



## PGC Client Lead Source Benchmark Report

Fill in light green shaded squares

Client Name:

Report End Date for YTD:

Revenue Total	Annual Total	Mo Ave	Number of Months
2018			
2017			
2016			

Number of Leads per Year	2018	2017	2016	Annual Budget
Organic SEO Website Inquiries				
Pay Per Click Leads Website				
Social Media				
Real Self				
Physician Locator Website				
Radio				
TV				
Print				
Billboards				
Patient or Staff Referrals				
Physician Referrals				
Paid Social Lead Adv's				
Total				

Practice Statistics	2018	2017	2016
Number of Consultations			
Number of Surgeries performed			
Number of Injectable Appointments			
Injectable Cost for the period			
Retail Cost of Goods for the period			
Medical Grade Retail Sales Revenue			
Number of Aesthetic Appointments			