

Artistry Skin & Laser Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Artistry Skin and Laser

\$3,783.40

\$2,352.40 **60.83%**

Conversions
Artistry Skin and Laser

28

8 **250.00%**

Clicks
Artistry Skin and Laser

461

227 **103.08%**

Conv. Rate
Artistry Skin and Laser

6.07%

3.52% **72.44%**

Avg CPC
Artistry Skin and Laser

\$8.21

\$10.36 **-20.75%**

Cost / Conv
Artistry Skin and Laser

\$135.12

\$294.05 **-54.05%**

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Artistry Skin and Laser

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$3,783.40	\$2,352.40	60.83%
Impressions	11,046	7,417	48.93%
Clicks	461	227	103.08%
Avg CPC	\$8.21	\$10.36	-20.75%
CTR	4.17%	3.06%	36.27%
Conversions	28	8	250.00%
Conv Rate	6.07%	3.52%	72.44%
Cost / Conv	\$135.12	\$294.05	-54.05%

Budget Coverage

Search Impr. Share
Artistry Skin and Laser

31.15%

25.69% **21.25%**

Search IS Lost (due to Budget)
Artistry Skin and Laser

20.59%

19.71% **4.46%**

Search IS Lost (due to Rank)
Artistry Skin and Laser

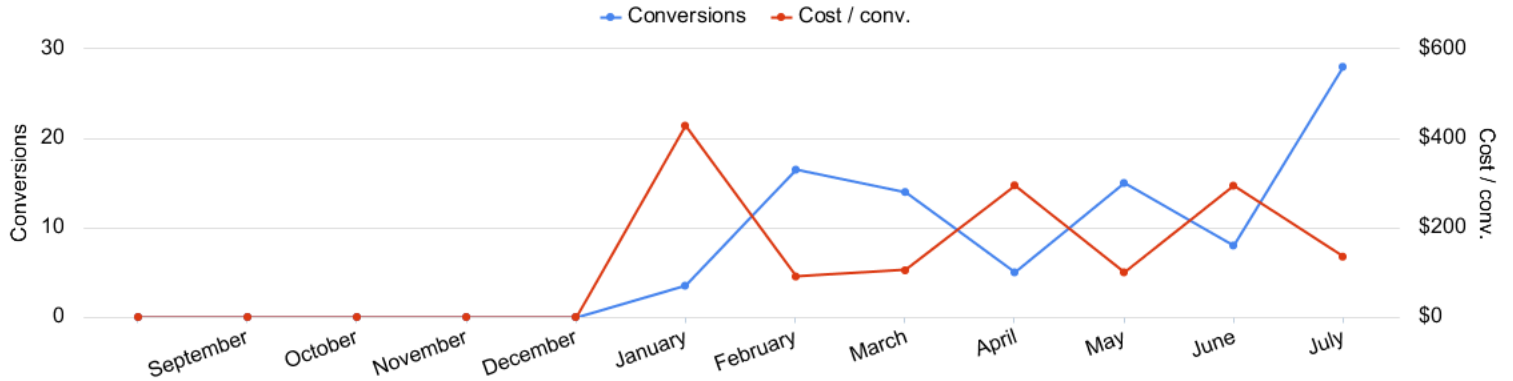
48.26%

54.60% **-11.61%**

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Artistry Skin and Laser




Account Performance by Month
Artistry Skin and Laser

Month	Cost	Impression s	Clicks	Avg. CPC	CTR	Conver sions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
01/01/2021	\$1,499.65	8,159	269	\$5.57	3.30%	3.5	1.30%	\$428.47	23.43%	14.75%
02/01/2021	\$1,495.88	7,760	292	\$5.12	3.76%	16.5	5.65%	\$90.66	24.31%	24.57%
03/01/2021	\$1,463.11	7,712	316	\$4.63	4.10%	14	4.43%	\$104.51	21.21%	22.66%
04/01/2021	\$1,473.01	6,975	325	\$4.53	4.66%	5	1.54%	\$294.60	22.86%	16.82%
05/01/2021	\$1,499.94	7,632	309	\$4.85	4.05%	15	4.85%	\$100.00	24.11%	17.18%
06/01/2021	\$2,352.40	7,417	227	\$10.36	3.06%	8	3.52%	\$294.05	25.69%	19.71%
07/01/2021	\$3,783.40	11,046	461	\$8.21	4.17%	28	6.07%	\$135.12	31.15%	20.59%
Total	\$13,567.39	56,701	2,199	\$6.17	3.88%	90	4.09%	\$150.75	24.66%	19.49%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Artistry Skin and Laser

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta botox	\$2,253.75	5,149	178	\$12.66	3.46%	21	11.80%	\$107.32
search beta coolsculpting	\$1,529.65	5,897	283	\$5.41	4.80%	7	2.47%	\$218.52

Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
Artistry Skin and Laser

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
botox near me	\$432.05	269	25	\$17.28	9.29%	2	8.00%	\$216.03
botox specials near me	\$25.09	4	1	\$25.09	25.00%	1	100.00%	\$25.09
hot sculpting near me	\$2.06	1	1	\$2.06	100.00%	1	100.00%	\$2.06
jeuveau reviews	\$46.78	1	2	\$23.39	200.00%	1	50.00%	\$46.78
lip injections near me	\$17.11	4	2	\$8.55	50.00%	1	50.00%	\$17.11
how much is liposuction	\$6.81	7	2	\$3.40	28.57%	1	50.00%	\$6.81
botox specialist near me	\$46.44	1	1	\$46.44	100.00%	1	100.00%	\$46.44
botox denver	\$67.67	17	3	\$22.56	17.65%	1	33.33%	\$67.67
weight watchers points list 2020	\$5.40	1	1	\$5.40	100.00%	1	100.00%	\$5.40
mommy makeover cost	\$6.36	6	2	\$3.18	33.33%	1	50.00%	\$6.36
skin treatment near me	\$8.85	1	1	\$8.85	100.00%	1	100.00%	\$8.85
botox littleton	\$6.69	2	1	\$6.69	50.00%	1	100.00%	\$6.69
happy clinic	\$61.74	71	5	\$12.35	7.04%	1	20.00%	\$61.74
what is lipo 360 with bbl	\$11.84	1	2	\$5.92	200.00%	1	50.00%	\$11.84
juvederm near me	\$6.02	1	1	\$6.02	100.00%	1	100.00%	\$6.02
permanent frown line removal	\$7.47	1	1	\$7.47	100.00%	1	100.00%	\$7.47
how much should botox cost	\$2.82	1	1	\$2.82	100.00%	0	0.00%	\$0.00
what speeds up your metabolism	\$1.46	1	1	\$1.46	100.00%	0	0.00%	\$0.00
injections double chin	\$0.96	1	1	\$0.96	100.00%	0	0.00%	\$0.00
body sculpting	\$4.35	5	1	\$4.35	20.00%	0	0.00%	\$0.00

Top Search Ads (by Conversions)

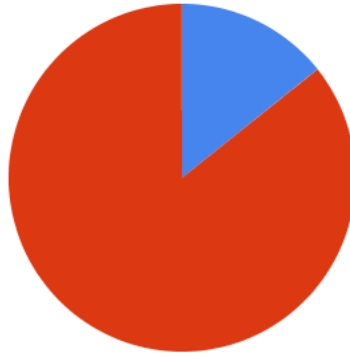
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)
Artistry Skin and Laser

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Artistry Skin and Laser} Look Younger & More Energized #1 Anti-Aging Treatment artistryskinandlaser.com/ See Why Experience Does Matter for Results. Contact Us Today for Your Free Consultation. Certified & Experienced Injectors. Premier Treatment Provider in Lone Tree, CO.	search beta botox	\$1,642.00	3,043	130	\$12.63	4.27%	15	11.54%	\$109.47
{Keyword:Artistry Skin and Laser} Look Younger & More Energized #1 Anti-Aging Treatment artistryskinandlaser.com/botox See Why Experience Does Matter for Results. Contact Us Today for Your Free Consultation. Certified & Experienced Botox Injectors. Premier Botox Treatment Provider in Lone Tree, CO	search beta botox	\$511.23	1,324	37	\$13.82	2.79%	4	10.81%	\$127.81
Artistry Skin and Laser Fat Reduction in Littleton, CO Non-Surgical Fat Reduction artistryskinandlaser.com/ 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	\$294.31	634	64	\$4.60	10.09%	3	4.69%	\$98.10
CoolSculpting® Fat Reduction CoolSculpting in Littleton, CO Biggest CoolSculpting® Promo artistryskinandlaser.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Littleton, CO Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$120.36	218	15	\$8.02	6.88%	1	6.67%	\$120.36
CoolSculpting® Fat Reduction CoolSculpting in Littleton, CO Biggest CoolSculpting® Promo artistryskinandlaser.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Littleton, CO Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$8.01	31	2	\$4.00	6.45%	0	0.00%	\$0.00

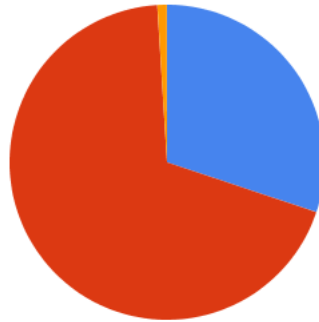
Budget Utilization by Device

Conversions by Device
Artistry Skin and Laser



■ Computers - Conversions: 4 (14.29%)
 ■ Mobile devices with full browsers - Conversions: 24 (85.71%)

Cost by Device
Artistry Skin and Laser



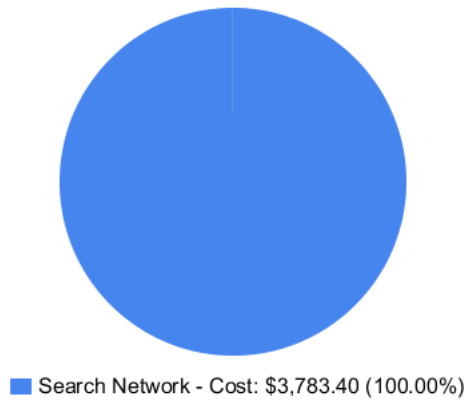
■ Computers - Cost: \$1,139.48 (30.12%)
 ■ Mobile devices with full browsers - Cost: \$2,606.88 (68.90%)
 ■ Tablets with full browsers - Cost: \$37.04 (0.98%)


Device Performance (by Conversions)
Artistry Skin and Laser

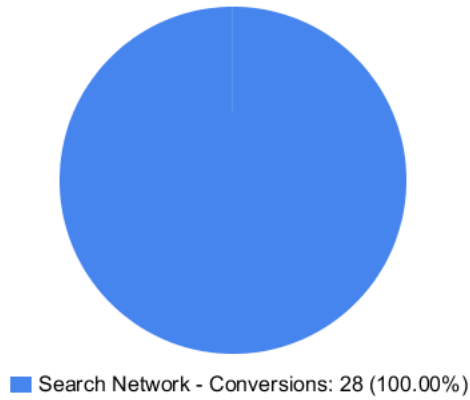
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	8,238	352	\$2,606.88	\$7.41	4.27%	24	6.82%	\$108.62
Computers	2,534	98	\$1,139.48	\$11.63	3.87%	4	4.08%	\$284.87
Tablets with full browsers	274	11	\$37.04	\$3.37	4.01%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
Artistry Skin and Laser



 Conversions by Network
Artistry Skin and Laser




 Network Performance
Artistry Skin and Laser

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	11,046	461	\$3,783.40	\$8.21	4.17%	28	6.07%	\$135.12

Conversion Summary


07/01/2021 - 07/31/2021

 Conversion Performance
Artistry Skin and Laser

Conversion name	All conv.
Submit lead form	25
Local actions - Directions	4
Call From Ads	2
Click to Call	1

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
Artistry Skin and Laser

Region	Clicks	Conversions	Cost / conv.
Colorado	461	28	\$135.12

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