

# **Cliffside Skin & Laser Monthly Google Performance Summary**

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

# Key Performance Indicators

09/01/2021 - 09/30/2021

Cost  
Cliffside Medical LLC

**\$3,016.39**

\$3,006.56 **0.33%**

Clicks  
Cliffside Medical LLC

**810**

866 **-6.47%**

Avg CPC  
Cliffside Medical LLC

**\$3.72**

\$3.47 **7.20%**

Conversions  
Cliffside Medical LLC

**31.69**

46.31 **-31.57%**

Conv. Rate  
Cliffside Medical LLC

**3.91%**

5.35% **-26.92%**

Cost / Conv  
Cliffside Medical LLC

**\$95.18**

\$64.92 **46.61%**

## Month-Over-Month Performance Comparison

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

Overall Performance Summary  
Cliffside Medical LLC

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$3,016.39	\$3,006.56	0.33%
Impressions	12,700	13,534	-6.16%
Clicks	810	866	-6.47%
Avg CPC	\$3.72	\$3.47	7.20%
CTR	6.38%	6.40%	-0.31%
Conversions	31.69	46.31	-31.57%
Conv Rate	3.91%	5.35%	-26.92%
Cost / Conv	\$95.18	\$64.92	46.61%

## Budget Coverage

Search Impr. Share  
Cliffside Medical LLC

**43.71%**

39.07% **11.88%**

Search IS Lost (due to Budget)  
Cliffside Medical LLC

**10.91%**

10.40% **4.90%**

Search IS Lost (due to Rank)  
Cliffside Medical LLC

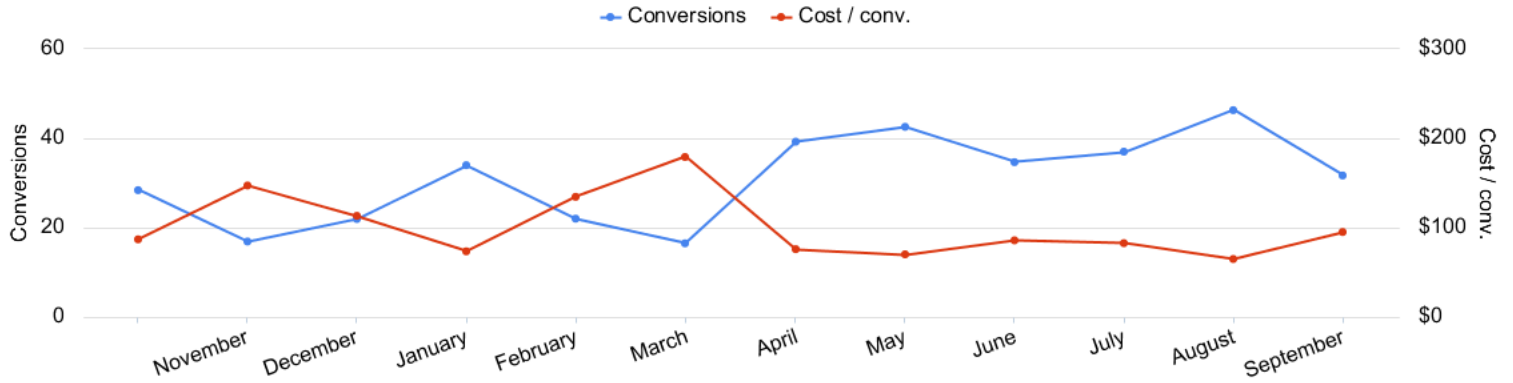
**45.38%**

50.53% **-10.19%**

# Monthly Performance Trends

10/01/2020 - 09/30/2021

Conversions vs Cost/ Conv  
Cliffside Medical LLC




Account Performance by Month  
Cliffside Medical LLC

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
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%	46.31	5.35%	\$64.92	39.07%	10.40%
09/01/2021	\$3,016.39	12,700	810	\$3.72	6.38%	31.69	3.91%	\$95.18	43.71%	10.91%
<b>Total</b>	<b>\$33,870.35</b>	<b>165,959</b>	<b>10,368</b>	<b>\$3.27</b>	<b>6.25%</b>	<b>371.23</b>	<b>3.58%</b>	<b>\$91.24</b>	<b>37.85%</b>	<b>12.12%</b>

# Campaign Performance Summary (by Conversions)

09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)  
Cliffside Medical LLC

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   rhinoplasty	\$2,025.93	5,197	364	\$5.57	7.00%	16.79	4.61%	\$120.66
search   beta   dermal fillers	\$990.46	7,503	446	\$2.22	5.94%	14.9	3.34%	\$66.47

# Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)  
Cliffside Medical LLC

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
best dermal fillers near me	\$2.55	2	1	\$2.55	50.00%	1.33	133.00%	\$1.92
liquid rhinoplasty	\$33.05	37	5	\$6.61	13.51%	1	20.00%	\$33.05
nose filler	\$28.41	26	5	\$5.68	19.23%	1	20.00%	\$28.41
cheapest place for lip fillers	\$3.31	1	1	\$3.31	100.00%	1	100.00%	\$3.31
how much does it cost to get a nose job	\$6.64	3	1	\$6.64	33.33%	1	100.00%	\$6.64
ultrasonic rinoplastia	\$1.45	1	1	\$1.45	100.00%	1	100.00%	\$1.45
cheek fillers	\$10.48	19	3	\$3.49	15.79%	1	33.33%	\$10.48
mizra aesthetics	\$2.90	2	1	\$2.90	50.00%	1	100.00%	\$2.90
nose job filler	\$6.01	1	1	\$6.01	100.00%	1	100.00%	\$6.01
non surgical nose job near me	\$38.91	15	3	\$12.97	20.00%	1	33.33%	\$38.91
non surgical nose job	\$81.70	119	16	\$5.11	13.45%	1	6.25%	\$81.70
injectable fillers for puffy eyes	\$0.79	1	1	\$0.79	100.00%	0.69	69.00%	\$1.14
nose job	\$37.93	124	5	\$7.59	4.03%	0.56	11.20%	\$67.73
filler places near me	\$2.40	2	1	\$2.40	50.00%	0.49	49.00%	\$4.90
fillers near me	\$9.67	24	2	\$4.83	8.33%	0.33	16.50%	\$29.30
dermal fillers near me	\$5.18	13	1	\$5.18	7.69%	0.33	33.00%	\$15.70
permanent non surgical nose job near me	\$3.52	1	1	\$3.52	100.00%	0.21	21.00%	\$16.76
best non surgical nose job near me	\$2.14	2	1	\$2.14	50.00%	0.21	21.00%	\$10.19
non surgical rhinoplasty	\$11.63	43	2	\$5.82	4.65%	0.1	5.00%	\$116.30
hyaluronic acid injection for skin	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00


# Top Search Ads (by Conversions)

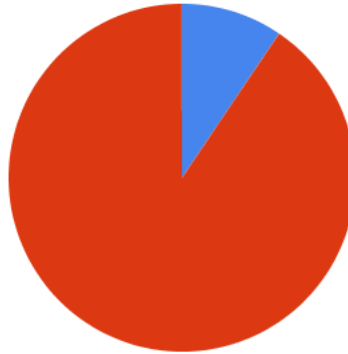
09/01/2021 - 09/30/2021

 Top Responsive Search Ads (by Conversions)  
Cliffside Medical LLC


Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<p><a href="#">{Keyword:Cliffside Skin &amp; Laser}   Dermal Fillers Cliffside Park   Smooth Wrinkles Restore Volume</a></p> <p><a href="https://cliffsidesskinandlaser.com/dermal_fillers/cliffside_park">cliffsidesskinandlaser.com/dermal_fillers/cliffside_park</a></p> <p>Look Younger &amp; 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	\$498.51	3,497	244	\$2.04	6.98%	6.05	2.48%	\$82.40
<p><a href="#">{Keyword:Cliffside Skin &amp; Laser}   Liquid Rhinoplasty - Nose Job   Non-Surgical Nose Job</a></p> <p><a href="https://cliffsidesskinandlaser.com/rhinoplasty/cliffside_park">cliffsidesskinandlaser.com/rhinoplasty/cliffside_park</a></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	\$322.74	597	54	\$5.98	9.05%	5.94	11.00%	\$54.33
<p><a href="#">{Keyword:Cliffside Skin &amp; Laser}   Dermal Fillers Cliffside Park   Smooth Wrinkles Restore Volume</a></p> <p><a href="https://cliffsidesskinandlaser.com/juvederm/cliffside_park">cliffsidesskinandlaser.com/juvederm/cliffside_park</a></p> <p>Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.   Juvederm is the #1 Line of Hyaluronic Acid Fillers &amp; a Leading Anti Aging Treatment</p>	search   beta   dermal fillers	\$274.91	2,184	119	\$2.31	5.45%	4.69	3.94%	\$58.62
<p><a href="#">{Keyword:Cliffside Skin &amp; Laser}   Dermal Fillers Cliffside Park   Smooth Wrinkles Restore Volume</a></p> <p><a href="https://cliffsidesskinandlaser.com/restylane/cliffside_park">cliffsidesskinandlaser.com/restylane/cliffside_park</a></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	\$163.79	1,267	65	\$2.52	5.13%	3.16	4.86%	\$51.83
<p><a href="#">{Keyword:Cliffside Skin &amp; Laser}   Liquid Rhinoplasty - Nose Job   Non-Surgical Nose Job</a></p> <p><a href="https://cliffsidesskinandlaser.com/rhinoplasty/cliffside_park">cliffsidesskinandlaser.com/rhinoplasty/cliffside_park</a></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	\$656.99	1,671	126	\$5.21	7.54%	2.96	2.35%	\$221.96

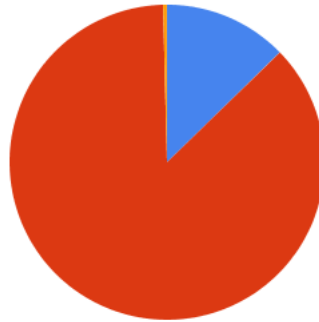
# Budget Utilization by Device

 Conversions by Device  
Cliffside Medical LLC



■ Computers - Conversions: 3 (9.47%) 
 ■ Mobile devices with full browsers - Conversions: 28.69 (90.53%)

 Cost by Device  
Cliffside Medical LLC




■ Computers - Cost: \$383.77 (12.72%) 
 ■ Mobile devices with full browsers - Cost: \$2,620.68 (86.88%) 
 ■ Tablets with full browsers - Cost: \$11.94 (0.40%)


 Device Performance (by Conversions)  
Cliffside Medical LLC

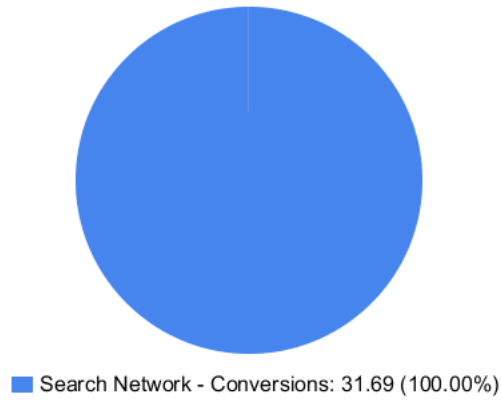
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	10,681	724	\$2,620.68	\$3.62	6.78%	28.69	3.96%	\$91.34
Computers	1,893	78	\$383.77	\$4.92	4.12%	3	3.85%	\$127.92
Tablets with full browsers	126	8	\$11.94	\$1.49	6.35%	0	0.00%	\$0.00


# Budget Utilization by Network

 Cost by Network  
Cliffside Medical LLC



 Conversions by Network  
Cliffside Medical LLC




 Network Performance  
Cliffside Medical LLC

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	12,700	810	\$3,016.39	\$3.72	6.38%	31.69	3.91%	\$95.18

# Conversion Summary

09/01/2021 - 09/30/2021


 Conversion Performance  
Cliffside Medical LLC

Conversion name	All conv.	% Change
Submit lead form	28.69	-18.75%
Calls from Website	2	-66.67%
Click to Call	1	-80.00%

# Geo-Targeting Summary

09/01/2021 - 09/30/2021

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 Top Locations  
Cliffside Medical LLC

Region	Clicks	Conversions	Cost / conv.
New Jersey	810	31.69	\$95.18

# 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