

PGC Client Lead Source Benchmark Report

Revenue Total	Annual Total	Mo Ave
Current Year to Date		
Previous Year		\$ -
Two Years Ago		\$ -

Number of Leads per Year	Current Year to Date	Previous Year	Two Years Ago	Annual Budget Range
Organic SEO Website Inquiries				
Pay-Per-Click Leads Website				
Social Media				
RealSelf				
Physician Locator Website				
Radio				
TV				
Print				
Billboards				
Patient or Staff Referrals				
Physician Referrals				
Other				
Total				

Practice Statistics	Current Year to Date	Previous Year	Two Years Ago
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			

Social Media Statistics	Current Year to Date	Previous Year	Two Years Ago
Facebook - followers			
Facebook - Highest number of comments			
Facebook - Highest number of shares			
Facebook - Highest organic reach			
Instagram			
Patient E-Mail List			
YouTube			