

Center for Medical Aest. Monthly Google Performance Summary

08/01/2021 - 08/31/2021

Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
Center for Medical Aesthetics

\$3,886.31

\$3,663.47 **6.08%**

Conversions
Center for Medical Aesthetics

47

47.74 **-1.55%**

Clicks
Center for Medical Aesthetics

603

686 **-12.10%**

Conv. Rate
Center for Medical Aesthetics

7.79%

6.96% **11.93%**

Avg CPC
Center for Medical Aesthetics

\$6.44

\$5.34 **20.60%**

Cost / Conv
Center for Medical Aesthetics

\$82.69

\$76.74 **7.75%**

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Center for Medical Aesthetics

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$3,886.31	\$3,663.47	6.08%
Impressions	5,395	6,752	-20.10%
Clicks	603	686	-12.10%
Avg CPC	\$6.44	\$5.34	20.60%
CTR	11.18%	10.16%	10.04%
Conversions	47	47.74	-1.55%
Conv Rate	7.79%	6.96%	11.93%
Cost / Conv	\$82.69	\$76.74	7.75%

Budget Coverage

Search Impr. Share
Center for Medical Aesthetics

23.19%

24.09% **-3.74%**

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

8.08%

5.32% **51.88%**

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

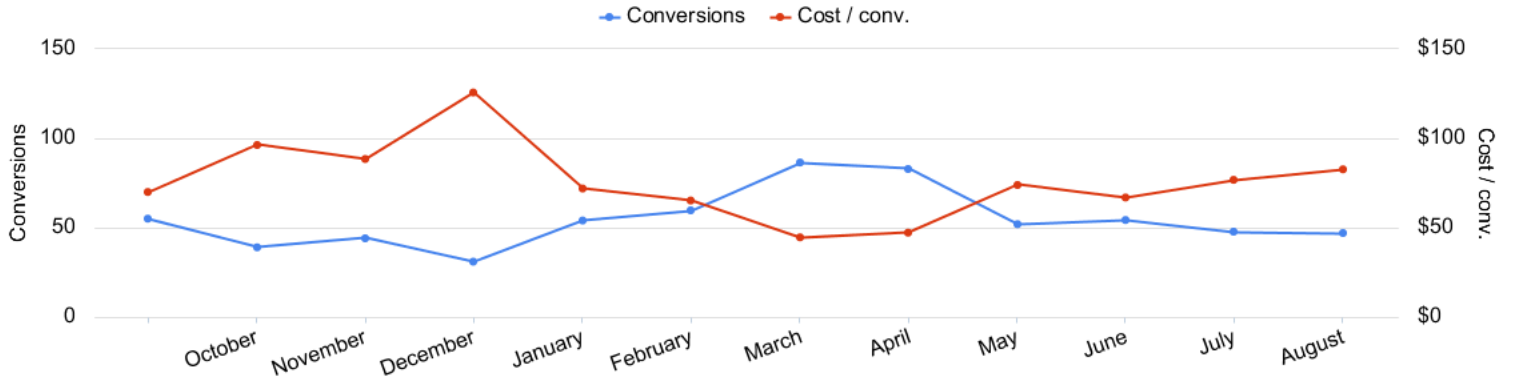
68.73%

70.58% **-2.62%**

Monthly Performance Trends

09/01/2020 - 08/31/2021

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)
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%	5.32%
08/01/2021	\$3,886.31	5,395	603	\$6.44	11.18%	47	7.79%	\$82.69	23.19%	8.08%
Total	\$45,949.24	91,226	7,637	\$6.02	8.37%	653	8.55%	\$70.37	24.86%	18.06%

Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)
Center for Medical Aesthetics

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$3,294.79	3,016	405	\$8.14	13.43%	32.82	8.10%	\$100.39
search beta coolsculpting exp reach	\$591.52	2,379	198	\$2.99	8.32%	14.18	7.16%	\$41.72

Top Search Terms (by Conversions)


08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)
Center for Medical Aesthetics

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting providence ri	\$14.00	2	3	\$4.67	150.00%	3.38	112.67%	\$4.14
cool sculpting in ri	\$109.92	20	15	\$7.33	75.00%	3	20.00%	\$36.64
body sculpting	\$36.64	8	6	\$6.11	75.00%	2	33.33%	\$18.32
coolsculpting	\$173.19	39	13	\$13.32	33.33%	2	15.38%	\$86.59
liposuction cost	\$9.50	7	5	\$1.90	71.43%	2	40.00%	\$4.75
non invasive body contouring	\$2.68	1	1	\$2.68	100.00%	2	200.00%	\$1.34
sculpting body	\$27.98	3	3	\$9.33	100.00%	2	66.67%	\$13.99
cool sculpting results	\$52.51	3	5	\$10.50	166.67%	1.5	30.00%	\$35.01
coolsculpting near me	\$179.02	18	14	\$12.79	77.78%	1.5	10.71%	\$119.35
cool sculpting cost 2020	\$11.33	2	2	\$5.67	100.00%	1.22	61.00%	\$9.29
coolsculpting cost	\$106.37	14	14	\$7.60	100.00%	1.22	8.71%	\$87.19
coolsculpting rhode island	\$53.60	10	7	\$7.66	70.00%	1	14.29%	\$53.60
cool sculpting	\$50.93	2	2	\$25.46	100.00%	1	50.00%	\$50.93
how much does liposuction cost	\$0.78	1	1	\$0.78	100.00%	1	100.00%	\$0.78
body contouring near me	\$27.22	4	3	\$9.07	75.00%	1	33.33%	\$27.22
aqualyx	\$3.05	1	1	\$3.05	100.00%	1	100.00%	\$3.05
dr zenowitz	\$16.28	1	1	\$16.28	100.00%	1	100.00%	\$16.28
cryo fat freezing	\$20.04	1	2	\$10.02	200.00%	1	50.00%	\$20.04
sonobono	\$31.65	1	1	\$31.65	100.00%	1	100.00%	\$31.65
freeze chin fat	\$4.27	1	1	\$4.27	100.00%	1	100.00%	\$4.27

Top Search Ads (by Conversions)

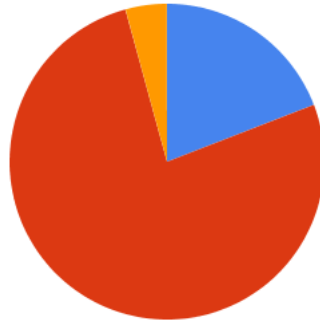
08/01/2021 - 08/31/2021

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

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Center for Medical Aesthetics} CoolSculpting in Providence Biggest CoolSculpting® Promo centerformedicalaestheticsri.com/coolsculpting/providence 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	\$1,403.26	1,084	162	\$8.66	14.94%	13.09	8.08%	\$107.20
Center for Medical Aesthetics Fat Reduction in Providence Non-Surgical Fat Reduction centerformedicalaestheticsri.com/coolsculpting/providence 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	\$180.22	603	72	\$2.50	11.94%	5.68	7.89%	\$31.73
Center for Medical Aesthetics Fat Reduction in Providence Non-Surgical Fat Reduction centerformedicalaestheticsri.com/coolsculpting/providence 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	\$196.80	661	59	\$3.34	8.93%	4	6.78%	\$49.20
{Keyword:Center for Medical Aesthetics} CoolSculpting in Providence Biggest CoolSculpting® Promo centerformedicalaestheticsri.com/coolsculpting/providence 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	\$155.83	180	21	\$7.42	11.67%	3	14.29%	\$51.94
{Keyword:Center for Medical Aesthetics} CoolSculpting in Providence Biggest CoolSculpting® Promo centerformedicalaestheticsri.com/coolsculpting/providence 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	\$291.35	157	28	\$10.41	17.83%	1.95	6.96%	\$149.41

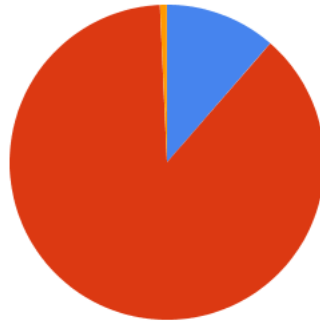
Budget Utilization by Device

Conversions by Device
Center for Medical Aesthetics



■ Computers - Conversions: 9 (19.15%)
 ■ Mobile devices with full browsers - Conversions: 36 (76.60%)
 ■ Tablets with full browsers - Conversions: 2 (4.26%)

Cost by Device
Center for Medical Aesthetics



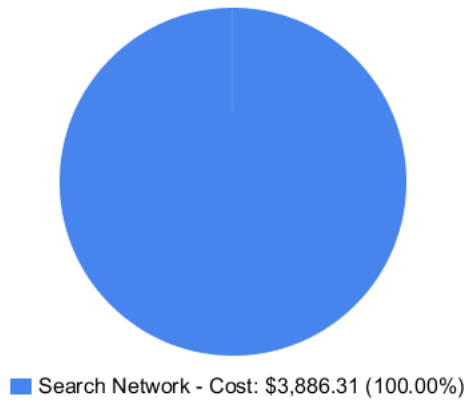
■ Computers - Cost: \$442.76 (11.39%)
 ■ Mobile devices with full browsers - Cost: \$3,415.98 (87.90%)
 ■ Tablets with full browsers - Cost: \$27.57 (0.71%)


Device Performance (by Conversions)
Center for Medical Aesthetics

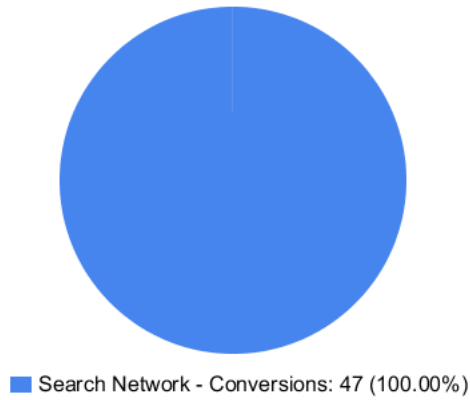
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	4,410	536	\$3,415.98	\$6.37	12.15%	36	6.72%	\$94.89
Computers	903	59	\$442.76	\$7.50	6.53%	9	15.25%	\$49.20
Tablets with full browsers	82	8	\$27.57	\$3.45	9.76%	2	25.00%	\$13.79


Budget Utilization by Network

 Cost by Network
Center for Medical Aesthetics



 Conversions by Network
Center for Medical Aesthetics

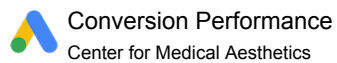


 Network Performance
Center for Medical Aesthetics

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	5,395	603	\$3,886.31	\$6.44	11.18%	47	7.79%	\$82.69

Conversion Summary


08/01/2021 - 08/31/2021



Conversion name	All conv.
Form Submission	34
Coolsculpting Consult Request (All Web Site Data)	25
Website Forms Other - GA (All Web Site Data)	9
Calls from Website	3
New Call Conversion	1
Local actions - Directions	1

Geo-Targeting Summary

08/01/2021 - 08/31/2021

 Top Locations
Center for Medical Aesthetics

Region	Clicks	Conversions	Cost / conv.
Massachusetts	38	4	\$74.75
Rhode Island	565	43	\$83.43

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