

# **Cocar A&R Monthly Google Performance Summary**

**07/01/2021 - 07/31/2021**

# Key Performance Indicators

07/01/2021 - 07/31/2021

Cost  
The Cocar A&R

**\$4,227.13**  
\$4,446.80 -4.94%

Conversions  
The Cocar A&R

**26.82**  
22.03 21.74%

Clicks  
The Cocar A&R

**622**  
716 -13.13%

Conv. Rate  
The Cocar A&R

**4.31%**  
3.08% 39.94%

Avg CPC  
The Cocar A&R

**\$6.80**  
\$6.21 9.50%

Cost / Conv  
The Cocar A&R

**\$157.61**  
\$201.85 -21.92%

## Month-Over-Month Performance Comparison

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

Overall Performance Summary  
The Cocar A&R

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$4,227.13	\$4,446.80	-4.94%
Impressions	13,520	16,183	-16.46%
Clicks	622	716	-13.13%
Avg CPC	\$6.80	\$6.21	9.50%
CTR	4.60%	4.42%	4.07%
Conversions	26.82	22.03	21.74%
Conv Rate	4.31%	3.08%	39.94%
Cost / Conv	\$157.61	\$201.85	-21.92%

## Budget Coverage

Search Impr. Share  
The Cocar A&R

**28.76%**  
26.84% 7.15%

Search IS Lost (due to Budget)  
The Cocar A&R

**20.65%**  
16.76% 23.21%

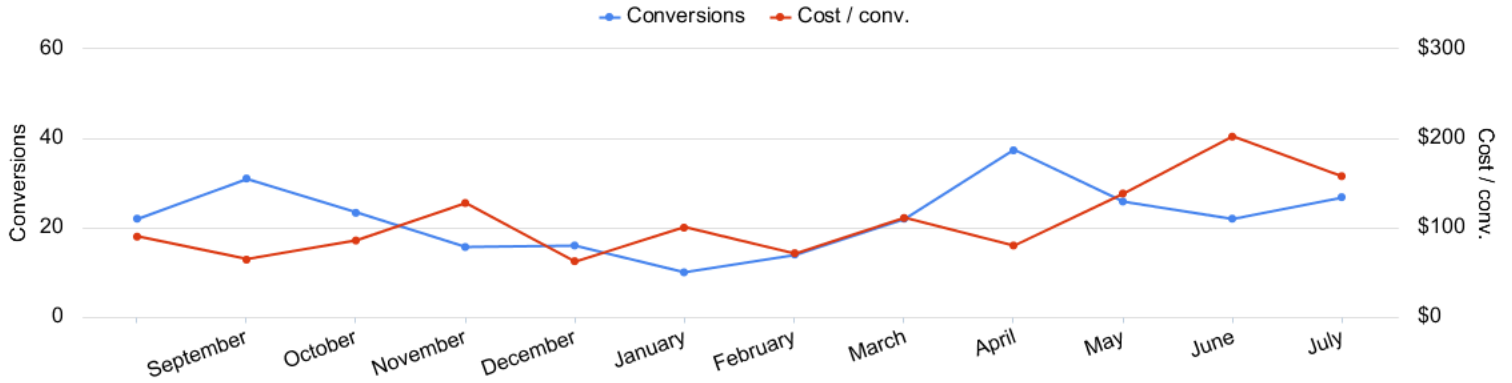
Search IS Lost (due to Rank)  
The Cocar A&R

**50.59%**  
56.40% -10.30%

# Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv  
The Cocar A&R




Account Performance by Month  
The Cocar A&R

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$1,978.24	12,211	384	\$5.15	3.14%	22	5.73%	\$89.92	20.53%	18.52%
09/01/2020	\$1,991.62	10,612	405	\$4.92	3.82%	31	7.65%	\$64.25	25.73%	11.61%
10/01/2020	\$1,999.67	5,269	238	\$8.40	4.52%	23.33	9.80%	\$85.70	32.76%	8.62%
11/01/2020	\$1,999.80	10,250	363	\$5.51	3.54%	15.67	4.32%	\$127.65	22.31%	19.87%
12/01/2020	\$999.86	5,303	199	\$5.02	3.75%	16	8.04%	\$62.49	20.25%	24.09%
01/01/2021	\$1,000.89	5,678	219	\$4.57	3.86%	10	4.57%	\$100.09	17.32%	18.92%
02/01/2021	\$1,000.24	4,858	182	\$5.50	3.75%	14	7.69%	\$71.45	16.59%	34.00%
03/01/2021	\$2,436.36	8,344	340	\$7.17	4.07%	22	6.47%	\$110.74	22.09%	26.70%
04/01/2021	\$2,987.66	10,798	513	\$5.82	4.75%	37.32	7.27%	\$80.06	28.07%	19.05%
05/01/2021	\$3,571.90	13,245	584	\$6.12	4.41%	25.84	4.42%	\$138.24	30.16%	11.05%
06/01/2021	\$4,446.80	16,183	716	\$6.21	4.42%	22.03	3.08%	\$201.89	26.84%	16.76%
07/01/2021	\$4,227.13	13,520	622	\$6.80	4.60%	26.82	4.31%	\$157.63	28.76%	20.65%
<b>Total</b>	<b>\$28,640.17</b>	<b>116,271</b>	<b>4,765</b>	<b>\$6.01</b>	<b>4.10%</b>	<b>266</b>	<b>5.58%</b>	<b>\$107.67</b>	<b>24.37%</b>	<b>19.00%</b>

# Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)  
The Cocar A&R

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$3,363.94	11,027	415	\$8.11	3.76%	18	4.34%	\$186.89
search   beta   dermal fillers	\$863.19	2,493	207	\$4.17	8.30%	8.82	4.26%	\$97.87

# Top Search Terms (by Conversions)

07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)  
The Cocar A&R

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting cost	\$123.96	47	11	\$11.27	23.40%	2	18.18%	\$61.98
how much is liposuction	\$11.29	7	2	\$5.64	28.57%	1	50.00%	\$11.29
coolsculpting belly cost	\$10.82	1	1	\$10.82	100.00%	1	100.00%	\$10.82
coolsculpting cost	\$73.19	33	8	\$9.15	24.24%	1	12.50%	\$73.19
cool sculpting denver	\$110.02	11	8	\$13.75	72.73%	1	12.50%	\$110.02
lipo melt near me	\$4.70	1	1	\$4.70	100.00%	1	100.00%	\$4.70
slimgenics starter pack	\$17.66	1	2	\$8.83	200.00%	1	50.00%	\$17.66
noon to lose weight	\$2.99	1	1	\$2.99	100.00%	1	100.00%	\$2.99
liposuction	\$7.92	113	1	\$7.92	0.88%	1	100.00%	\$7.92
lip fillers denver	\$15.33	3	2	\$7.67	66.67%	1	50.00%	\$15.33
lip filler near me	\$5.48	1	1	\$5.48	100.00%	1	100.00%	\$5.48
juvederm	\$14.24	33	5	\$2.85	15.15%	1	20.00%	\$14.24
coolsculpting colorado cost	\$0.00	1	0	\$0.00	0.00%	1	0.00%	\$0.00
juvederm near me	\$2.57	9	1	\$2.57	11.11%	1	100.00%	\$2.57
cool sculpting	\$157.79	82	13	\$12.14	15.85%	1	7.69%	\$157.79
under eye filler	\$28.39	52	11	\$2.58	21.15%	1	9.09%	\$28.39
weightloss md	\$26.17	5	2	\$13.09	40.00%	1	50.00%	\$26.17
jnx sports the ripper fat burner	\$3.06	1	1	\$3.06	100.00%	1	100.00%	\$3.06
lip injections cherry creek	\$14.90	3	2	\$7.45	66.67%	0.82	41.00%	\$18.17
liposuction cost denver	\$44.31	15	3	\$14.77	20.00%	0	0.00%	\$0.00


# Top Search Ads (by Conversions)

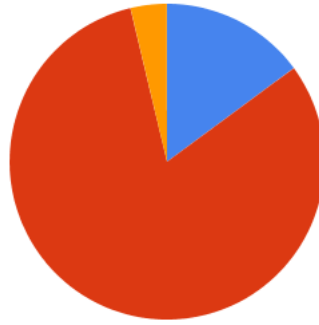
07/01/2021 - 07/31/2021

Top Responsive Search Ads (by Conversions)  
The Cocar A&R


Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<p><a href="#">{Keyword:Colorado Center for Aesthetics}   Dermal Fillers in Westminster   Smooth Wrinkles Restore Volume</a>  <a href="http://www.thecocar.com/dermal_fillers">www.thecocar.com/dermal_fillers</a>                      Look Younger and More Energized with Dermal Fillers. Leading Provider in Westminster, CO.   Reverse the Signs of Aging + Stimulate Collagen Production. Schedule A Free Consultation</p>	search   beta   dermal fillers	\$471.49	1,471	123	\$3.83	8.36%	5.02	4.08%	\$93.92
<p><a href="#">{Keyword:Colorado Center for Aesthetics}   CoolSculpting in Westminster   Biggest CoolSculpting® Promo</a>  <a href="http://www.thecocar.com/">www.thecocar.com/</a>                      Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminster, CO   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	search   beta   coolsculpting	\$225.96	202	24	\$9.42	11.88%	4	16.67%	\$56.49
<p><a href="#">Colorado Center for Aesthetics   Fat Reduction in Westminster   Non-Surgical Fat Reduction</a>  <a href="http://www.thecocar.com/">www.thecocar.com/</a>                      CoolSculpting® Reduces Fat. No Surgery &amp; Minimal Downtime. Learn More About Freezing Fat   Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</p>	search   beta   coolsculpting	\$582.19	1,699	76	\$7.66	4.47%	4	5.26%	\$145.55
<p><a href="#">{Keyword:Colorado Center for Aesthetics}   CoolSculpting in Westminster   Biggest CoolSculpting® Promo</a>  <a href="http://www.thecocar.com/">www.thecocar.com/</a>                      Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminster, CO   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	search   beta   coolsculpting	\$656.45	871	47	\$13.97	5.40%	2	4.26%	\$328.23
<p><a href="#">{Keyword:Colorado Center for Aesthetics}   Dermal Fillers in Westminster   Smooth Wrinkles Restore Volume</a>  <a href="http://www.thecocar.com/juvederm">www.thecocar.com/juvederm</a>                      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	\$62.14	254	17	\$3.66	6.69%	2	11.76%	\$31.07

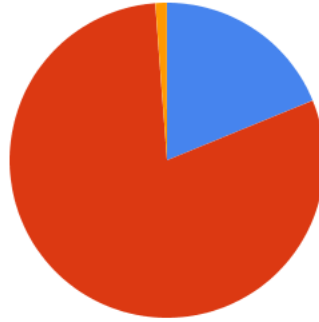
# Budget Utilization by Device

 Conversions by Device  
The Cocar A&R




■ Computers - Conversions: 4 (14.91%) 
 ■ Mobile devices with full browsers - Conversions: 21.82 (81.36%) 
 ■ Tablets with full browsers - Conversions: 1 (3.73%)

 Cost by Device  
The Cocar A&R




■ Computers - Cost: \$795.26 (18.81%) 
 ■ Mobile devices with full browsers - Cost: \$3,381.67 (80.00%) 
 ■ Tablets with full browsers - Cost: \$50.20 (1.19%)


 Device Performance (by Conversions)  
The Cocar A&R

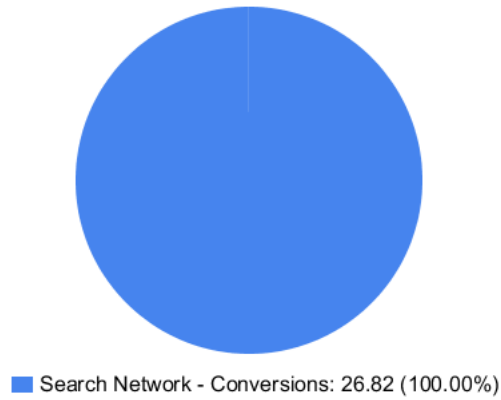
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	11,340	524	\$3,381.67	\$6.45	4.62%	21.82	4.16%	\$155.00
Computers	1,944	86	\$795.26	\$9.25	4.42%	4	4.65%	\$198.81
Tablets with full browsers	236	12	\$50.20	\$4.18	5.08%	1	8.33%	\$50.20


# Budget Utilization by Network

 Cost by Network  
The Cocar A&R



 Conversions by Network  
The Cocar A&R




 Network Performance  
The Cocar A&R

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	13,520	622	\$4,227.13	\$6.80	4.60%	26.82	4.31%	\$157.63

# Conversion Summary

07/01/2021 - 07/31/2021

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 Conversion Performance  
The Cocar A&R

Conversion name	All conv.
Submit lead form	17.82
Click to Call	9

# Geo-Targeting Summary

07/01/2021 - 07/31/2021

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 Top Locations  
The Cocar A&R

Region	Clicks	Conversions	Cost / conv.
Colorado	622	26.82	\$157.61

# 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