

Always Beautiful Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
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\$8,697.42
\$7,679.56 **13.25%**

Conversions
Always Beautiful

42.78
50.22 **-14.81%**

Clicks
Always Beautiful

572
544 **5.15%**

Conv. Rate
Always Beautiful

7.48%
9.23% **-18.96%**

Avg CPC
Always Beautiful

\$15.21
\$14.12 **7.72%**

Cost / Conv
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\$203.31
\$152.92 **32.95%**

Month-Over-Month Performance Comparison

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

Overall Performance Summary
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Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$8,697.42	\$7,679.56	13.25%
Impressions	11,793	11,476	2.76%
Clicks	572	544	5.15%
Avg CPC	\$15.21	\$14.12	7.72%
CTR	4.85%	4.74%	2.32%
Conversions	42.78	50.22	-14.81%
Conv Rate	7.48%	9.23%	-18.96%
Cost / Conv	\$203.31	\$152.92	32.95%

Budget Coverage

Search Impr. Share
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31.97%
28.66% **11.55%**

Search IS Lost (due to Budget)
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55.95%
48.98% **14.23%**

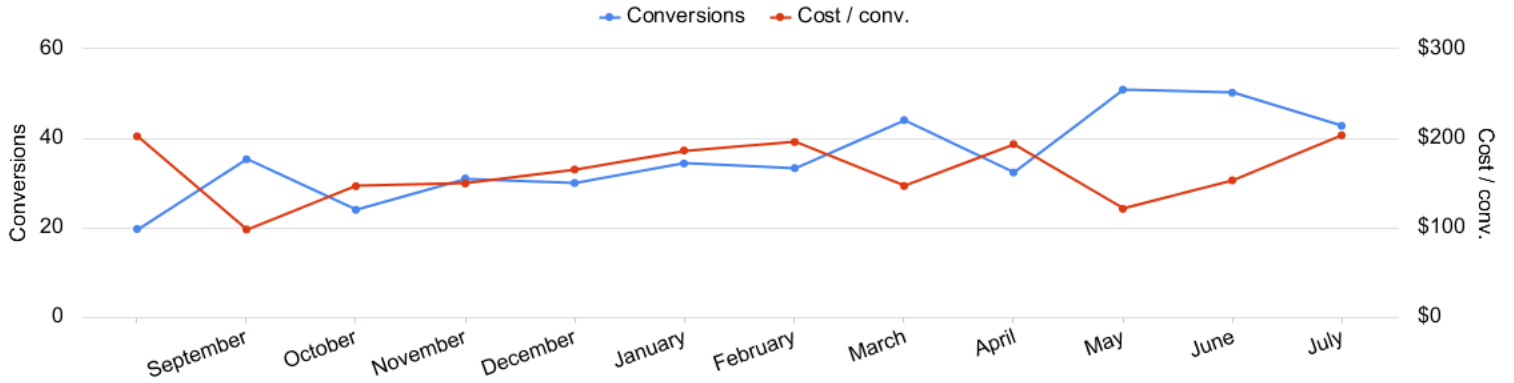
Search IS Lost (due to Rank)
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12.08%
22.36% **-45.97%**

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv




Account Performance by Month

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$3,982.16	18,436	596	\$6.68	3.23%	19.69	3.30%	\$202.20	32.57%	12.60%
09/01/2020	\$3,459.63	17,421	584	\$5.92	3.35%	35.31	6.05%	\$97.99	30.72%	9.16%
10/01/2020	\$3,513.04	4,933	268	\$13.11	5.43%	24	8.96%	\$146.38	45.66%	1.84%
11/01/2020	\$4,630.67	12,038	503	\$9.21	4.18%	31	6.16%	\$149.38	31.15%	15.66%
12/01/2020	\$4,950.98	8,940	484	\$10.23	5.41%	30	6.20%	\$165.03	25.58%	17.93%
01/01/2021	\$6,406.62	12,367	665	\$9.63	5.38%	34.38	5.17%	\$186.36	23.24%	18.57%
02/01/2021	\$6,526.15	11,997	609	\$10.72	5.08%	33.31	5.47%	\$195.91	25.57%	18.40%
03/01/2021	\$6,461.41	6,933	510	\$12.67	7.36%	44.06	8.64%	\$146.65	21.41%	66.90%
04/01/2021	\$6,262.56	9,277	530	\$11.82	5.71%	32.36	6.10%	\$193.55	25.68%	54.28%
05/01/2021	\$6,162.15	10,504	527	\$11.69	5.02%	50.89	9.66%	\$121.08	26.50%	51.80%
06/01/2021	\$7,679.56	11,476	544	\$14.12	4.74%	50.22	9.23%	\$152.91	28.66%	48.98%
07/01/2021	\$8,697.42	11,793	572	\$15.21	4.85%	42.78	7.48%	\$203.31	31.97%	55.95%
Total	\$68,732.35	136,115	6,392	\$10.75	4.70%	428	6.70%	\$160.59	28.26%	29.38%

Campaign Performance Summary (by Conversions)

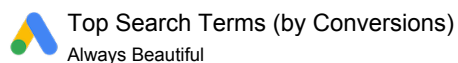
07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
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Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$5,637.35	4,722	314	\$17.95	6.65%	31.34	9.98%	\$179.88
search beta coolsculpting exp reach	\$950.58	4,189	126	\$7.54	3.01%	7.44	5.90%	\$127.77
search beta botox	\$2,109.49	2,882	132	\$15.98	4.58%	4	3.03%	\$527.37

Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021



Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting	\$304.31	246	16	\$19.02	6.50%	2	12.50%	\$152.16
cool sculpting	\$566.22	296	31	\$18.27	10.47%	2	6.45%	\$283.11
cool sculpting denver	\$265.30	19	8	\$33.16	42.11%	2	25.00%	\$132.65
cool sculpting cost	\$177.87	71	13	\$13.68	18.31%	2	15.38%	\$88.94
average cost of coolsculpting abdomen	\$3.40	1	1	\$3.40	100.00%	2	200.00%	\$1.70
coolsculpting near me	\$460.47	68	15	\$30.70	22.06%	2	13.33%	\$230.24
face fillers near me	\$35.44	1	1	\$35.44	100.00%	1	100.00%	\$35.44
cool sculpting cost near me	\$38.83	4	3	\$12.94	75.00%	1	33.33%	\$38.83
fat removal san diego	\$6.48	2	1	\$6.48	50.00%	1	100.00%	\$6.48
prophilo injections	\$4.71	2	1	\$4.71	50.00%	1	100.00%	\$4.71
coolsculpting	\$14.59	1	1	\$14.59	100.00%	1	100.00%	\$14.59
liposuction cost denver	\$33.17	4	2	\$16.59	50.00%	1	50.00%	\$33.17
freeze fat away	\$41.98	2	2	\$20.99	100.00%	1	50.00%	\$41.98
how much does it cost to freeze fat	\$35.88	1	1	\$35.88	100.00%	1	100.00%	\$35.88
coolsculpting norman ok	\$8.72	1	1	\$8.72	100.00%	1	100.00%	\$8.72
coolsculpting cost per cycle	\$13.97	1	1	\$13.97	100.00%	1	100.00%	\$13.97
prescription fat loss	\$12.28	1	1	\$12.28	100.00%	1	100.00%	\$12.28
weight watchers	\$32.71	32	2	\$16.36	6.25%	1	50.00%	\$32.71
body sculpting cost	\$27.26	1	1	\$27.26	100.00%	1	100.00%	\$27.26
best way to get rid of double chin	\$11.66	1	1	\$11.66	100.00%	1	100.00%	\$11.66

Top Search Ads (by Conversions)

07/01/2021 - 07/31/2021

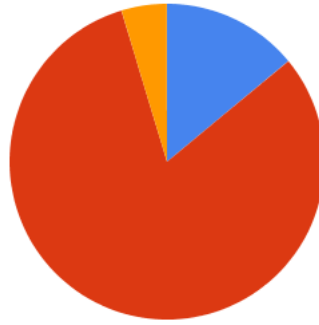
 Top Responsive Search Ads (by Conversions)
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Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Huge CoolSculpting Promotion CoolSculpting in Aurora 2021 CoolSculpting Discount www.alwaysbeautiful.net/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Aurora, CO. Schedule a Free Consultation	search beta coolsculpting	\$1,608.00	1,881	95	\$16.93	5.05%	11.78	12.40%	\$136.50
Huge CoolSculpting Promotion CoolSculpting in Aurora 2021 CoolSculpting Discount www.alwaysbeautiful.net/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Aurora, CO. Schedule a Free Consultation	search beta coolsculpting	\$641.10	296	35	\$18.32	11.82%	6.56	18.74%	\$97.73
Always Beautiful Fat Reduction in Aurora, CO Non-Surgical Fat Reduction www.alwaysbeautiful.net/ 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 exp reach	\$278.56	1,114	37	\$7.53	3.32%	3	8.11%	\$92.85
Always Beautiful Fat Reduction in Aurora, CO Non-Surgical Fat Reduction www.alwaysbeautiful.net/ 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 exp reach	\$229.97	626	33	\$6.97	5.27%	2.44	7.39%	\$94.25
{Keyword:Always Beautiful} Reduce Crow's Feet + Wrinkles Save on Treatment Cost www.alwaysbeautiful.net/ Look Younger, More Energized. Leading Denver, CO Provider. Schedule Free Consult. Smooth Wrinkles and Fine Lines with the Most Popular Cosmetic Treatment in the World.	search beta botox	\$595.05	504	29	\$20.52	5.75%	1	3.45%	\$595.05

Budget Utilization by Device

Conversions by Device

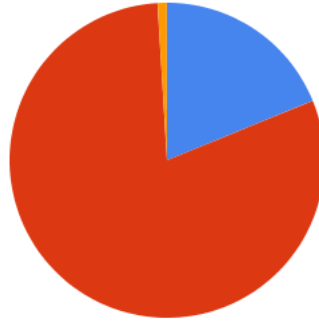
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■ Computers - Conversions: 6 (14.03%)
 ■ Mobile devices with full browsers - Conversions: 34.78 (81.30%)
 ■ Tablets with full browsers - Conversions: 2 (4.68%)

Cost by Device

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■ Computers - Cost: \$1,638.22 (18.84%)
 ■ Mobile devices with full browsers - Cost: \$6,977.20 (80.22%)
 ■ Tablets with full browsers - Cost: \$82.00 (0.94%)

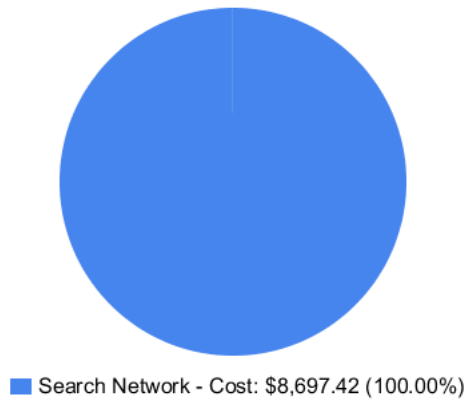
Device Performance (by Conversions)


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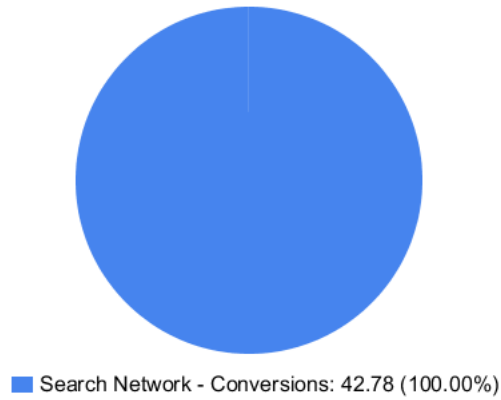
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	9,683	484	\$6,977.20	\$14.42	5.00%	34.78	7.19%	\$200.62
Computers	1,963	83	\$1,638.22	\$19.74	4.23%	6	7.23%	\$273.04
Tablets with full browsers	147	5	\$82.00	\$16.40	3.40%	2	40.00%	\$41.00


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	11,793	572	\$8,697.42	\$15.21	4.85%	42.78	7.48%	\$203.31

Conversion Summary

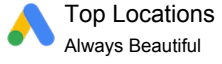
07/01/2021 - 07/31/2021



Conversion name	All conv.
Form Submission	31.78
Local actions - Directions	7
Calls from Website	4
Click to Call	4
Clicks to call	3
Calls from Ads	3

Geo-Targeting Summary

07/01/2021 - 07/31/2021



Region	Clicks	Conversions	Cost / conv.
Colorado	572	42.78	\$203.31

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