

# **Center for Medical Aest. Monthly Google Performance Summary**

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

# Key Performance Indicators

09/01/2021 - 09/30/2021

Cost  
Center for Medical Aesthetics

**\$3,690.62**

\$3,886.31 -5.04%

Conversions  
Center for Medical Aesthetics

**49**

49 0.00%

Clicks  
Center for Medical Aesthetics

**442**

603 -26.70%

Conv. Rate  
Center for Medical Aesthetics

**11.09%**

8.13% 36.41%

Avg CPC  
Center for Medical Aesthetics

**\$8.35**

\$6.44 29.66%

Cost / Conv  
Center for Medical Aesthetics

**\$75.32**

\$79.31 -5.03%

## Month-Over-Month Performance Comparison

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

Overall Performance Summary  
Center for Medical Aesthetics

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$3,690.62	\$3,886.31	<span style="color: green;">-5.04%</span>
Impressions	6,363	5,395	<span style="color: green;">17.94%</span>
Clicks	442	603	<span style="color: red;">-26.70%</span>
Avg CPC	\$8.35	\$6.44	<span style="color: red;">29.66%</span>
CTR	6.95%	11.18%	<span style="color: red;">-37.84%</span>
Conversions	49	49	<span style="color: green;">0.00%</span>
Conv Rate	11.09%	8.13%	<span style="color: green;">36.41%</span>
Cost / Conv	\$75.32	\$79.31	<span style="color: green;">-5.03%</span>

## Budget Coverage

Search Impr. Share  
Center for Medical Aesthetics

**24.05%**

23.13% 3.98%

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

**9.93%**

7.98% 24.44%

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

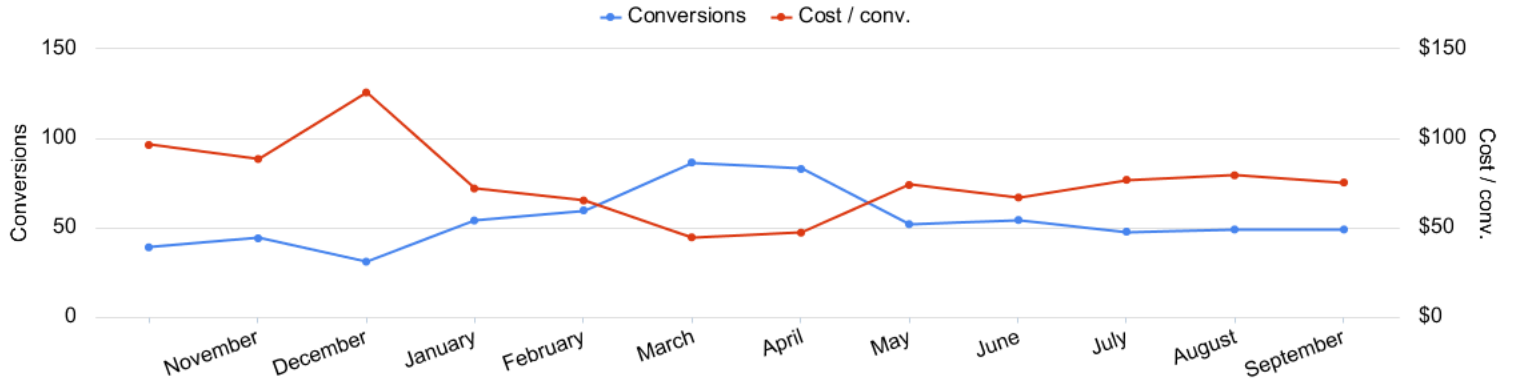
**66.02%**

68.89% -4.17%

# Monthly Performance Trends

10/01/2020 - 09/30/2021

**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)
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%	49	8.13%	\$79.31	23.13%	7.98%
09/01/2021	\$3,690.62	6,363	442	\$8.35	6.95%	49	11.09%	\$75.32	24.05%	9.93%
<b>Total</b>	<b>\$45,789.94</b>	<b>83,242</b>	<b>7,499</b>	<b>\$6.11</b>	<b>9.01%</b>	<b>649</b>	<b>8.65%</b>	<b>\$70.55</b>	<b>23.59%</b>	<b>18.67%</b>

# Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)  
Center for Medical Aesthetics

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$3,187.93	3,337	294	\$10.84	8.81%	42	14.29%	\$75.90
search   beta   coolsculpting   exp reach	\$502.69	3,026	148	\$3.40	4.89%	7	4.73%	\$71.81

# Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)  
Center for Medical Aesthetics

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting	\$267.53	249	24	\$11.15	9.64%	7	29.17%	\$38.22
coolsculpting near me	\$403.21	86	19	\$21.22	22.09%	7	36.84%	\$57.60
cool sculpting cost	\$94.32	83	11	\$8.57	13.25%	2.5	22.73%	\$37.73
cool sculpting in ri	\$243.88	77	19	\$12.84	24.68%	2.34	12.32%	\$104.22
how does coolsculpting work	\$6.30	10	2	\$3.15	20.00%	2	100.00%	\$3.15
coolsculpting in rhode island	\$71.00	13	3	\$23.67	23.08%	2	66.67%	\$35.50
what is cool sculpting	\$24.14	38	5	\$4.83	13.16%	2	40.00%	\$12.07
body sculpting	\$39.04	102	6	\$6.51	5.88%	2	33.33%	\$19.52
liposuction rhode island	\$12.63	20	3	\$4.21	15.00%	1	33.33%	\$12.63
need to lose belly fat fast	\$3.55	2	1	\$3.55	50.00%	1	100.00%	\$3.55
body sculpting near me	\$66.56	59	5	\$13.31	8.47%	1	20.00%	\$66.56
cool body sculpting near me	\$22.22	2	1	\$22.22	50.00%	1	100.00%	\$22.22
cool sculpting near me	\$20.16	8	1	\$20.16	12.50%	1	100.00%	\$20.16
coolsculpting	\$207.89	239	14	\$14.85	5.86%	1	7.14%	\$207.89
cool sculpting pricing	\$9.80	1	1	\$9.80	100.00%	1	100.00%	\$9.80
fat freezing	\$10.39	6	1	\$10.39	16.67%	1	100.00%	\$10.39
liposuction alternatives	\$10.36	1	2	\$5.18	200.00%	1	50.00%	\$10.36
body sculpture near me	\$10.13	10	1	\$10.13	10.00%	1	100.00%	\$10.13
coolsculpting rhode island	\$146.40	40	10	\$14.64	25.00%	0.66	6.60%	\$221.82
cool sculpting cost belly	\$5.89	6	1	\$5.89	16.67%	0.5	50.00%	\$11.78

# Top Search Ads (by Conversions)

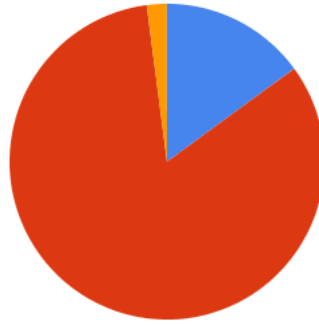
09/01/2021 - 09/30/2021

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

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">{Keyword:Center for Medical Aesthetics}   CoolSculpting in Providence   Biggest CoolSculpting® Promo</a> <a href="https://centerformedicalaestheticsri.com/coolsculpting/providence">centerformedicalaestheticsri.com/coolsculpting/providence</a> 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	\$1,949.64	2,029	157	\$12.42	7.74%	25	15.92%	\$77.99
<a href="#">{Keyword:Center for Medical Aesthetics}   CoolSculpting in Providence   Biggest CoolSculpting® Promo</a> <a href="https://centerformedicalaestheticsri.com/coolsculpting/providence">centerformedicalaestheticsri.com/coolsculpting/providence</a> 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	\$204.86	294	24	\$8.54	8.16%	5	20.83%	\$40.97
<a href="#">{Keyword:Center for Medical Aesthetics}   CoolSculpting in Providence   Biggest CoolSculpting® Promo</a> <a href="https://centerformedicalaestheticsri.com/coolsculpting/providence">centerformedicalaestheticsri.com/coolsculpting/providence</a> 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	\$492.24	354	55	\$8.95	15.54%	4	7.27%	\$123.06
<a href="#">Center for Medical Aesthetics   Fat Reduction in Providence   Non-Surgical Fat Reduction</a> <a href="https://centerformedicalaestheticsri.com/coolsculpting/providence">centerformedicalaestheticsri.com/coolsculpting/providence</a> 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	\$168.08	596	48	\$3.50	8.05%	2	4.17%	\$84.04
<a href="#">Center for Medical Aesthetics   Fat Reduction in Providence   Non-Surgical Fat Reduction</a> <a href="https://centerformedicalaestheticsri.com/coolsculpting/providence">centerformedicalaestheticsri.com/coolsculpting/providence</a> 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	\$125.98	843	37	\$3.40	4.39%	2	5.41%	\$62.99

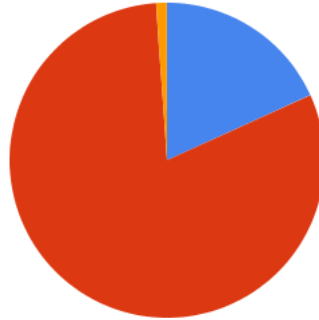
# Budget Utilization by Device

Conversions by Device  
Center for Medical Aesthetics



■ Computers - Conversions: 7.34 (14.98%) 
 ■ Mobile devices with full browsers - Conversions: 40.66 (82.98%) 
 ■ Tablets with full browsers - Conversions: 1 (2.04%)

Cost by Device  
Center for Medical Aesthetics




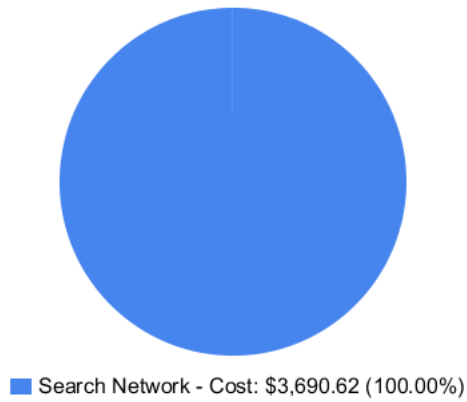
■ Computers - Cost: \$672.22 (18.21%) 
 ■ Mobile devices with full browsers - Cost: \$2,977.93 (80.69%) 
 ■ Tablets with full browsers - Cost: \$40.47 (1.10%)


Device Performance (by Conversions)  
Center for Medical Aesthetics

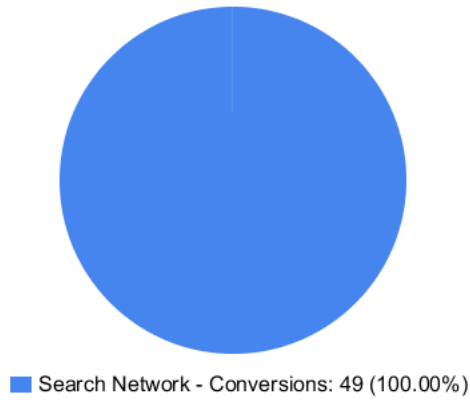
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	5,144	371	\$2,977.93	\$8.03	7.21%	40.66	10.96%	\$73.23
Computers	1,093	64	\$672.22	\$10.50	5.86%	7.34	11.46%	\$91.64
Tablets with full browsers	126	7	\$40.47	\$5.78	5.56%	1	14.29%	\$40.47


# Budget Utilization by Network

 Cost by Network  
Center for Medical Aesthetics



 Conversions by Network  
Center for Medical Aesthetics

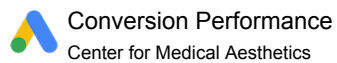


 Network Performance  
Center for Medical Aesthetics

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	6,363	442	\$3,690.62	\$8.35	6.95%	49	11.09%	\$75.32

# Conversion Summary

09/01/2021 - 09/30/2021




Conversion name	All conv.	% Change
Form Submission	30	-14.29%
Coolsculpting Consult Request (All Web Site Data)	21	-19.23%
Website Forms Other - GA (All Web Site Data)	10	0.00%
Calls from Website	6	100.00%
Clicks to call	5	100.00%
Local actions - Directions	3	-25.00%
Calls from ads	2	100.00%
New Call Conversion	1	0.00%

# Geo-Targeting Summary

09/01/2021 - 09/30/2021

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 Top Locations  
Center for Medical Aesthetics

Region	Clicks	Conversions	Cost / conv.
Rhode Island	416	46	\$75.79
Massachusetts	26	3	\$68.10

# 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