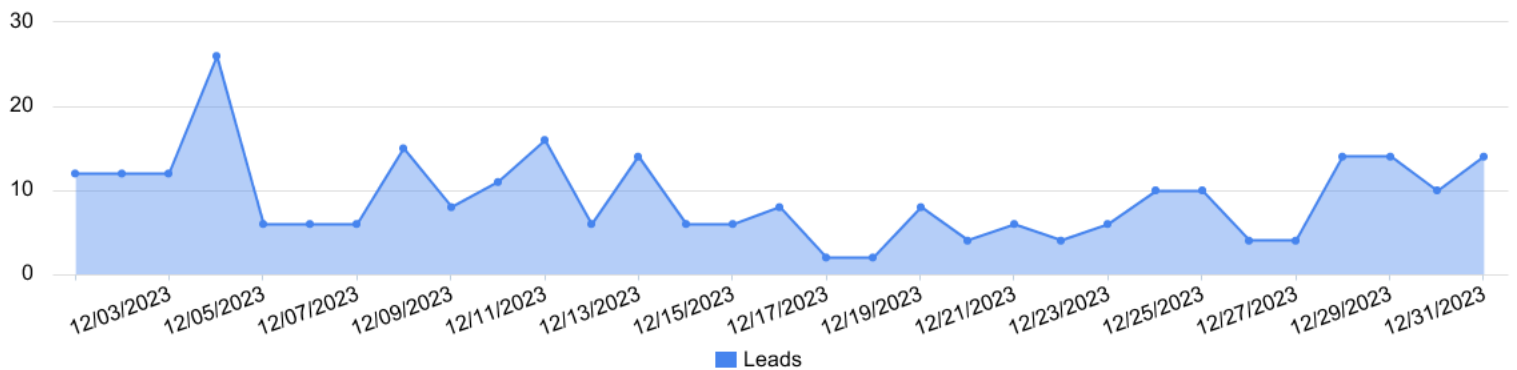
\$13.61

\$23.82 **-42.86%**

Impressions vs Inline Link Clicks
Medstar New 2023



Conversions by day
Medstar New 2023



Facebook | Week-Over-Week Performance Comparison

12/01/2023 - 12/31/2023 - Comparing to 11/01/2023 - 11/30/2023

Overall Performance Summary Medstar New 2023

Metric	12/01/2023 - 12/31/2023	11/01/2023 - 11/30/2023	% Change
Cost	\$3,839.40	\$3,525.93	8.89%
Impressions	119,804	88,996	34.62%
Reach	44,395	31,118	42.67%
Clicks	1,136	1,051	8.09%
CTR	0.95%	1.18%	-19.71%
Frequency	2.7	2.86	-5.64%
Leads	282	148	90.54%
CPA	\$13.61	\$23.82	-42.86%

Engagement Summary Medstar New 2023

Metric	12/01/2023 - 12/31/2023	11/01/2023 - 11/30/2023	% Change
Page Likes	0	0	0.00%
Post Comments	10	8	25.00%
Post Reactions	179	189	-5.29%
Post Shares	18	15	20.00%

Facebook | Device Performance Summary

12/01/2023 - 12/31/2023

Device Performance Chart

Medstar New 2023



Device Platform Performance

Medstar New 2023

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency
Medstar New 2023	\$3,839.40	119,804	1,136	1.71%	44,395	2.7
> Mobile App	\$3,806.88	119,162	1,134	1.72%	44,202	2.7
> Desktop	\$26.58	416	2	0.72%	217	1.92
> Mobile Web	\$5.83	226	--	0.00%	105	2.15

Facebook | Campaign Performance Summary

12/01/2023 - 12/31/2023

Campaign Performance Breakdown Medstar New 2023

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
MS Revenge MD - Reno - Tox	\$1,270.69	56,424	378	133	\$9.55
MS Revenge MD - Reno - Weight Loss Injections	\$1,020.54	30,760	388	68	\$15.01
MS Revenge MD - Vegas - Weight Loss Injections	\$1,548.17	32,620	370	81	\$19.11
Total	\$3,839.40	119,804	1,136	282	\$13.61

Facebook | Ad Set Performance Summary

12/01/2023 - 12/31/2023

Top Performing Ad Sets Medstar New 2023

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Registrations Completed	Cost per Registration Completed
Prospecting - Interest Stack	MS Revenge MD - Vegas - Weight Loss Injections	\$1,548.17	32,620	370	0	\$0.00
Prospecting - Interest Stack	MS Revenge MD - Reno - Weight Loss Injections	\$1,020.54	30,760	388	0	\$0.00
Prospecting - Interest Stack	MS Revenge MD - Reno - Tox	\$1,270.69	56,424	378	0	\$0.00
	Total	\$3,839.40	119,804	1,136	0	\$0.00

Facebook | Ad Performance Summary

12/01/2023 - 12/31/2023

Top Performing Ads
Medstar New 2023

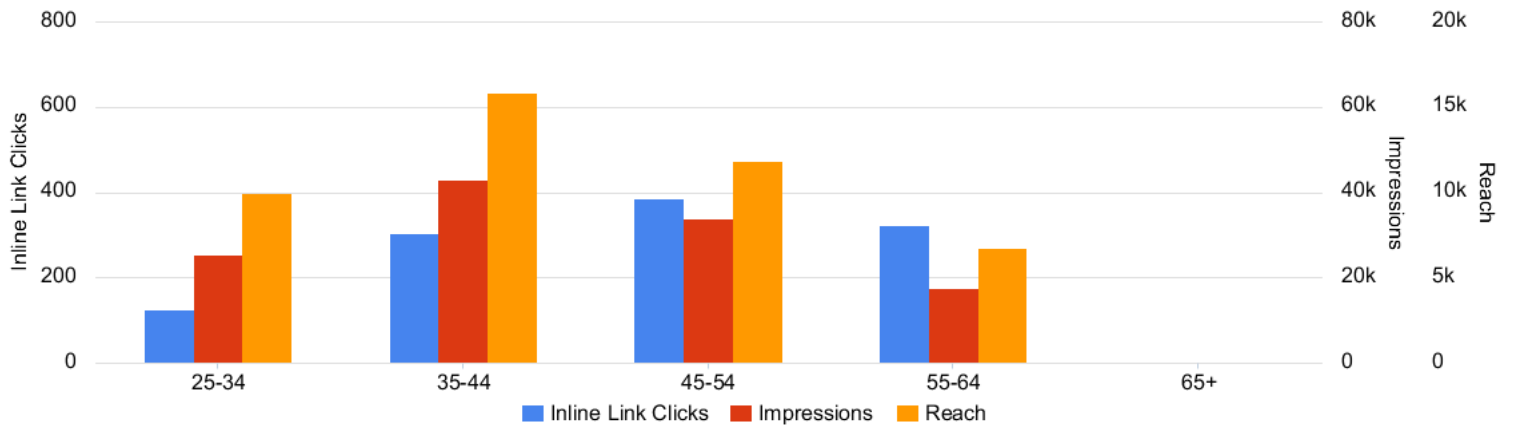
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Revenge MD - Video - Alyssa		MS Revenge MD - Vegas - Weight Loss Injections	\$1,091.50	301	22,843	9,869	2.31	2.05%	63
Revenge MD - Video - Alyssa		MS Revenge MD - Reno - Weight Loss Injections	\$727.12	285	21,975	7,813	2.81	2.12%	58
Revenge MD - Image - Side Pose Shot		MS Revenge MD - Reno - Weight Loss Injections	\$293.42	103	8,785	3,457	2.54	2.42%	10
Revenge MD - Image - Side Pose Shot		MS Revenge MD - Vegas - Weight Loss Injections	\$456.67	69	9,777	4,779	2.05	1.31%	18
Revenge MD - Video - Marking On Face		MS Revenge MD - Reno - Tox	\$1,270.69	378	56,424	27,464	2.05	1.37%	133
Total			\$3,839.40	1,136	119,804	44,395	2.7	1.71%	282

Facebook | Demographic Performance - Age

12/01/2023 - 12/31/2023

Age Performance Chart

Medstar New 2023



Age Performance Summary

Medstar New 2023

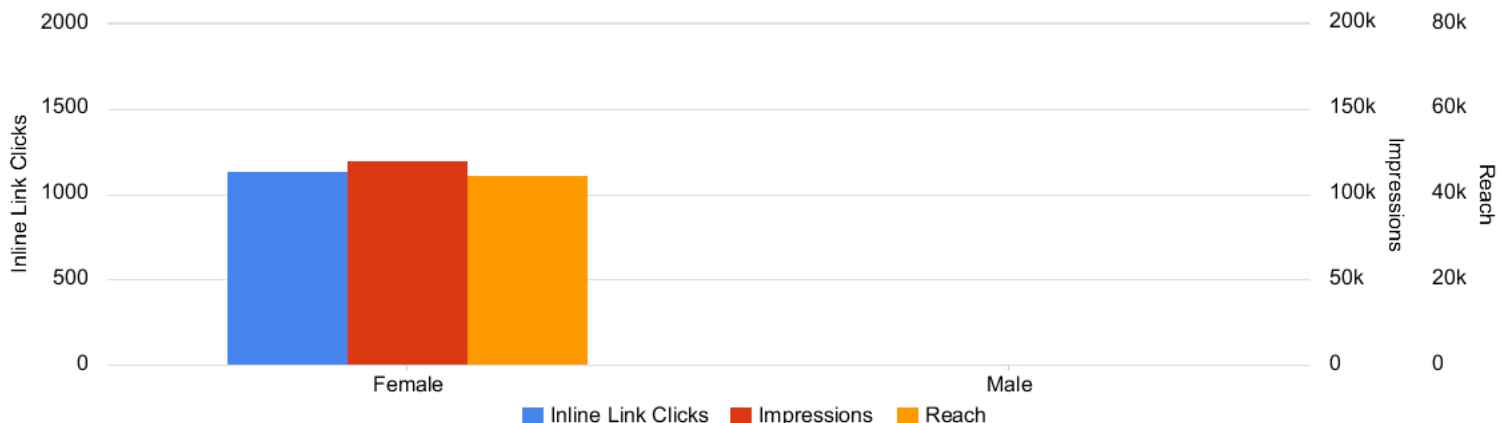
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency
Medstar New 2023	\$3,839.40	119,804	44,395	1,136	1.71%	2.7
> 25-34	\$494.37	25,350	9,925	125	1.01%	2.55
> 35-44	\$1,142.72	42,989	15,876	304	1.34%	2.71
> 45-54	\$1,312.96	33,751	11,839	385	2.01%	2.85
> 55-64	\$887.55	17,699	6,748	322	3.05%	2.62
> 65+	\$1.81	15	8	0	0.00%	1.88

Facebook | Demographic Performance - Gender

12/01/2023 - 12/31/2023

Gender Performance Chart

Medstar New 2023



Gender Performance Summary

Medstar New 2023

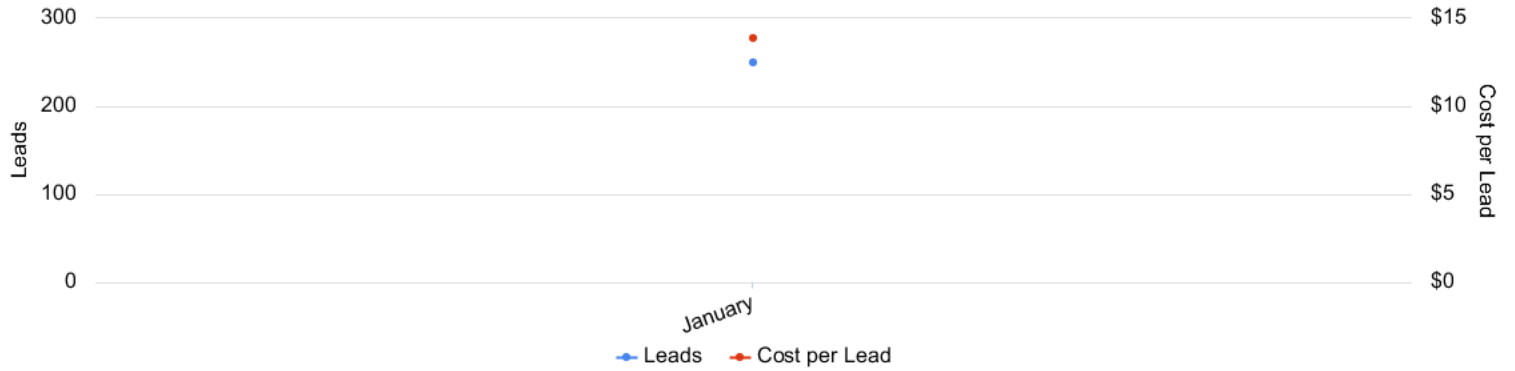
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency
Medstar New 2023	\$3,839.40	119,804	44,395	1,136	1.71%	2.7
> Female	\$3,839.15	119,797	44,395	1,136	1.71%	2.7
> Male	\$0.25	7	0	0	0.00%	0

Facebook | Year-to-Date Performance

12/01/2023 - 12/31/2023

Year-to-Date Trend

Medstar New 2023



Historical table (by month)

Medstar New 2023

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Medstar New 2023	\$3,839.40	1,136	119,804	44,395	2.7	1.71%	282
> 2023-12-01 - 2023-12-31	\$3,839.40	1,136	119,804	44,395	2.7	1.71%	282

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