

# **Admire Aesthetics Monthly Google Performance Summary**

**07/01/2021 - 07/31/2021**

# Key Performance Indicators

07/01/2021 - 07/31/2021

Cost  
Admire Aesthetics

**\$1,985.55**

\$1,964.17 **1.09%**

Conversions  
Admire Aesthetics

**21**

28.33 **-25.87%**

Clicks  
Admire Aesthetics

**450**

498 **-9.64%**

Conv. Rate  
Admire Aesthetics

**4.67%**

5.69% **-17.93%**

Avg CPC  
Admire Aesthetics

**\$4.41**

\$3.94 **11.93%**

Cost / Conv  
Admire Aesthetics

**\$94.55**

\$69.33 **36.38%**

## Month-Over-Month Performance Comparison

07/01/2021 - 07/31/2021 - Comparing to 06/01/2021 - 06/30/2021

Overall Performance Summary  
Admire Aesthetics

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$1,985.55	\$1,964.17	1.09%
Impressions	5,563	6,111	-8.97%
Clicks	450	498	-9.64%
Avg CPC	\$4.41	\$3.94	11.93%
CTR	8.09%	8.15%	-0.74%
Conversions	21	28.33	-25.87%
Conv Rate	4.67%	5.69%	-17.93%
Cost / Conv	\$94.55	\$69.33	36.38%

## Budget Coverage

Search Impr. Share  
Admire Aesthetics

**35.63%**

36.59% **-2.62%**

Search IS Lost (due to Budget)  
Admire Aesthetics

**15.27%**

16.23% **-5.91%**

Search IS Lost (due to Rank)  
Admire Aesthetics

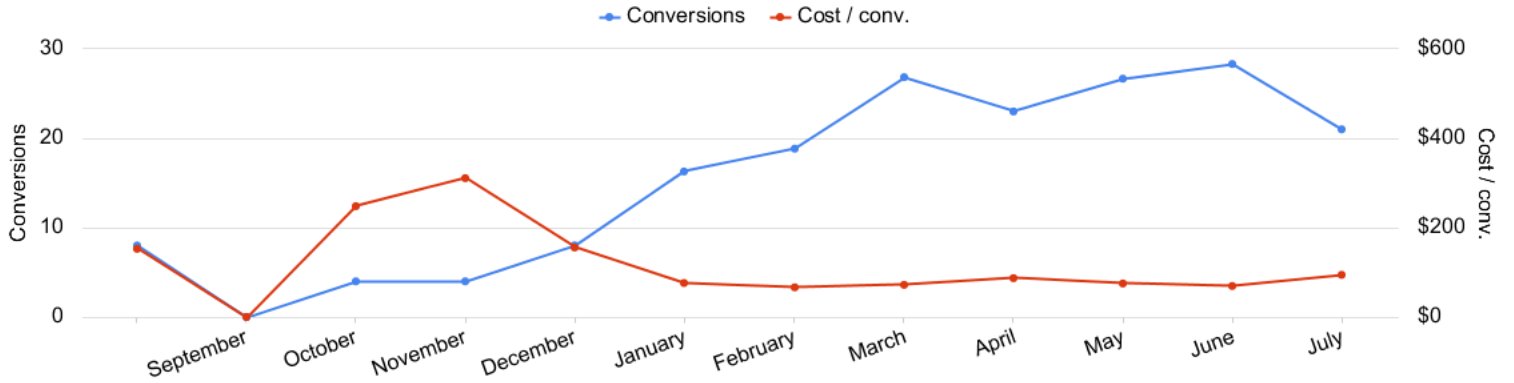
**49.10%**

47.18% **4.07%**

# Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv  
Admire Aesthetics




Account Performance by Month  
Admire Aesthetics

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$1,221.66	5,293	321	\$3.81	6.06%	8	2.49%	\$152.71	27.87%	13.46%
09/01/2020	\$1,249.07	3,883	237	\$5.27	6.10%	0	0.00%	\$0.00	29.49%	10.91%
10/01/2020	\$992.36	1,621	212	\$4.68	13.08%	4	1.89%	\$248.09	47.34%	6.60%
11/01/2020	\$1,242.75	2,921	162	\$7.67	5.55%	4	2.47%	\$310.69	36.05%	28.63%
12/01/2020	\$1,249.91	3,485	184	\$6.79	5.28%	8.03	4.36%	\$155.70	32.94%	25.52%
01/01/2021	\$1,240.73	6,190	341	\$3.64	5.51%	16.28	4.77%	\$76.23	26.84%	18.72%
02/01/2021	\$1,249.81	4,899	383	\$3.26	7.82%	18.85	4.92%	\$66.29	25.25%	15.75%
03/01/2021	\$1,932.26	6,401	463	\$4.17	7.23%	26.84	5.80%	\$71.99	32.14%	21.80%
04/01/2021	\$1,995.98	6,469	521	\$3.83	8.05%	23	4.41%	\$86.78	37.25%	20.58%
05/01/2021	\$1,996.38	6,628	529	\$3.77	7.98%	26.67	5.04%	\$74.86	38.81%	13.48%
06/01/2021	\$1,964.17	6,111	498	\$3.94	8.15%	28.33	5.69%	\$69.32	36.59%	16.23%
07/01/2021	\$1,985.55	5,563	450	\$4.41	8.09%	21	4.67%	\$94.55	35.63%	15.27%
<b>Total</b>	<b>\$18,320.63</b>	<b>59,464</b>	<b>4,301</b>	<b>\$4.26</b>	<b>7.23%</b>	<b>185</b>	<b>4.30%</b>	<b>\$99.03</b>	<b>32.51%</b>	<b>17.43%</b>

# Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)  
Admire Aesthetics

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$1,985.55	5,563	450	\$4.41	8.09%	21	4.67%	\$94.55

# Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)  
Admire Aesthetics

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting medford oregon	\$87.69	33	20	\$4.38	60.61%	3	15.00%	\$29.23
coolsculpting	\$62.92	9	9	\$6.99	100.00%	2	22.22%	\$31.46
cold sculpting	\$15.42	2	3	\$5.14	150.00%	2	66.67%	\$7.71
liposuction cost near me	\$0.91	1	1	\$0.91	100.00%	1	100.00%	\$0.91
how many coolsculpting treatments are needed for arms	\$18.72	1	2	\$9.36	200.00%	1	50.00%	\$18.72
losing facial fat	\$4.33	1	1	\$4.33	100.00%	1	100.00%	\$4.33
fresh juice for weight loss	\$4.74	1	1	\$4.74	100.00%	1	100.00%	\$4.74
weight loss hypnosis podcast	\$9.21	1	1	\$9.21	100.00%	1	100.00%	\$9.21
cool sculpting cost	\$69.49	11	10	\$6.95	90.91%	1	10.00%	\$69.49
velashape near me	\$2.13	2	3	\$0.71	150.00%	1	33.33%	\$2.13
liposuction costs near me	\$4.57	2	1	\$4.57	50.00%	1	100.00%	\$4.57
what is the success rate of coolsculpting	\$8.17	1	1	\$8.17	100.00%	0.5	50.00%	\$16.34
coolsculpting cost	\$25.52	7	6	\$4.25	85.71%	0.5	8.33%	\$51.04
coolsculpting in medford oregon	\$8.78	1	2	\$4.39	200.00%	0	0.00%	\$0.00
iifym	\$4.55	1	1	\$4.55	100.00%	0	0.00%	\$0.00
quick ways to loose weight	\$1.88	1	1	\$1.88	100.00%	0	0.00%	\$0.00
does coolsculpting work	\$4.09	1	1	\$4.09	100.00%	0	0.00%	\$0.00
how much is cool sculpting	\$4.74	1	1	\$4.74	100.00%	0	0.00%	\$0.00
fat freezing near me	\$6.35	2	2	\$3.17	100.00%	0	0.00%	\$0.00
cool sculpturing	\$10.82	1	2	\$5.41	200.00%	0	0.00%	\$0.00

# Top Search Ads (by Conversions)

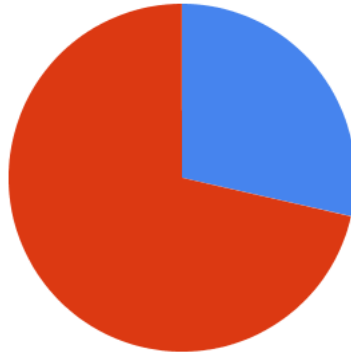
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)  
Admire Aesthetics

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">Huge CoolSculpting Promotion   CoolSculpting in Medford, OR   Biggest CoolSculpting® Promo</a> <a href="http://www.admireaesthetics.com/">www.admireaesthetics.com/</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Medford, OR   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$403.51	511	77	\$5.24	15.07%	4.5	5.84%	\$89.67
<a href="#">Huge CoolSculpting Promotion   CoolSculpting in Medford, OR   2021 CoolSculpting Discount</a> <a href="http://www.admireaesthetics.com/">www.admireaesthetics.com/</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Medford, OR   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$188.93	135	35	\$5.40	25.93%	2.5	7.14%	\$75.57
<a href="#">Admire Aesthetics   Fat Reduction in Medford, OR   Non-Surgical Fat Reduction</a> <a href="http://www.admireaesthetics.com/">www.admireaesthetics.com/</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.   Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search   beta   coolsculpting	\$351.29	1,216	76	\$4.62	6.25%	1	1.32%	\$351.29
<a href="#">Admire Aesthetics   Fat Reduction in Medford, OR   Non-Surgical Fat Reduction</a> <a href="http://www.admireaesthetics.com/">www.admireaesthetics.com/</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.   Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search   beta   coolsculpting	\$323.90	679	89	\$3.64	13.11%	1	1.12%	\$323.90
<a href="#">Huge CoolSculpting Promotion   CoolSculpting in Medford, OR   Biggest CoolSculpting® Promo</a> <a href="http://www.admireaesthetics.com/">www.admireaesthetics.com/</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Medford, OR   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$16.41	17	3	\$5.47	17.65%	0	0.00%	\$0.00

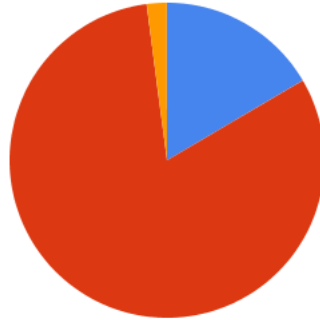
# Budget Utilization by Device

Conversions by Device  
Admire Aesthetics



■ Computers - Conversions: 6 (28.57%) ■ Mobile devices with full browsers - Conversions: 15 (71.43%)

Cost by Device  
Admire Aesthetics



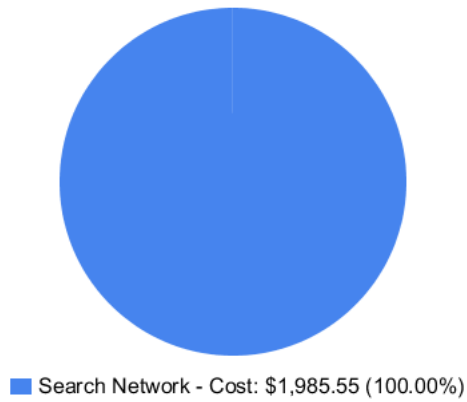
■ Computers - Cost: \$328.72 (16.56%) ■ Mobile devices with full browsers - Cost: \$1,616.01 (81.39%)  
■ Tablets with full browsers - Cost: \$40.82 (2.06%)

Device Performance (by Conversions)  
Admire Aesthetics

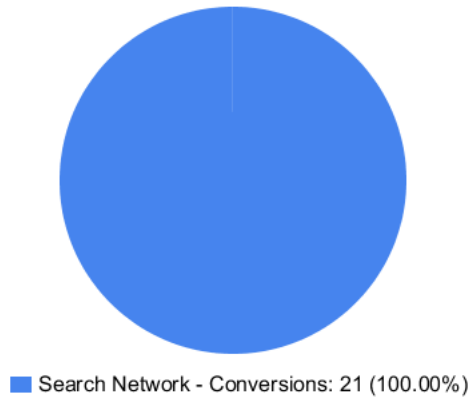
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	4,481	375	\$1,616.01	\$4.31	8.37%	15	4.00%	\$107.73
Computers	880	65	\$328.72	\$5.06	7.39%	6	9.23%	\$54.79
Tablets with full browsers	202	10	\$40.82	\$4.08	4.95%	0	0.00%	\$0.00

# Budget Utilization by Network

## Cost by Network Admire Aesthetics



## Conversions by Network Admire Aesthetics



## Network Performance Admire Aesthetics

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	5,563	450	\$1,985.55	\$4.41	8.09%	21	4.67%	\$94.55

# Conversion Summary

07/01/2021 - 07/31/2021

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 Conversion Performance  
Admire Aesthetics

Conversion name	All conv.
Submit lead form	14
Click to Call	7
Local actions - Directions	6

# Geo-Targeting Summary

07/01/2021 - 07/31/2021

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 Top Locations  
Admire Aesthetics

Region	Clicks	Conversions	Cost / conv.
Oregon	450	21	\$94.55

# 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