

# **Surface Medical Monthly Ad Performance Summary**

**06/01/2023 - 06/30/2023**

## 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.....	Page 6
Google Ads   Budget Utilization by Device.....	Page 7
Google Ads   Budget Utilization by Network.....	Page 8
Google Ads   Conversion Summary.....	Page 9
Facebook   Key Performance Indicators.....	Page 10
Facebook   Month-Over-Month Performance Comparison.....	Page 11
Facebook   Placement Performance Summary.....	Page 12
Facebook   Device Performance Summary.....	Page 14
Facebook   Schedule Performance.....	Page 15
Facebook   Campaign Performance Summary.....	Page 16
Facebook   Ad Set Performance Summary.....	Page 16
Facebook   Ad Performance Summary.....	Page 17
Facebook   Demographic Performance - Age.....	Page 18
Facebook   Demographic Performance - Gender.....	Page 19
Facebook   Year-to-Date Performance.....	Page 20
Glossary.....	Page 21

# Overall Performance Summary

06/01/2023 - 06/30/2023

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

	Cost	Impressions	Clicks	CTR	Conversions	Cost / conv.
Google Ads (new)						
06/01/2023 - 06/30/2023	\$4,425.89	6,669	547	8.20%	42	\$105.38
05/01/2023 - 05/31/2023	\$4,420.03	6,542	527	8.06%	36	\$122.78
% Change	0.13%	1.94%	3.80%	1.82%	16.67%	-14.17%
Facebook Ads						
06/01/2023 - 06/30/2023	\$2,983.83	114,737	1,899	1.66%	162	\$18.42
05/01/2023 - 05/31/2023	\$3,075.90	108,208	1,525	1.41%	102	\$30.16
% Change	-2.99%	6.03%	24.52%	17.44%	58.82%	-38.93%

# Google Ads | Key Performance Indicators

06/01/2023 - 06/30/2023

Cost  
Surface Medical - Della Chiaie

**\$4,425.89**

\$4,420.03 0.13%

Clicks  
Surface Medical - Della Chiaie

**547**

527 3.80%

Avg. CPC  
Surface Medical - Della Chiaie

**\$8.09**

\$8.39 -3.53%

Conversions  
Surface Medical - Della Chiaie

**42**

36 16.67%

Conv. Rate  
Surface Medical - Della Chiaie

**7.68%**

6.83% 12.40%

Cost / Conv.  
Surface Medical - Della Chiaie

**\$105.38**

\$122.78 -14.17%

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

06/01/2023 - 06/30/2023 - Comparing to 05/01/2023 - 05/31/2023

Overall performance  
Surface Medical - Della Chiaie

Metric	06/01/2023 - 06/30/2023	05/01/2023 - 05/31/2023	% Change
Cost	\$4,425.89	\$4,420.03	<span style="color: red;">0.13%</span>
Impressions	6,669	6,542	<span style="color: green;">1.94%</span>
Clicks	547	527	<span style="color: green;">3.80%</span>
Avg CPC	\$8.09	\$8.39	<span style="color: green;">-3.53%</span>
CTR	8.20%	8.06%	<span style="color: green;">1.82%</span>
Conversions	42	36	<span style="color: green;">16.67%</span>
Conv. Rate	7.68%	6.83%	<span style="color: green;">12.40%</span>
Cost / Conv	\$105.38	\$122.78	<span style="color: green;">-14.17%</span>

## Google Ads | Budget Coverage

Search Impr. Share  
Surface Medical - Della Chiaie

**46.78%**

46.04% 1.61%

Search IS Lost (Due to Budget)  
Surface Medical - Della Chiaie

**22.43%**

17.63% 27.25%

Search IS Lost (Due to Rank)  
Surface Medical - Della Chiaie

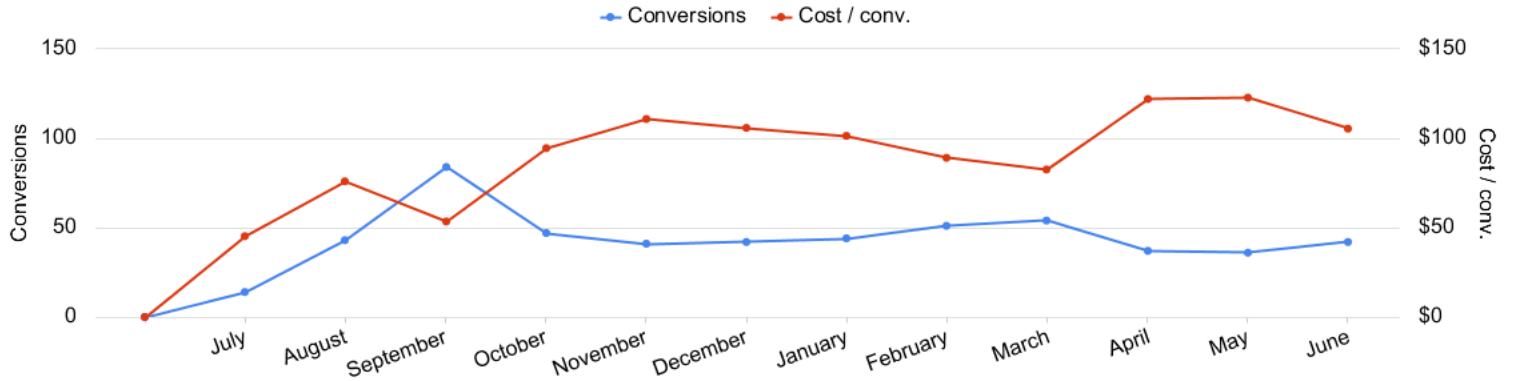
**30.79%**

36.33% -15.26%

# Google Ads | Monthly Performance Trends

06/01/2022 - 06/30/2023

Conversions vs Cost / Conv  
Surface Medical - Della Chiaie




Account Performance by Month  
Surface Medical - Della Chiaie

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
07/01/2022	\$633.18	2,796	142	\$4.46	5.08%	14	9.86%	\$45.23	14.57%	41.79%
08/01/2022	\$3,265.77	12,724	681	\$4.80	5.35%	43	6.31%	\$75.95	22.13%	24.38%
09/01/2022	\$4,490.92	16,227	989	\$4.54	6.09%	84	8.49%	\$53.46	25.06%	19.56%
10/01/2022	\$4,442.12	9,331	748	\$5.94	8.02%	47	6.28%	\$94.51	47.51%	11.69%
11/01/2022	\$4,543.72	6,241	560	\$8.11	8.97%	41	7.32%	\$110.82	56.75%	17.50%
12/01/2022	\$4,447.51	7,006	550	\$8.09	7.85%	42	7.64%	\$105.89	52.60%	17.19%
01/01/2023	\$4,462.54	7,987	678	\$6.58	8.49%	44	6.49%	\$101.42	55.55%	14.97%
02/01/2023	\$4,542.10	7,390	629	\$7.22	8.51%	51	8.11%	\$89.06	52.88%	13.00%
03/01/2023	\$4,458.46	7,701	624	\$7.14	8.10%	54	8.65%	\$82.56	46.77%	19.81%
04/01/2023	\$4,516.25	7,168	635	\$7.11	8.86%	37	5.83%	\$122.06	46.62%	15.72%
05/01/2023	\$4,420.03	6,542	527	\$8.39	8.06%	36	6.83%	\$122.78	46.04%	17.63%
06/01/2023	\$4,425.89	6,669	547	\$8.09	8.20%	42	7.68%	\$105.38	46.78%	22.43%
<b>Total</b>	<b>\$48,648.49</b>	<b>97,782</b>	<b>7,310</b>	<b>\$6.66</b>	<b>7.48%</b>	<b>535</b>	<b>7.32%</b>	<b>\$90.93</b>	<b>35.57%</b>	<b>20.66%</b>

# Google Ads | Campaign Performance Summary

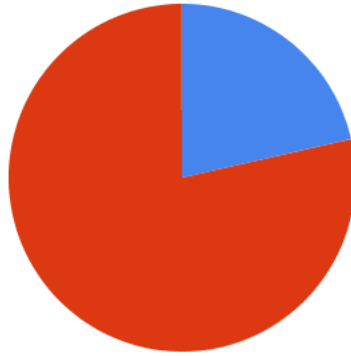
06/01/2023 - 06/30/2023

 Campaign Performance Breakdown  
Surface Medical - Della Chiaie

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
MS   search   coolsculpting	\$1,485.78	2,935	176	\$8.44	6.00%	22	12.50%	\$67.54
MS   search   dccm academy	\$1,003.05	1,790	206	\$4.87	11.51%	9	4.37%	\$111.45
MS   search   dermal fillers	\$996.94	1,150	94	\$10.61	8.17%	8	8.51%	\$124.62
MS   search   skin tightening	\$940.12	794	71	\$13.24	8.94%	3	4.23%	\$313.37

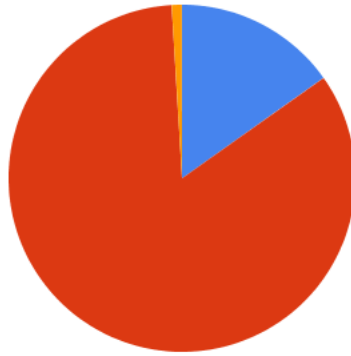
# Google Ads | Budget Utilization by Device

**Conversions by Device**  
 Surface Medical - Della Chiaie



■ Desktop - Conversions: 9 (21.43%) 
 ■ Mobile - Conversions: 33 (78.57%) 
 ■ Tablet - Conversions: 0 (0.00%)

**Cost by Conversions**  
 Surface Medical - Della Chiaie




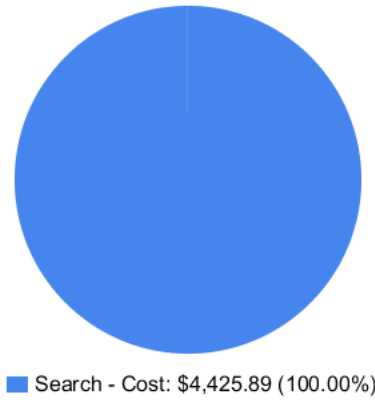
■ Desktop - Cost: \$672.69 (15.20%) 
 ■ Mobile - Cost: \$3,711.57 (83.86%) 
 ■ Tablet - Cost: \$41.63 (0.94%)


**Device Performance**  
 Surface Medical - Della Chiaie

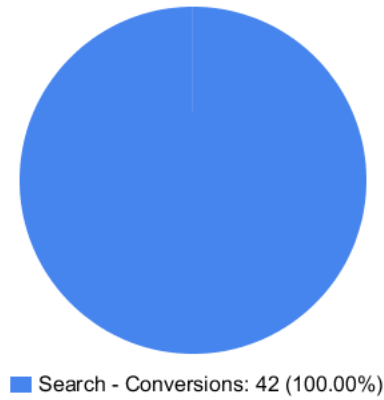
Device	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Desktop	\$672.69	1,255	85	\$7.91	6.77%	9	10.59%	\$74.74
Mobile	\$3,711.57	5,333	457	\$8.12	8.57%	33	7.22%	\$112.47
Tablet	\$41.63	81	5	\$8.33	6.17%	0	0.00%	\$0.00


# Google Ads | Budget Utilization by Network

 Cost by Network  
Surface Medical - Della Chiaie



 Conversions by Network  
Surface Medical - Della Chiaie




 Network Performance  
Surface Medical - Della Chiaie

Network (with search partners)	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search	\$4,425.89	6,669	547	\$8.09	8.20%	42	7.68%	\$105.38

# Google Ads | Conversion Summary

06/01/2023 - 06/30/2023

 Conversion Breakdown  
Surface Medical - Della Chiaie

Conversion name	All conv.	% Change
Click to Call	8	14.29%
Submit lead form	34	17.24%

# Facebook | Key Performance Indicators

06/01/2023 - 06/30/2023

Cost  
Surface Medical

**\$2,983.83**  
\$3,075.90 -2.99%

Clicks (Link)  
Surface Medical

**1,899**  
1,525 24.52%

Impressions  
Surface Medical

**114,737**  
108,208 6.03%

Leads  
Surface Medical

**162**  
102 58.82%

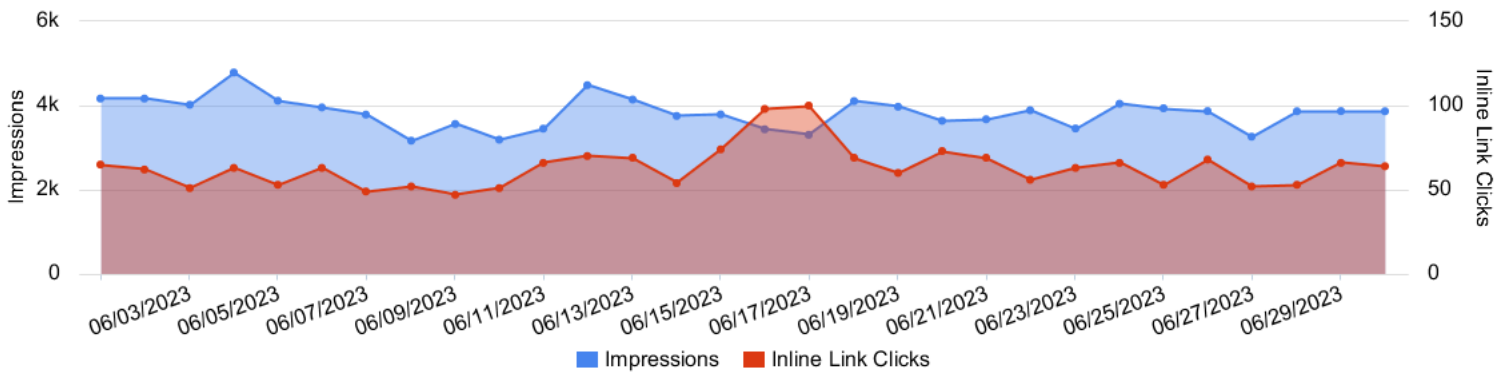
Reach  
Surface Medical

**34,581**  
35,153 -1.63%

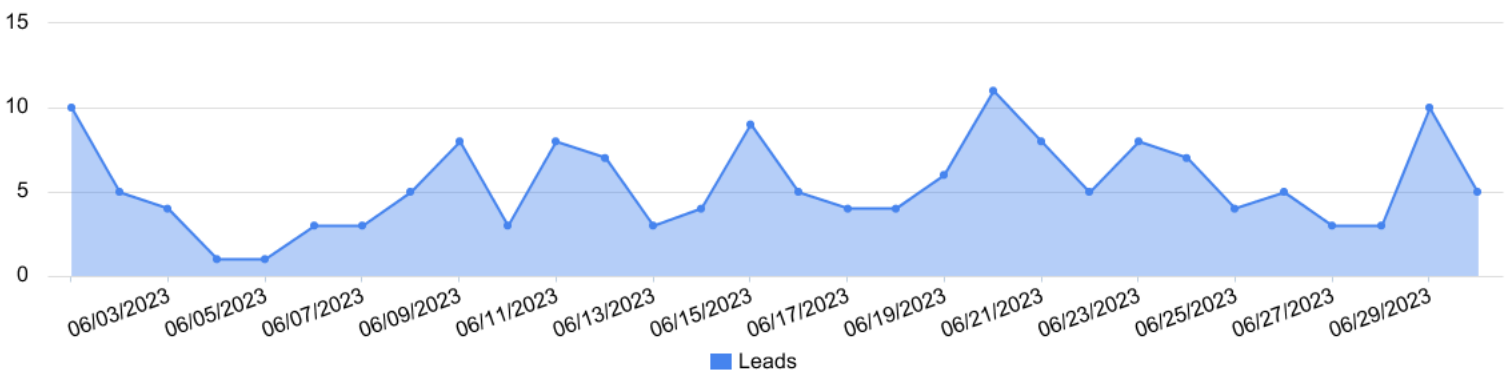
Cost / Lead  
Surface Medical

**\$18.42**  
\$30.16 -38.93%

Impressions vs Inline Link Clicks  
Surface Medical



Conversions by day  
Surface Medical



# Facebook | Month-Over-Month Performance Comparison

06/01/2023 - 06/30/2023 - Comparing to 05/01/2023 - 05/31/2023

## Overall Performance Summary Surface Medical

Metric	06/01/2023 - 06/30/2023	05/01/2023 - 05/31/2023	% Change
Cost	\$2,983.83	\$3,075.90	-2.99%
Impressions	114,737	108,208	6.03%
Reach	34,581	35,153	-1.63%
Clicks	1,899	1,525	24.52%
CTR	1.66%	1.41%	17.44%
Frequency	3.32	3.08	7.79%
Leads	162	102	58.82%
Cost / Lead	\$18.42	\$30.16	-38.93%

## Engagement Summary Surface Medical

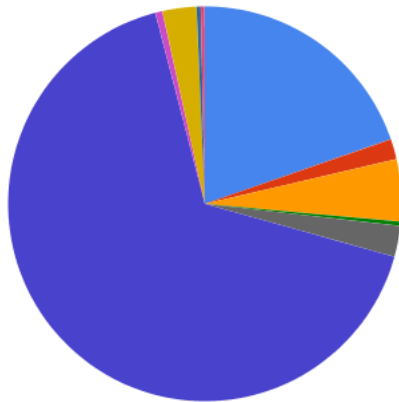
Metric	06/01/2023 - 06/30/2023	05/01/2023 - 05/31/2023	% Change
Page Likes	0	0	0.00%
Post Comments	14	16	-12.50%
Post Reactions	135	145	-6.90%
Post Shares	9	18	-50.00%

# Facebook | Placement Performance Summary

06/01/2023 - 06/30/2023

## Reach Summary (by Placement)

Surface Medical



- Audience Network - An Classic - Reach: 6,249 (19.70%)
- Audience Network - Rewarded Video - Reach: 529 (1.67%)
- Facebook - Facebook Reels - Reach: 1,612 (5.08%)
- Facebook - Facebook Reels Overlay - Reach: 109 (0.34%)
- Facebook - Facebook Stories - Reach: 802 (2.53%)
- Facebook - Feed - Reach: 21,137 (66.64%)
- Facebook - Instream Video - Reach: 184 (0.58%)
- Facebook - Marketplace - Reach: 882 (2.78%)
- Facebook - Right Hand Column - Reach: 112 (0.35%)
- Facebook - Search - Reach: 104 (0.33%)

## Placement Performance (by Leads)

Surface Medical

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR	Frequency	Leads	Cost per Lead
Surface Medical	\$2,983.83	114,737	34,581	1,899	0.00%	3.32	162	\$18.42
> Audience Network - An Classic	\$978.75	34,305	6,249	833	0.00%	5.49	69	\$14.18
> Audience Network - Rewarded Video	\$106.39	1,785	529	150	0.00%	3.37	4	\$26.60
> Facebook - Facebook Reels	\$64.77	3,358	1,612	11	0.00%	2.08	3	\$21.59
> Facebook - Facebook Reels Overlay	\$0.80	109	109	0	0.00%	1	0	\$0.00
> Facebook - Facebook Stories	\$41.75	1,169	802	24	0.00%	1.46	2	\$20.88
> Facebook - Feed	\$1,257.18	54,905	21,137	672	0.00%	2.6	67	\$18.76
> Facebook - Instream Video	\$2.56	260	184	2	0.00%	1.41	0	\$0.00
> Facebook - Marketplace	\$40.30	1,523	882	26	0.00%	1.73	2	\$20.15
> Facebook - Right Hand Column	\$0.54	310	112	0	0.00%	2.77	0	\$0.00
> Facebook - Search	\$3.79	113	104	1	0.00%	1.09	0	\$0.00
> Facebook - Video Feeds	\$23.88	940	562	14	0.00%	1.67	4	\$5.97
> Instagram - Feed	\$299.34	9,355	5,342	94	0.00%	1.75	6	\$49.89
> Instagram - Instagram Explore	\$5.14	414	297	1	0.00%	1.39	0	\$0.00
> Instagram - Instagram Explore Grid Home	\$1.00	242	144	0	0.00%	1.68	0	\$0.00
> Instagram - Instagram Reels	\$46.43	1,760	1,123	10	0.00%	1.57	1	\$46.43
> Instagram - Instagram Stories	\$110.59	3,670	2,270	60	0.00%	1.62	4	\$27.65
> Messenger - Messenger Inbox	\$0.12	505	249	0	0.00%	2.03	0	\$0.00

# Facebook | Placement Performance Summary

06/01/2023 - 06/30/2023

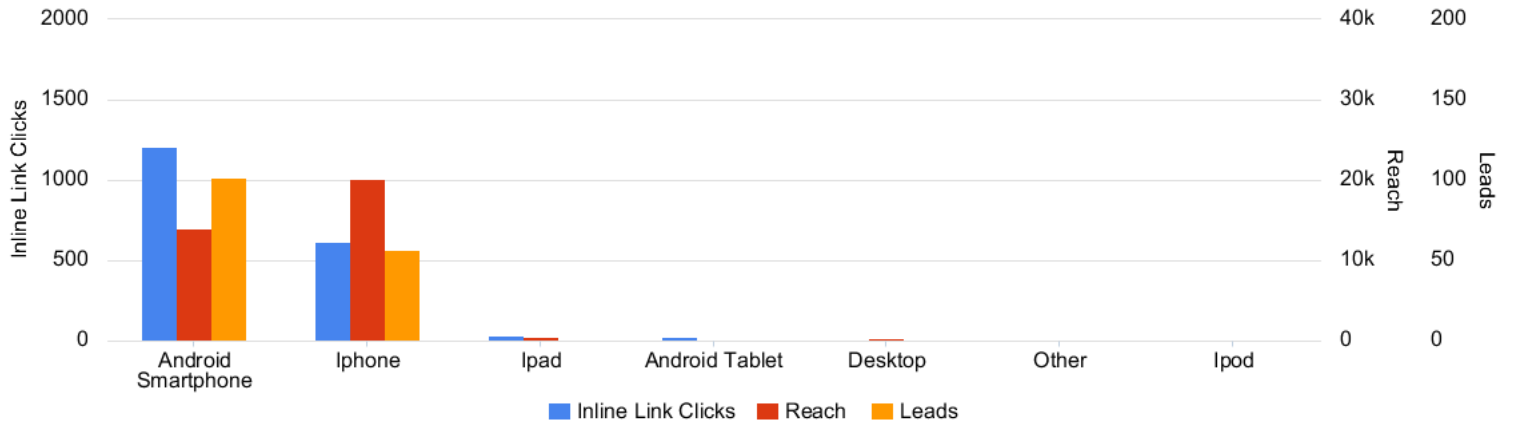
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR	Frequency	Leads	Cost per Lead
> Messenger - Messenger Stories	\$0.41	10	0	0	0.00%	0	0	\$0.00
> Unknown - Unknown	\$0.08	4	4	1	0.00%	1	0	\$0.00

# Facebook | Device Performance Summary

06/01/2023 - 06/30/2023

## Device Performance Chart

Surface Medical



## Device Platform Performance

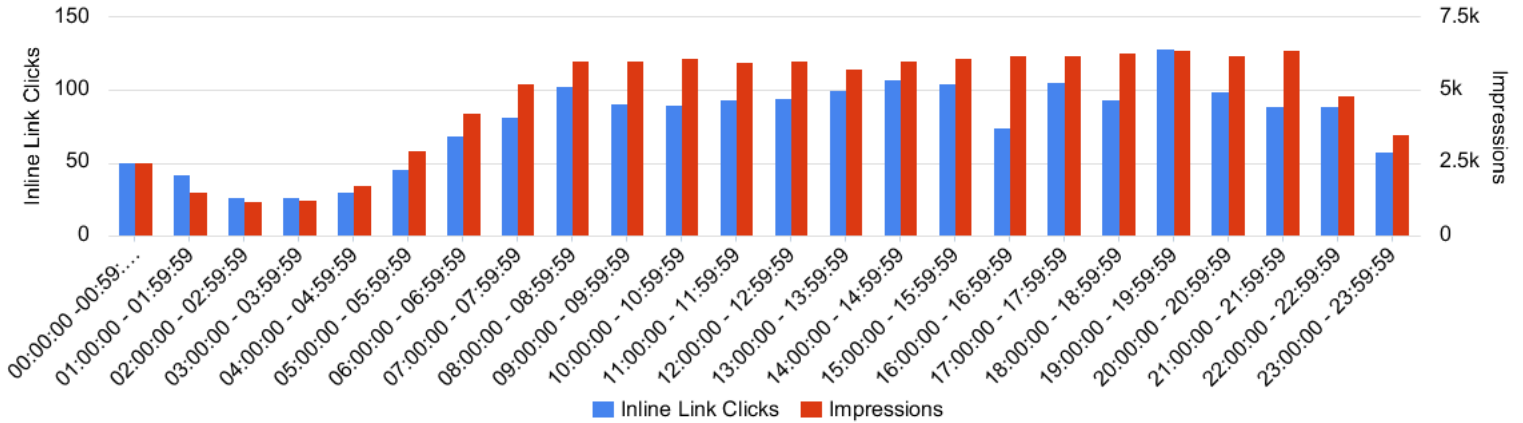
Surface Medical

Account	Amount Spent	Impressions	Reach	Inline Link Clicks	CTR	Frequency	Leads	Cost per Lead
Surface Medical	\$2,983.83	114,737	34,581	1,899	0.00%	3.32	162	\$18.42
> Mobile App	\$2,964.12	113,725	34,429	1,893	0.00%	3.3	161	\$18.41
> Desktop	\$18.87	973	377	4	0.00%	2.58	1	\$18.87
> Unknown	\$0.08	4	4	1	0.00%	1	0	\$0.00
> Mobile Web	\$0.76	35	8	1	0.00%	4.38	0	\$0.00

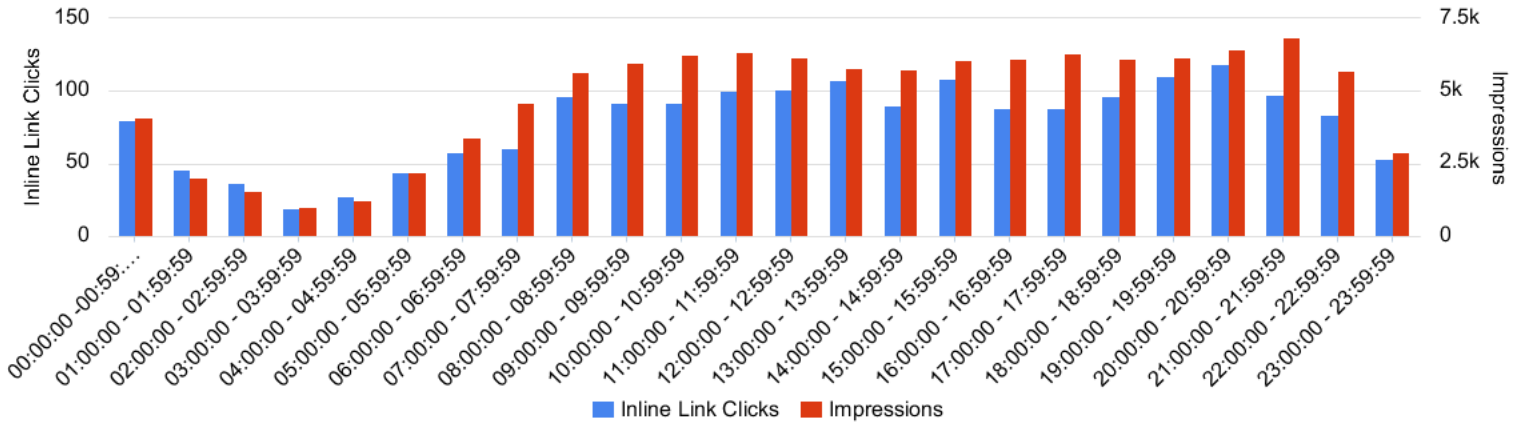
# Facebook | Schedule Performance

06/01/2023 - 06/30/2023

Time of Day (Viewer)  
Surface Medical



Time of Day (Ad Account)  
Surface Medical



# Facebook | Campaign Performance Summary

06/01/2023 - 06/30/2023

## Campaign Performance Breakdown Surface Medical

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
MS   DCCM Academy - Conversions	\$991.62	42,635	684	72	\$13.77
MS   Botox - Conversions	\$990.49	44,046	566	45	\$22.01
MS   Semaglutide (Conversions)	\$1,001.72	28,056	649	45	\$22.26
<b>Total</b>	<b>\$2,983.83</b>	<b>114,737</b>	<b>1,899</b>	<b>162</b>	<b>\$18.42</b>

# Facebook | Ad Set Performance Summary

06/01/2023 - 06/30/2023

## Top Performing Ad Sets Surface Medical

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Broad - Women 25-64 - 50mi Radius	MS   DCCM Academy - Conversions	\$991.62	42,635	684	72	\$13.77
Broad - Women 25-64 - 20mi Radius	MS   Botox - Conversions	\$990.49	44,046	566	45	\$22.01
Website Leads - Audience Stack	MS   Semaglutide (Conversions)	\$833.74	21,790	589	40	\$20.84
Website Leads - Interest Stack	MS   Semaglutide (Conversions)	\$167.98	6,266	60	5	\$33.60
	<b>Total</b>	<b>\$2,983.83</b>	<b>114,737</b>	<b>1,899</b>	<b>162</b>	<b>\$18.42</b>

# Facebook | Ad Performance Summary

06/01/2023 - 06/30/2023

Top Performing Ads (by Leads)  
Surface Medical

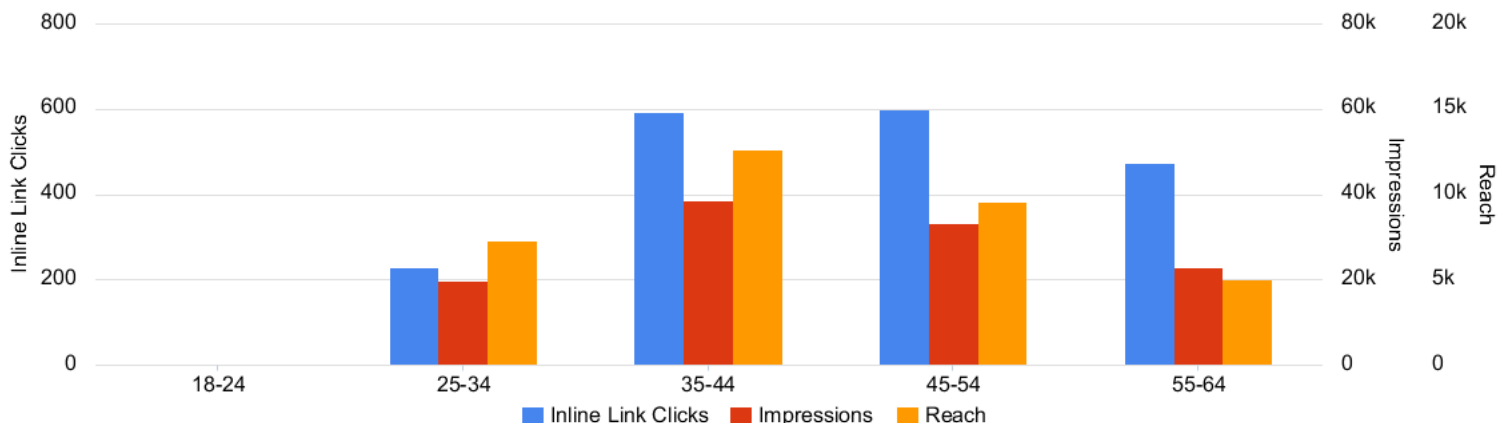
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Botox - Image - Client Special		MS   Botox - Conversions	\$517.68	349	25,766	7,493	3.44	1.73%	32
Semaglutide - Video - Ivonne		MS   Semaglutide (Conversions)	\$618.80	459	14,365	4,529	3.17	3.45%	28
DCCM - Image - \$100 - Copy B		MS   DCCM Academy - Conversions	\$370.20	196	15,424	9,035	1.71	2.98%	25
DCCM - Video - Botox 1		MS   DCCM Academy - Conversions	\$322.63	279	14,063	8,182	1.72	4.89%	23
DCCM - Image - Colored - Copy B		MS   DCCM Academy - Conversions	\$245.13	159	11,118	5,917	1.88	3.19%	19
Semaglutide - Image - \$100 Off		MS   Semaglutide (Conversions)	\$139.84	83	4,273	1,525	2.8	2.22%	7
<b>Total</b>			<b>\$2,214.28</b>	<b>1,525</b>	<b>85,009</b>	<b>36,681</b>	<b>14.72</b>	<b>--</b>	<b>134</b>

# Facebook | Demographic Performance - Age

06/01/2023 - 06/30/2023

## Age Performance Chart

Surface Medical



## Age Performance Summary

Surface Medical

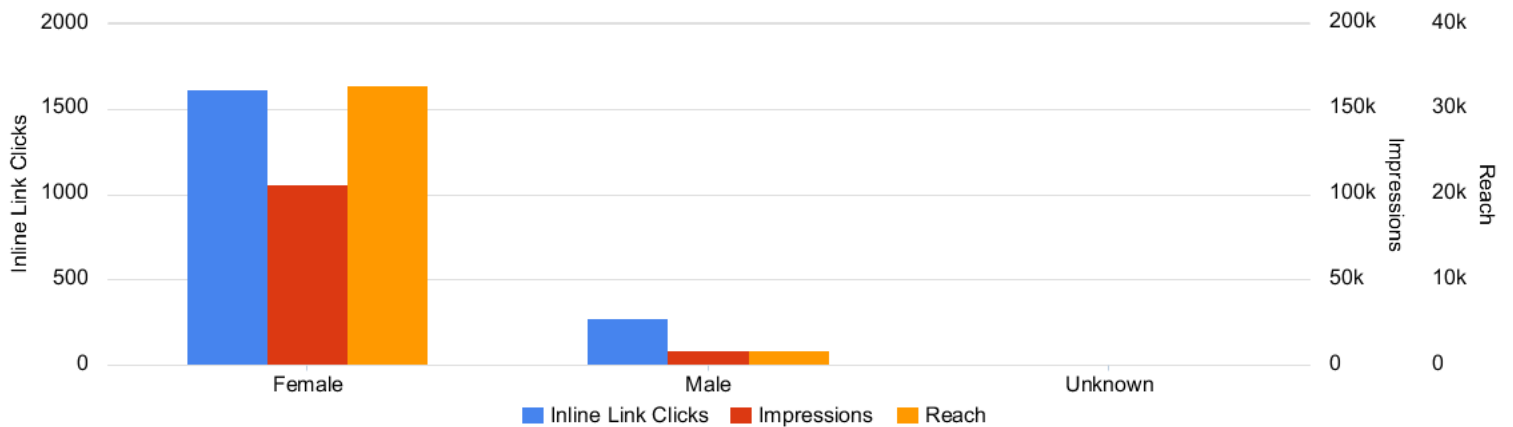
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Surface Medical	\$2,983.83	114,737	34,581	1,899	2.81%	3.32	162
> 18-24	\$6.01	145	72	4	2.76%	2.01	0
> 25-34	\$356.79	19,899	7,316	230	2.19%	2.72	19
> 35-44	\$847.79	38,451	12,594	593	2.99%	3.05	42
> 45-54	\$1,008.43	33,247	9,578	599	3.02%	3.47	64
> 55-64	\$764.81	22,995	5,022	473	2.72%	4.58	37

# Facebook | Demographic Performance - Gender

06/01/2023 - 06/30/2023

## Gender Performance Chart

Surface Medical



## Gender Performance Summary

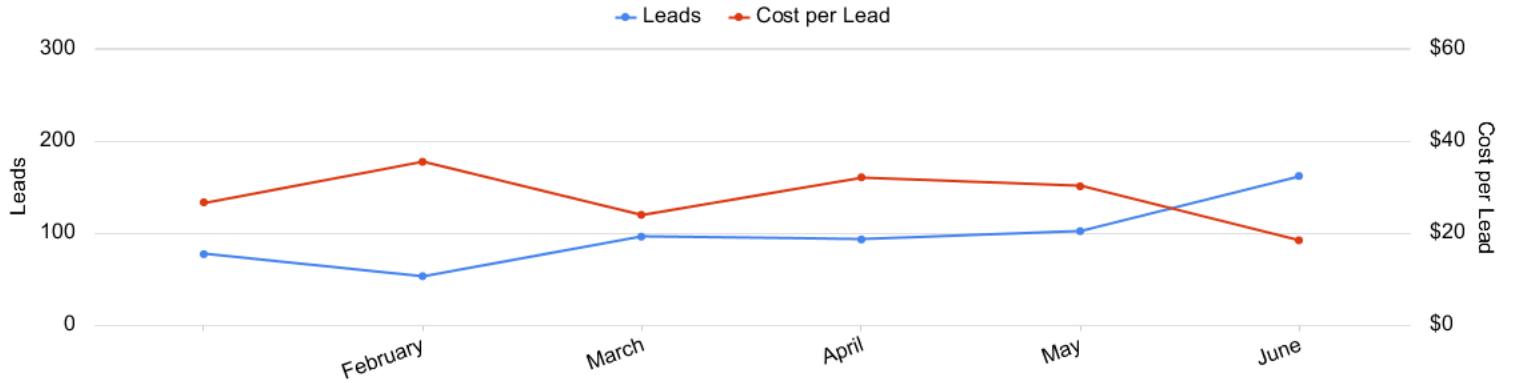
Surface Medical

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Surface Medical	\$2,983.83	114,737	34,581	1,899	2.81%	3.32	162
> Female	\$2,624.94	105,750	32,800	1,619	2.77%	3.22	140
> Male	\$355.17	8,795	1,741	276	3.23%	5.05	22
> Unknown	\$3.72	192	40	4	3.65%	4.8	0

# Facebook | Year-to-Date Performance

01/01/2023 - 06/30/2023

Year-to-Date Trend  
Surface Medical



Historical table (by month)  
Surface Medical

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Surface Medical	\$15,277.57	7,639	609,212	122,597	4.97	2.44%	583
> 2023-01-01 - 2023-01-31	\$2,053.17	825	102,146	34,696	2.94	1.94%	77
> 2023-02-01 - 2023-02-28	\$1,880.65	768	71,250	25,356	2.81	2.18%	53
> 2023-03-01 - 2023-03-31	\$2,299.11	1,166	94,233	33,368	2.82	2.45%	96
> 2023-04-01 - 2023-04-30	\$2,984.91	1,456	118,638	36,568	3.24	2.52%	93
> 2023-05-01 - 2023-05-31	\$3,075.90	1,525	108,208	35,153	3.08	2.60%	102
> 2023-06-01 - 2023-06-30	\$2,983.83	1,899	114,737	34,581	3.32	2.81%	162

# 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