


Advanced Rejuvenation Monthly Google Performance Summary


08/01/2021 - 08/31/2021

Key Performance Indicators


08/01/2021 - 08/31/2021

 Cost
Advanced Rejuvenation Center Dr. Saimovici


\$4,206.21
\$8,127.35 -48.25%

 Clicks
Advanced Rejuvenation Center Dr. Saimovici


266
594 -55.22%

 Avg CPC
Advanced Rejuvenation Center Dr. Saimovici


\$15.81
\$13.68 15.57%

 Conversions
Advanced Rejuvenation Center Dr. Saimovici

38.63
8.19 371.67%

 Conv. Rate
Advanced Rejuvenation Center Dr. Saimovici


14.52%
1.38% 952.17%

 Cost / Conv
Advanced Rejuvenation Center Dr. Saimovici

\$108.88
\$992.35 -89.03%


Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021


 Overall Performance Summary
Advanced Rejuvenation Center Dr. Saimovici

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$4,206.21	\$8,127.35	-48.25%
Impressions	5,119	23,001	-77.74%
Clicks	266	594	-55.22%
Avg CPC	\$15.81	\$13.68	15.57%
CTR	5.20%	2.58%	101.55%
Conversions	38.63	8.19	371.67%
Conv Rate	14.52%	1.38%	952.17%
Cost / Conv	\$108.88	\$992.35	-89.03%


Budget Coverage

 Search Impr. Share
Advanced Rejuvenation Center Dr. Saimovici

18.15%
18.76% -3.25%

 Search IS Lost (due to Budget)
Advanced Rejuvenation Center Dr. Saimovici

0.62%
24.47% -97.47%

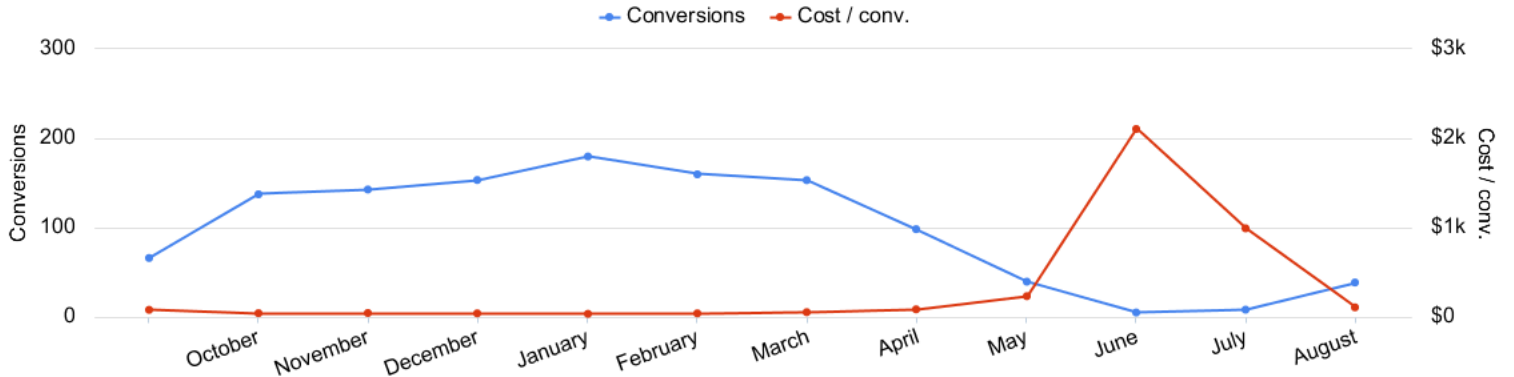
 Search IS Lost (due to Rank)
Advanced Rejuvenation Center Dr. Saimovici

81.23%
56.77% 43.09%

Monthly Performance Trends

09/01/2020 - 08/31/2021

Conversions vs Cost/ Conv
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Account Performance by Month
Advanced Rejuvenation Center Dr. Saimovici

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
09/01/2020	\$5,286.50	42,580	1,677	\$3.15	3.94%	65.99	3.93%	\$80.11	24.59%	3.68%
10/01/2020	\$5,845.79	39,738	1,964	\$2.98	4.94%	137.37	6.99%	\$42.55	0.10%	11.18%
11/01/2020	\$6,339.14	41,046	2,150	\$2.95	5.24%	142.71	6.64%	\$44.42	0.10%	16.96%
12/01/2020	\$6,325.55	41,910	2,207	\$2.87	5.27%	153.33	6.95%	\$41.25	0.10%	13.92%
01/01/2021	\$6,341.19	46,180	2,570	\$2.47	5.57%	179.66	6.99%	\$35.30	0.10%	16.45%
02/01/2021	\$6,654.04	48,420	2,951	\$2.25	6.09%	159.75	5.41%	\$41.65	0.10%	18.05%
03/01/2021	\$8,414.43	59,375	3,928	\$2.14	6.62%	153.12	3.90%	\$54.95	0.10%	26.14%
04/01/2021	\$8,372.61	30,438	1,979	\$4.23	6.50%	98.4	4.97%	\$85.09	19.78%	52.00%
05/01/2021	\$9,208.40	29,735	1,585	\$5.81	5.33%	39.6	2.50%	\$232.55	19.09%	45.82%
06/01/2021	\$10,525.66	31,093	1,011	\$10.41	3.25%	5	0.49%	\$2,105.13	30.94%	19.98%
07/01/2021	\$8,127.35	23,001	594	\$13.68	2.58%	8.19	1.38%	\$992.94	18.76%	24.47%
08/01/2021	\$4,206.21	5,119	266	\$15.81	5.20%	38.63	14.52%	\$108.89	18.15%	0.62%
Total	\$85,646.88	438,635	22,882	\$3.74	5.22%	1,181.75	5.16%	\$72.47	10.69%	19.62%

Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)
Advanced Rejuvenation Center Dr. Saimovici

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$3,715.41	1,816	144	\$25.80	7.93%	28.63	19.88%	\$129.77
search beta coolsculpting exp reach	\$490.80	3,303	122	\$4.02	3.69%	10	8.20%	\$49.08

Top Search Terms (by Conversions)


08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)
Advanced Rejuvenation Center Dr. Saimovici

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting	\$218.19	21	11	\$19.84	52.38%	6	54.55%	\$36.37
cool sculpting inner thighs	\$28.37	1	1	\$28.37	100.00%	1.5	150.00%	\$18.91
coolsculpting near me	\$233.94	11	4	\$58.48	36.36%	1	25.00%	\$233.94
freeze fat treatment	\$258.01	4	4	\$64.50	100.00%	1	25.00%	\$258.01
cool sculpting cost per session	\$14.56	1	1	\$14.56	100.00%	1	100.00%	\$14.56
coolsculpting knees	\$27.54	1	1	\$27.54	100.00%	1	100.00%	\$27.54
lipolaser	\$3.84	1	1	\$3.84	100.00%	1	100.00%	\$3.84
coolsculpting elite near me	\$35.12	1	1	\$35.12	100.00%	1	100.00%	\$35.12
necktite near me	\$2.29	1	1	\$2.29	100.00%	1	100.00%	\$2.29
cool sculpt	\$64.90	3	3	\$21.63	100.00%	1	33.33%	\$64.90
full body coolsculpting	\$18.44	1	1	\$18.44	100.00%	1	100.00%	\$18.44
how much is coolsculpting	\$18.26	3	1	\$18.26	33.33%	1	100.00%	\$18.26
coolsculpting	\$308.02	29	11	\$28.00	37.93%	1	9.09%	\$308.02
cool sculpting cost	\$84.14	4	4	\$21.04	100.00%	1	25.00%	\$84.14
body sculpting new york	\$9.58	1	1	\$9.58	100.00%	1	100.00%	\$9.58
liposuction cost connecticut	\$4.70	1	1	\$4.70	100.00%	1	100.00%	\$4.70
coolsculpting cost	\$141.14	19	10	\$14.11	52.63%	0.99	9.90%	\$142.57
visceral fat loss	\$7.49	1	1	\$7.49	100.00%	0.93	93.00%	\$8.05
coolsculpting mini near me	\$44.94	1	1	\$44.94	100.00%	0.64	64.00%	\$70.22
smoothies to help you lose weight	\$3.63	1	1	\$3.63	100.00%	0.5	50.00%	\$7.26

Top Search Ads (by Conversions)

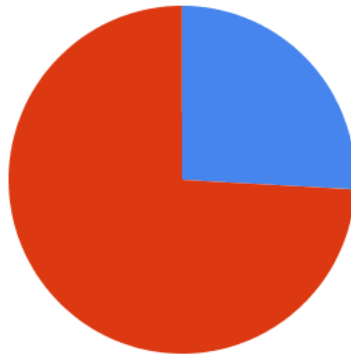
08/01/2021 - 08/31/2021

 Top Responsive Search Ads (by Conversions)
Advanced Rejuvenation Center Dr. Saimovici


Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Advanced Rejuvenation Centers} CoolSculpting in Purchase, NY Biggest CoolSculpting® Promo www.advancedrejuvenationcenters.com/coolsculpting/purchase Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$1,009.35	592	34	\$29.69	5.74%	9.77	28.74%	\$103.31
{Keyword:Advanced Rejuvenation Centers} CoolSculpting in Purchase, NY Biggest CoolSculpting® Promo www.advancedrejuvenationcenters.com/coolsculpting/purchase Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Purchase, NY Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$329.21	98	17	\$19.37	17.35%	2.99	17.59%	\$110.10
Advanced Rejuvenation Centers Fat Reduction in Purchase, NY Non-Surgical Fat Reduction www.advancedrejuvenationcenters.com/coolsculpting/purchase CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting exp reach	\$98.92	682	28	\$3.53	4.11%	2.86	10.21%	\$34.59
{Keyword:Advanced Rejuvenation Centers} CoolSculpting® Elite Fat Reduction Treatment www.advancedrejuvenationcenters.com/coolsculpting/elite Leading CoolSculpting® Elite Provider in Purchase, NY. Schedule a Free Consultation CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Butt & More	search beta coolsculpting	\$31.69	8	1	\$31.69	12.50%	0	0.00%	\$0.00
Advanced Rejuvenation Centers Fat Reduction in Purchase, NY Non-Surgical Fat Reduction www.advancedrejuvenationcenters.com/coolsculpting/purchase CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting exp reach	\$27.08	203	8	\$3.38	3.94%	0	0.00%	\$0.00

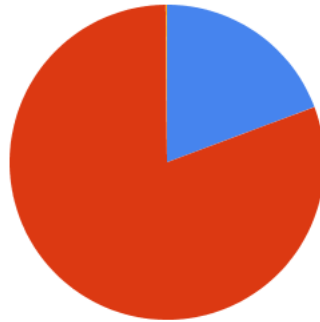
Budget Utilization by Device

 **Conversions by Device**
Advanced Rejuvenation Center Dr. Saimovici




■ Computers - Conversions: 10 (25.89%) ■ Mobile devices with full browsers - Conversions: 28.63 (74.11%)

 **Cost by Device**
Advanced Rejuvenation Center Dr. Saimovici




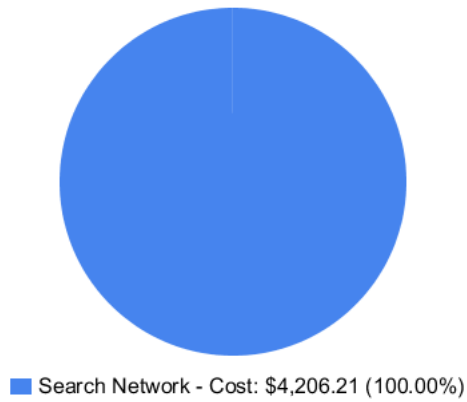
■ Computers - Cost: \$811.86 (19.30%) ■ Mobile devices with full browsers - Cost: \$3,388.47 (80.56%)
■ Tablets with full browsers - Cost: \$5.88 (0.14%)


 **Device Performance (by Conversions)**
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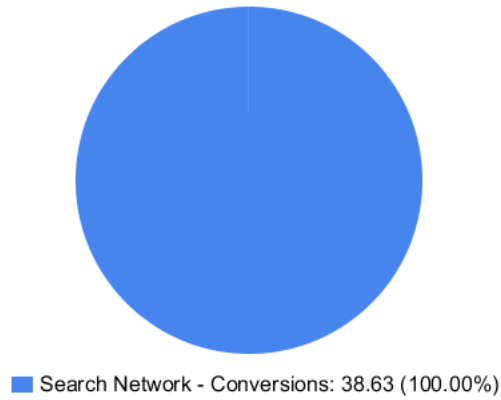
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	4,014	210	\$3,388.47	\$16.14	5.23%	28.63	13.63%	\$118.36
Computers	992	53	\$811.86	\$15.32	5.34%	10	18.87%	\$81.19
Tablets with full browsers	113	3	\$5.88	\$1.96	2.65%	0	0.00%	\$0.00


Budget Utilization by Network

 **Cost by Network**
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 **Conversions by Network**
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 **Network Performance**
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Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	5,119	266	\$4,206.21	\$15.81	5.20%	38.63	14.52%	\$108.89

Conversion Summary


08/01/2021 - 08/31/2021

 Conversion Performance
Advanced Rejuvenation Center Dr. Saimovici

Conversion name	All conv.
Form Submission	20.81
Click to Call	16.81
Local actions - Directions	1
Calls from Ads (MS)	1

Geo-Targeting Summary

08/01/2021 - 08/31/2021

 Top Locations
Advanced Rejuvenation Center Dr. Saimovici

Region	Clicks	Conversions	Cost / conv.
Connecticut	52	9	\$107.78
New York	214	29.63	\$109.22

Glossary

- 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