

Azul Medspa Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Azul Medspa - Cool Sculpting - Pricilla Chavez

\$1,490.64

\$1,488.70 0.13%

Clicks
Azul Medspa - Cool Sculpting - Pricilla Chavez

672

635 5.83%

Avg CPC
Azul Medspa - Cool Sculpting - Pricilla Chavez

\$2.22

\$2.34 -5.13%

Conversions
Azul Medspa - Cool Sculpting - Pricilla Chavez

60.5

61.25 -1.22%

Conv. Rate
Azul Medspa - Cool Sculpting - Pricilla Chavez

9.00%

9.65% -6.74%

Cost / Conv
Azul Medspa - Cool Sculpting - Pricilla Chavez

\$24.64

\$24.31 1.36%

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Azul Medspa - Cool Sculpting - Pricilla Chavez

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$1,490.64	\$1,488.70	0.13%
Impressions	6,981	6,764	3.21%
Clicks	672	635	5.83%
Avg CPC	\$2.22	\$2.34	-5.13%
CTR	9.63%	9.39%	2.56%
Conversions	60.5	61.25	-1.22%
Conv Rate	9.00%	9.65%	-6.74%
Cost / Conv	\$24.64	\$24.31	1.36%

Budget Coverage

Search Impr. Share
Azul Medspa - Cool Sculpting - Pricilla Chavez

23.81%

23.31% 2.15%

Search IS Lost (due to Budget)
Azul Medspa - Cool Sculpting - Pricilla Chavez

16.67%

24.01% -30.57%

Search IS Lost (due to Rank)
Azul Medspa - Cool Sculpting - Pricilla Chavez

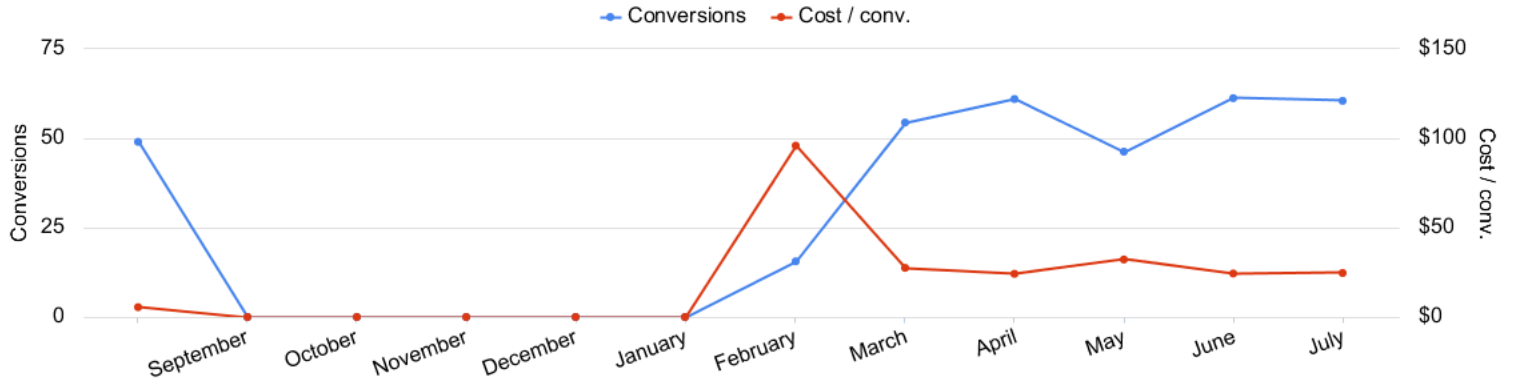
59.51%

52.68% 12.97%

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Azul Medspa - Cool Sculpting - Pricilla Chavez




Account Performance by Month
Azul Medspa - Cool Sculpting - Pricilla Chavez

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$269.38	1,149	77	\$3.50	6.70%	49	63.64%	\$5.50	21.58%	35.71%
02/01/2021	\$1,494.06	5,497	341	\$4.38	6.20%	15.58	4.57%	\$95.89	29.19%	19.94%
03/01/2021	\$1,499.11	6,360	581	\$2.58	9.14%	54.42	9.37%	\$27.55	19.84%	32.20%
04/01/2021	\$1,475.33	6,362	641	\$2.30	10.08%	61	9.52%	\$24.19	22.61%	18.40%
05/01/2021	\$1,487.59	6,654	567	\$2.62	8.52%	46.25	8.16%	\$32.16	27.70%	16.35%
06/01/2021	\$1,488.70	6,764	635	\$2.34	9.39%	61.25	9.65%	\$24.31	23.31%	24.01%
07/01/2021	\$1,490.64	6,981	672	\$2.22	9.63%	60.5	9.00%	\$24.64	23.81%	16.67%
Total	\$9,204.81	39,767	3,514	\$2.62	8.84%	348	9.90%	\$26.45	23.84%	22.16%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Azul Medspa - Cool Sculpting - Pricilla Chavez

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$1,490.64	6,981	672	\$2.22	9.63%	60.5	9.00%	\$24.64

Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
Azul Medspa - Cool Sculpting - Pricilla Chavez

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting el paso	\$50.35	24	18	\$2.80	75.00%	4.5	25.00%	\$11.19
body sculpting near me	\$13.20	7	6	\$2.20	85.71%	4	66.67%	\$3.30
liposuction el paso	\$76.89	67	33	\$2.33	49.25%	4	12.12%	\$19.22
cool sculpting	\$34.56	74	25	\$1.38	33.78%	3	12.00%	\$11.52
body sculpting el paso	\$40.19	27	20	\$2.01	74.07%	2	10.00%	\$20.09
cool sculpting el paso	\$10.23	6	6	\$1.71	100.00%	2	33.33%	\$5.12
coolsculpting	\$11.76	26	9	\$1.31	34.62%	2	22.22%	\$5.88
cool sculpting cost	\$26.44	12	9	\$2.94	75.00%	1.67	18.56%	\$15.83
smart lipo el paso	\$7.62	2	2	\$3.81	100.00%	1	50.00%	\$7.62
local coolsculpting	\$2.29	1	1	\$2.29	100.00%	1	100.00%	\$2.29
fastest weight loss ever	\$2.98	1	1	\$2.98	100.00%	1	100.00%	\$2.98
freeze body sculpting	\$3.78	1	1	\$3.78	100.00%	1	100.00%	\$3.78
what's coolsculpting	\$0.43	1	1	\$0.43	100.00%	1	100.00%	\$0.43
best juice cleanse for weight loss	\$3.19	1	1	\$3.19	100.00%	1	100.00%	\$3.19
cuanto cuesta hacerse la liposuccion	\$2.14	1	1	\$2.14	100.00%	1	100.00%	\$2.14
coolsculpting cost per cycle	\$1.05	1	1	\$1.05	100.00%	1	100.00%	\$1.05
coffee and lemon weight loss	\$1.78	1	1	\$1.78	100.00%	1	100.00%	\$1.78
jaw wiring for weight loss near me	\$1.77	1	1	\$1.77	100.00%	1	100.00%	\$1.77
forever young coolsculpting	\$1.42	1	1	\$1.42	100.00%	1	100.00%	\$1.42
body sculpting near me prices	\$0.45	1	1	\$0.45	100.00%	1	100.00%	\$0.45

Top Search Ads (by Conversions)

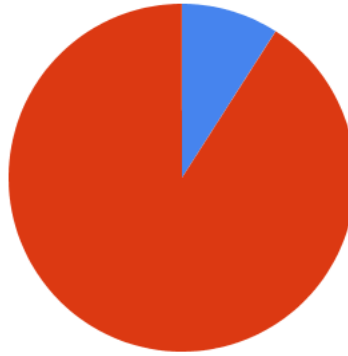
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)
Azul Medspa - Cool Sculpting - Pricilla Chavez

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
CoolSculpting® Fat Reduction CoolSculpting in El Paso, TX Biggest CoolSculpting® Promo azul-medspa.mysculpt.net/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in El Paso, TX Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$305.08	1,143	144	\$2.12	12.60%	20.33	14.12%	\$15.01
Azul Medspa Fat Reduction in El Paso, TX Non-Surgical Fat Reduction azul-medspa.mysculpt.net/ 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	\$385.80	1,494	179	\$2.16	11.98%	11	6.15%	\$35.07
CoolSculpting® Fat Reduction CoolSculpting in El Paso, TX Biggest CoolSculpting® Promo azul-medspa.mysculpt.net/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in El Paso, TX Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$67.58	385	27	\$2.50	7.01%	7	25.93%	\$9.65
Azul Medspa Fat Reduction in El Paso, TX Non-Surgical Fat Reduction azul-medspa.mysculpt.net/ 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	\$311.93	1,442	122	\$2.56	8.46%	6	4.92%	\$51.99
CoolSculpting® Fat Reduction CoolSculpting in El Paso, TX Biggest CoolSculpting® Promo azul-medspa.mysculpt.net/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in El Paso, TX Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$52.40	96	20	\$2.62	20.83%	0.67	3.35%	\$78.21

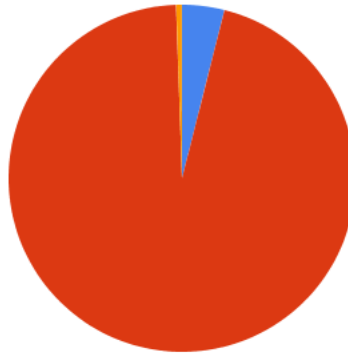
Budget Utilization by Device

Conversions by Device
Azul Medspa - Cool Sculpting - Pricilla Chavez



■ Computers - Conversions: 5.5 (9.09%)
 ■ Mobile devices with full browsers - Conversions: 55 (90.91%)

Cost by Device
Azul Medspa - Cool Sculpting - Pricilla Chavez



■ Computers - Cost: \$58.88 (3.95%)
 ■ Mobile devices with full browsers - Cost: \$1,423.78 (95.51%)
 ■ Tablets with full browsers - Cost: \$7.98 (0.54%)

Device Performance (by Conversions)
Azul Medspa - Cool Sculpting - Pricilla Chavez

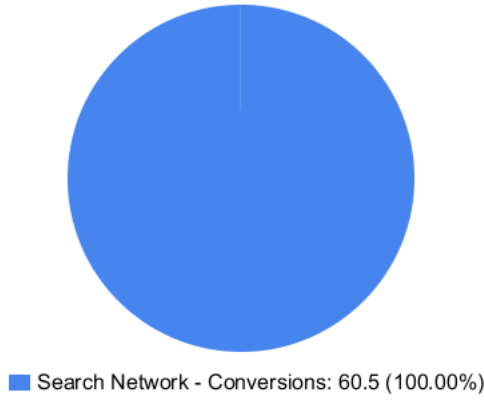
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	6,490	637	\$1,423.78	\$2.24	9.82%	55	8.63%	\$25.89
Computers	431	31	\$58.88	\$1.90	7.19%	5.5	17.74%	\$10.71
Tablets with full browsers	60	4	\$7.98	\$2.00	6.67%	0	0.00%	\$0.00

Budget Utilization by Network

Cost by Network
Azul Medspa - Cool Sculpting - Pricilla Chavez



Conversions by Network
Azul Medspa - Cool Sculpting - Pricilla Chavez




Network Performance
Azul Medspa - Cool Sculpting - Pricilla Chavez

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	6,981	672	\$1,490.64	\$2.22	9.63%	60.5	9.00%	\$24.64

Conversion Summary


07/01/2021 - 07/31/2021

 Conversion Performance
Azul Medspa - Cool Sculpting - Pricilla Chavez

Conversion name	All conv.
Submit lead form	39.5
Click to Call	15
Call From Ads (MS)	4
Calls from ads	2

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
Azul Medspa - Cool Sculpting - Pricilla Chavez

Region	Clicks	Conversions	Cost / conv.
Texas	672	60.5	\$24.64

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