

# **Azul Medspa Monthly Google Performance Summary**

**09/01/2021 - 09/30/2021**

# Key Performance Indicators

09/01/2021 - 09/30/2021

Cost  
Azul Medspa - Cool Sculpting - Pricilla Chavez

**\$1,239.47**  
\$1,510.22 -17.93%

Clicks  
Azul Medspa - Cool Sculpting - Pricilla Chavez

**535**  
620 -13.71%

Avg CPC  
Azul Medspa - Cool Sculpting - Pricilla Chavez

**\$2.32**  
\$2.44 -4.92%

Conversions  
Azul Medspa - Cool Sculpting - Pricilla Chavez

**45**  
48.5 -7.22%

Conv. Rate  
Azul Medspa - Cool Sculpting - Pricilla Chavez

**8.41%**  
7.82% 7.54%

Cost / Conv  
Azul Medspa - Cool Sculpting - Pricilla Chavez

**\$27.54**  
\$31.14 -11.56%

## Month-Over-Month Performance Comparison

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

Overall Performance Summary  
Azul Medspa - Cool Sculpting - Pricilla Chavez

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$1,239.47	\$1,510.22	<span style="color: green;">-17.93%</span>
Impressions	6,182	6,630	<span style="color: red;">-6.76%</span>
Clicks	535	620	<span style="color: red;">-13.71%</span>
Avg CPC	\$2.32	\$2.44	<span style="color: green;">-4.92%</span>
CTR	8.65%	9.35%	<span style="color: red;">-7.49%</span>
Conversions	45	48.5	<span style="color: red;">-7.22%</span>
Conv Rate	8.41%	7.82%	<span style="color: green;">7.54%</span>
Cost / Conv	\$27.54	\$31.14	<span style="color: green;">-11.56%</span>

## Budget Coverage

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

**23.43%**  
21.71% 7.92%

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

**12.81%**  
18.11% -29.27%

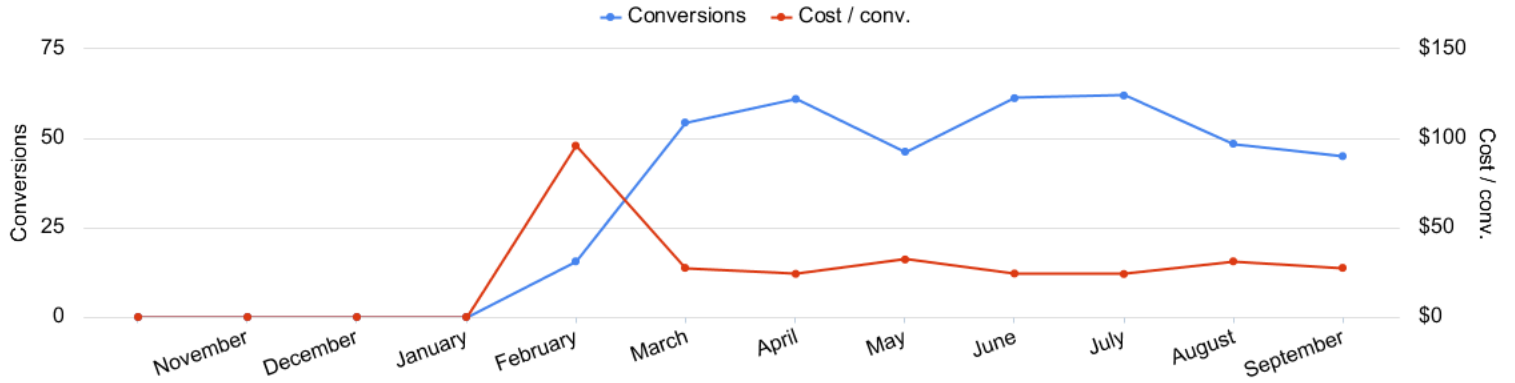
Search IS Lost (due to Rank)  
Azul Medspa - Cool Sculpting - Pricilla Chavez

**63.76%**  
60.18% 5.95%

# Monthly Performance Trends

10/01/2020 - 09/30/2021

**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	21.71%	18.11%
09/01/2021	\$1,239.47	6,182	535	\$2.32	8.65%	45	8.41%	\$27.54	23.43%	12.81%
<b>Total</b>	<b>\$11,685.12</b>	<b>51,430</b>	<b>4,592</b>	<b>\$2.54</b>	<b>8.93%</b>	<b>394</b>	<b>8.58%</b>	<b>\$29.66</b>	<b>23.55%</b>	<b>20.12%</b>

# Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 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	\$1,239.47	6,182	535	\$2.32	8.65%	45	8.41%	\$27.54

# Top Search Terms (by Conversions)

09/01/2021 - 09/30/2021

 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	\$23.61	83	14	\$1.69	16.87%	3.5	25.00%	\$6.75
body sculpting el paso	\$25.34	111	13	\$1.95	11.71%	3	23.08%	\$8.45
coolsculpting el paso	\$45.83	62	13	\$3.53	20.97%	2.5	19.23%	\$18.33
liposuction cost	\$17.82	30	8	\$2.23	26.67%	2	25.00%	\$8.91
elite body sculpting el paso	\$9.76	20	3	\$3.25	15.00%	1.5	50.00%	\$6.51
cool sculpting el paso	\$26.32	42	7	\$3.76	16.67%	1.5	21.43%	\$17.55
chin reduction injections	\$1.19	1	1	\$1.19	100.00%	1	100.00%	\$1.19
wood sculpting body	\$5.95	8	3	\$1.98	37.50%	1	33.33%	\$5.95
liposuction el paso	\$59.73	127	22	\$2.71	17.32%	1	4.55%	\$59.73
el paso coolsculpting	\$2.18	5	1	\$2.18	20.00%	1	100.00%	\$2.18
weight loss el paso tx	\$8.32	22	3	\$2.77	13.64%	1	33.33%	\$8.32
body contouring el paso	\$11.07	38	6	\$1.84	15.79%	1	16.67%	\$11.07
med spa weight loss	\$2.53	1	1	\$2.53	100.00%	1	100.00%	\$2.53
procedures to remove belly fat	\$3.20	1	1	\$3.20	100.00%	1	100.00%	\$3.20
tighten stomach	\$4.64	1	1	\$4.64	100.00%	1	100.00%	\$4.64
how much does a bbl cost	\$3.69	4	3	\$1.23	75.00%	1	33.33%	\$3.69
non surgical liposuction	\$1.04	2	1	\$1.04	50.00%	1	100.00%	\$1.04
freezing stomach fat	\$2.95	1	1	\$2.95	100.00%	1	100.00%	\$2.95
how much is coolsculpting for upper arms	\$0.85	1	1	\$0.85	100.00%	1	100.00%	\$0.85
fat freezing	\$3.71	2	1	\$3.71	50.00%	1	100.00%	\$3.71

# Top Search Ads (by Conversions)

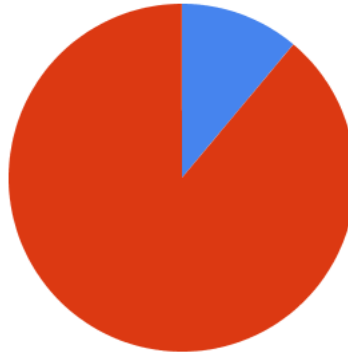
09/01/2021 - 09/30/2021

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.
<a href="#">{Keyword:Azul Medspa}   CoolSculpting in El Paso, TX   Biggest CoolSculpting@ Promo</a> <a href="http://azul-medspa.mysculpt.net/coolsculpting/el_paso">azul-medspa.mysculpt.net/coolsculpting/el_paso</a> 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	\$208.27	692	80	\$2.60	11.56%	12	15.00%	\$17.36
<a href="#">Azul Medspa   Fat Reduction in El Paso, TX   Non-Surgical Fat Reduction</a> <a href="http://azul-medspa.mysculpt.net/coolsculpting/el_paso">azul-medspa.mysculpt.net/coolsculpting/el_paso</a> 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	\$369.53	1,441	150	\$2.46	10.41%	9	6.00%	\$41.06
<a href="#">{Keyword:Azul Medspa}   CoolSculpting in El Paso, TX   Biggest CoolSculpting@ Promo</a> <a href="http://azul-medspa.mysculpt.net/coolsculpting/el_paso">azul-medspa.mysculpt.net/coolsculpting/el_paso</a> 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	\$158.13	716	80	\$1.98	11.17%	7	8.75%	\$22.59
<a href="#">Azul Medspa   Fat Reduction in El Paso, TX   Non-Surgical Fat Reduction</a> <a href="http://azul-medspa.mysculpt.net/coolsculpting/el_paso">azul-medspa.mysculpt.net/coolsculpting/el_paso</a> 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	\$174.12	1,217	77	\$2.26	6.33%	7	9.09%	\$24.87
<a href="#">{Keyword:Azul Medspa}   CoolSculpting in El Paso, TX   Biggest CoolSculpting@ Promo</a> <a href="http://azul-medspa.mysculpt.net/coolsculpting/el_paso">azul-medspa.mysculpt.net/coolsculpting/el_paso</a> 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	\$8.44	42	5	\$1.69	11.90%	0	0.00%	\$0.00

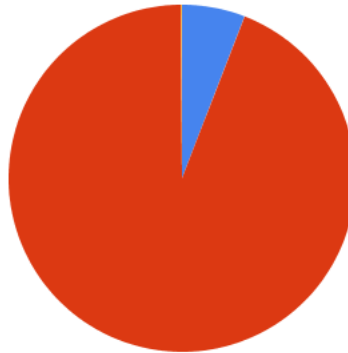
# Budget Utilization by Device

**Conversions by Device**  
Azul Medspa - Cool Sculpting - Pricilla Chavez



■ Computers - Conversions: 5 (11.11%) ■ Mobile devices with full browsers - Conversions: 40 (88.89%)

**Cost by Device**  
Azul Medspa - Cool Sculpting - Pricilla Chavez




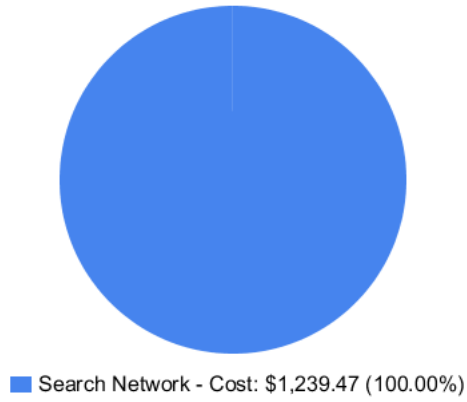
■ Computers - Cost: \$72.92 (5.88%) ■ Mobile devices with full browsers - Cost: \$1,165.21 (94.01%) ■ Tablets with full browsers - Cost: \$1.34 (0.11%)

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

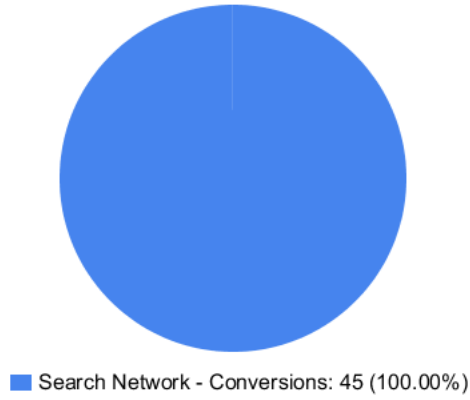
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	5,641	503	\$1,165.21	\$2.32	8.92%	40	7.95%	\$29.13
Computers	501	31	\$72.92	\$2.35	6.19%	5	16.13%	\$14.58
Tablets with full browsers	40	1	\$1.34	\$1.34	2.50%	0	0.00%	\$0.00


# 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	6,182	535	\$1,239.47	\$2.32	8.65%	45	8.41%	\$27.54

# Conversion Summary

09/01/2021 - 09/30/2021

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 Conversion Performance  
Azul Medspa - Cool Sculpting - Pricilla Chavez

Conversion name	All conv.	% Change
Submit lead form	34	-9.33%
Click to Call	9	12.50%
Call From Ads (MS)	2	100.00%

# Geo-Targeting Summary

09/01/2021 - 09/30/2021

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 Top Locations  
Azul Medspa - Cool Sculpting - Pricilla Chavez

Region	Clicks	Conversions	Cost / conv.
Texas	535	45	\$27.54

# Glossary

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- 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