

American Laser Med Spa Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
American Laser Med Spa

\$2,969.44

\$2,987.38 -0.60%

Conversions
American Laser Med Spa

23

26 -11.54%

Clicks
American Laser Med Spa

873

947 -7.81%

Conv. Rate
American Laser Med Spa

2.63%

2.75% -4.36%

Avg CPC
American Laser Med Spa

\$3.40

\$3.15 7.94%

Cost / Conv
American Laser Med Spa

\$129.11

\$114.90 12.37%

Month-Over-Month Performance Comparison

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

Overall Performance Summary
American Laser Med Spa

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$2,969.44	\$2,987.38	-0.60%
Impressions	13,072	14,380	-9.10%
Clicks	873	947	-7.81%
Avg CPC	\$3.40	\$3.15	7.94%
CTR	6.68%	6.59%	1.37%
Conversions	23	26	-11.54%
Conv Rate	2.63%	2.75%	-4.36%
Cost / Conv	\$129.11	\$114.90	12.37%

Budget Coverage

Search Impr. Share
American Laser Med Spa

23.17%

25.12% -7.76%

Search IS Lost (due to Budget)
American Laser Med Spa

18.77%

15.21% 23.41%

Search IS Lost (due to Rank)
American Laser Med Spa

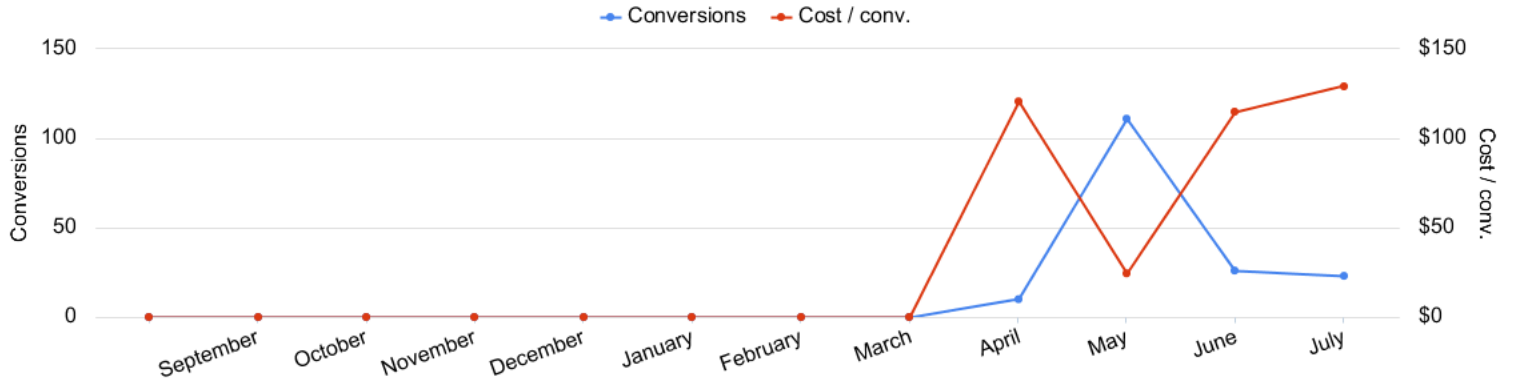
58.06%

59.67% -2.70%

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
American Laser Med Spa




Account Performance by Month
American Laser Med Spa

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
04/01/2021	\$1,206.82	32,096	954	\$1.27	2.97%	10	1.05%	\$120.68	0.10%	72.61%
05/01/2021	\$2,711.06	48,077	2,526	\$1.07	5.25%	111	4.39%	\$24.42	0.10%	42.24%
06/01/2021	\$2,987.38	14,380	947	\$3.15	6.59%	26	2.75%	\$114.90	25.12%	15.21%
07/01/2021	\$2,969.44	13,072	873	\$3.40	6.68%	23	2.63%	\$129.11	23.17%	18.77%
Total	\$9,874.70	107,625	5,300	\$1.86	4.92%	170	3.21%	\$58.09	0.10%	48.10%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
American Laser Med Spa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting amarillo	\$1,481.41	6,036	412	\$3.60	6.83%	13	3.16%	\$113.95
search beta coolsculpting corpus christi	\$1,488.03	7,036	461	\$3.23	6.55%	10	2.17%	\$148.80

Top Search Terms (by Conversions)

07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
American Laser Med Spa

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting amarillo	\$27.81	8	9	\$3.09	112.50%	1.5	16.67%	\$18.54
bbl surgery	\$18.07	4	3	\$6.02	75.00%	1	33.33%	\$18.07
eon fat reduction	\$5.11	1	1	\$5.11	100.00%	1	100.00%	\$5.11
procedures to remove belly fat	\$6.76	1	1	\$6.76	100.00%	1	100.00%	\$6.76
male chest sculpting surgery	\$1.48	1	1	\$1.48	100.00%	1	100.00%	\$1.48
coolsculpting near me	\$28.76	7	6	\$4.79	85.71%	1	16.67%	\$28.76
vanquish me	\$2.43	1	1	\$2.43	100.00%	1	100.00%	\$2.43
best weight loss pills for men	\$4.47	1	1	\$4.47	100.00%	1	100.00%	\$4.47
how to lose belly fat naturally in 1 week	\$1.63	1	1	\$1.63	100.00%	1	100.00%	\$1.63
non surgical tummy tuck near me	\$2.34	2	1	\$2.34	50.00%	1	100.00%	\$2.34
how to lose belly flab	\$5.30	1	2	\$2.65	200.00%	1	50.00%	\$5.30
coolsculpting corpus christi	\$37.13	11	9	\$4.13	81.82%	1	11.11%	\$37.13
plastic surgeon corpus christi texas	\$0.41	3	1	\$0.41	33.33%	1	100.00%	\$0.41
weight loss clinic corpus christi	\$22.98	3	1	\$22.98	33.33%	1	100.00%	\$22.98
how much does coolsculpting cost	\$2.64	1	1	\$2.64	100.00%	1	100.00%	\$2.64
liposuction	\$31.28	15	8	\$3.91	53.33%	1	12.50%	\$31.28
corpus christi coolsculpting	\$6.99	1	1	\$6.99	100.00%	0.5	50.00%	\$13.98
coolsculpting amarillo texas	\$3.40	1	1	\$3.40	100.00%	0.5	50.00%	\$6.80
laser lipo corpus christi	\$2.90	1	1	\$2.90	100.00%	0.5	50.00%	\$5.80
garcinia cambogia pills cvs	\$4.22	1	1	\$4.22	100.00%	0	0.00%	\$0.00

Top Search Ads (by Conversions)

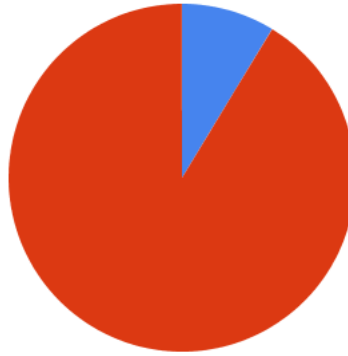
07/01/2021 - 07/31/2021

Top Responsive Search Ads (by Conversions)
American Laser Med Spa

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
CoolSculpting® Fat Reduction CoolSculpting Corpus Christi Biggest CoolSculpting® Promo americanlasermedspa.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Corpus Christi, TX Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting corpus christi	\$237.94	513	76	\$3.13	14.81%	3.5	4.61%	\$67.98
CoolSculpting® Fat Reduction CoolSculpting in Amarillo, TX Biggest CoolSculpting® Promo americanlasermedspa.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Amarillo, TX Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting amarillo	\$133.91	247	39	\$3.43	15.79%	3	7.69%	\$44.64
American Laser Med Spa Fat Reduction in Amarillo, TX Non-Surgical Fat Reduction americanlasermedspa.com/ 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 amarillo	\$272.27	795	82	\$3.32	10.31%	2	2.44%	\$136.13
American Laser Med Spa Fat Reduction Corpus Christi Non-Surgical Fat Reduction americanlasermedspa.com/ 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 corpus christi	\$304.68	1,147	94	\$3.24	8.20%	1.5	1.60%	\$203.12
American Laser Med Spa Fat Reduction Corpus Christi Non-Surgical Fat Reduction americanlasermedspa.com/ 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 corpus christi	\$233.77	1,013	55	\$4.25	5.43%	1	1.82%	\$233.77

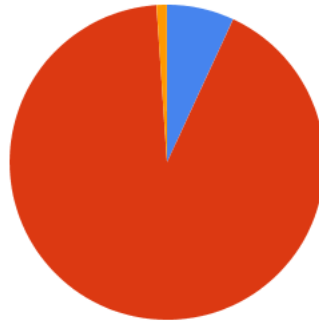
Budget Utilization by Device

Conversions by Device
American Laser Med Spa



■ Computers - Conversions: 2 (8.70%) ■ Mobile devices with full browsers - Conversions: 21 (91.30%)

Cost by Device
American Laser Med Spa



■ Computers - Cost: \$205.19 (6.91%) ■ Mobile devices with full browsers - Cost: \$2,732.75 (92.03%)
■ Tablets with full browsers - Cost: \$31.50 (1.06%)


Device Performance (by Conversions)
American Laser Med Spa

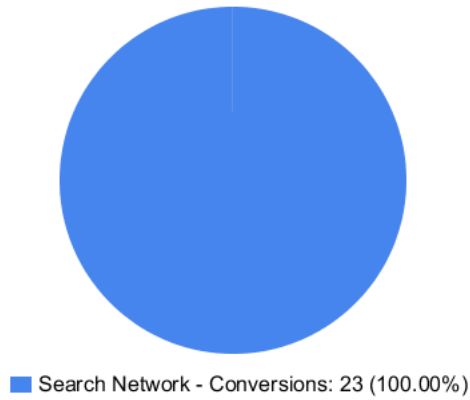
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	11,803	795	\$2,732.75	\$3.44	6.74%	21	2.64%	\$130.13
Computers	1,098	66	\$205.19	\$3.11	6.01%	2	3.03%	\$102.59
Tablets with full browsers	171	12	\$31.50	\$2.62	7.02%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
American Laser Med Spa



 Conversions by Network
American Laser Med Spa




 Network Performance
American Laser Med Spa

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	13,072	873	\$2,969.44	\$3.40	6.68%	23	2.63%	\$129.11

Conversion Summary


07/01/2021 - 07/31/2021

 Conversion Performance
American Laser Med Spa

Conversion name	All conv.
Submit lead form	16
Click to Call	7

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
American Laser Med Spa

Region	Clicks	Conversions	Cost / conv.
New Mexico	30	2	\$58.81
Texas	835	21	\$134.89

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