

# **Waters Edge Monthly Combined Performance Summary**

**05/01/2023 - 05/31/2023**

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# Google Ads | Key Performance Indicators

05/01/2023 - 05/31/2023

Cost  
Waters Edge - V Puodziunas

**\$3,405.42**  
\$3,904.42 -12.78%

Clicks  
Waters Edge - V Puodziunas

**552**  
943 -41.46%

Avg CPC  
Waters Edge - V Puodziunas

**\$6.17**  
\$4.14 49.03%

Conversions  
Waters Edge - V Puodziunas

**30**  
32 -6.25%

Conv. Rate  
Waters Edge - V Puodziunas

**5.43%**  
3.39% 60.18%

Cost / Conv  
Waters Edge - V Puodziunas

**\$113.51**  
\$122.01 -6.97%

# Google Ads | Budget Coverage

Search Impr. Share  
Waters Edge - V Puodziunas

**59.05%**  
57.45% 2.78%

Search IS Lost (Due to Budget)  
Waters Edge - V Puodziunas

**10.85%**  
11.65% -6.85%

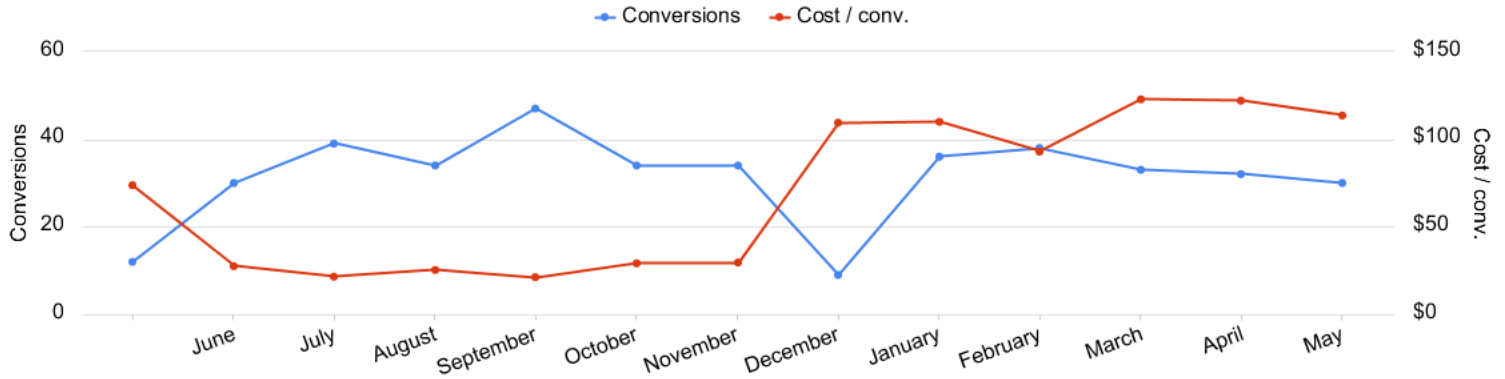
Search IS Lost (Due to Rank)  
Waters Edge - V Puodziunas

**30.10%**  
30.90% -2.59%

# Google Ads | Monthly Performance Trends

05/01/2022 - 05/31/2023

Conversions vs Cost / Conv  
Waters Edge - V Puodziunas




Account Performance by Month  
Waters Edge - V Puodziunas

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
05/01/2022	\$458.18	186,319	2,153	\$0.21	1.16%	7	0.33%	\$65.45	0.00%	0.00%
06/01/2022	\$358.81	156,450	1,228	\$0.29	0.78%	4	0.33%	\$89.70	0.00%	0.00%
07/01/2022	\$501.24	156,616	1,379	\$0.36	0.88%	26	1.89%	\$19.28	0.00%	0.00%
08/01/2022	\$495.01	105,011	1,006	\$0.49	0.96%	23	2.29%	\$21.52	0.00%	0.00%
09/01/2022	\$502.15	81,929	495	\$1.01	0.60%	28	5.66%	\$17.93	0.00%	0.00%
10/01/2022	\$487.52	60,703	529	\$0.92	0.87%	14	2.65%	\$34.82	0.00%	0.00%
11/01/2022	\$504.47	57,610	445	\$1.13	0.77%	11	2.47%	\$45.86	0.00%	0.00%
12/01/2022	\$504.56	201,434	946	\$0.53	0.47%	2	0.21%	\$252.28	0.00%	0.00%
01/01/2023	\$487.32	86,955	479	\$1.02	0.55%	3	0.63%	\$162.44	0.00%	0.00%
02/01/2023	\$519.22	49,639	221	\$2.35	0.45%	2	0.90%	\$259.61	0.00%	0.00%
03/01/2023	\$499.53	66,567	228	\$2.19	0.34%	0	0.00%	\$0.00	0.00%	0.00%
04/01/2023	\$455.82	69,734	244	\$1.87	0.35%	3	1.23%	\$151.94	0.00%	0.00%
05/01/2023	\$166.85	21,109	153	\$1.09	0.72%	0	0.00%	\$0.00	0.00%	0.00%
05/01/2022	\$427.19	46,030	578	\$0.74	1.26%	5	0.87%	\$85.44	0.00%	0.00%
06/01/2022	\$465.07	190,067	1,780	\$0.26	0.94%	26	1.46%	\$17.89	0.00%	0.00%
<b>Total</b>	<b>\$6,832.93</b>	<b>1,536,173</b>	<b>11,864</b>	<b>\$0.58</b>	<b>0.77%</b>	<b>154</b>	<b>1.30%</b>	<b>\$44.37</b>	<b>--</b>	<b>--</b>

# Google Ads | Campaign Performance Summary


05/01/2023 - 05/31/2023

 Campaign Performance Breakdown  
Waters Edge - V Puodziunas

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
MS   search   liposuction	\$1,511.99	1,826	137	\$11.04	7.50%	16	11.68%	\$94.50
MS   search   morpheus 8	\$1,485.84	1,544	161	\$9.23	10.43%	12	7.45%	\$123.82
Neuropathy Pro Max	\$240.74	5,469	101	\$2.38	1.85%	2	1.98%	\$120.37
Knee Pain Pro Max	\$166.85	21,109	153	\$1.09	0.72%	0	0.00%	\$0.00
<b>Total</b>	<b>\$3,405.42</b>	<b>29,948</b>	<b>552</b>	<b>\$6.17</b>	<b>1.84%</b>	<b>30</b>	<b>5.43%</b>	<b>\$113.51</b>

# Google Ads | Conversion Summary

05/01/2023 - 05/31/2023

 Conversion Performance  
Waters Edge - V Puodziunas

Conversion name	All conv.
Click to Call	1
Submit lead form	1
Click to Call	4
Submit lead form	12
Click to Call	5
Submit lead form	7

# Facebook | Key Performance Indicators

05/01/2023 - 05/31/2023

Cost  
Medstar Clients

**\$0.00**  
\$1,210.37 -100.00%

Impressions  
Medstar Clients

**0**  
53,838 -100.00%

Reach  
Medstar Clients

**0**  
21,208 -100.00%

Clicks (Link)  
Medstar Clients

**0**  
125 -100.00%

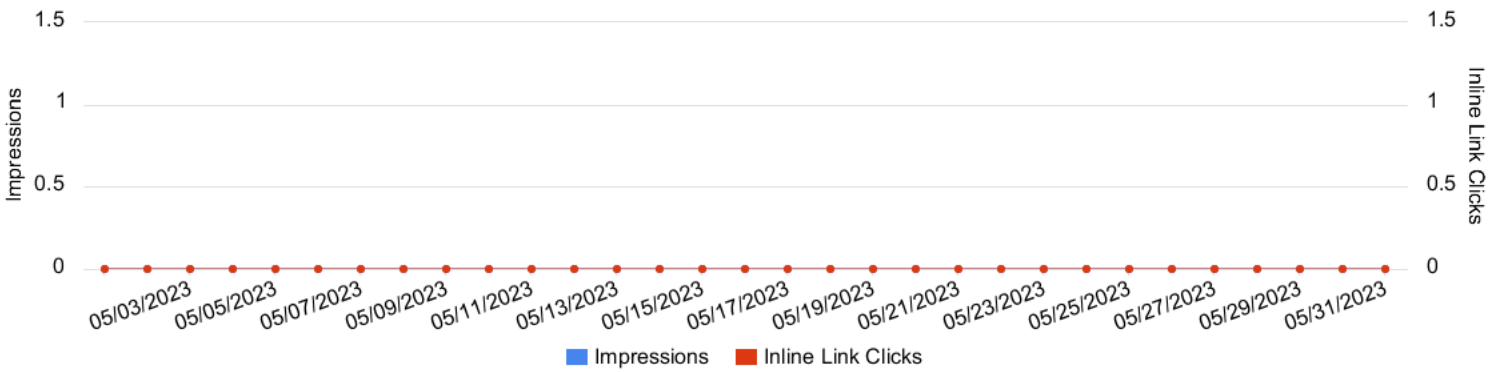
Leads  
Medstar Clients

**0**  
9 -100.00%

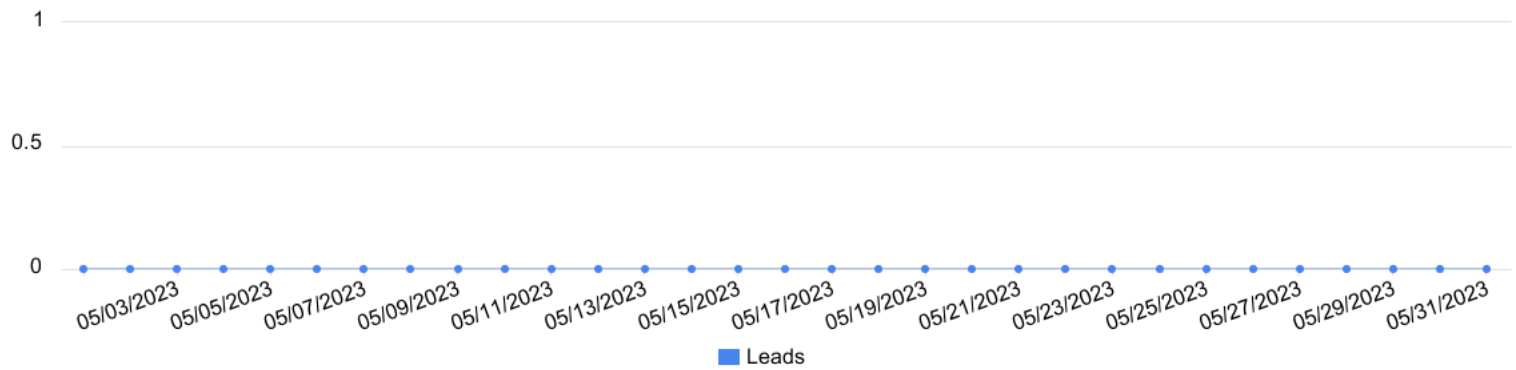
Cost / Lead  
Medstar Clients

**\$0.00**  
\$134.49 -100.00%

Impressions vs Inline Link Clicks  
Medstar Clients



Conversions by day  
Medstar Clients



# Facebook | Week-Over-Week Performance Comparison

05/01/2023 - 05/31/2023 - Comparing to 04/01/2023 - 04/30/2023

## Overall Performance Summary Medstar Clients

Metric	05/01/2023 - 05/31/2023	04/01/2023 - 04/30/2023	% Change
Cost	\$0.00	\$1,210.37	-100.00%
Impressions	0	53,838	-100.00%
Reach	0	21,208	-100.00%
Clicks	0	125	-100.00%
CTR	0.00%	0.23%	-100.00%
Frequency	0	2.54	-100.00%
Leads	0	9	-100.00%
CPA	\$0.00	\$134.49	-100.00%

## Engagement Summary Medstar Clients

Metric	05/01/2023 - 05/31/2023	04/01/2023 - 04/30/2023	% Change
Page Likes	0	0	0.00%
Post Comments	0	0	0.00%
Post Reactions	0	16	-100.00%
Post Shares	0	1	-100.00%

05/01/2023 - 05/31/2023

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## Device Performance Chart Medstar Clients

There are no results



## Device Platform Performance Medstar Clients

There are no results

# Facebook | Campaign Performance Summary

05/01/2023 - 05/31/2023

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Campaign Performance Breakdown  
Medstar Clients

There are no results

# Facebook | Ad Set Performance Summary

05/01/2023 - 05/31/2023

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Top Performing Ad Sets  
Medstar Clients

There are no results

# Facebook | Ad Performance Summary

05/01/2023 - 05/31/2023


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 Top Performing Ads  
Medstar Clients


There are no results

05/01/2023 - 05/31/2023

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 Age Performance Chart  
Medstar Clients


There are no results

 Age Performance Summary  
Medstar Clients


There are no results

05/01/2023 - 05/31/2023

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 Gender Performance Chart  
Medstar Clients

There are no results

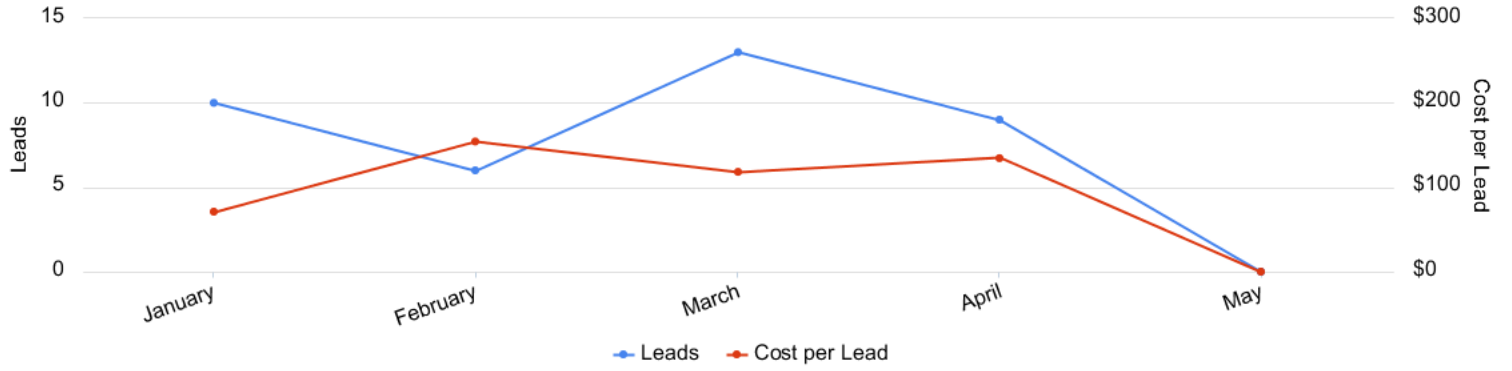
 Gender Performance Summary  
Medstar Clients

There are no results

# Facebook | Year-to-Date Performance

05/01/2023 - 05/31/2023

## Year-to-Date Trend Medstar Clients



## Historical table (by month) Medstar Clients

There are no results

# 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