

Artistry Skin & Laser Monthly Google Performance Summary

08/01/2021 - 08/31/2021

Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
Artistry Skin and Laser

\$3,320.39
\$3,783.40 -12.24%

Conversions
Artistry Skin and Laser

24
28 -14.29%

Clicks
Artistry Skin and Laser

390
461 -15.40%

Conv. Rate
Artistry Skin and Laser

6.15%
6.07% 1.32%

Avg CPC
Artistry Skin and Laser

\$8.51
\$8.21 3.65%

Cost / Conv
Artistry Skin and Laser

\$138.35
\$135.12 2.39%

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Artistry Skin and Laser

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$3,320.39	\$3,783.40	-12.24%
Impressions	9,852	11,046	-10.81%
Clicks	390	461	-15.40%
Avg CPC	\$8.51	\$8.21	3.65%
CTR	3.96%	4.17%	-5.04%
Conversions	24	28	-14.29%
Conv Rate	6.15%	6.07%	1.32%
Cost / Conv	\$138.35	\$135.12	2.39%

Budget Coverage

Search Impr. Share
Artistry Skin and Laser

31.31%
31.10% 0.68%

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

19.94%
20.35% -2.01%

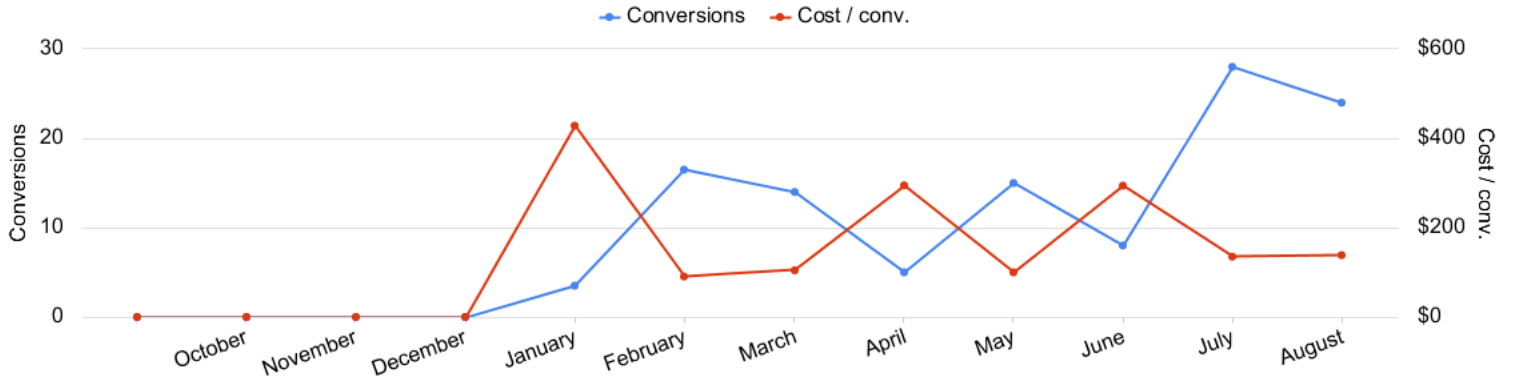
Search IS Lost (due to Rank)
Artistry Skin and Laser

48.76%
48.55% 0.43%

Monthly Performance Trends

09/01/2020 - 08/31/2021

Conversions vs Cost/ Conv
Artistry Skin and Laser




Account Performance by Month
Artistry Skin and Laser

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	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	31.10%	20.35%
08/01/2021	\$3,320.39	9,852	390	\$8.51	3.96%	24	6.15%	\$138.35	31.31%	19.94%
Total	\$16,887.78	66,553	2,589	\$6.52	3.89%	114	4.40%	\$148.14	25.43%	19.51%

Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)
Artistry Skin and Laser

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$1,961.19	6,525	244	\$8.04	3.74%	9	3.69%	\$217.91
search beta dermal fillers	\$537.10	858	69	\$7.78	8.04%	8	11.59%	\$67.14
search beta botox	\$822.10	2,469	77	\$10.68	3.12%	7	9.09%	\$117.44

Top Search Terms (by Conversions)


08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)
Artistry Skin and Laser

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
dysport vs botox	\$2.15	2	1	\$2.15	50.00%	2	200.00%	\$1.07
best botox near me	\$6.92	3	1	\$6.92	33.33%	2	200.00%	\$3.46
botox near me	\$9.23	19	2	\$4.62	10.53%	2	100.00%	\$4.62
juvederm	\$3.31	1	1	\$3.31	100.00%	1	100.00%	\$3.31
botox littleton co	\$5.43	2	1	\$5.43	50.00%	1	100.00%	\$5.43
brazilian butt lift cost	\$6.47	1	1	\$6.47	100.00%	1	100.00%	\$6.47
denver botox specials	\$12.49	1	1	\$12.49	100.00%	1	100.00%	\$12.49
lip flips near me	\$14.18	1	1	\$14.18	100.00%	1	100.00%	\$14.18
cool sculpting near me	\$45.13	2	2	\$22.57	100.00%	1	50.00%	\$45.13
restylane near me	\$18.73	2	1	\$18.73	50.00%	1	100.00%	\$18.73
botox near me	\$71.42	68	8	\$8.93	11.76%	1	12.50%	\$71.42
cherry creek weight loss md	\$15.58	3	1	\$15.58	33.33%	1	100.00%	\$15.58
liposuction for arms	\$8.79	1	1	\$8.79	100.00%	1	100.00%	\$8.79
mobile botox denver	\$12.10	3	2	\$6.05	66.67%	0	0.00%	\$0.00
cool sculpt	\$15.68	1	1	\$15.68	100.00%	0	0.00%	\$0.00
happy clinic	\$8.91	21	1	\$8.91	4.76%	0	0.00%	\$0.00
sona bella	\$8.18	1	1	\$8.18	100.00%	0	0.00%	\$0.00
groupon botox	\$31.87	1	1	\$31.87	100.00%	0	0.00%	\$0.00
coolsculpting elite near me	\$13.72	1	1	\$13.72	100.00%	0	0.00%	\$0.00
juvederm filler consent form	\$15.01	1	1	\$15.01	100.00%	0	0.00%	\$0.00

Top Search Ads (by Conversions)

08/01/2021 - 08/31/2021

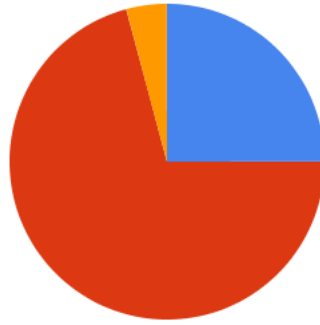
 Top Responsive Search Ads (by Conversions)
Artistry Skin and Laser

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<p>{Keyword:Artistry Skin and Laser} Look Younger & More Energized #1 Anti-Aging Treatment</p> <p>artistryskinandlaser.com/</p> <p>See Why Experience Does Matter for Results. Contact Us Today for Your Free Consultation. Certified & Experienced Injectors. Premier Treatment Provider in Lone Tree, CO.</p>	search beta botox	\$713.14	1,872	60	\$11.89	3.21%	5	8.33%	\$142.63
<p>{Keyword:Artistry Skin and Laser} Dermal Fillers in Littleton Smooth Wrinkles Restore Volume</p> <p>artistryskinandlaser.com/juvederm/littleton</p> <p>Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results. Juvederm is the #1 Line of Hyaluronic Acid Fillers & a Leading Anti Aging Treatment</p>	search beta dermal fillers	\$116.63	219	12	\$9.72	5.48%	4	33.33%	\$29.16
<p>{Keyword:Artistry Skin and Laser} Dermal Fillers in Littleton Smooth Wrinkles Restore Volume</p> <p>artistryskinandlaser.com/restylane/littleton</p> <p>Restylane Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results. Restylane Decreases Signs of Aging and Fills in Smile and Laugh Lines. Feel Younger</p>	search beta dermal fillers	\$51.66	85	10	\$5.17	11.76%	3	30.00%	\$17.22
<p>{Keyword:Artistry Skin and Laser} Look Younger & More Energized #1 Anti-Aging Treatment</p> <p>artistryskinandlaser.com/botox</p> <p>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</p>	search beta botox	\$29.83	279	6	\$4.97	2.15%	2	33.33%	\$14.91
<p>Artistry Skin and Laser Fat Reduction in Littleton, CO Non-Surgical Fat Reduction</p> <p>artistryskinandlaser.com/coolsculpting/littleton</p> <p>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</p>	search beta coolsculpting	\$258.82	1,197	42	\$6.16	3.51%	1	2.38%	\$258.82

Budget Utilization by Device

Conversions by Device

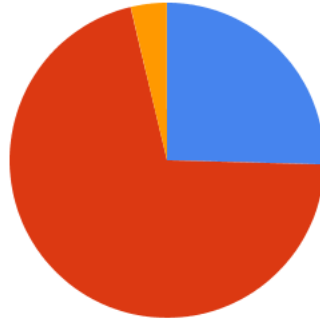
Artistry Skin and Laser



■ Computers - Conversions: 6 (25.00%)
 ■ Mobile devices with full browsers - Conversions: 17 (70.83%)
 ■ Tablets with full browsers - Conversions: 1 (4.17%)

Cost by Device

Artistry Skin and Laser



■ Computers - Cost: \$844.53 (25.43%)
 ■ Mobile devices with full browsers - Cost: \$2,352.36 (70.85%)
 ■ Tablets with full browsers - Cost: \$123.50 (3.72%)

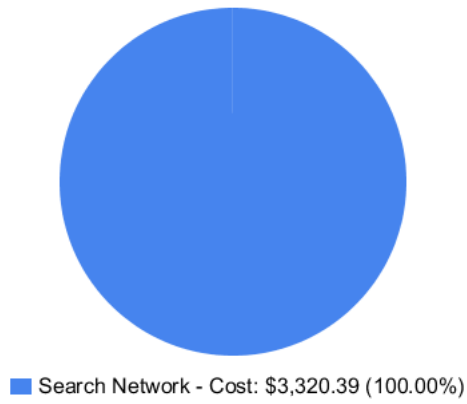
Device Performance (by Conversions)


Artistry Skin and Laser

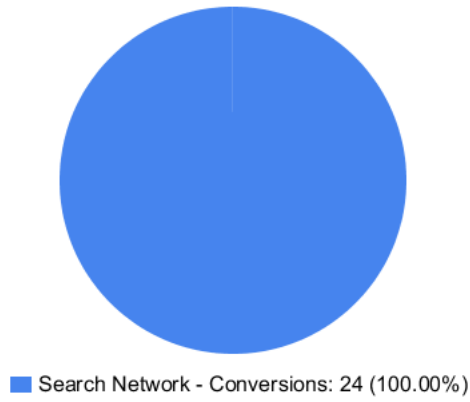
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	6,975	292	\$2,352.36	\$8.06	4.19%	17	5.82%	\$138.37
Computers	2,561	81	\$844.53	\$10.43	3.16%	6	7.41%	\$140.75
Tablets with full browsers	316	17	\$123.50	\$7.26	5.38%	1	5.88%	\$123.50


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	9,852	390	\$3,320.39	\$8.51	3.96%	24	6.15%	\$138.35

Conversion Summary


08/01/2021 - 08/31/2021

 Conversion Performance
Artistry Skin and Laser

Conversion name	All conv.
Submit lead form	19
Local actions - Directions	5
Click to Call	5

Geo-Targeting Summary

08/01/2021 - 08/31/2021

 Top Locations
Artistry Skin and Laser

Region	Clicks	Conversions	Cost / conv.
Colorado	390	24	\$138.35

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 page 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