

American Laser Monthly Ad Performance Summary

09/01/2021 - 09/30/2021

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Overall Performance Summary

09/01/2021 - 09/30/2021

Account Performance Summary (by Platform) Cross-platform

	Cost	Impressions	Clicks	CTR	Conversions	Cost / conv.
Google Ads						
09/01/2021 - 09/30/2021	\$3,015.52	13,531	715	5.28%	57	\$52.90
08/01/2021 - 08/31/2021	\$3,021.34	12,471	759	6.09%	34.75	\$86.95
% Change	-0.19%	8.50%	-5.80%	-13.30%	64.03%	-39.15%
Facebook Ads						
09/01/2021 - 09/30/2021	\$2,956.27	120,810	1,114	0.92%	71	\$41.64
08/01/2021 - 08/31/2021	\$3,057.40	126,651	1,301	1.03%	67	\$45.63
% Change	-3.31%	-4.61%	-14.37%	-10.23%	5.97%	-8.76%

Google Ads | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
American Laser Med Spa

\$3,015.52

\$3,021.34 -0.19%

Clicks
American Laser Med Spa

715

759 -5.80%

Avg. CPC
American Laser Med Spa

\$4.22

\$3.98 5.95%

Conversions
American Laser Med Spa

57

34.75 64.03%

Conv. rate
American Laser Med Spa

7.97%

4.58% 74.02%

Cost / Conv
American Laser Med Spa

\$52.90

\$86.95 -39.15%

Google Ads | Month-Over-Month Performance Comparison

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

Overall Performance Summary
American Laser Med Spa

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$3,015.52	\$3,021.34	-0.19%
Impressions	13,531	12,471	8.50%
Clicks	715	759	-5.80%
Avg CPC	\$4.22	\$3.98	6.03%
CTR	5.28%	6.09%	-13.30%
Conversions	57	34.75	64.03%
Conv Rate	7.97%	4.58%	74.02%
Cost / Conv	\$52.90	\$86.95	-39.16%

Google Ads | Budget Coverage

Search Impr. Share
American Laser Med Spa

30.97%

25.28% 22.51%

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

16.71%

15.95% 4.76%

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

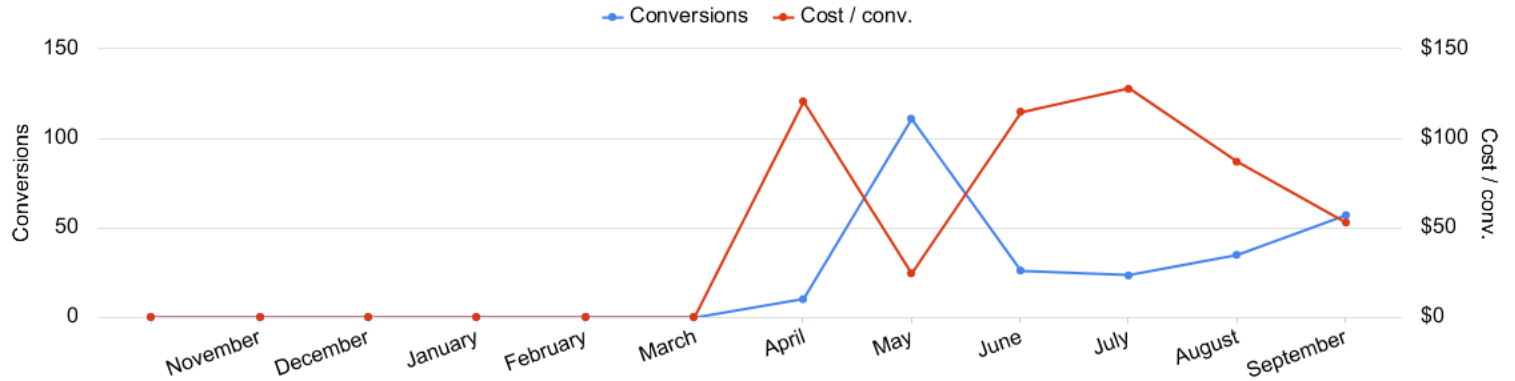
52.32%

58.77% -10.97%

Google Ads | Monthly Performance Trends

10/01/2020 - 09/30/2021

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	25.28%	15.95%
09/01/2021	\$3,015.52	13,531	715	\$4.22	5.28%	57	7.97%	\$52.90	30.97%	16.71%
Total	\$15,911.56	133,627	6,774	\$2.35	5.07%	262	3.87%	\$60.73	0.10%	46.68%

Google Ads | Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
American Laser Med Spa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting corpus christi	\$1,508.40	7,128	372	\$4.05	5.22%	35	9.41%	\$43.10
search beta coolsculpting amarillo	\$1,507.12	6,403	343	\$4.39	5.36%	22	6.41%	\$68.51

Google Ads | Top Search Terms (by Conversions)

09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
American Laser Med Spa

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
body sculpting near me	\$4.59	13	2	\$2.29	15.38%	2	100.00%	\$2.29
coolsculpting near me	\$15.05	4	2	\$7.53	50.00%	2	100.00%	\$7.53
laser lipo amarillo	\$6.81	1	1	\$6.81	100.00%	2	200.00%	\$3.40
body sculpting	\$5.42	2	1	\$5.42	50.00%	1.75	175.00%	\$3.10
best foods for weight loss	\$4.60	3	1	\$4.60	33.33%	1.5	150.00%	\$3.07
cool sculpting	\$11.19	28	3	\$3.73	10.71%	1.25	41.67%	\$8.95
red mountain weight loss	\$4.58	14	1	\$4.58	7.14%	1	100.00%	\$4.58
what's the difference in liposuction and tummy tuck	\$8.23	2	1	\$8.23	50.00%	1	100.00%	\$8.23
how to lose weight in a week	\$1.74	6	1	\$1.74	16.67%	1	100.00%	\$1.74
how to lose weight in ten days	\$2.50	1	1	\$2.50	100.00%	1	100.00%	\$2.50
cool sculpting	\$10.35	20	3	\$3.45	15.00%	1	33.33%	\$10.35
what are the healthiest cereals for weight loss	\$5.01	1	1	\$5.01	100.00%	1	100.00%	\$5.01
coolsculpting in texas	\$8.52	1	1	\$8.52	100.00%	1	100.00%	\$8.52
weight loss doctors in amarillo tx	\$10.94	18	1	\$10.94	5.56%	1	100.00%	\$10.94
to lose weight how many carbs per day	\$4.35	1	1	\$4.35	100.00%	1	100.00%	\$4.35
trusculpt id cost	\$4.21	1	1	\$4.21	100.00%	1	100.00%	\$4.21
t3 t4 combination therapy weight loss	\$6.54	1	1	\$6.54	100.00%	1	100.00%	\$6.54
fat dissolving injections	\$1.85	2	1	\$1.85	50.00%	1	100.00%	\$1.85
liposuction	\$40.95	34	6	\$6.83	17.65%	1	16.67%	\$40.95
coolsculpting deals near me	\$11.11	1	1	\$11.11	100.00%	1	100.00%	\$11.11


Google Ads | Top Search Ads (by Conversions)

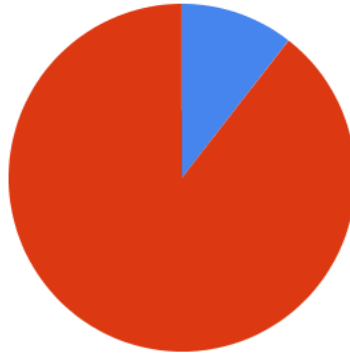
09/01/2021 - 09/30/2021

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 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	\$661.04	3,822	161	\$4.11	4.21%	14.25	8.85%	\$46.39
{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	\$283.83	533	59	\$4.81	11.07%	6.25	10.59%	\$45.41
{Keyword:American Laser Med Spa} CoolSculpting in Amarillo, TX Biggest CoolSculpting® Promo americanlasermedspa.com/coolsculpting/amarillo 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	\$179.70	321	36	\$4.99	11.21%	6	16.67%	\$29.95
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	\$294.69	585	67	\$4.40	11.45%	6	8.96%	\$49.12
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	\$178.91	510	47	\$3.81	9.22%	4	8.51%	\$44.73

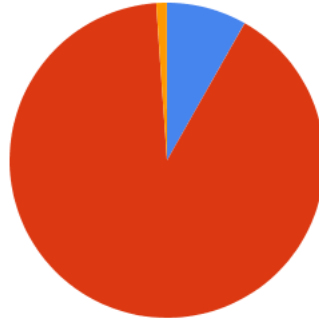
Google Ads | Budget Utilization by Device

 Conversions by Device
American Laser Med Spa




■ Computers - Conversions: 6 (10.53%)
 ■ Mobile devices with full browsers - Conversions: 51 (89.47%)

 Cost by Device
American Laser Med Spa




■ Computers - Cost: \$247.78 (8.22%)
 ■ Mobile devices with full browsers - Cost: \$2,734.93 (90.70%)
 ■ Tablets with full browsers - Cost: \$32.81 (1.09%)


 Device Performance (by Conversions)
American Laser Med Spa

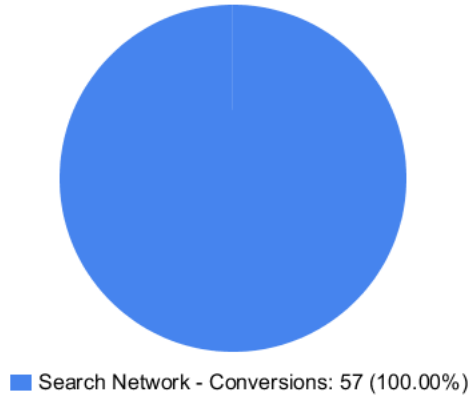
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	11,943	656	\$2,734.93	\$4.17	5.49%	51	7.77%	\$53.63
Computers	1,380	52	\$247.78	\$4.76	3.77%	6	11.54%	\$41.30
Tablets with full browsers	208	7	\$32.81	\$4.69	3.37%	0	0.00%	\$0.00


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	13,531	715	\$3,015.52	\$4.22	5.28%	57	7.97%	\$52.90

Google Ads | Conversion Summary


09/01/2021 - 09/30/2021

 Conversion Performance
American Laser Med Spa

Conversion name	All conv.
Submit lead form	51
Click to Call	6

Google Ads | Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
American Laser Med Spa

Region	Clicks	Conversions	Cost / conv.
Texas	685	57	\$50.13

Facebook | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
American Laser Med Spa

\$2,956.27

\$3,057.40 -3.31%

Impressions
American Laser Med Spa

120,810

126,651 -4.61%

Reach
American Laser Med Spa

52,256

53,503 -2.33%

Clicks (Link)
American Laser Med Spa

1,114

1,301 -14.37%

Leads
American Laser Med Spa

71

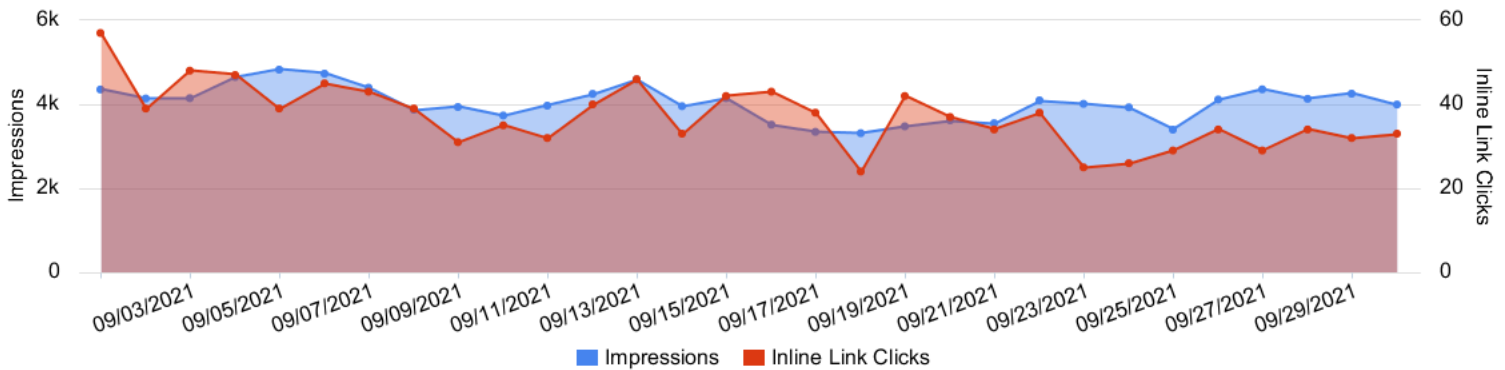
67 5.97%

Cost / Lead
American Laser Med Spa

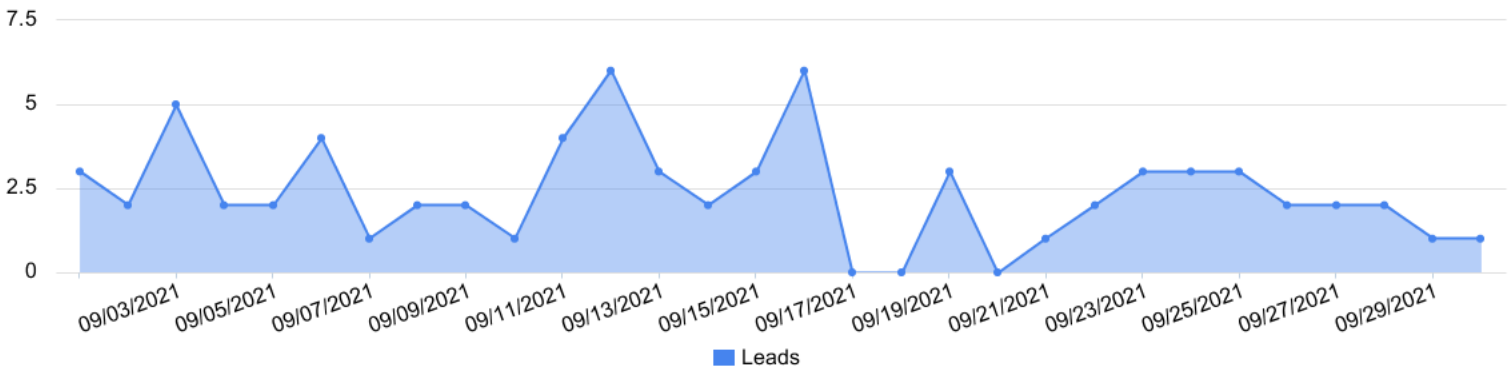
\$41.64

\$45.63 -8.74%

Impressions vs Inline Link Clicks
American Laser Med Spa



Conversions by day
American Laser Med Spa



Facebook | Month-Over-Month Performance Comparison

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

Overall Performance Summary American Laser Med Spa

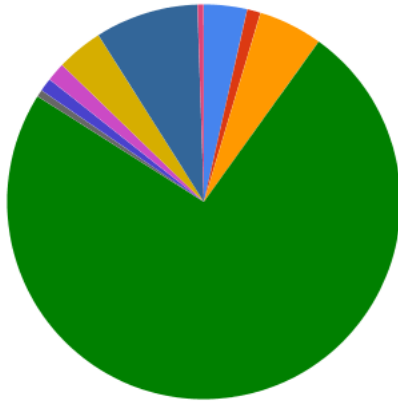
Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$2,956.27	\$3,057.40	-3.31%
Impressions	120,810	126,651	-4.61%
Reach	52,256	53,503	-2.33%
Clicks	1,114	1,301	-14.37%
CTR	0.92%	1.03%	-10.23%
Frequency	2.31	2.37	-2.34%
Leads	71	67	5.97%
Cost / Lead	\$41.64	\$45.63	-8.74%

Engagement Summary American Laser Med Spa

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	22	25	-12.00%
Post Reactions	177	243	-27.16%
Post Shares	27	34	-20.59%

09/01/2021 - 09/30/2021

Reach Summary (by Placement) American Laser Med Spa



- Audience Network - An Classic - Reach: 2,079 (3.55%)
- Audience Network - Rewarded Video - Reach: 656 (1.12%)
- Facebook - Facebook Stories - Reach: 3,087 (5.27%)
- Facebook - Feed - Reach: 43,410 (74.05%)
- Facebook - Instant Article - Reach: 336 (0.57%)
- Facebook - Instream Video - Reach: 640 (1.09%)
- Facebook - Search - Reach: 912 (1.56%)
- Facebook - Video Feeds - Reach: 2,223 (3.79%)
- Instagram - Feed - Reach: 4,974 (8.49%)
- Instagram - Instagram Explore - Reach: 304 (0.52%)

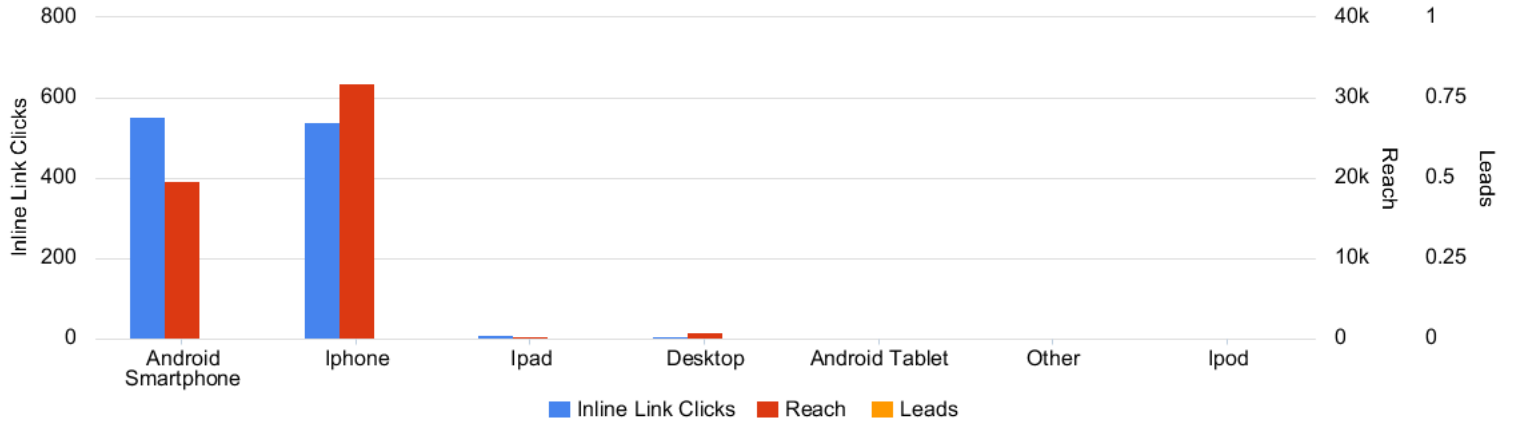
Placement Performance (by Leads) American Laser Med Spa

There was an error

Facebook | Device Performance Summary

09/01/2021 - 09/30/2021

Device Performance Chart American Laser Med Spa

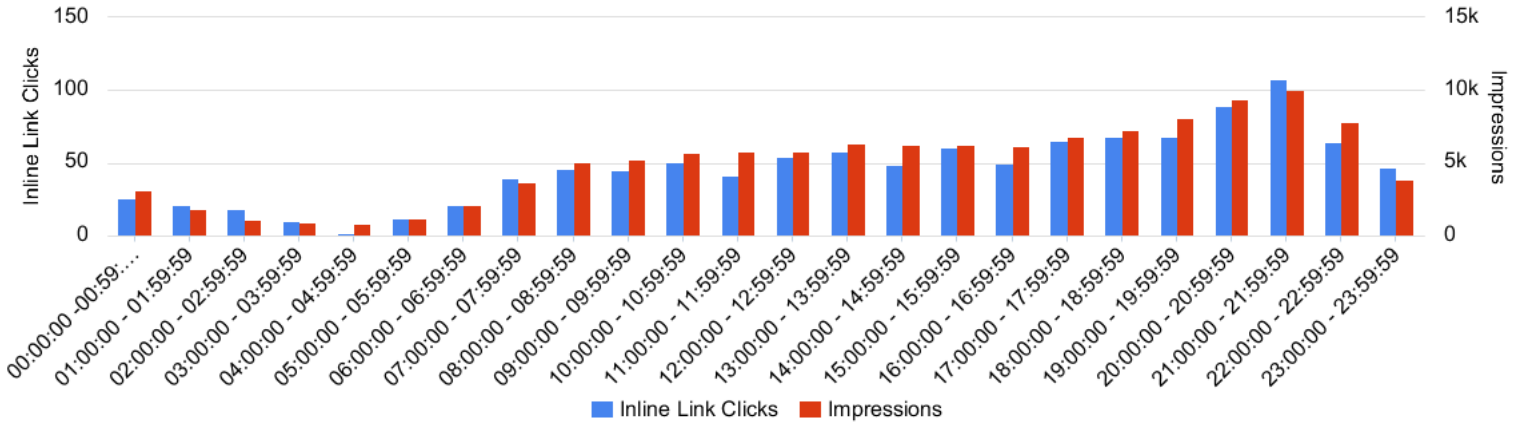


Device Platform Performance American Laser Med Spa

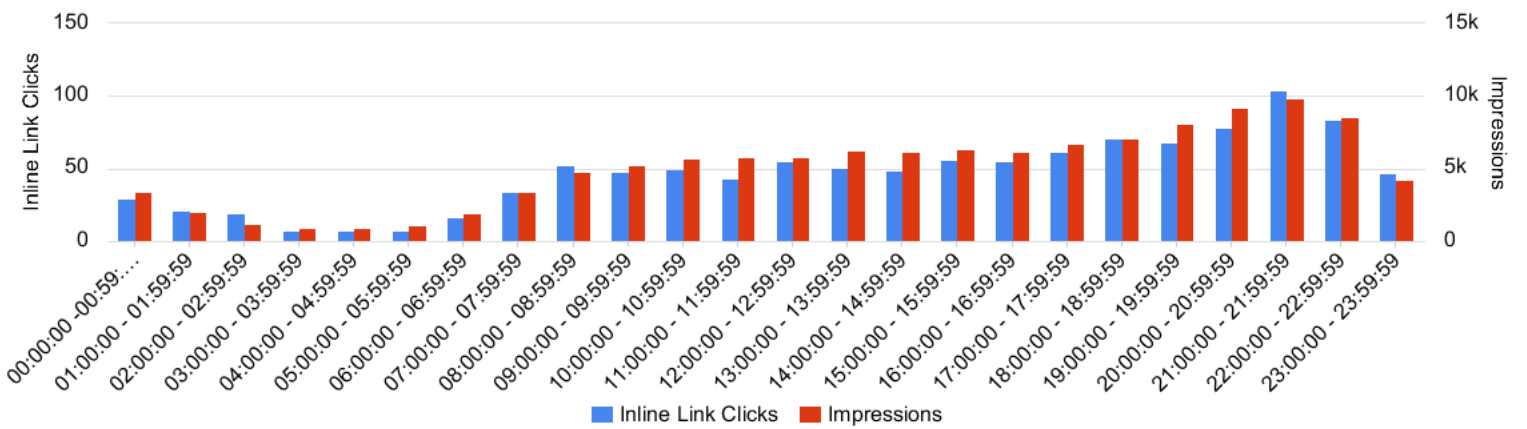
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
American Laser Med Spa	\$2,956.27	120,810	1,114	3.13%	52,256	2.31	71
> Mobile App	\$2,863.99	117,843	1,105	3.17%	50,976	2.31	0
> Desktop	\$63.70	1,711	6	0.76%	752	2.28	0
> Mobile Web	\$28.58	1,256	3	3.18%	720	1.74	0
> Unknown	\$0.00	0	0	--	0	0	0

09/01/2021 - 09/30/2021

Time of Day (Viewer)
American Laser Med Spa



Time of Day (Ad Account)
American Laser Med Spa



Facebook | Campaign Performance Summary (by Leads)

09/01/2021 - 09/30/2021

Campaign Performance Breakdown American Laser Med Spa

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Laser Hair Removal - Conversions	\$1,995.83	89,051	655	40	\$49.90
Coolsculpting - Conversions	\$960.44	31,759	459	31	\$30.98
Total	\$2,956.27	120,810	1,114	71	\$41.64

Facebook | Ad Set Performance Summary (by Leads)

09/01/2021 - 09/30/2021

Top Performing Ad Sets American Laser Med Spa

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Corpus Christi	Coolsculpting - Conversions	\$480.09	16,992	266	21	\$22.86
El Paso	Laser Hair Removal - Conversions	\$399.09	17,177	182	14	\$28.51
Amarillo	Coolsculpting - Conversions	\$480.35	14,767	193	10	\$48.04
Corpus Christi	Laser Hair Removal - Conversions	\$398.97	17,686	103	8	\$49.87
Amarillo	Laser Hair Removal - Conversions	\$399.97	19,088	140	7	\$57.14
Lubbock	Laser Hair Removal - Conversions	\$399.16	17,085	101	7	\$57.02
Midland	Laser Hair Removal - Conversions	\$398.64	18,015	129	4	\$99.66
	Total	\$2,956.27	120,810	1,114	71	\$41.64

Facebook | Ad Performance Summary

09/01/2021 - 09/30/2021

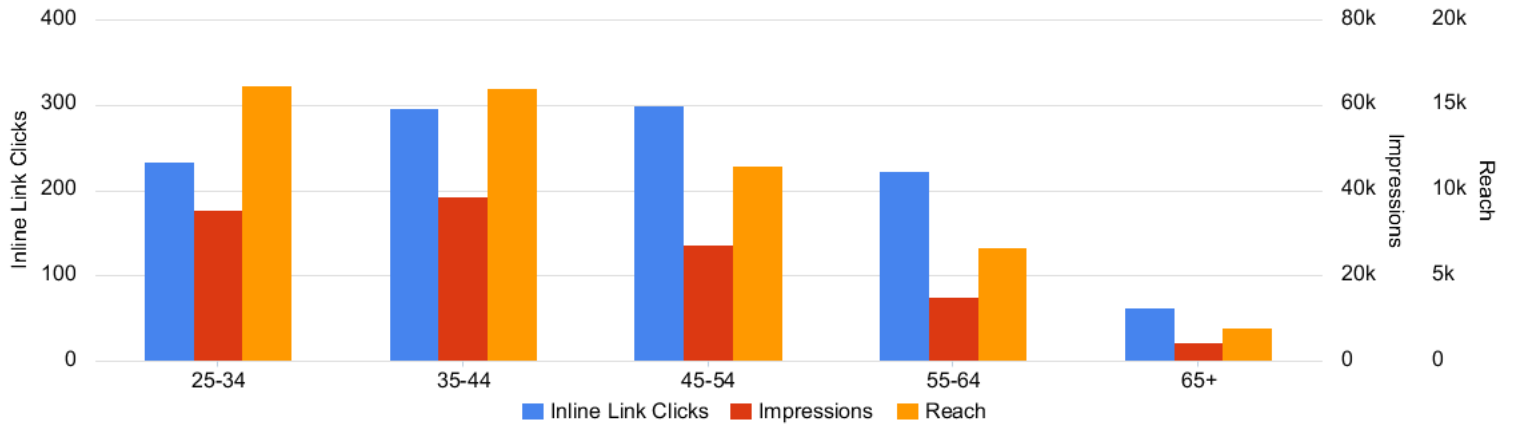
Top Performing Ads (by Leads)
American Laser Med Spa

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
2021-04 - CS - UGC - Sitting - Copy 1		Coolsculpting - Conversions	\$341.30	195	11,601	7,413	1.56	5.09%	15
2021-04 - CS - UGC - Sitting - Copy 1		Coolsculpting - Conversions	\$480.35	193	14,767	7,866	1.88	3.45%	10
2021-04 - CS - UGC - Sitting - Copy 2		Coolsculpting - Conversions	\$138.79	71	5,391	3,611	1.49	3.71%	6
2021- 04 - Video 3 - Copy 1		Laser Hair Removal - Conversions	\$94.32	34	3,895	2,772	1.41	3.39%	4
2021- 04 - Video 3 - Copy 2		Laser Hair Removal - Conversions	\$99.42	29	4,409	3,135	1.41	3.06%	4
2021- 04 - Video 3 - Copy 2		Laser Hair Removal - Conversions	\$72.81	41	2,809	2,219	1.27	4.84%	4
Total			\$1,226.99	563	42,872	27,016	9.01	--	43

Facebook | Demographic Performance - Age

09/01/2021 - 09/30/2021

Age Performance Chart
American Laser Med Spa



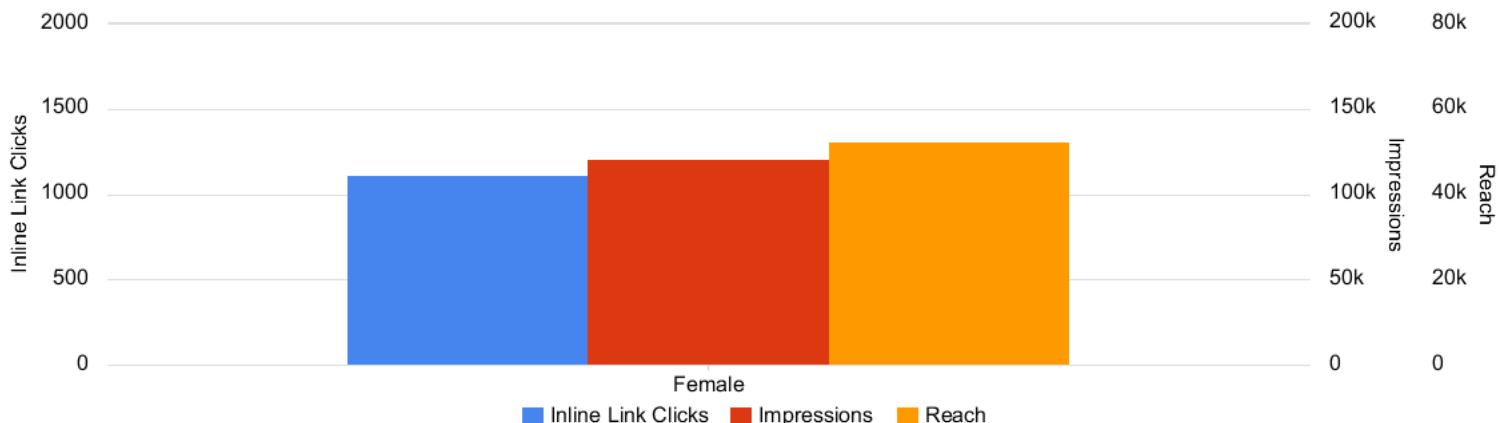
Age Performance Summary
American Laser Med Spa

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
American Laser Med Spa	\$2,956.27	120,810	52,256	1,114	3.13%	2.31	71
> 25-34	\$618.81	35,477	16,187	234	2.57%	2.19	0
> 35-44	\$784.38	38,627	15,995	297	2.86%	2.41	0
> 45-54	\$797.31	27,290	11,452	299	3.55%	2.38	0
> 55-64	\$600.81	15,140	6,654	222	4.17%	2.28	0
> 65+	\$154.96	4,276	1,967	62	3.95%	2.17	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Demographic Performance - Gender

09/01/2021 - 09/30/2021

Gender Performance Chart American Laser Med Spa



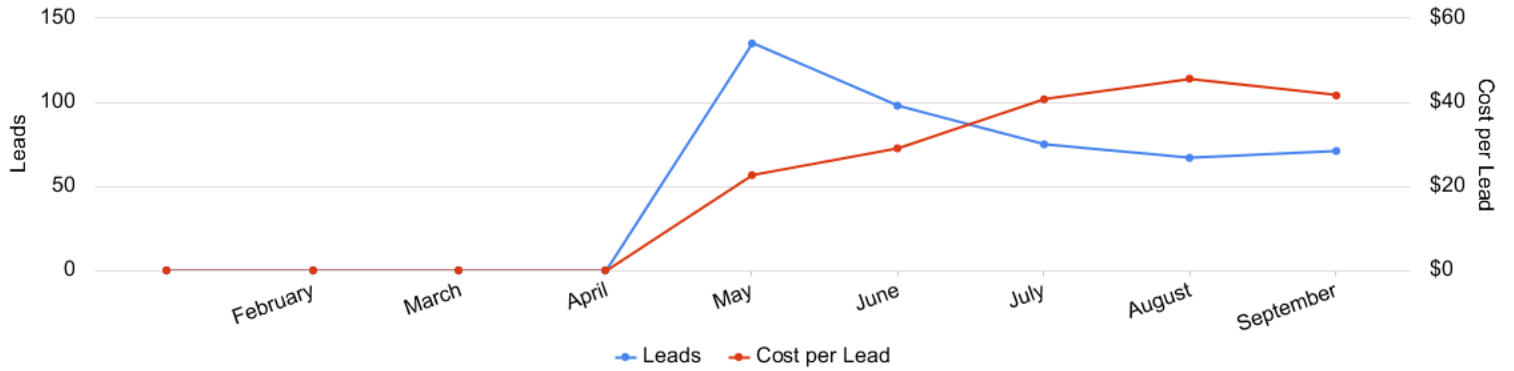
Gender Performance Summary American Laser Med Spa

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
American Laser Med Spa	\$2,956.27	120,810	52,256	1,114	3.13%	2.31	71
> Female	\$2,956.27	120,810	52,256	1,114	3.13%	2.31	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Year-to-Date Performance

01/01/2021 - 09/30/2021

Year-to-Date Trend
American Laser Med Spa



Historical table (by month)
American Laser Med Spa

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
American Laser Med Spa	\$15,106.85	8,291	741,324	176,431	4.2	3.45%	446
> 2021-04-01 - 2021-04-30	\$137.05	199	8,416	7,554	1.11	6.45%	0
> 2021-05-01 - 2021-05-31	\$3,057.82	2,488	187,279	77,778	2.41	4.28%	135
> 2021-06-01 - 2021-06-30	\$2,844.88	1,609	147,244	64,183	2.29	3.31%	98
> 2021-07-01 - 2021-07-31	\$3,053.43	1,580	150,924	63,714	2.37	3.00%	75
> 2021-08-01 - 2021-08-31	\$3,057.40	1,301	126,651	53,503	2.37	3.02%	67
> 2021-09-01 - 2021-09-30	\$2,956.27	1,114	120,810	52,256	2.31	3.13%	71

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