

American Laser Monthly Ad Performance Summary

08/01/2021 - 08/31/2021

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Overall Performance Summary

08/01/2021 - 08/31/2021

Account Performance Summary (by Platform) Cross-platform

	Cost	Impressions	Clicks	CTR	Conversions	Cost / conv.
Google Ads						
08/01/2021 - 08/31/2021	\$3,021.34	12,471	759	6.09%	34.75	\$86.95
07/01/2021 - 07/31/2021	\$2,969.44	13,072	873	6.68%	23.25	\$127.72
% Change	1.75%	-4.60%	-13.06%	-8.83%	49.46%	-31.92%
Facebook Ads						
08/01/2021 - 08/31/2021	\$3,056.98	126,632	1,301	1.03%	66	\$46.32
07/01/2021 - 07/31/2021	\$3,053.43	150,924	1,580	1.05%	71	\$43.01
% Change	0.12%	-16.10%	-17.66%	-1.86%	-7.04%	7.70%

Google Ads | Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
American Laser Med Spa

\$3,021.34

\$2,969.44 **1.75%**

Clicks
American Laser Med Spa

759

873 **-13.06%**

Avg. CPC
American Laser Med Spa

\$3.98

\$3.40 **17.03%**

Conversions
American Laser Med Spa

34.75

23.25 **49.46%**

Conv. rate
American Laser Med Spa

4.58%

2.66% **72.18%**

Cost / Conv
American Laser Med Spa

\$86.95

\$127.72 **-31.92%**

Google Ads | Month-Over-Month Performance Comparison

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

Overall Performance Summary
American Laser Med Spa

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$3,021.34	\$2,969.44	1.75%
Impressions	12,471	13,072	-4.60%
Clicks	759	873	-13.06%
Avg CPC	\$3.98	\$3.40	17.06%
CTR	6.09%	6.68%	-8.83%
Conversions	34.75	23.25	49.46%
Conv Rate	4.58%	2.66%	72.18%
Cost / Conv	\$86.95	\$127.72	-31.92%

Google Ads | Budget Coverage

Search Impr. Share
American Laser Med Spa

25.33%

23.19% **9.23%**

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

15.46%

18.56% **-16.70%**

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

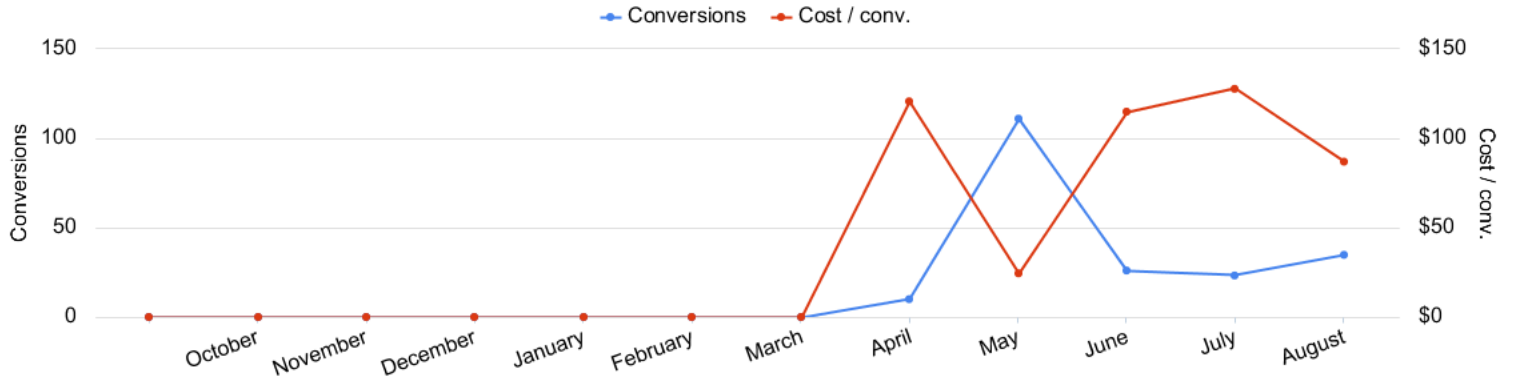
59.21%

58.25% **1.65%**

Google Ads | Monthly Performance Trends

09/01/2020 - 08/31/2021

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%	23.25	2.66%	\$127.72	23.19%	18.56%
08/01/2021	\$3,021.34	12,471	759	\$3.98	6.09%	34.75	4.58%	\$86.95	25.33%	15.46%
Total	\$12,896.04	120,096	6,059	\$2.13	5.05%	205	3.38%	\$62.91	0.10%	47.31%

Google Ads | Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 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	\$1,533.16	6,456	376	\$4.08	5.82%	18.75	4.99%	\$81.77
search beta coolsculpting corpus christi	\$1,488.18	6,015	383	\$3.89	6.37%	16	4.18%	\$93.01

Google Ads | Top Search Terms (by Conversions)


08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)
American Laser Med Spa

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting	\$16.96	21	7	\$2.42	33.33%	3	42.86%	\$5.65
cool sculpting amarillo	\$12.70	12	3	\$4.23	25.00%	1.75	58.33%	\$7.26
fat freeze treatment	\$3.91	1	1	\$3.91	100.00%	1.5	150.00%	\$2.61
it works slimming gummies	\$2.48	2	1	\$2.48	50.00%	1	100.00%	\$2.48
coolsculpting lubbock	\$6.14	5	1	\$6.14	20.00%	1	100.00%	\$6.14
ultrasound liposuction	\$4.82	2	1	\$4.82	50.00%	1	100.00%	\$4.82
laser lipo near me	\$6.52	3	2	\$3.26	66.67%	1	50.00%	\$6.52
coolsculpting	\$21.79	23	3	\$7.26	13.04%	1	33.33%	\$21.79
oxyshred thermogenic fat burner reviews	\$4.49	1	1	\$4.49	100.00%	1	100.00%	\$4.49
non surgical fat removal before and after	\$6.64	2	2	\$3.32	100.00%	1	50.00%	\$6.64
shapeline weight loss drops	\$4.20	1	1	\$4.20	100.00%	1	100.00%	\$4.20
liposuccion	\$2.41	1	1	\$2.41	100.00%	1	100.00%	\$2.41
lipo fast	\$2.15	1	1	\$2.15	100.00%	1	100.00%	\$2.15
non invasive lipo	\$1.33	28	1	\$1.33	3.57%	1	100.00%	\$1.33
lose thigh fat	\$1.61	1	1	\$1.61	100.00%	1	100.00%	\$1.61
does coolsculpting work	\$2.65	2	1	\$2.65	50.00%	1	100.00%	\$2.65
how can i lose weight	\$1.87	1	1	\$1.87	100.00%	1	100.00%	\$1.87
oxyshred thermogenic fat burner	\$1.55	2	1	\$1.55	50.00%	1	100.00%	\$1.55
massages after lipo surgery	\$5.99	1	1	\$5.99	100.00%	1	100.00%	\$5.99
golo com	\$16.30	32	2	\$8.15	6.25%	1	50.00%	\$16.30


Google Ads | Top Search Ads (by Conversions)

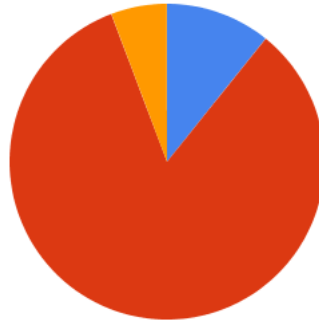
08/01/2021 - 08/31/2021

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


Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
American Laser Med Spa Fat Reduction in Amarillo, TX Non-Surgical Fat Reduction americanlasermedspa.com/coolsculpting/amarillo 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	\$228.03	562	64	\$3.56	11.39%	6	9.38%	\$38.01
{Keyword:American Laser Med Spa} CoolSculpting Corpus Christi Biggest CoolSculpting® Promo americanlasermedspa.com/coolsculpting/corpus_christi 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	\$164.60	181	32	\$5.14	17.68%	5	15.63%	\$32.92
American Laser Med Spa Fat Reduction in Amarillo, TX Non-Surgical Fat Reduction americanlasermedspa.com/coolsculpting/amarillo 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	\$352.52	1,636	90	\$3.92	5.50%	4.5	5.00%	\$78.34
American Laser Med Spa Fat Reduction Corpus Christi Non-Surgical Fat Reduction americanlasermedspa.com/coolsculpting/corpus_christi 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	\$456.63	2,120	115	\$3.97	5.42%	4	3.48%	\$114.16
American Laser Med Spa Fat Reduction Corpus Christi Non-Surgical Fat Reduction americanlasermedspa.com/coolsculpting/corpus_christi 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	\$272.34	750	69	\$3.95	9.20%	2	2.90%	\$136.17

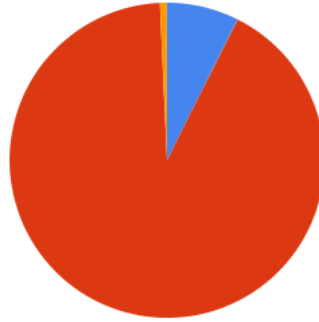
Google Ads | Budget Utilization by Device

 Conversions by Device
American Laser Med Spa




■ Computers - Conversions: 3.75 (10.79%)
 ■ Mobile devices with full browsers - Conversions: 29 (83.45%)
 ■ Tablets with full browsers - Conversions: 2 (5.76%)

 Cost by Device
American Laser Med Spa



■ Computers - Cost: \$224.19 (7.42%)
 ■ Mobile devices with full browsers - Cost: \$2,775.93 (91.88%)
 ■ Tablets with full browsers - Cost: \$21.22 (0.70%)

 Device Performance (by Conversions)
American Laser Med Spa

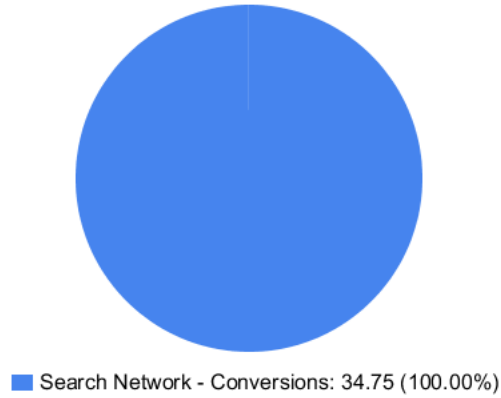
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	11,148	693	\$2,775.93	\$4.01	6.22%	29	4.18%	\$95.72
Computers	1,120	59	\$224.19	\$3.80	5.27%	3.75	6.36%	\$59.78
Tablets with full browsers	203	7	\$21.22	\$3.03	3.45%	2	28.57%	\$10.61

Google Ads | 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	12,471	759	\$3,021.34	\$3.98	6.09%	34.75	4.58%	\$86.95

Google Ads | Conversion Summary


08/01/2021 - 08/31/2021

 Conversion Performance
American Laser Med Spa

Conversion name	All conv.
Submit lead form	31.75
Click to Call	3

Google Ads | Geo-Targeting Summary

08/01/2021 - 08/31/2021

 Top Locations
American Laser Med Spa

Region	Clicks	Conversions	Cost / conv.
Texas	715	34.75	\$81.72

Facebook | Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
American Laser Med Spa

\$3,056.98

\$3,053.43 0.12%

Impressions
American Laser Med Spa

126,632

150,924 -16.10%

Reach
American Laser Med Spa

53,471

63,714 -16.08%

Clicks (Link)
American Laser Med Spa

1,301

1,580 -17.66%

Leads
American Laser Med Spa

67

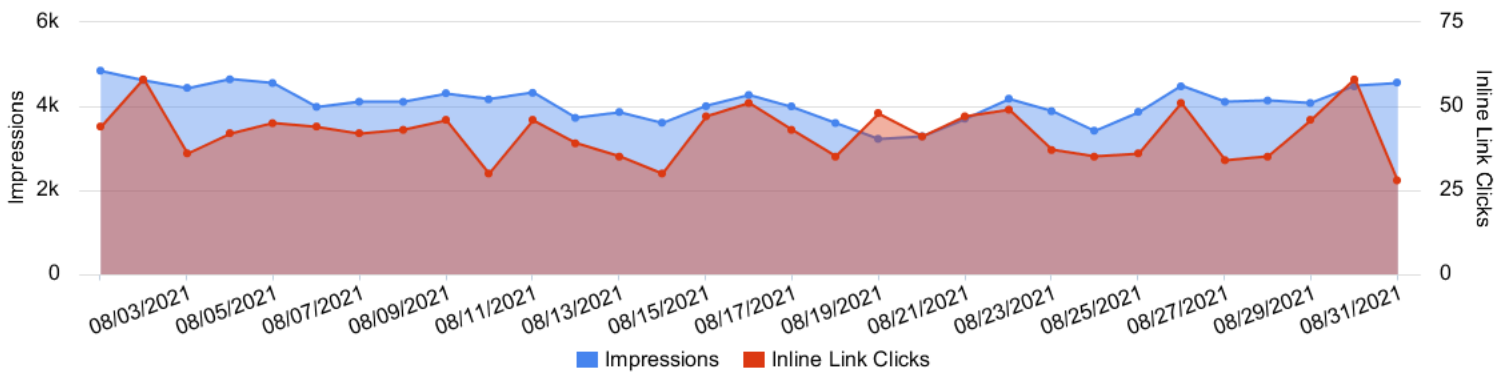
75 -10.67%

Cost / Lead
American Laser Med Spa

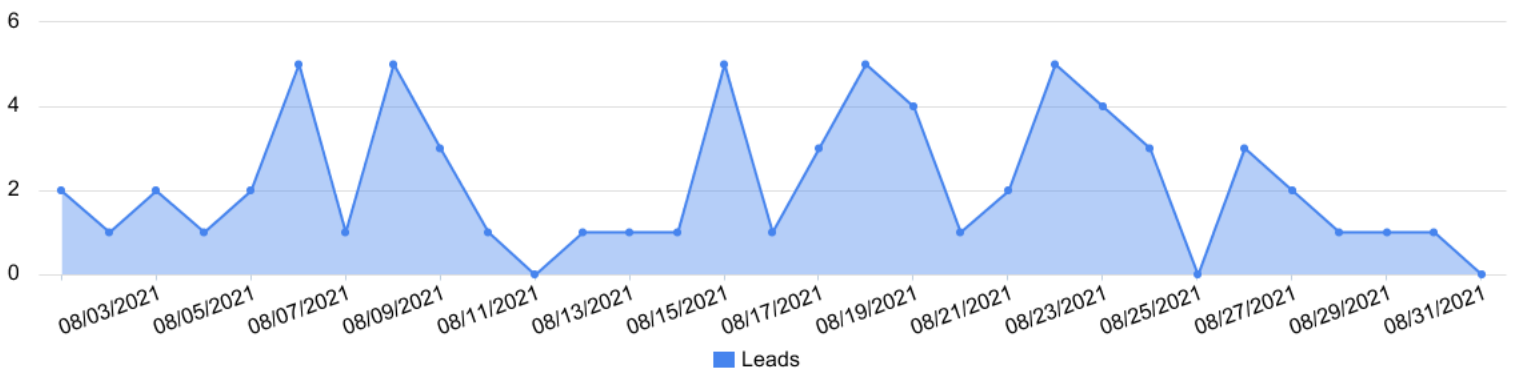
\$45.63

\$40.71 12.09%

Impressions vs Inline Link Clicks
American Laser Med Spa



Conversions by day
American Laser Med Spa



Facebook | Month-Over-Month Performance Comparison

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

Overall Performance Summary American Laser Med Spa

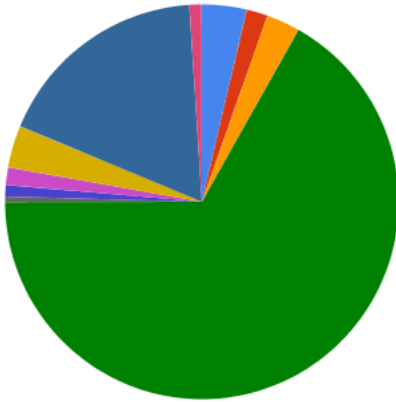
Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$3,056.98	\$3,053.43	0.12%
Impressions	126,632	150,924	-16.10%
Reach	53,471	63,714	-16.08%
Clicks	1,301	1,580	-17.66%
CTR	1.03%	1.05%	-1.86%
Frequency	2.37	2.37	-0.02%
Leads	67	75	-10.67%
Cost / Lead	\$45.63	\$40.71	12.09%

Engagement Summary American Laser Med Spa

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	25	37	-32.43%
Post Reactions	243	344	-29.36%
Post Shares	34	38	-10.53%

08/01/2021 - 08/31/2021

Reach Summary (by Placement) American Laser Med Spa



- Audience Network - An Classic - Reach: 2,208 (3.67%)
- Audience Network - Rewarded Video - Reach: 1,056 (1.76%)
- Facebook - Facebook Stories - Reach: 1,648 (2.74%)
- Facebook - Feed - Reach: 40,175 (66.82%)
- Facebook - Instant Article - Reach: 272 (0.45%)
- Facebook - Instream Video - Reach: 560 (0.93%)
- Facebook - Search - Reach: 864 (1.44%)
- Facebook - Video Feeds - Reach: 2,080 (3.46%)
- Instagram - Feed - Reach: 10,656 (17.72%)
- Instagram - Instagram Explore - Reach: 608 (1.01%)

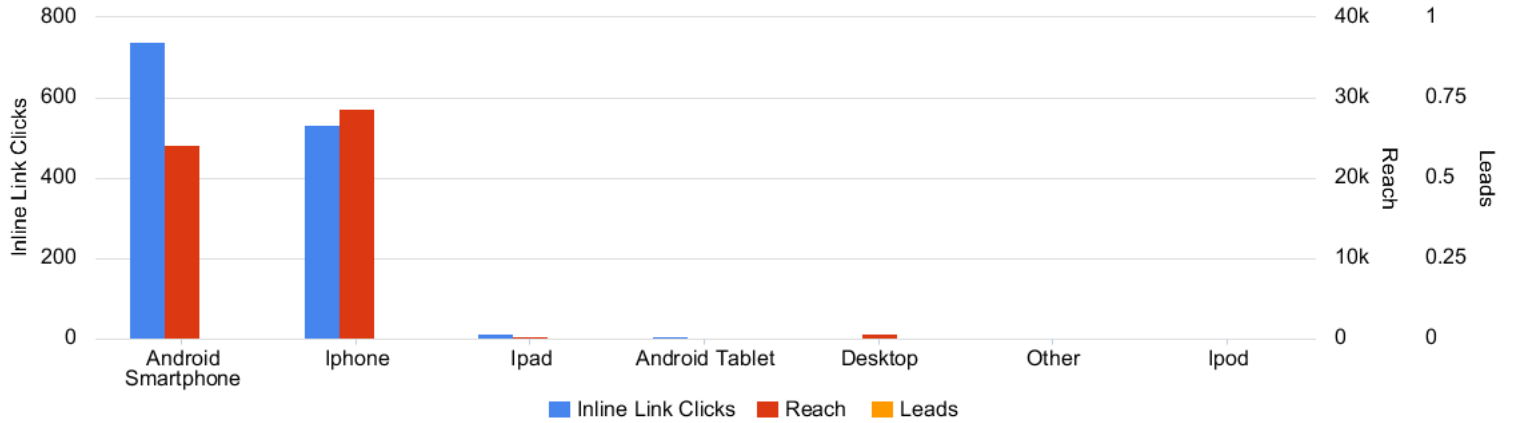
Placement Performance (by Leads) American Laser Med Spa

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Facebook | Device Performance Summary

08/01/2021 - 08/31/2021

Device Performance Chart American Laser Med Spa

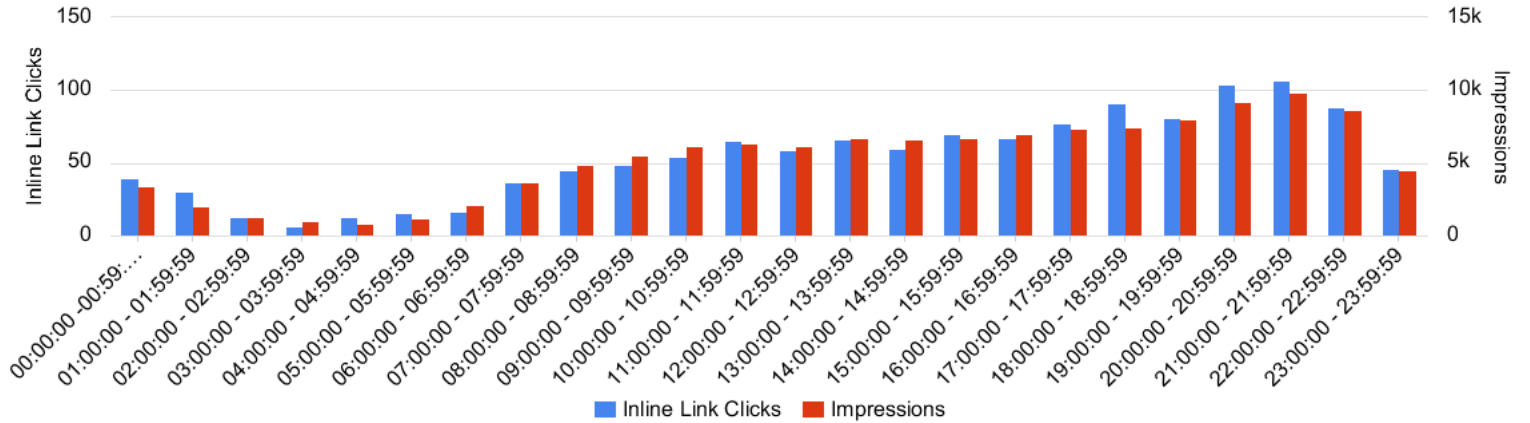


Device Platform Performance American Laser Med Spa

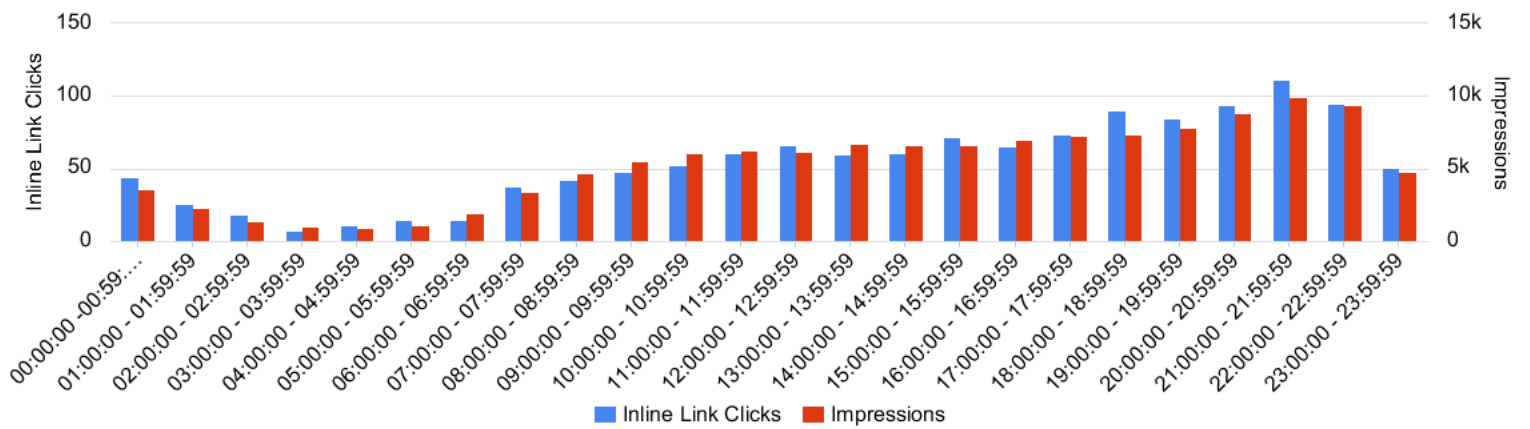
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
American Laser Med Spa	\$3,056.98	126,632	1,301	3.02%	53,471	2.37	67
> Mobile App	\$2,986.44	124,090	1,288	3.03%	52,351	2.37	0
> Mobile Web	\$33.91	1,364	8	4.03%	816	1.67	0
> Desktop	\$36.63	1,178	5	0.59%	608	1.94	0
> Unknown	\$0.00	0	0	--	0	0	0

08/01/2021 - 08/31/2021

Time of Day (Viewer)
American Laser Med Spa



Time of Day (Ad Account)
American Laser Med Spa



Facebook | Campaign Performance Summary (by Leads)

08/01/2021 - 08/31/2021

Campaign Performance Breakdown American Laser Med Spa

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Laser Hair Removal - Conversions	\$2,064.38	93,626	754	38	\$54.33
Coolsculpting - Conversions	\$992.60	33,006	547	29	\$34.23
Total	\$3,056.98	126,632	1,301	67	\$45.63

Facebook | Ad Set Performance Summary (by Leads)


08/01/2021 - 08/31/2021

Top Performing Ad Sets American Laser Med Spa

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Amarillo	Coolsculpting - Conversions	\$496.26	16,011	255	16	\$31.02
Corpus Christi	Coolsculpting - Conversions	\$496.34	16,995	292	13	\$38.18
El Paso	Laser Hair Removal - Conversions	\$412.64	18,619	192	13	\$31.74
Corpus Christi	Laser Hair Removal - Conversions	\$413.01	18,714	169	11	\$37.55
Amarillo	Laser Hair Removal - Conversions	\$413.02	19,201	136	6	\$68.84
Lubbock	Laser Hair Removal - Conversions	\$412.43	18,077	128	4	\$103.11
Midland	Laser Hair Removal - Conversions	\$413.28	19,015	129	4	\$103.32
	Total	\$3,056.98	126,632	1,301	67	\$45.63

Facebook | Ad Performance Summary

08/01/2021 - 08/31/2021

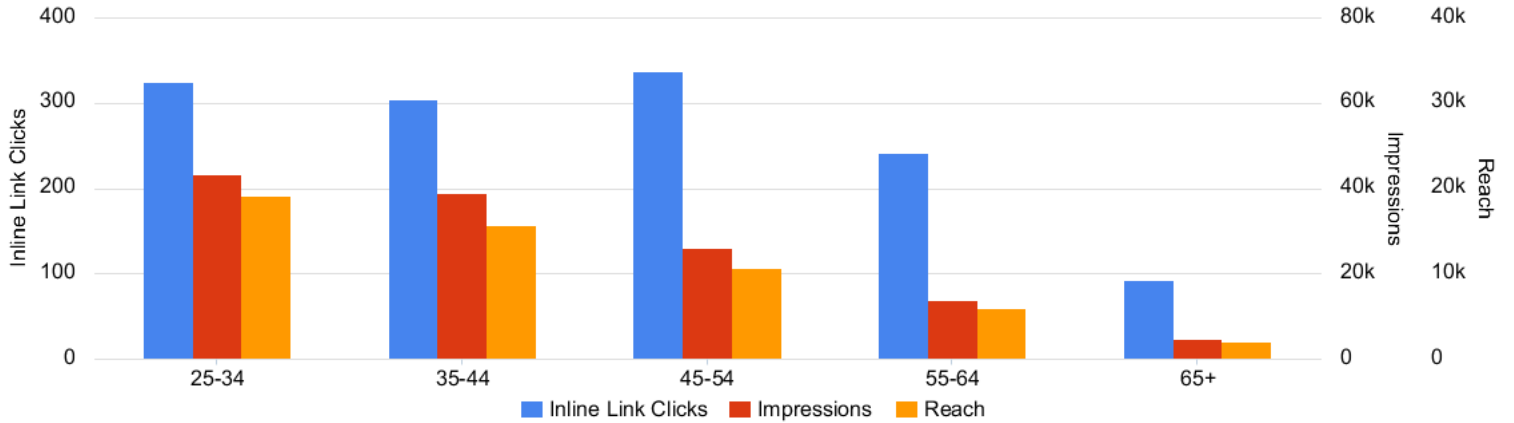
 Top Performing Ads (by Leads)
American Laser Med Spa

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Facebook | Demographic Performance - Age

08/01/2021 - 08/31/2021

Age Performance Chart
American Laser Med Spa



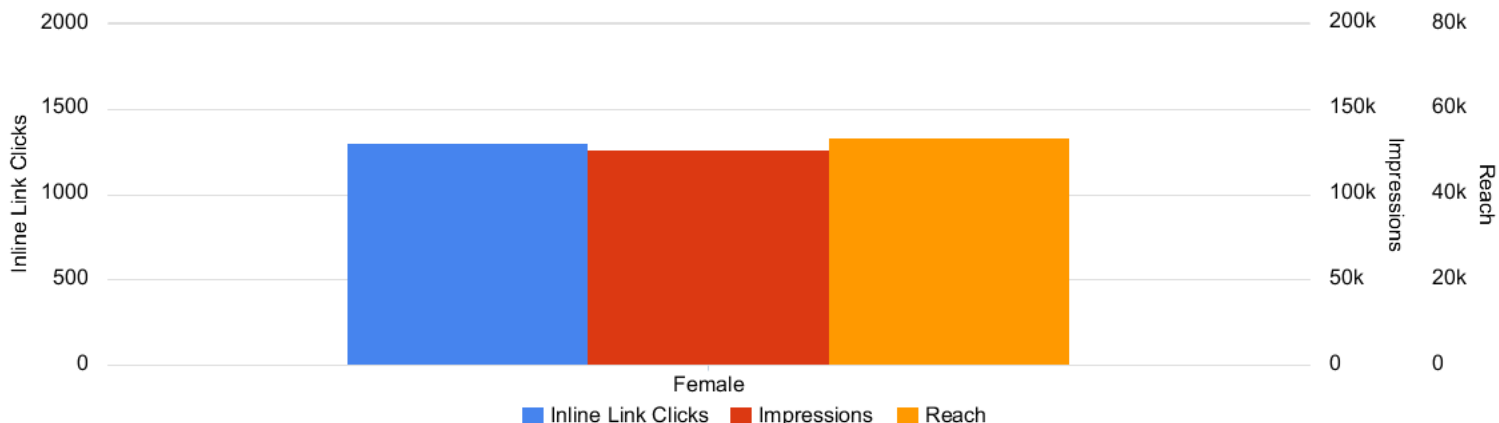
Age Performance Summary
American Laser Med Spa

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
American Laser Med Spa	\$3,056.98	126,632	53,471	1,301	3.02%	2.37	67
> 25-34	\$719.06	43,434	19,104	325	2.51%	2.27	0
> 35-44	\$819.44	38,854	15,616	305	2.71%	2.49	0
> 45-54	\$783.53	26,003	10,736	337	3.65%	2.42	0
> 55-64	\$554.08	13,698	6,000	242	3.95%	2.28	0
> 65+	\$180.87	4,643	2,016	92	3.98%	2.3	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Demographic Performance - Gender

08/01/2021 - 08/31/2021

Gender Performance Chart American Laser Med Spa



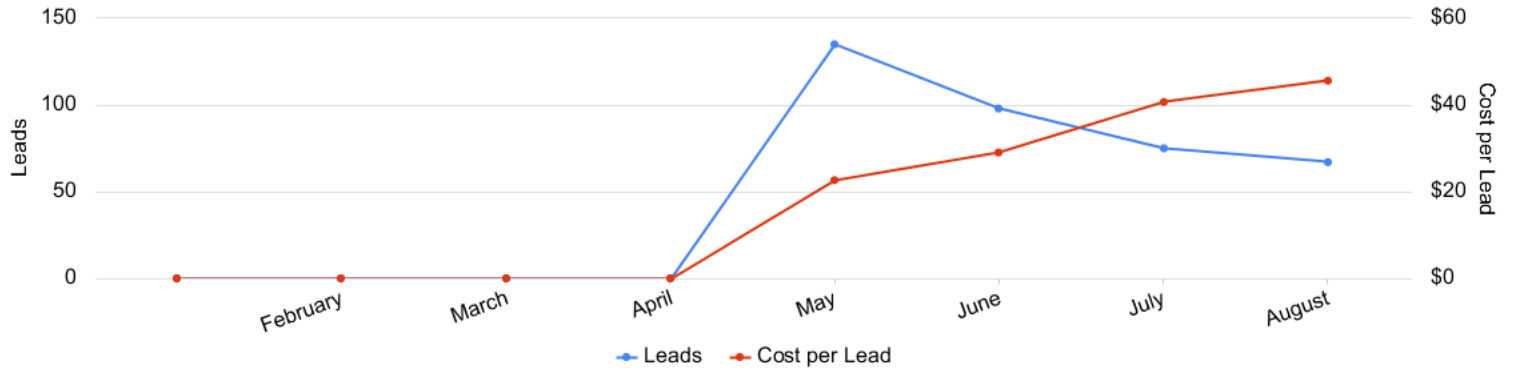
Gender Performance Summary American Laser Med Spa

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
American Laser Med Spa	\$3,056.98	126,632	53,471	1,301	3.02%	2.37	67
> Female	\$3,056.98	126,632	53,471	1,301	3.02%	2.37	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Year-to-Date Performance

01/01/2021 - 08/31/2021

Year-to-Date Trend American Laser Med Spa



Historical table (by month) American Laser Med Spa

There was an error

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