

Water's Edge Monthly Ad Performance Summary

06/01/2023 - 06/30/2023

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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	\$3,056.43	4,347	354	8.14%	26	\$117.56
05/01/2023 - 05/31/2023	\$3,405.42	29,948	552	1.84%	30	\$113.51
% Change	-10.25%	-85.48%	-35.87%	341.82%	-13.33%	3.56%
Facebook Ads						
06/01/2023 - 06/30/2023	\$1,208.43	41,695	1,138	2.73%	71	\$17.02
05/01/2023 - 05/31/2023	\$1,019.52	31,366	560	1.79%	40	\$25.49
% Change	18.53%	32.93%	103.21%	52.87%	77.50%	-33.23%

Google Ads | Key Performance Indicators

06/01/2023 - 06/30/2023

Cost
Waters Edge - V Puodziunas

\$3,056.43

\$3,405.42 -10.25%

Clicks
Waters Edge - V Puodziunas

354

552 -35.87%

Avg. CPC
Waters Edge - V Puodziunas

\$8.63

\$6.17 39.95%

Conversions
Waters Edge - V Puodziunas

26

30 -13.33%

Conv. Rate
Waters Edge - V Puodziunas

7.34%

5.43% 35.14%

Cost / Conv.
Waters Edge - V Puodziunas

\$117.56

\$113.51 3.56%

Google Ads | Month-Over-Month Performance Comparison

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

Overall performance
Waters Edge - V Puodziunas

Metric	06/01/2023 - 06/30/2023	05/01/2023 - 05/31/2023	% Change
Cost	\$3,056.43	\$3,405.42	-10.25%
Impressions	4,347	29,948	-85.48%
Clicks	354	552	-35.87%
Avg CPC	\$8.63	\$6.17	39.95%
CTR	8.14%	1.84%	341.82%
Conversions	26	30	-13.33%
Conv. Rate	7.34%	5.43%	35.14%
Cost / Conv	\$117.56	\$113.51	3.56%

Google Ads | Budget Coverage

Search Impr. Share
Waters Edge - V Puodziunas

57.13%

59.05% -3.25%

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

14.85%

10.85% 36.89%

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

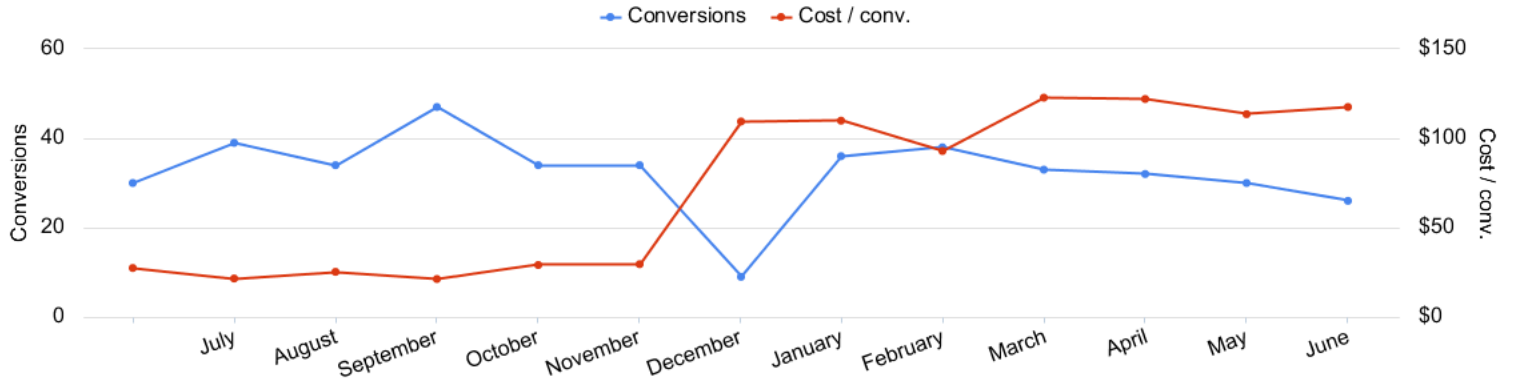
28.02%

30.10% -6.93%

Google Ads | Monthly Performance Trends

06/01/2022 - 06/30/2023

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)
06/01/2022	\$823.88	346,517	3,008	\$0.27	0.87%	30	0.90%	\$27.46	0.00%	0.00%
07/01/2022	\$840.43	262,912	2,184	\$0.38	0.83%	39	1.79%	\$21.55	0.00%	0.00%
08/01/2022	\$861.02	135,028	1,332	\$0.65	0.99%	34	2.55%	\$25.32	0.00%	0.00%
09/01/2022	\$997.45	197,661	1,546	\$0.65	0.78%	47	3.04%	\$21.22	0.00%	0.00%
10/01/2022	\$989.87	140,161	1,260	\$0.79	0.90%	34	2.70%	\$29.11	0.00%	0.00%
11/01/2022	\$1,006.70	149,730	1,257	\$0.80	0.84%	34	2.70%	\$29.61	0.00%	0.00%
12/01/2022	\$984.83	278,409	1,492	\$0.66	0.54%	9	0.60%	\$109.43	0.00%	0.00%
01/01/2023	\$3,957.54	116,047	979	\$4.04	0.84%	36	3.26%	\$109.93	66.33%	11.96%
02/01/2023	\$3,531.51	83,418	711	\$4.97	0.85%	38	5.07%	\$92.93	62.85%	14.42%
03/01/2023	\$4,052.62	97,047	899	\$4.51	0.93%	33	3.60%	\$122.81	60.29%	9.83%
04/01/2023	\$3,904.42	105,303	943	\$4.14	0.90%	32	3.36%	\$122.01	57.45%	11.65%
05/01/2023	\$3,405.42	29,948	552	\$6.17	1.84%	30	5.43%	\$113.51	59.05%	10.85%
06/01/2023	\$3,056.43	4,347	354	\$8.63	8.14%	26	7.34%	\$117.56	57.13%	14.85%
Total	\$28,412.13	1,946,528	16,517	\$1.72	0.85%	422	2.48%	\$67.33	60.18%	12.19%

Google Ads | Campaign Performance Summary

06/01/2023 - 06/30/2023




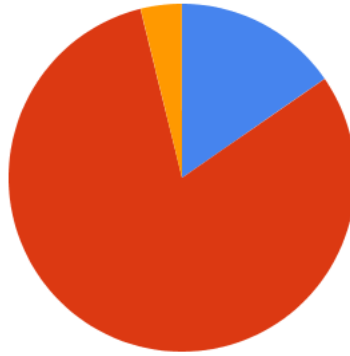
Campaign Performance Breakdown

Waters Edge - V Puodziunas

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
MS search morpheus 8	\$1,531.32	2,161	202	\$7.58	9.35%	16	7.92%	\$95.71
MS search liposuction	\$1,525.11	2,186	152	\$10.03	6.95%	10	6.58%	\$152.51

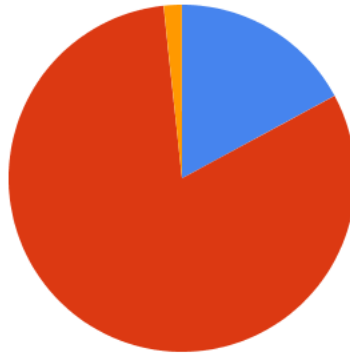
Google Ads | Budget Utilization by Device

 Conversions by Device
Waters Edge - V Puodziunas




■ Desktop - Conversions: 4 (15.38%) ■ Mobile - Conversions: 21 (80.77%) ■ Tablet - Conversions: 1 (3.85%)

 Cost by Conversions
Waters Edge - V Puodziunas




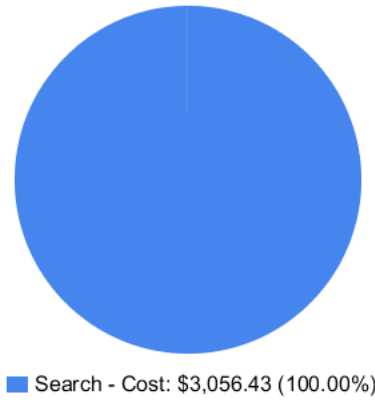
■ Desktop - Cost: \$523.33 (17.12%) ■ Mobile - Cost: \$2,481.39 (81.19%) ■ Tablet - Cost: \$51.71 (1.69%)


 Device Performance
Waters Edge - V Puodziunas

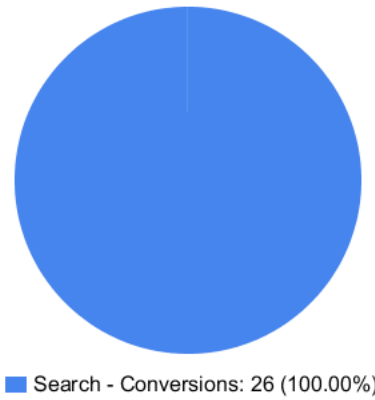
Device	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Desktop	\$523.33	723	55	\$9.52	7.61%	4	7.27%	\$130.83
Mobile	\$2,481.39	3,572	292	\$8.50	8.17%	21	7.19%	\$118.16
Tablet	\$51.71	52	7	\$7.39	13.46%	1	14.29%	\$51.71


Google Ads | Budget Utilization by Network

 Cost by Network
Waters Edge - V Puodziunas



 Conversions by Network
Waters Edge - V Puodziunas




 Network Performance
Waters Edge - V Puodziunas

Network (with search partners)	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search	\$3,056.43	4,347	354	\$8.63	8.14%	26	7.34%	\$117.56

Google Ads | Conversion Summary

06/01/2023 - 06/30/2023

 Conversion Breakdown
Waters Edge - V Puodziunas

Conversion name	All conv.	% Change
Click to Call	7	-30.00%
Submit lead form	19	-5.00%

Facebook | Key Performance Indicators

06/01/2023 - 06/30/2023

Cost
Water's Edge Medical

\$1,208.43

\$1,019.52 18.53%

Impressions
Water's Edge Medical

41,695

31,366 32.93%

Reach
Water's Edge Medical

8,322

9,630 -13.58%

Clicks (Link)
Water's Edge Medical

1,138

560 103.21%

Leads
Water's Edge Medical

71

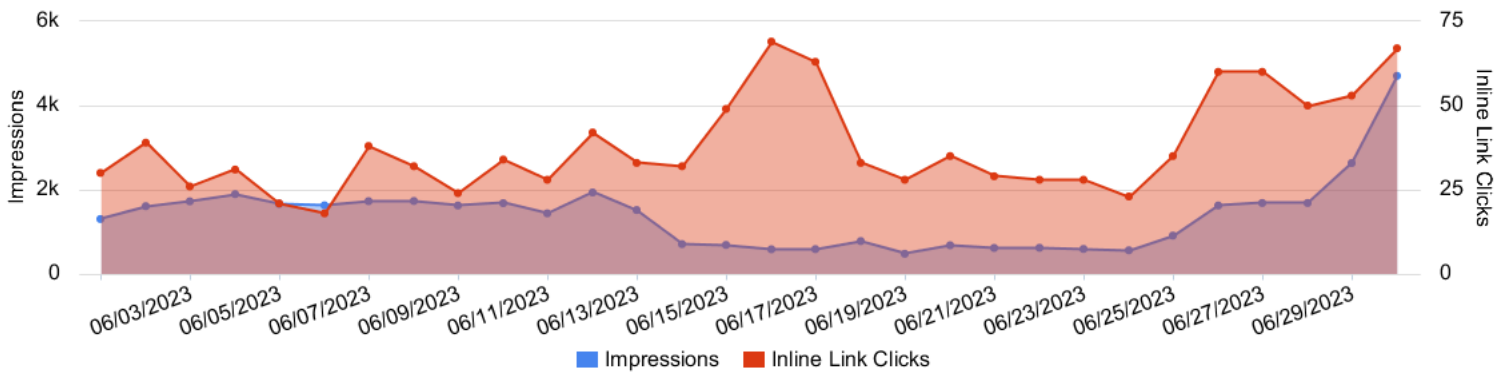
40 77.50%

Cost / Lead
Water's Edge Medical

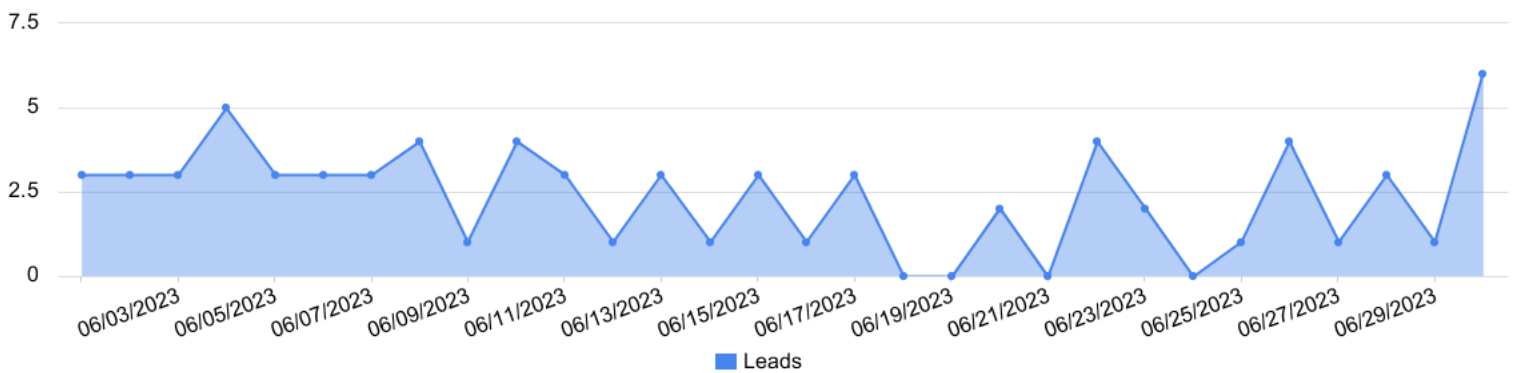
\$17.02

\$25.49 -33.23%

Impressions vs Inline Link Clicks
Water's Edge Medical



Conversions by day
Water's Edge Medical



Facebook | Month-Over-Month Performance Comparison

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

Overall Performance Summary Water's Edge Medical

Metric	06/01/2023 - 06/30/2023	05/01/2023 - 05/31/2023	% Change
Cost	\$1,208.43	\$1,019.52	18.53%
Impressions	41,695	31,366	32.93%
Reach	8,322	9,630	-13.58%
Clicks	1,138	560	103.21%
CTR	2.73%	1.79%	52.87%
Frequency	5.01	3.26	53.82%
Leads	71	40	77.50%
Cost / Lead	\$17.02	\$25.49	-33.23%

Engagement Summary Water's Edge Medical

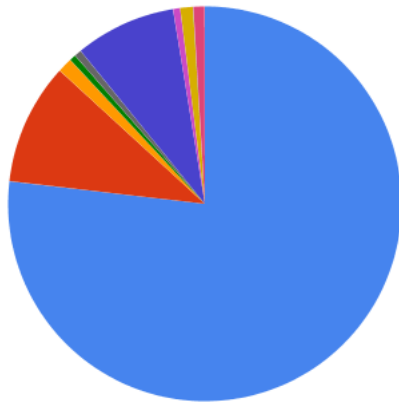
Metric	06/01/2023 - 06/30/2023	05/01/2023 - 05/31/2023	% Change
Page Likes	0	0	0.00%
Post Comments	0	2	-100.00%
Post Reactions	10	29	-65.52%
Post Shares	1	6	-83.33%

Facebook | Placement Performance Summary

06/01/2023 - 06/30/2023

Reach Summary (by Placement)

Water's Edge Medical



- Audience Network - An Classic - Reach: 6,410 (76.83%)
- Audience Network - Rewarded Video - Reach: 832 (9.97%)
- Facebook - Facebook Reels - Reach: 100 (1.20%)
- Facebook - Facebook Reels Overlay - Reach: 44 (0.53%)
- Facebook - Facebook Stories - Reach: 50 (0.60%)
- Facebook - Feed - Reach: 691 (8.28%)
- Facebook - Instream Video - Reach: 50 (0.60%)
- Facebook - Marketplace - Reach: 86 (1.03%)
- Facebook - Search - Reach: 2 (0.02%)
- Facebook - Video Feeds - Reach: 78 (0.93%)

Placement Performance (by Leads)

Water's Edge Medical

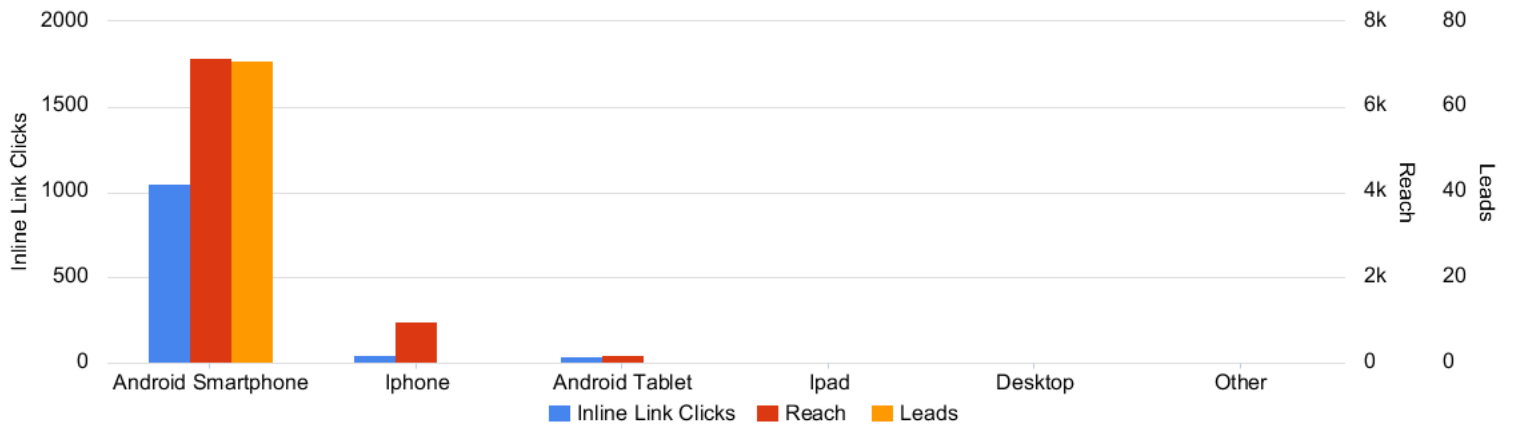
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR	Frequency	Leads	Cost per Lead
Water's Edge Medical	\$1,208.43	41,695	8,322	1,138	0.00%	5.01	71	\$17.02
> Audience Network - An Classic	\$921.71	35,982	6,410	863	0.00%	5.61	62	\$14.87
> Audience Network - Rewarded Video	\$138.02	2,550	832	196	0.00%	3.06	8	\$17.25
> Facebook - Facebook Reels	\$5.51	158	100	2	0.00%	1.58	0	\$0.00
> Facebook - Facebook Reels Overlay	\$0.40	58	44	0	0.00%	1.32	0	\$0.00
> Facebook - Facebook Stories	\$5.58	72	50	2	0.00%	1.44	0	\$0.00
> Facebook - Feed	\$55.07	1,162	691	38	0.00%	1.68	1	\$55.07
> Facebook - Instream Video	\$1.50	65	50	4	0.00%	1.3	0	\$0.00
> Facebook - Marketplace	\$2.18	141	86	2	0.00%	1.64	0	\$0.00
> Facebook - Search	\$0.14	4	2	0	0.00%	2	0	\$0.00
> Facebook - Video Feeds	\$4.89	114	78	6	0.00%	1.46	0	\$0.00
> Instagram - Feed	\$34.39	592	413	7	0.00%	1.43	0	\$0.00
> Instagram - Instagram Explore	\$1.17	35	35	1	0.00%	1	0	\$0.00
> Instagram - Instagram Reels	\$17.27	317	271	4	0.00%	1.17	0	\$0.00
> Instagram - Instagram Stories	\$20.32	439	329	13	0.00%	1.33	0	\$0.00
> Messenger - Messenger Stories	\$0.16	5	5	0	0.00%	1	0	\$0.00
> Unknown - Unknown	\$0.10	1	1	0	0.00%	1	0	\$0.00

Facebook | Device Performance Summary

06/01/2023 - 06/30/2023

Device Performance Chart

Water's Edge Medical



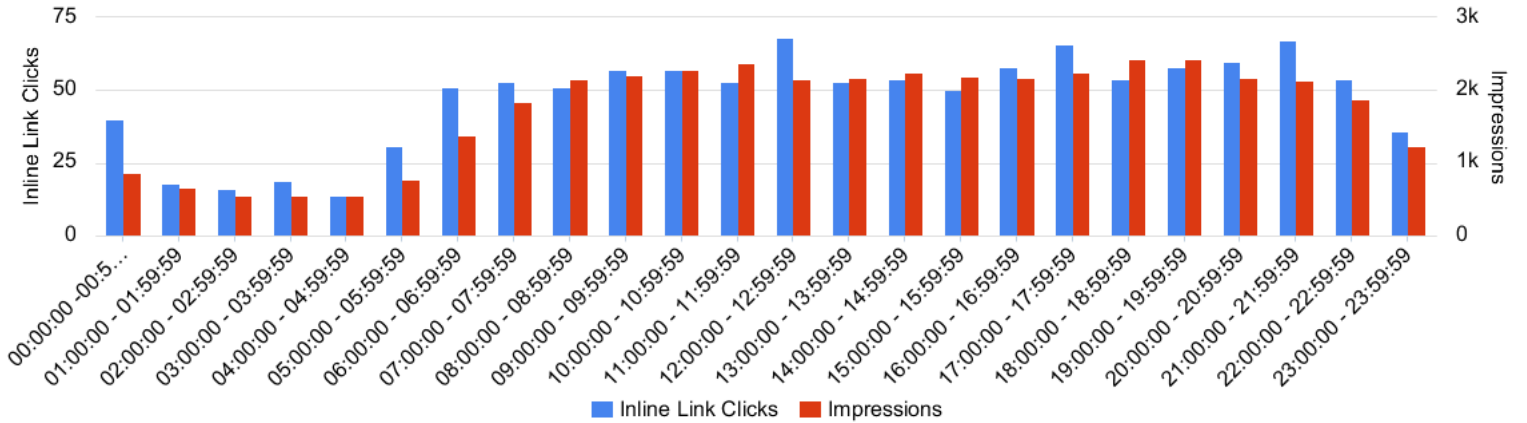
Device Platform Performance

Water's Edge Medical

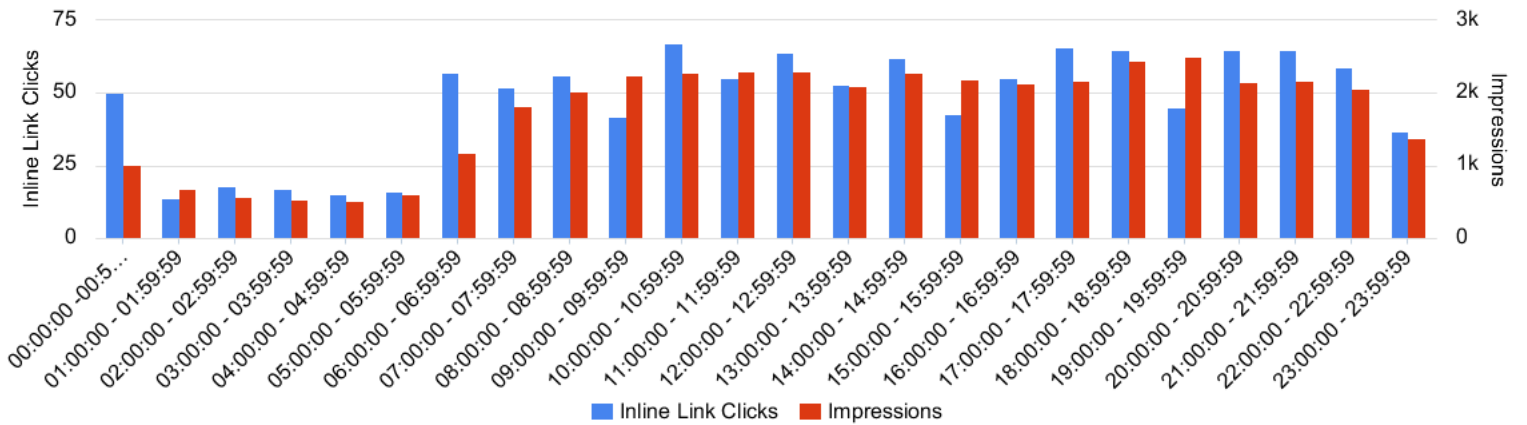
Account	Amount Spent	Impressions	Reach	Inline Link Clicks	CTR	Frequency	Leads	Cost per Lead
Water's Edge Medical	\$1,208.43	41,695	8,322	1,138	0.00%	5.01	71	\$17.02
> Mobile App	\$1,206.62	41,589	8,289	1,137	0.00%	5.02	71	\$16.99
> Desktop	\$1.71	105	34	1	0.00%	3.09	0	\$0.00
> Unknown	\$0.10	1	1	--	0.00%	1	0	\$0.00

06/01/2023 - 06/30/2023

Time of Day (Viewer)
Water's Edge Medical



Time of Day (Ad Account)
Water's Edge Medical



Facebook | Campaign Performance Summary

06/01/2023 - 06/30/2023

Campaign Performance Breakdown Water's Edge Medical

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Semaglutide - Conversions	\$993.00	34,378	977	68	\$14.60
MS Morpheus 8 (Conversions)	\$170.46	4,714	127	3	\$56.82
MS Elite IQ (Conversions)	\$44.97	2,603	34	0	\$0.00
Total	\$1,208.43	41,695	1,138	71	\$17.02

Facebook | Ad Set Performance Summary

06/01/2023 - 06/30/2023

Top Performing Ad Sets Water's Edge Medical

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Women - 25-64 - 10 miles - Copy	Semaglutide - Conversions	\$993.00	34,378	977	68	\$14.60
Website Leads - Interest Stack	MS Morpheus 8 (Conversions)	\$117.10	3,225	82	2	\$58.55
Website Leads - Audience Stack	MS Morpheus 8 (Conversions)	\$53.36	1,489	45	1	\$53.36
Website Leads - Interest Stack	MS Elite IQ (Conversions)	\$24.51	1,536	22	0	\$0.00
Website Leads - Audience Stack	MS Elite IQ (Conversions)	\$20.46	1,067	12	0	\$0.00
Total		\$1,208.43	41,695	1,138	71	\$17.02

Facebook | Ad Performance Summary

06/01/2023 - 06/30/2023

Top Performing Ads (by Leads)
Water's Edge Medical

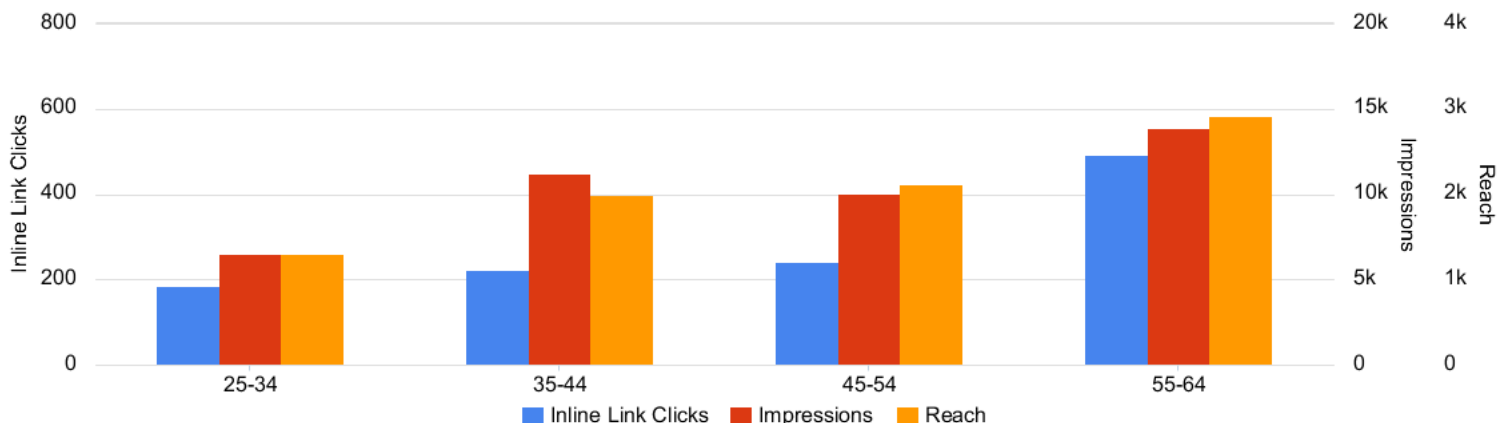
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Semaglutide - Video - Whitney		Semaglutide - Conversions	\$550.96	590	10,720	3,300	3.25	5.61%	28
Semaglutide - Image - Vanny		Semaglutide - Conversions	\$257.24	239	15,267	3,434	4.45	1.56%	22
Semaglutide - Image - Yellow		Semaglutide - Conversions	\$51.01	46	2,274	652	3.49	2.02%	8
Semaglutide - Image - Couple		Semaglutide - Conversions	\$39.44	38	1,641	476	3.45	2.25%	4
Semaglutide - Image - Side Post Shot		Semaglutide - Conversions	\$25.52	15	2,097	630	3.33	0.72%	4
Semaglutide - Image - Whitney		Semaglutide - Conversions	\$43.28	35	1,512	377	4.01	2.38%	2
		Total	\$967.45	963	33,511	8,869	21.97	--	68

Facebook | Demographic Performance - Age

06/01/2023 - 06/30/2023

Age Performance Chart

Water's Edge Medical



Age Performance Summary

Water's Edge Medical

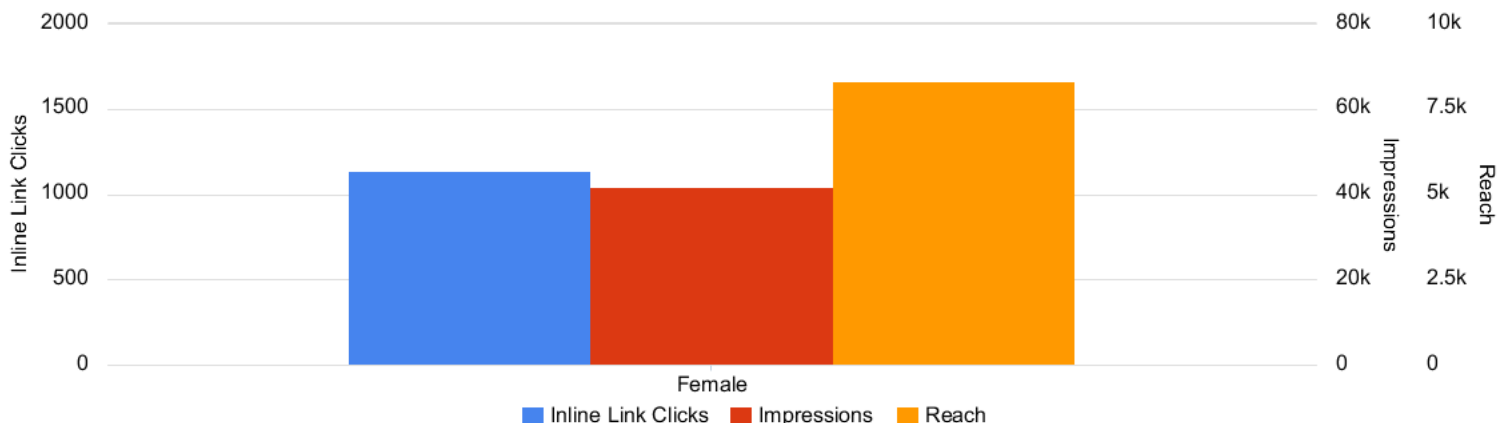
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Water's Edge Medical	\$1,208.43	41,695	8,322	1,138	2.80%	5.01	71
> 25-34	\$175.95	6,531	1,295	184	2.88%	5.04	11
> 35-44	\$233.78	11,219	1,994	222	2.00%	5.63	16
> 45-54	\$284.56	10,061	2,120	241	2.46%	4.75	15
> 55-64	\$514.14	13,884	2,912	491	3.66%	4.77	29

Facebook | Demographic Performance - Gender

06/01/2023 - 06/30/2023

Gender Performance Chart

Water's Edge Medical



Gender Performance Summary

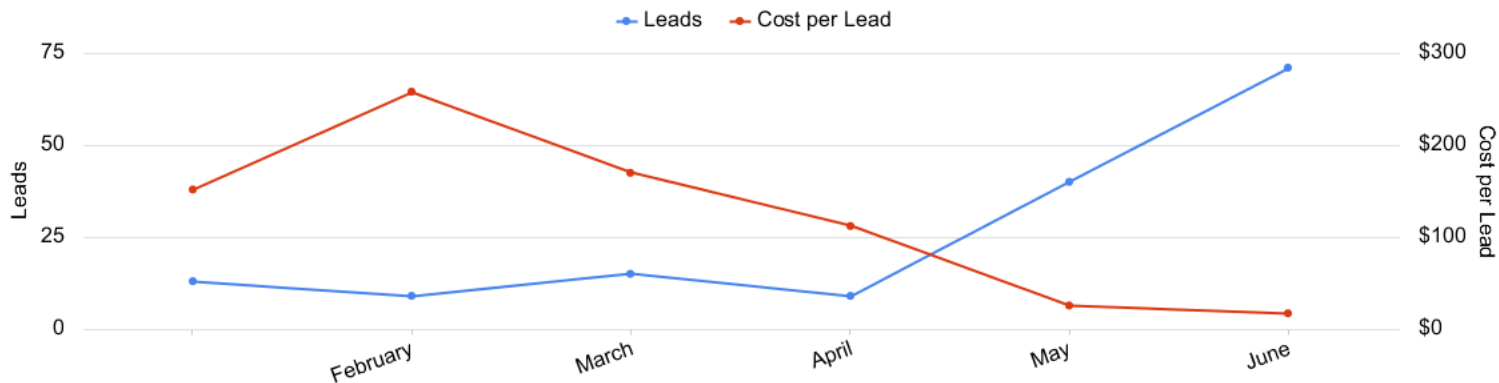
Water's Edge Medical

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Water's Edge Medical	\$1,208.43	41,695	8,322	1,138	2.80%	5.01	71
> Female	\$1,208.43	41,695	8,322	1,138	2.80%	5.01	71

Facebook | Year-to-Date Performance

01/01/2023 - 06/30/2023

Year-to-Date Trend
Water's Edge Medical



Historical table (by month)
Water's Edge Medical

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
Water's Edge Medical	\$10,075.50	5,521	310,020	80,312	3.86	3.10%	157
> 2023-01-01 - 2023-01-31	\$1,971.14	930	55,544	24,568	2.26	4.07%	13
> 2023-02-01 - 2023-02-28	\$2,321.41	1,211	65,033	25,355	2.56	3.44%	9
> 2023-03-01 - 2023-03-31	\$2,546.85	1,154	83,547	34,591	2.42	2.64%	15
> 2023-04-01 - 2023-04-30	\$1,008.15	528	32,835	15,528	2.11	3.15%	9
> 2023-05-01 - 2023-05-31	\$1,019.52	560	31,366	9,630	3.26	2.24%	40
> 2023-06-01 - 2023-06-30	\$1,208.43	1,138	41,695	8,322	5.01	2.80%	71

Glossary

- Avg. CPC - Cost per click
- Avg Pos - Refers to the position of a search results pages where your ad appears for each of your ads
- Clicks - Number of clicks that resulted from an ad
- Clickthrough Rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions)
- Conversions - A conversion occurs when a user completes a pre-defined action on your site, such as buying something or requesting more information
- Conversion Rate (CR) – The percentage of users that converted from seeing your ad
- 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.
- Cost - Media spend accrued
- Cost-per-acquisition (CPA) is the cost of your advertising divided by the number of conversions you receive
- 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
- Frequency – the average number of times a person saw your ad
- Impressions (Impr) - Number of times your ad was displayed
- 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
- Reach – the total number of people who saw your content
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage
- 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