

Cliffside Skin & Laser Monthly Google Performance Summary

08/01/2021 - 08/31/2021

Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
Cliffside Skin & Laser - #2 MAIN

\$3,006.56

\$3,056.92 -1.65%

Clicks
Cliffside Skin & Laser - #2 MAIN

866

937 -7.58%

Avg CPC
Cliffside Skin & Laser - #2 MAIN

\$3.47

\$3.26 6.44%

Conversions
Cliffside Skin & Laser - #2 MAIN

46

37 24.32%

Conv. Rate
Cliffside Skin & Laser - #2 MAIN

5.31%

3.95% 34.43%

Cost / Conv
Cliffside Skin & Laser - #2 MAIN

\$65.36

\$82.62 -20.89%

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Cliffside Skin & Laser - #2 MAIN

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$3,006.56	\$3,056.92	-1.65%
Impressions	13,534	15,061	-10.14%
Clicks	866	937	-7.58%
Avg CPC	\$3.47	\$3.26	6.44%
CTR	6.40%	6.22%	2.89%
Conversions	46	37	24.32%
Conv Rate	5.31%	3.95%	34.43%
Cost / Conv	\$65.36	\$82.62	-20.89%

Budget Coverage

Search Impr. Share
Cliffside Skin & Laser - #2 MAIN

39.13%

41.89% -6.59%

Search IS Lost (due to Budget)
Cliffside Skin & Laser - #2 MAIN

10.60%

11.71% -9.48%

Search IS Lost (due to Rank)
Cliffside Skin & Laser - #2 MAIN

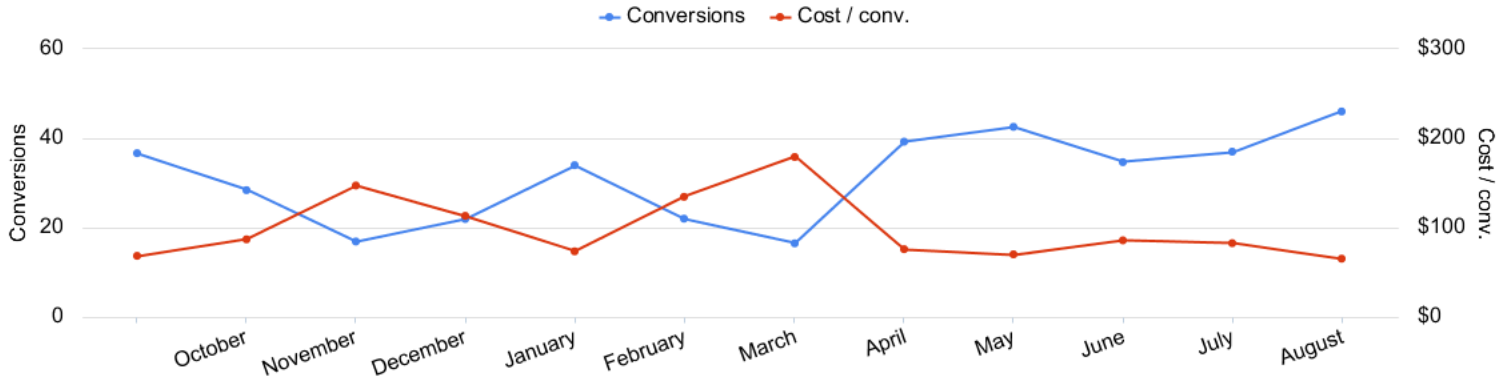
50.27%

46.39% 8.36%

Monthly Performance Trends

09/01/2020 - 08/31/2021

Conversions vs Cost/ Conv
Cliffside Skin & Laser - #2 MAIN




Account Performance by Month
Cliffside Skin & Laser - #2 MAIN

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
09/01/2020	\$2,515.19	12,386	732	\$3.44	5.91%	36.69	5.01%	\$68.55	44.61%	5.74%
10/01/2020	\$2,467.91	14,486	852	\$2.90	5.88%	28.39	3.33%	\$86.91	39.56%	7.27%
11/01/2020	\$2,485.64	13,004	763	\$3.26	5.87%	16.89	2.21%	\$147.15	38.13%	13.05%
12/01/2020	\$2,487.14	12,622	741	\$3.36	5.87%	21.95	2.96%	\$113.33	35.34%	15.68%
01/01/2021	\$2,500.07	13,920	839	\$2.98	6.03%	34	4.05%	\$73.53	35.18%	14.32%
02/01/2021	\$2,957.96	14,845	921	\$3.21	6.20%	22	2.39%	\$134.45	38.12%	10.61%
03/01/2021	\$2,955.42	14,628	865	\$3.42	5.91%	16.5	1.91%	\$179.12	33.67%	13.22%
04/01/2021	\$2,977.34	12,790	912	\$3.26	7.13%	39.27	4.31%	\$75.82	34.27%	12.23%
05/01/2021	\$2,982.72	14,134	965	\$3.09	6.83%	42.55	4.41%	\$70.09	38.06%	13.26%
06/01/2021	\$2,976.28	14,235	897	\$3.32	6.30%	34.68	3.87%	\$85.83	39.35%	12.50%
07/01/2021	\$3,056.92	15,061	937	\$3.26	6.22%	37	3.95%	\$82.62	41.89%	11.71%
08/01/2021	\$3,006.56	13,534	866	\$3.47	6.40%	46	5.31%	\$65.36	39.13%	10.60%
Total	\$33,369.15	165,645	10,290	\$3.24	6.21%	375.92	3.65%	\$88.77	37.91%	11.80%

Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)
Cliffside Skin & Laser - #2 MAIN

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta dermal fillers	\$1,004.84	7,469	456	\$2.20	6.11%	29	6.36%	\$34.65
search beta rhinoplasty	\$2,001.72	6,065	410	\$4.88	6.76%	17	4.15%	\$117.75

Top Search Terms (by Conversions)

08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)
Cliffside Skin & Laser - #2 MAIN

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
eye fillers	\$7.90	22	4	\$1.98	18.18%	2	50.00%	\$3.95
non surgical nose job new jersey	\$31.50	11	3	\$10.50	27.27%	2	66.67%	\$15.75
deep line filler	\$5.94	1	1	\$5.94	100.00%	1	100.00%	\$5.94
how long do lip fillers last	\$1.05	6	1	\$1.05	16.67%	1	100.00%	\$1.05
nose filler near me	\$18.97	13	3	\$6.32	23.08%	1	33.33%	\$18.97
best doctor for fillers in nj	\$2.77	11	1	\$2.77	9.09%	1	100.00%	\$2.77
under eye filler	\$22.86	128	12	\$1.91	9.38%	1	8.33%	\$22.86
enhance jawline filler	\$4.98	2	1	\$4.98	50.00%	1	100.00%	\$4.98
liquid nose job near me	\$35.91	6	3	\$11.97	50.00%	1	33.33%	\$35.91
hyaluronidase near me	\$6.91	1	1	\$6.91	100.00%	1	100.00%	\$6.91
lip augmentation near me	\$2.63	4	1	\$2.63	25.00%	1	100.00%	\$2.63
chin filler	\$1.39	16	1	\$1.39	6.25%	1	100.00%	\$1.39
under eye filler nj	\$6.32	9	2	\$3.16	22.22%	1	50.00%	\$6.32
best filler for under eye wrinkles	\$7.59	2	2	\$3.79	100.00%	1	50.00%	\$7.59
nose bridge filler	\$3.20	3	1	\$3.20	33.33%	1	100.00%	\$3.20
best filler for nasolabial folds	\$1.71	4	1	\$1.71	25.00%	1	100.00%	\$1.71
rhinoplasty surgeons near me	\$4.29	24	1	\$4.29	4.17%	1	100.00%	\$4.29
liquid nose job	\$14.78	28	4	\$3.69	14.29%	1	25.00%	\$14.78
nose job	\$36.96	115	7	\$5.28	6.09%	1	14.29%	\$36.96
best nose surgeon nj	\$6.02	7	1	\$6.02	14.29%	1	100.00%	\$6.02

Top Search Ads (by Conversions)

08/01/2021 - 08/31/2021




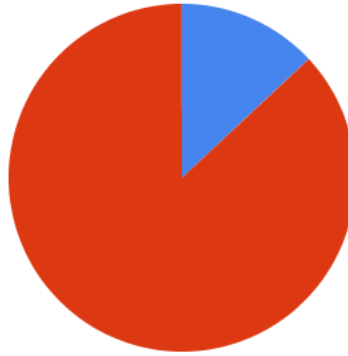
Top Responsive Search Ads (by Conversions)

Cliffside Skin & Laser - #2 MAIN


Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<p>{Keyword:Cliffside Skin & Laser} Dermal Fillers Cliffside Park Smooth Wrinkles Restore Volume</p> <p>cliffskinandlaser.com/dermal_fillers/cliffside_park</p> <p>Look Younger & More Energized with Dermal Fillers. Leading Provider in Cliffside Park, NJ Reverse the Signs of Aging + Stimulate Collagen Production. Schedule A Free Consultation</p>	search beta dermal fillers	\$512.35	4,020	252	\$2.03	6.27%	9	3.57%	\$56.93
<p>{Keyword:Cliffside Skin & Laser} Dermal Fillers Cliffside Park Smooth Wrinkles Restore Volume</p> <p>cliffskinandlaser.com/juvederm/cliffside_park</p> <p>Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results. Juvederm is the #1 Line of Hyaluronic Acid Fillers & a Leading Anti Aging Treatment</p>	search beta dermal fillers	\$228.37	1,894	108	\$2.11	5.70%	6	5.56%	\$38.06
<p>{Keyword:Cliffside Skin & Laser} Liquid Rhinoplasty - Nose Job Non-Surgical Nose Job</p> <p>cliffskinandlaser.com/rhinoplasty/cliffside_park</p> <p>Liquid Rhinoplasty Uses Dermal Fillers to Correct or Enhance the Shape of the Nose. Dr. Jason Chouake is the Premier Provider of Nose Fillers in Cliffside Park, NJ.</p>	search beta rhinoplasty	\$498.37	1,524	117	\$4.26	7.68%	5	4.27%	\$99.67
<p>{Keyword:Cliffside Skin & Laser} Liquid Rhinoplasty - Nose Job Non-Surgical Nose Job</p> <p>cliffskinandlaser.com/rhinoplasty/cliffside_park</p> <p>Liquid Rhinoplasty Uses Dermal Fillers to Correct or Enhance the Shape of the Nose. Dr. Jason Chouake is the Premier Provider of Nose Fillers in Cliffside Park, NJ.</p>	search beta rhinoplasty	\$635.89	2,310	131	\$4.85	5.67%	2	1.53%	\$317.94
<p>{Keyword:Cliffside Skin & Laser} Dermal Fillers Cliffside Park Smooth Wrinkles Restore Volume</p> <p>cliffskinandlaser.com/restylane/cliffside_park</p> <p>Restylane Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results. Restylane Decreases Signs of Aging and Fills in Smile and Laugh Lines. Feel Younger</p>	search beta dermal fillers	\$45.02	432	20	\$2.25	4.63%	2	10.00%	\$22.51

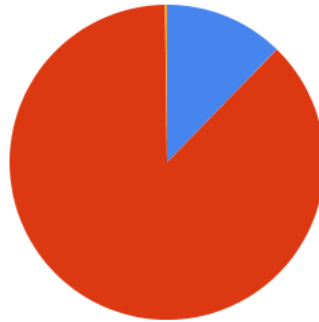
Budget Utilization by Device

 **Conversions by Device**
Cliffside Skin & Laser - #2 MAIN




■ Computers - Conversions: 6 (13.04%)
 ■ Mobile devices with full browsers - Conversions: 40 (86.96%)

 **Cost by Device**
Cliffside Skin & Laser - #2 MAIN




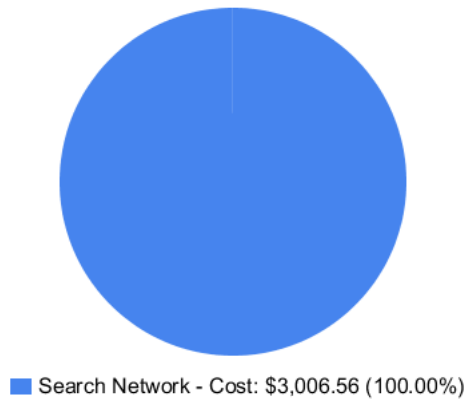
■ Computers - Cost: \$369.92 (12.30%)
 ■ Mobile devices with full browsers - Cost: \$2,631.20 (87.52%)
 ■ Tablets with full browsers - Cost: \$5.44 (0.18%)


 **Device Performance (by Conversions)**
Cliffside Skin & Laser - #2 MAIN

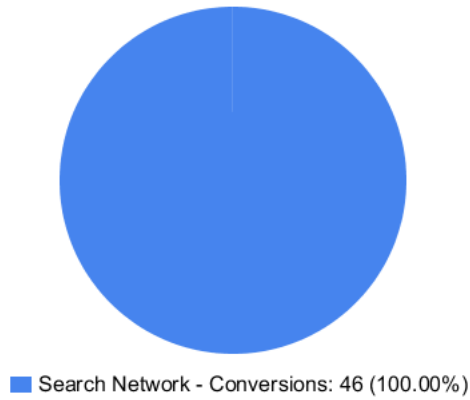
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	11,557	775	\$2,631.20	\$3.40	6.71%	40	5.16%	\$65.78
Computers	1,848	88	\$369.92	\$4.20	4.76%	6	6.82%	\$61.65
Tablets with full browsers	129	3	\$5.44	\$1.81	2.33%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
Cliffside Skin & Laser - #2 MAIN



 Conversions by Network
Cliffside Skin & Laser - #2 MAIN




 Network Performance
Cliffside Skin & Laser - #2 MAIN

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	13,534	866	\$3,006.56	\$3.47	6.40%	46	5.31%	\$65.36

Conversion Summary


08/01/2021 - 08/31/2021

 Conversion Performance
Cliffside Skin & Laser - #2 MAIN

Conversion name	All conv.
Submit lead form	35
Calls from Website	6
Click to Call	5

Geo-Targeting Summary

08/01/2021 - 08/31/2021

 Top Locations
Cliffside Skin & Laser - #2 MAIN

Region	Clicks	Conversions	Cost / conv.
New Jersey	866	46	\$65.36

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