

Center for Medical Aest. Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Center for Medical Aesthetics

\$3,663.47

\$3,627.77 **0.98%**

Clicks
Center for Medical Aesthetics

686

720 **-4.72%**

Avg CPC
Center for Medical Aesthetics

\$5.34

\$5.04 **5.95%**

Conversions
Center for Medical Aesthetics

47.74

54.26 **-12.02%**

Conv. Rate
Center for Medical Aesthetics

6.96%

7.54% **-7.69%**

Cost / Conv
Center for Medical Aesthetics

\$76.74

\$66.86 **14.78%**

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Center for Medical Aesthetics

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$3,663.47	\$3,627.77	0.98%
Impressions	6,752	6,683	1.03%
Clicks	686	720	-4.72%
Avg CPC	\$5.34	\$5.04	5.95%
CTR	10.16%	10.77%	-5.66%
Conversions	47.74	54.26	-12.02%
Conv Rate	6.96%	7.54%	-7.69%
Cost / Conv	\$76.74	\$66.86	14.78%

Budget Coverage

Search Impr. Share
Center for Medical Aesthetics

24.09%

28.77% **-16.27%**

Search IS Lost (due to Budget)
Center for Medical Aesthetics

5.35%

3.08% **73.70%**

Search IS Lost (due to Rank)
Center for Medical Aesthetics

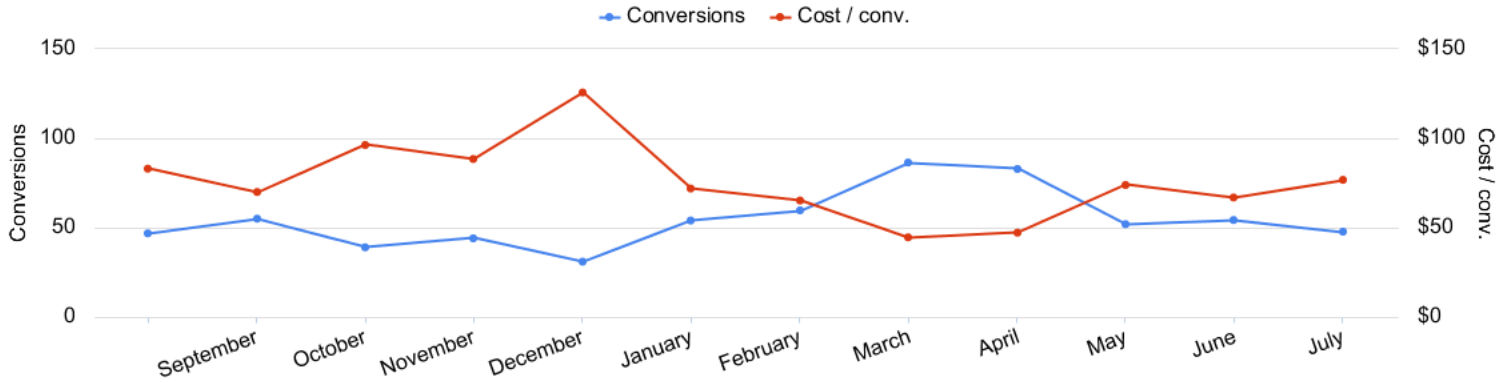
70.56%

68.15% **3.54%**

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Center for Medical Aesthetics




Account Performance by Month
Center for Medical Aesthetics

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$3,884.46	16,452	810	\$4.80	4.92%	46.8	5.78%	\$83.00	29.97%	11.38%
09/01/2020	\$3,849.92	14,347	580	\$6.64	4.04%	55	9.48%	\$70.00	35.12%	7.41%
10/01/2020	\$3,755.80	4,686	375	\$10.02	8.00%	39	10.40%	\$96.30	45.48%	12.87%
11/01/2020	\$3,895.11	10,074	473	\$8.23	4.70%	44.06	9.32%	\$88.40	29.72%	16.80%
12/01/2020	\$3,888.77	6,174	507	\$7.67	8.21%	30.94	6.10%	\$125.70	22.52%	24.45%
01/01/2021	\$3,881.44	8,255	703	\$5.52	8.52%	54	7.68%	\$71.88	19.02%	17.25%
02/01/2021	\$3,891.75	7,630	756	\$5.15	9.91%	59.67	7.89%	\$65.22	19.97%	15.54%
03/01/2021	\$3,856.09	6,980	759	\$5.08	10.87%	86.48	11.39%	\$44.59	20.18%	34.71%
04/01/2021	\$3,908.75	7,323	779	\$5.02	10.64%	82.85	10.63%	\$47.18	22.84%	35.52%
05/01/2021	\$3,844.05	6,927	696	\$5.52	10.05%	52	7.47%	\$73.92	21.45%	26.88%
06/01/2021	\$3,627.77	6,683	720	\$5.04	10.77%	54.26	7.54%	\$66.86	28.77%	3.08%
07/01/2021	\$3,663.47	6,752	686	\$5.34	10.16%	47.74	6.96%	\$76.74	24.09%	5.35%
Total	\$45,947.38	102,283	7,844	\$5.86	7.67%	652.8	8.32%	\$70.39	25.68%	17.71%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Center for Medical Aesthetics

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$3,056.42	3,614	453	\$6.75	12.53%	40.24	8.88%	\$75.95
search beta coolsculpting exp reach	\$607.05	3,138	233	\$2.61	7.43%	7.5	3.22%	\$80.94

Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
Center for Medical Aesthetics

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting near me	\$243.41	33	22	\$11.06	66.67%	4	18.18%	\$60.85
cool sculpting	\$150.11	79	31	\$4.84	39.24%	3	9.68%	\$50.04
cool sculpting rhode island	\$32.00	2	2	\$16.00	100.00%	2.5	125.00%	\$12.80
coolsculpting rhode island	\$95.42	8	8	\$11.93	100.00%	2	25.00%	\$47.71
body sculpting near me	\$106.33	12	12	\$8.86	100.00%	2	16.67%	\$53.16
cool sculpting in ri	\$131.34	27	25	\$5.25	92.59%	1.53	6.12%	\$85.84
coolsculpting cost	\$76.16	12	13	\$5.86	108.33%	1.5	11.54%	\$50.77
coolsculpting	\$118.54	50	16	\$7.41	32.00%	1	6.25%	\$118.54
cool sculpting cost	\$126.26	24	19	\$6.65	79.17%	1	5.26%	\$126.26
best way to lose inches off your stomach	\$2.48	1	1	\$2.48	100.00%	1	100.00%	\$2.48
who does coolsculpting near me	\$6.60	2	1	\$6.60	50.00%	1	100.00%	\$6.60
coolsculpting price	\$12.30	3	2	\$6.15	66.67%	1	50.00%	\$12.30
kill fat cells	\$3.50	1	1	\$3.50	100.00%	1	100.00%	\$3.50
cool sculpting providers	\$9.09	1	1	\$9.09	100.00%	1	100.00%	\$9.09
what does liposuction cost	\$2.44	1	2	\$1.22	200.00%	1	50.00%	\$2.44
procedures to remove double chin	\$2.97	1	1	\$2.97	100.00%	1	100.00%	\$2.97
how much is coolsculpt	\$9.41	1	1	\$9.41	100.00%	1	100.00%	\$9.41
liposuction near me	\$15.53	2	2	\$7.77	100.00%	1	50.00%	\$15.53
liposuction near me	\$140.79	30	19	\$7.41	63.33%	1	5.26%	\$140.79
sonabello	\$3.25	1	1	\$3.25	100.00%	1	100.00%	\$3.25

Top Search Ads (by Conversions)

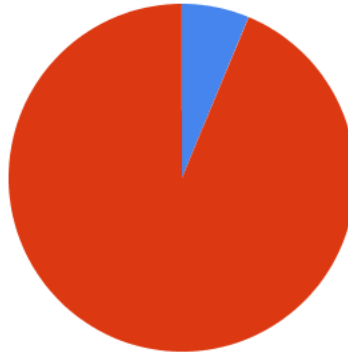
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)
Center for Medical Aesthetics

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
CoolSculpting® Fat Reduction CoolSculpting in Providence Biggest CoolSculpting® Promo centerformedicalaestheticsri.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Providence, RI Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$1,435.71	1,554	198	\$7.25	12.74%	14.85	7.50%	\$96.68
CoolSculpting® Fat Reduction CoolSculpting in Providence Biggest CoolSculpting® Promo centerformedicalaestheticsri.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Providence, RI Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$238.75	348	45	\$5.31	12.93%	3.94	8.76%	\$60.60
Center for Medical Aesthetics Fat Reduction in Providence Non-Surgical Fat Reduction centerformedicalaestheticsri.com/ CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting exp reach	\$219.72	617	82	\$2.68	13.29%	3	3.66%	\$73.24
Center for Medical Aesthetics Fat Reduction in Providence Non-Surgical Fat Reduction centerformedicalaestheticsri.com/ CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting exp reach	\$182.92	1,066	62	\$2.95	5.82%	1	1.61%	\$182.92
CoolSculpting® Fat Reduction CoolSculpting in Providence Biggest CoolSculpting® Promo centerformedicalaestheticsri.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Providence, RI Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$34.00	54	4	\$8.50	7.41%	0	0.00%	\$0.00

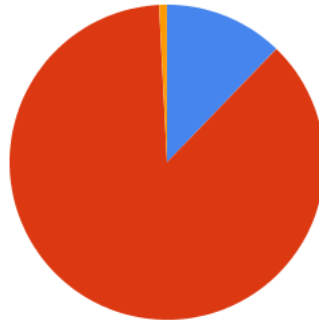
Budget Utilization by Device

Conversions by Device
Center for Medical Aesthetics



■ Computers - Conversions: 3 (6.28%) ■ Mobile devices with full browsers - Conversions: 44.74 (93.72%)

Cost by Device
Center for Medical Aesthetics




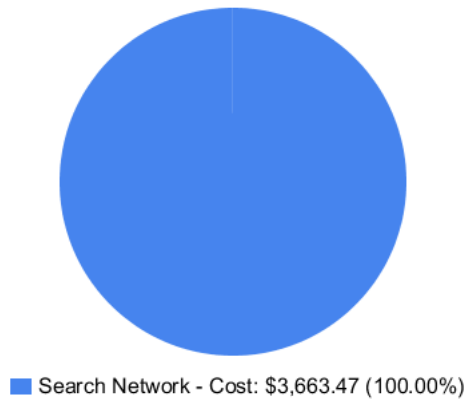
■ Computers - Cost: \$447.47 (12.21%) ■ Mobile devices with full browsers - Cost: \$3,187.09 (87.00%)
■ Tablets with full browsers - Cost: \$28.91 (0.79%)


Device Performance (by Conversions)
Center for Medical Aesthetics

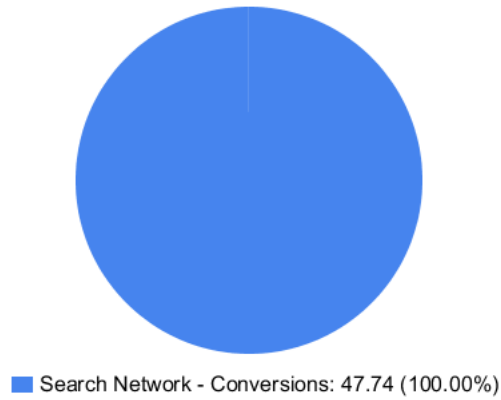
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	5,446	598	\$3,187.09	\$5.33	10.98%	44.74	7.48%	\$71.24
Computers	1,186	84	\$447.47	\$5.33	7.08%	3	3.57%	\$149.16
Tablets with full browsers	120	4	\$28.91	\$7.23	3.33%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
Center for Medical Aesthetics



 Conversions by Network
Center for Medical Aesthetics



 Network Performance
Center for Medical Aesthetics

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	6,752	686	\$3,663.47	\$5.34	10.16%	47.74	6.96%	\$76.74

Conversion Summary


07/01/2021 - 07/31/2021



Conversion name	All conv.
Form Submission	38.74
Coolsculpting Consult Request (All Web Site Data)	35
Calls from Website	5
Clicks to call	3
Website Forms Other - GA (All Web Site Data)	3
Local actions - Directions	2
New Call Conversion	1

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
Center for Medical Aesthetics

Region	Clicks	Conversions	Cost / conv.
Massachusetts	28	3	\$46.21
Rhode Island	658	44.74	\$78.79

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