

Advanced Rejuvenation Monthly Google Performance Summary

09/01/2021 - 09/30/2021

Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Advanced Rejuvenation Center Dr. Saimovici

\$4,375.64

\$4,206.21 **4.03%**

Clicks
Advanced Rejuvenation Center Dr. Saimovici

276

266 **3.76%**

Avg CPC
Advanced Rejuvenation Center Dr. Saimovici

\$15.85

\$15.81 **0.25%**

Conversions
Advanced Rejuvenation Center Dr. Saimovici

39.01

39.62 **-1.54%**

Conv. Rate
Advanced Rejuvenation Center Dr. Saimovici

14.13%

14.89% **-5.10%**

Cost / Conv
Advanced Rejuvenation Center Dr. Saimovici

\$112.17

\$106.16 **5.66%**

Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary
Advanced Rejuvenation Center Dr. Saimovici

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$4,375.64	\$4,206.21	4.03%
Impressions	9,249	5,119	80.68%
Clicks	276	266	3.76%
Avg CPC	\$15.85	\$15.81	0.25%
CTR	2.98%	5.20%	-42.69%
Conversions	39.01	39.62	-1.54%
Conv Rate	14.13%	14.89%	-5.10%
Cost / Conv	\$112.17	\$106.16	5.66%

Budget Coverage

Search Impr. Share
Advanced Rejuvenation Center Dr. Saimovici

22.89%

18.10% **26.46%**

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

3.06%

0.61% **401.64%**

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

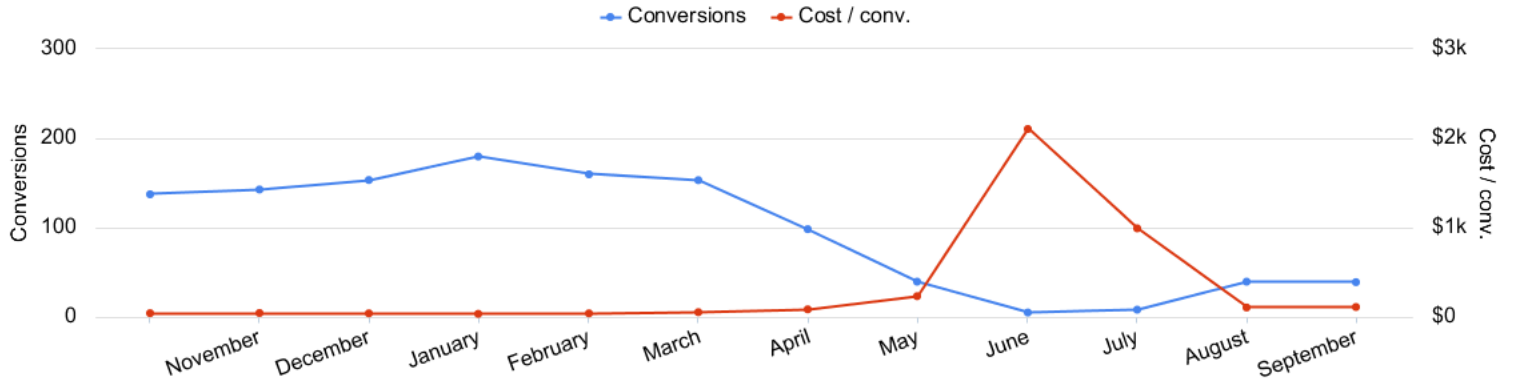
74.05%

81.29% **-8.91%**

Monthly Performance Trends

10/01/2020 - 09/30/2021

Conversions vs Cost/ Conv
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Account Performance by Month
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Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
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%	39.62	14.90%	\$106.16	18.10%	0.61%
09/01/2021	\$4,375.64	9,249	276	\$15.85	2.98%	39.01	14.13%	\$112.17	22.89%	3.06%
Total	\$84,736.02	405,304	21,481	\$3.94	5.30%	1,155.76	5.38%	\$73.32	10.20%	20.16%

Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 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	\$3,530.86	1,849	114	\$30.97	6.17%	26.26	23.04%	\$134.46
search beta coolsculpting exp reach	\$844.78	7,400	162	\$5.21	2.19%	12.75	7.87%	\$66.26

Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021

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

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting near me	\$402.35	53	11	\$36.58	20.75%	4.15	37.73%	\$96.95
cool sculpting	\$330.09	149	13	\$25.39	8.72%	3	23.08%	\$110.03
coolsculpting	\$304.25	152	7	\$43.46	4.61%	3	42.86%	\$101.42
how does medi weightloss work	\$4.37	1	1	\$4.37	100.00%	2.27	227.00%	\$1.93
golo release	\$7.41	13	2	\$3.71	15.38%	2	100.00%	\$3.71
coolsculpting mini near me	\$59.93	4	1	\$59.93	25.00%	1.56	156.00%	\$38.42
weight loss	\$5.50	56	1	\$5.50	1.79%	1	100.00%	\$5.50
liposuction for teenager	\$9.05	1	1	\$9.05	100.00%	1	100.00%	\$9.05
cool sculpting for thighs	\$11.19	1	1	\$11.19	100.00%	1	100.00%	\$11.19
cool sculpt knees	\$5.68	1	1	\$5.68	100.00%	1	100.00%	\$5.68
coolsculpting specials near me	\$68.37	1	1	\$68.37	100.00%	1	100.00%	\$68.37
best fat freezing treatment	\$48.47	2	1	\$48.47	50.00%	1	100.00%	\$48.47
cryo melt fat freezing treatment	\$22.27	1	1	\$22.27	100.00%	1	100.00%	\$22.27
coolsculpting cost	\$109.90	49	7	\$15.70	14.29%	1	14.29%	\$109.90
cool sculpting cost	\$59.92	30	4	\$14.98	13.33%	0.52	13.00%	\$115.23
keto patch	\$1.34	1	1	\$1.34	100.00%	0.48	48.00%	\$2.79
freeze fat treatment	\$15.97	1	1	\$15.97	100.00%	0.45	45.00%	\$35.49
body sculpting near me	\$3.78	27	1	\$3.78	3.70%	0.33	33.00%	\$11.45
physicians weight loss huntington ny	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
meso lipo price	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00

Top Search Ads (by Conversions)

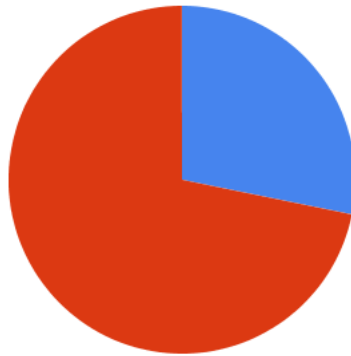
09/01/2021 - 09/30/2021

 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	\$1,658.88	983	49	\$33.85	4.98%	14.99	30.59%	\$110.67
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	\$40.26	335	7	\$5.75	2.09%	1	14.29%	\$40.26
{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	\$22.27	25	1	\$22.27	4.00%	1	100.00%	\$22.27
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	\$152.44	1,077	33	\$4.62	3.06%	0	0.00%	\$0.00
{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	\$12.72	8	1	\$12.72	12.50%	0	0.00%	\$0.00

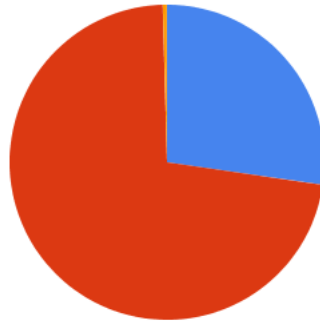
Budget Utilization by Device

Conversions by Device
Advanced Rejuvenation Center Dr. Saimovici



■ Computers - Conversions: 11 (28.20%) ■ Mobile devices with full browsers - Conversions: 28.01 (71.80%)

Cost by Device
Advanced Rejuvenation Center Dr. Saimovici




■ Computers - Cost: \$1,194.48 (27.30%) ■ Mobile devices with full browsers - Cost: \$3,162.75 (72.28%)
■ Tablets with full browsers - Cost: \$18.41 (0.42%)


Device Performance (by Conversions)
Advanced Rejuvenation Center Dr. Saimovici

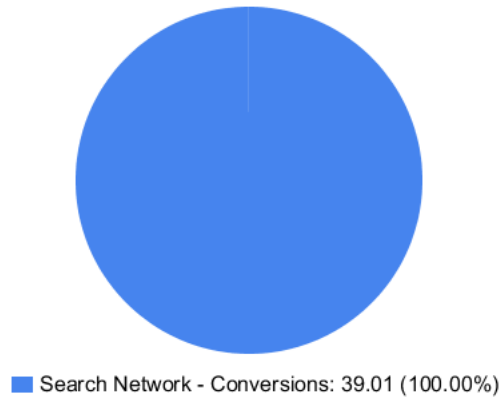
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	7,221	215	\$3,162.75	\$14.71	2.98%	28.01	13.03%	\$112.92
Computers	1,839	56	\$1,194.48	\$21.33	3.05%	11	19.64%	\$108.59
Tablets with full browsers	189	5	\$18.41	\$3.68	2.65%	0	0.00%	\$0.00


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	9,249	276	\$4,375.64	\$15.85	2.98%	39.01	14.13%	\$112.17

Conversion Summary

09/01/2021 - 09/30/2021

 Conversion Performance
Advanced Rejuvenation Center Dr. Saimovici

Conversion name	All conv.	% Change
Form Submission	26.78	27.28%
Click to Call	12.23	-30.43%
Local actions - Directions	1	0.00%

Geo-Targeting Summary

09/01/2021 - 09/30/2021



Top Locations

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Region	Clicks	Conversions	Cost / conv.
New York	203	25.45	\$124.33
Connecticut	73	13.56	\$89.34

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