

Artistry Skin & Laser Monthly Google Performance Summary

09/01/2021 - 09/30/2021

Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Artistry Skin and Laser

\$3,006.41

\$3,320.39 -9.46%

Conversions
Artistry Skin and Laser

23

24 -4.17%

Clicks
Artistry Skin and Laser

498

390 27.69%

Conv. Rate
Artistry Skin and Laser

4.62%

6.15% -24.88%

Avg CPC
Artistry Skin and Laser

\$6.04

\$8.51 -29.02%

Cost / Conv
Artistry Skin and Laser

\$130.71

\$138.35 -5.52%

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Artistry Skin and Laser

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$3,006.41	\$3,320.39	-9.46%
Impressions	11,463	9,852	16.35%
Clicks	498	390	27.69%
Avg CPC	\$6.04	\$8.51	-29.02%
CTR	4.34%	3.96%	9.60%
Conversions	23	24	-4.17%
Conv Rate	4.62%	6.15%	-24.88%
Cost / Conv	\$130.71	\$138.35	-5.52%

Budget Coverage

Search Impr. Share
Artistry Skin and Laser

36.96%

31.52% 17.26%

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

21.23%

19.58% 8.43%

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

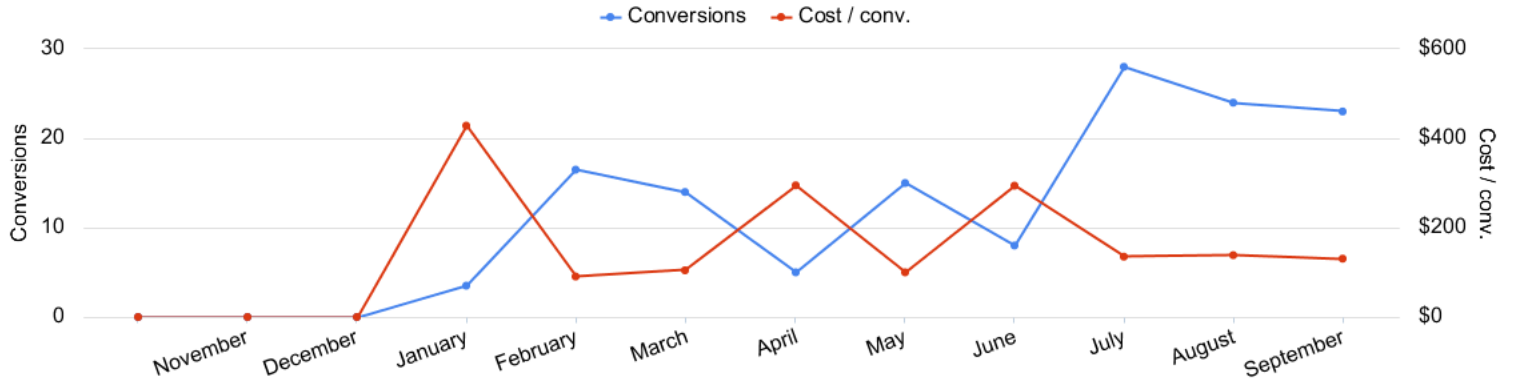
41.81%

48.90% -14.50%

Monthly Performance Trends

10/01/2020 - 09/30/2021

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	31.52%	19.58%
09/01/2021	\$3,006.41	11,463	498	\$6.04	4.34%	23	4.62%	\$130.71	36.96%	21.23%
Total	\$19,894.19	78,016	3,087	\$6.44	3.96%	137	4.44%	\$145.21	26.68%	19.66%

Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Artistry Skin and Laser

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta dermal fillers	\$999.92	3,551	278	\$3.60	7.83%	17	6.12%	\$58.82
search beta coolsculpting	\$2,006.49	7,912	220	\$9.12	2.78%	6	2.73%	\$334.42

Top Search Terms (by Conversions)

09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
Artistry Skin and Laser

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
xeomin vs botox	\$2.29	14	1	\$2.29	7.14%	1	100.00%	\$2.29
filler under eyes	\$5.68	4	2	\$2.84	50.00%	1	50.00%	\$5.68
mommy makeover cost colorado	\$21.25	19	4	\$5.31	21.05%	1	25.00%	\$21.25
what is the cost of cool sculpting	\$9.82	1	1	\$9.82	100.00%	1	100.00%	\$9.82
panniculectomy near me	\$28.53	9	2	\$14.27	22.22%	1	50.00%	\$28.53
best protein shake for weight loss and toning female	\$12.51	1	1	\$12.51	100.00%	1	100.00%	\$12.51
can fillers be removed	\$3.60	1	1	\$3.60	100.00%	1	100.00%	\$3.60
can fillers help with sagging jowls	\$4.53	1	1	\$4.53	100.00%	1	100.00%	\$4.53
botox for under eye wrinkles	\$1.28	2	1	\$1.28	50.00%	1	100.00%	\$1.28
dermal fillers near me	\$4.01	8	1	\$4.01	12.50%	1	100.00%	\$4.01
botox and fillers near me	\$10.82	5	1	\$10.82	20.00%	1	100.00%	\$10.82
sculptra	\$2.86	9	2	\$1.43	22.22%	1	50.00%	\$2.86
cheap fillers near me	\$4.09	1	1	\$4.09	100.00%	1	100.00%	\$4.09
buccal fat removal cheeks	\$3.10	10	1	\$3.10	10.00%	1	100.00%	\$3.10
hyaluronic lip filler	\$3.62	1	1	\$3.62	100.00%	1	100.00%	\$3.62
chin injection	\$3.16	1	1	\$3.16	100.00%	1	100.00%	\$3.16
does bioidentical hormones help with weight loss	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
hyaluronic acid under eye fillers	\$4.42	1	1	\$4.42	100.00%	0	0.00%	\$0.00
what is dermal fillers	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
dr kellyann's weight loss secret	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00

Top Search Ads (by Conversions)

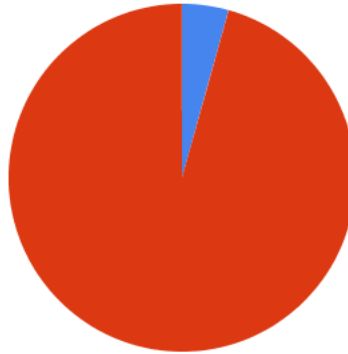
09/01/2021 - 09/30/2021

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} Dermal Fillers in Littleton Smooth Wrinkles Restore Volume artistryskinandlaser.com/dermal_fillers/littleton Look Younger and More Energized with Dermal Fillers. Leading Provider in Littleton, CO Reverse the Signs of Aging + Stimulate Collagen Production. Schedule A Free Consultation</p>	search beta dermal fillers	\$352.60	1,410	105	\$3.36	7.45%	7.83	7.46%	\$45.03
<p>{Keyword:Artistry Skin and Laser} Dermal Fillers in Littleton Smooth Wrinkles Restore Volume artistryskinandlaser.com/juvederm/littleton 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	\$385.28	1,242	97	\$3.97	7.81%	5.17	5.33%	\$74.52
<p>{Keyword:Artistry Skin and Laser} Dermal Fillers in Littleton Smooth Wrinkles Restore Volume artistryskinandlaser.com/restylane/littleton 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	\$146.19	527	41	\$3.57	7.78%	3	7.32%	\$48.73
<p>{Keyword:Artistry Skin and Laser} Dermal Fillers in Littleton Smooth Wrinkles Restore Volume artistryskinandlaser.com/sculptra/littleton Sculptra Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results. Reverse the Signs of Aging + Stimulate Collagen Production. Schedule A Free Consultation</p>	search beta dermal fillers	\$25.20	55	7	\$3.60	12.73%	1	14.29%	\$25.20
<p>Artistry Skin and Laser Fat Reduction in Littleton, CO Non-Surgical Fat Reduction artistryskinandlaser.com/coolsculpting/littleton 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	\$328.96	1,130	36	\$9.14	3.19%	0	0.00%	\$0.00

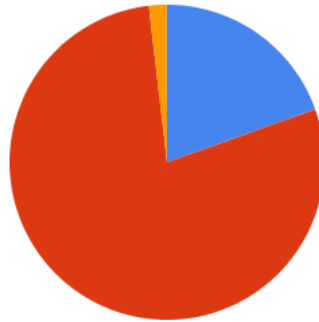
Budget Utilization by Device

Conversions by Device
Artistry Skin and Laser



■ Computers - Conversions: 1 (4.35%) ■ Mobile devices with full browsers - Conversions: 22 (95.65%)

Cost by Device
Artistry Skin and Laser



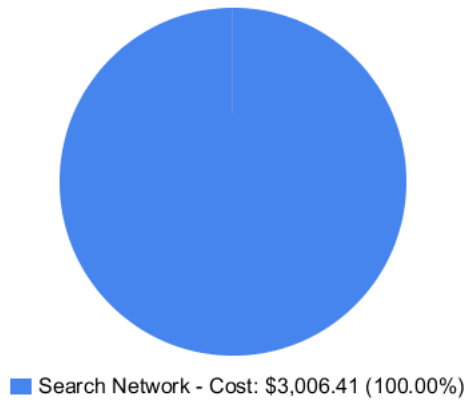
■ Computers - Cost: \$587.48 (19.54%) ■ Mobile devices with full browsers - Cost: \$2,364.08 (78.63%)
■ Tablets with full browsers - Cost: \$54.85 (1.82%)


Device Performance (by Conversions)
Artistry Skin and Laser

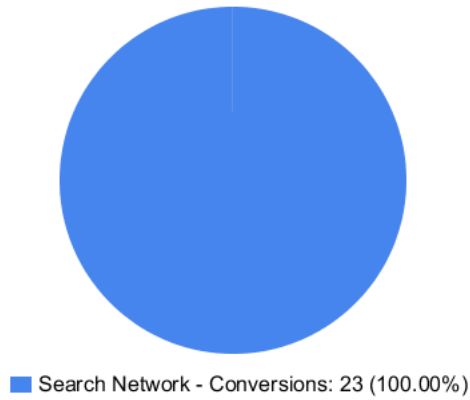
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	8,372	404	\$2,364.08	\$5.85	4.83%	22	5.45%	\$107.46
Computers	2,726	87	\$587.48	\$6.75	3.19%	1	1.15%	\$587.48
Tablets with full browsers	365	7	\$54.85	\$7.84	1.92%	0	0.00%	\$0.00


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	11,463	498	\$3,006.41	\$6.04	4.34%	23	4.62%	\$130.71

Conversion Summary


09/01/2021 - 09/30/2021

 Conversion Performance
Artistry Skin and Laser

Conversion name	All conv.	% Change
Submit lead form	18	-5.26%
Click to Call	5	0.00%
Clicks to call	2	100.00%
Local actions - Directions	2	-66.67%

Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
Artistry Skin and Laser

Region	Clicks	Conversions	Cost / conv.
Colorado	498	23	\$130.71

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