

Azul Medspa Monthly Google Performance Summary

08/01/2021 - 08/31/2021

Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
Azul Medspa - Cool Sculpting - Pricilla Chavez

\$1,510.22

\$1,490.64 **1.31%**

Clicks
Azul Medspa - Cool Sculpting - Pricilla Chavez

620

672 **-7.74%**

Avg CPC
Azul Medspa - Cool Sculpting - Pricilla Chavez

\$2.44

\$2.22 **9.91%**

Conversions
Azul Medspa - Cool Sculpting - Pricilla Chavez

48.5

62 **-21.77%**

Conv. Rate
Azul Medspa - Cool Sculpting - Pricilla Chavez

7.82%

9.23% **-15.28%**

Cost / Conv
Azul Medspa - Cool Sculpting - Pricilla Chavez

\$31.14

\$24.04 **29.53%**

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Azul Medspa - Cool Sculpting - Pricilla Chavez

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$1,510.22	\$1,490.64	1.31%
Impressions	6,630	6,981	-5.03%
Clicks	620	672	-7.74%
Avg CPC	\$2.44	\$2.22	9.91%
CTR	9.35%	9.63%	-2.91%
Conversions	48.5	62	-21.77%
Conv Rate	7.82%	9.23%	-15.28%
Cost / Conv	\$31.14	\$24.04	29.53%

Budget Coverage

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

21.72%

23.76% **-8.59%**

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

18.35%

16.48% **11.35%**

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

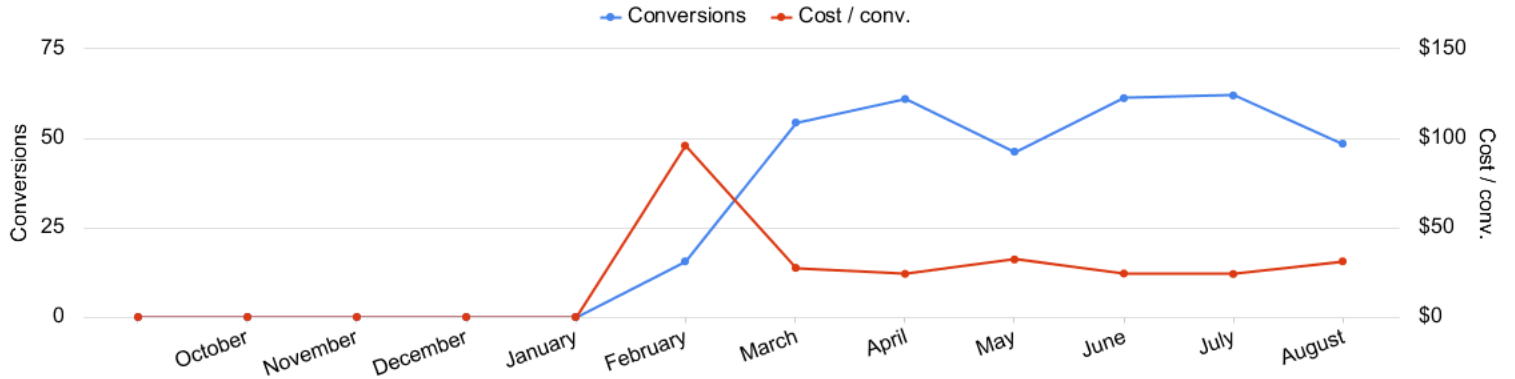
59.93%

59.75% **0.30%**

Monthly Performance Trends

09/01/2020 - 08/31/2021

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)
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%	62	9.23%	\$24.04	23.76%	16.48%
08/01/2021	\$1,510.22	6,630	620	\$2.44	9.35%	48.5	7.82%	\$31.14	21.72%	18.35%
Total	\$10,445.65	45,248	4,057	\$2.57	8.97%	349	8.60%	\$29.93	23.57%	21.15%

Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 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	\$1,510.22	6,630	620	\$2.44	9.35%	48.5	7.82%	\$31.14

Top Search Terms (by Conversions)


08/01/2021 - 08/31/2021

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

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting el paso	\$47.53	13	14	\$3.40	107.69%	5.33	38.07%	\$8.92
body sculpting el paso	\$46.02	29	20	\$2.30	68.97%	3.33	16.65%	\$13.82
cool sculpting	\$8.66	11	7	\$1.24	63.64%	3	42.86%	\$2.89
coolsculpting el paso	\$60.88	23	21	\$2.90	91.30%	2.67	12.71%	\$22.80
coolsculpting in el paso texas	\$2.38	1	1	\$2.38	100.00%	1	100.00%	\$2.38
liposuction el paso cost	\$5.07	3	3	\$1.69	100.00%	1	33.33%	\$5.07
freeze your fat away	\$1.85	1	1	\$1.85	100.00%	1	100.00%	\$1.85
cold therapy for stomach fat	\$2.06	1	1	\$2.06	100.00%	1	100.00%	\$2.06
coolsculpting near me	\$20.89	4	4	\$5.22	100.00%	1	25.00%	\$20.89
non invasive lipo near me	\$2.17	1	1	\$2.17	100.00%	1	100.00%	\$2.17
how much is liposuction	\$9.38	4	4	\$2.35	100.00%	1	25.00%	\$9.38
cool sculpting el paso tx	\$4.91	1	1	\$4.91	100.00%	1	100.00%	\$4.91
lipo inteligente precio	\$2.09	1	1	\$2.09	100.00%	1	100.00%	\$2.09
cirujanos plasticos el paso tx	\$4.40	1	2	\$2.20	200.00%	1	50.00%	\$4.40
lose stomach fat workout	\$3.35	1	1	\$3.35	100.00%	1	100.00%	\$3.35
liposuction	\$36.97	31	16	\$2.31	51.61%	1	6.25%	\$36.97
belly fat removal	\$4.59	1	1	\$4.59	100.00%	1	100.00%	\$4.59
liposuction el paso	\$74.06	56	27	\$2.74	48.21%	1	3.70%	\$74.06
chest fat removal	\$0.88	1	1	\$0.88	100.00%	1	100.00%	\$0.88
smart lipo near me	\$3.13	2	2	\$1.56	100.00%	1	50.00%	\$3.13

Top Search Ads (by Conversions)

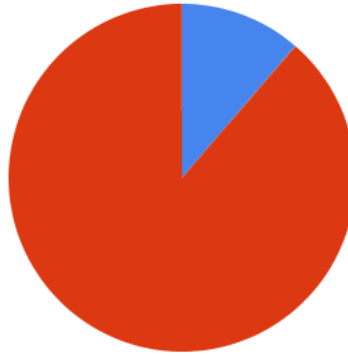
08/01/2021 - 08/31/2021

 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.
Azul Medspa Fat Reduction in El Paso, TX Non-Surgical Fat Reduction azul-medspa.mysculpt.net/coolsculpting/el_paso 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	\$348.69	1,476	151	\$2.31	10.23%	9.33	6.18%	\$37.37
{Keyword:Azul Medspa} CoolSculpting in El Paso, TX Biggest CoolSculpting® Promo azul-medspa.mysculpt.net/coolsculpting/el_paso 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	\$120.40	280	42	\$2.87	15.00%	6	14.29%	\$20.07
Azul Medspa Fat Reduction in El Paso, TX Non-Surgical Fat Reduction azul-medspa.mysculpt.net/coolsculpting/el_paso 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	\$296.04	1,527	121	\$2.45	7.92%	4	3.31%	\$74.01
{Keyword:Azul Medspa} CoolSculpting in El Paso, TX Biggest CoolSculpting® Promo azul-medspa.mysculpt.net/coolsculpting/el_paso 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	\$66.16	277	29	\$2.28	10.47%	3	10.34%	\$22.05
{Keyword:Azul Medspa} CoolSculpting in El Paso, TX Biggest CoolSculpting® Promo azul-medspa.mysculpt.net/coolsculpting/el_paso 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	\$7.32	19	3	\$2.44	15.79%	0	0.00%	\$0.00

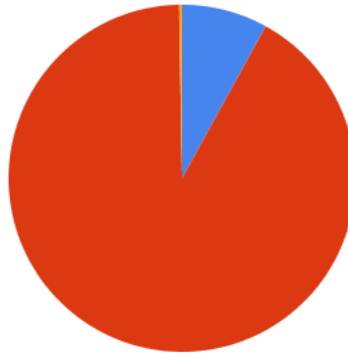
Budget Utilization by Device

Conversions by Device
Azul Medspa - Cool Sculpting - Pricilla Chavez



■ Computers - Conversions: 5.5 (11.34%) ■ Mobile devices with full browsers - Conversions: 43 (88.66%)

Cost by Device
Azul Medspa - Cool Sculpting - Pricilla Chavez




■ Computers - Cost: \$121.02 (8.01%) ■ Mobile devices with full browsers - Cost: \$1,385.28 (91.73%) ■ Tablets with full browsers - Cost: \$3.92 (0.26%)

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

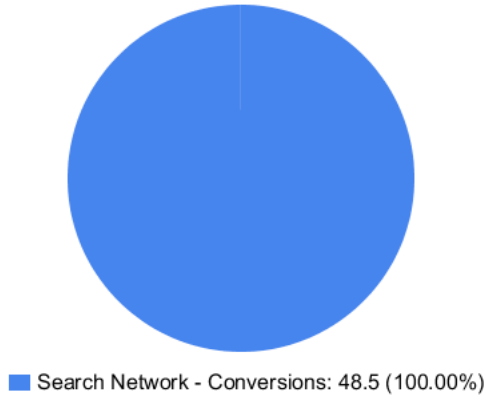
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	6,175	577	\$1,385.28	\$2.40	9.34%	43	7.45%	\$32.22
Computers	420	41	\$121.02	\$2.95	9.76%	5.5	13.41%	\$22.00
Tablets with full browsers	35	2	\$3.92	\$1.96	5.71%	0	0.00%	\$0.00


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	6,630	620	\$1,510.22	\$2.44	9.35%	48.5	7.82%	\$31.14

Conversion Summary


08/01/2021 - 08/31/2021

 Conversion Performance
Azul Medspa - Cool Sculpting - Pricilla Chavez

Conversion name	All conv.
Submit lead form	37.5
Click to Call	8
Calls from ads	3

Geo-Targeting Summary

08/01/2021 - 08/31/2021

 Top Locations
Azul Medspa - Cool Sculpting - Pricilla Chavez

Region	Clicks	Conversions	Cost / conv.
Texas	620	48.5	\$31.14

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