

Concierge Medspa Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Concierge - CI MED Spa

\$25,850.81

\$31,279.74 -17.36%

Conversions
Concierge - CI MED Spa

251.67

378.98 -33.59%

Clicks
Concierge - CI MED Spa

4,767

6,102 -21.88%

Conv. Rate
Concierge - CI MED Spa

5.28%

6.21% -14.98%

Avg CPC
Concierge - CI MED Spa

\$5.42

\$5.13 5.65%

Cost / Conv
Concierge - CI MED Spa

\$102.72

\$82.54 24.45%

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Concierge - CI MED Spa

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$25,850.81	\$31,279.74	-17.36%
Impressions	73,404	87,999	-16.59%
Clicks	4,767	6,102	-21.88%
Avg CPC	\$5.42	\$5.13	5.65%
CTR	6.49%	6.93%	-6.35%
Conversions	251.67	378.98	-33.59%
Conv Rate	5.28%	6.21%	-14.98%
Cost / Conv	\$102.72	\$82.54	24.45%

Budget Coverage

Search Impr. Share
Concierge - CI MED Spa

31.74%

31.65% 0.28%

Search IS Lost (due to Budget)
Concierge - CI MED Spa

6.23%

17.75% -64.90%

Search IS Lost (due to Rank)
Concierge - CI MED Spa

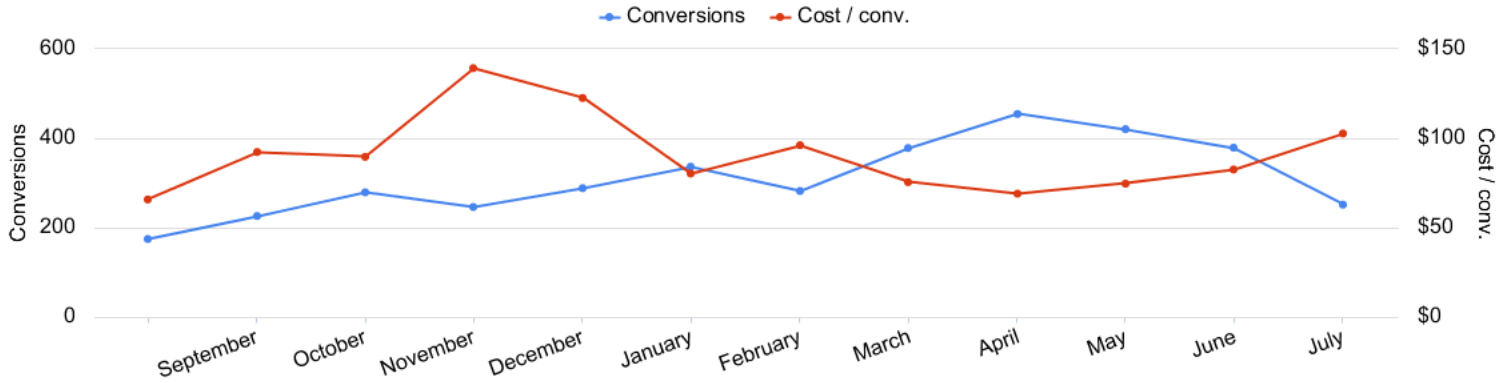
62.03%

50.60% 22.59%

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Concierge - CI MED Spa




Account Performance by Month
Concierge - CI MED Spa

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$11,483.61	60,281	2,827	\$4.06	4.69%	174.57	6.18%	\$65.78	21.95%	10.83%
09/01/2020	\$20,865.87	102,721	3,850	\$5.42	3.75%	225.98	5.87%	\$92.33	28.53%	8.29%
10/01/2020	\$25,015.20	62,009	4,524	\$5.53	7.30%	279.12	6.17%	\$89.62	28.85%	10.41%
11/01/2020	\$34,323.60	88,366	5,572	\$6.16	6.31%	246.42	4.42%	\$139.29	27.34%	14.27%
12/01/2020	\$35,360.27	80,269	5,326	\$6.64	6.64%	288.48	5.42%	\$122.57	24.17%	21.43%
01/01/2021	\$27,037.33	71,643	5,218	\$5.18	7.28%	336.75	6.45%	\$80.29	23.70%	15.04%
02/01/2021	\$27,129.60	67,679	5,127	\$5.29	7.58%	281.99	5.50%	\$96.21	25.43%	16.01%
03/01/2021	\$28,571.76	73,928	5,805	\$4.92	7.85%	378.44	6.52%	\$75.50	27.76%	25.42%
04/01/2021	\$31,384.66	82,652	6,519	\$4.81	7.89%	454.45	6.97%	\$69.06	29.55%	27.93%
05/01/2021	\$31,404.39	81,842	6,435	\$4.88	7.86%	420.66	6.54%	\$74.66	30.72%	23.75%
06/01/2021	\$31,279.74	87,999	6,102	\$5.13	6.93%	378.98	6.21%	\$82.54	31.65%	17.75%
07/01/2021	\$25,850.81	73,404	4,767	\$5.42	6.49%	251.67	5.28%	\$102.72	31.74%	6.23%
Total	\$329,706.84	932,793	62,072	\$5.31	6.65%	3,717.5	5.99%	\$88.69	27.47%	16.58%

Campaign Performance Summary (by Conversions)

07/01/2021 - 07/31/2021




Campaign Performance Breakdown (by Conversions)

Concierge - CI MED Spa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta liposuction gold coast	\$3,770.24	16,162	1,387	\$2.72	8.58%	72.67	5.24%	\$51.88
search beta coolsculpting gold coast	\$8,355.05	16,706	1,019	\$8.20	6.10%	61.88	6.07%	\$135.02
search beta breast augmentation gold coast	\$2,869.44	9,563	602	\$4.77	6.30%	28	4.65%	\$102.48
search beta coolsculpting geneva	\$2,717.89	2,386	245	\$11.09	10.27%	27.98	11.42%	\$97.14
search beta coolsculpting gold coast exp reach	\$2,442.92	15,246	576	\$4.24	3.78%	27.93	4.85%	\$87.47
search beta rhinoplasty	\$1,907.20	3,067	268	\$7.12	8.74%	14	5.22%	\$136.23
search beta coolsculpting geneva exp reach	\$1,093.49	5,506	209	\$5.23	3.80%	11	5.26%	\$99.41
search beta tummy tuck	\$2,001.27	2,405	230	\$8.70	9.56%	6.21	2.70%	\$322.27
search beta microneedling northbrook	\$360.00	1,380	138	\$2.61	10.00%	1	0.72%	\$360.00
search beta skin tightening northbrook	\$333.31	983	93	\$3.58	9.46%	1	1.08%	\$333.31

Top Search Terms (by Conversions)

07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
Concierge - CI MED Spa

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting	\$532.08	939	76	\$7.00	8.09%	6.67	8.78%	\$79.77
coolsculpting	\$469.69	599	57	\$8.24	9.52%	5	8.77%	\$93.94
liposuction chicago	\$66.55	93	19	\$3.50	20.43%	4	21.05%	\$16.64
cool sculpting	\$215.16	124	18	\$11.95	14.52%	4	22.22%	\$53.79
coolsculpting chicago	\$497.11	182	40	\$12.43	21.98%	3	7.50%	\$165.70
liposuction	\$81.07	515	33	\$2.46	6.41%	3	9.09%	\$27.02
coolsculpting near me	\$476.23	191	32	\$14.88	16.75%	3	9.38%	\$158.74
chicago liposuction	\$85.14	136	25	\$3.41	18.38%	2.33	9.32%	\$36.54
body sculpting chicago	\$58.38	11	8	\$7.30	72.73%	2	25.00%	\$29.19
boob job chicago	\$18.07	8	3	\$6.02	37.50%	2	66.67%	\$9.04
how much is a boob job	\$19.84	81	7	\$2.83	8.64%	2	28.57%	\$9.92
dr miami prices	\$16.83	4	3	\$5.61	75.00%	2	66.67%	\$8.41
liposuction cost	\$49.46	254	26	\$1.90	10.24%	2	7.69%	\$24.73
breast reduction surgery	\$65.57	117	10	\$6.56	8.55%	2	20.00%	\$32.78
tummy tuck cost chicago	\$61.19	123	20	\$3.06	16.26%	2	10.00%	\$30.59
lipo 360	\$21.14	9	6	\$3.52	66.67%	2	33.33%	\$10.57
breast augmentation surgery chicago	\$96.36	84	10	\$9.64	11.90%	2	20.00%	\$48.18
cool sculpting near me	\$104.96	10	6	\$17.49	60.00%	2	33.33%	\$52.48
how much does coolsculpting cost	\$144.99	35	25	\$5.80	71.43%	2	8.00%	\$72.50
air sculpting	\$4.80	11	2	\$2.40	18.18%	1.7	85.00%	\$2.82

Top Search Ads (by Conversions)

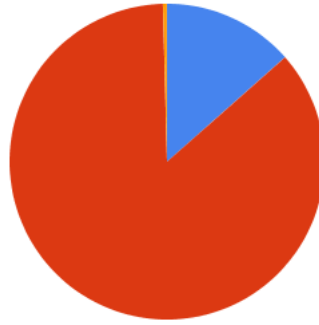
07/01/2021 - 07/31/2021

Top Responsive Search Ads (by Conversions)
Concierge - CI MED Spa

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Concierge Med Spa} Surgical Fat Reduction Natural-Looking Fat Reduction www.concierge-medspa.com/ Leading Liposuction Surgeon in Chicago, IL. Schedule a Free Consultation Today Remove Stubborn Fat that Resists Diet and Exercise. Minimally Invasive + Minimal Downtime.	search beta liposuction gold coast	\$1,664.15	7,844	642	\$2.59	8.18%	33.33	5.19%	\$49.93
{Keyword:Concierge Med Spa} Surgical Fat Reduction Natural-Looking Fat Reduction www.concierge-medspa.com/ Leading Liposuction Surgeon in Chicago, IL. Schedule a Free Consultation Today Remove Stubborn Fat that Resists Diet and Exercise. Minimally Invasive + Minimal Downtime.	search beta liposuction gold coast	\$1,743.87	6,919	639	\$2.73	9.24%	28.63	4.48%	\$60.91
CoolSculpting® Fat Reduction CoolSculpting in Chicago Biggest CoolSculpting® Promo www.concierge-medspa.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Chicago, IL Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting gold coast	\$2,806.32	5,434	303	\$9.26	5.58%	21.7	7.16%	\$129.32
CoolSculpting® Fat Reduction CoolSculpting in Geneva Biggest CoolSculpting® Promo www.concierge-medspa.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Geneva, IL Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting geneva	\$1,190.91	959	96	\$12.41	10.01%	13.83	14.41%	\$86.11
{Keyword:Concierge Plastic Surgery} Rhinoplasty in Geneva Plastic Surgeon Dr. David Hill www.concierge-medspa.com/ Minimally Invasive Nose Job. Performed by Renowned Chicago Plastic Surgeon, Dr. David Hill Nose Job Surgery. Natural Looking Results. Transform into the Best Version of Yourself.	search beta rhinoplasty	\$1,538.81	2,588	227	\$6.78	8.77%	12	5.29%	\$128.23

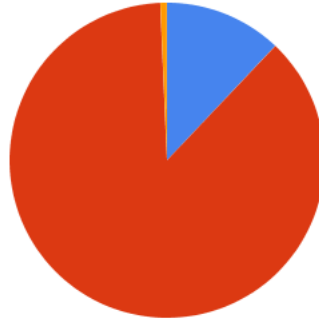
Budget Utilization by Device

Conversions by Device
Concierge - CI MED Spa



■ Computers - Conversions: 34 (13.51%)
 ■ Mobile devices with full browsers - Conversions: 216.67 (86.09%)
 ■ Tablets with full browsers - Conversions: 1 (0.40%)

Cost by Device
Concierge - CI MED Spa




■ Computers - Cost: \$3,120.95 (12.07%)
 ■ Mobile devices with full browsers - Cost: \$22,553.99 (87.25%)
 ■ Tablets with full browsers - Cost: \$175.87 (0.68%)


Device Performance (by Conversions)
Concierge - CI MED Spa

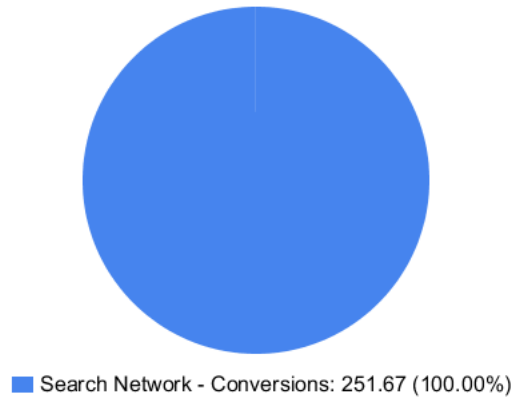
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	63,405	4,208	\$22,553.99	\$5.36	6.64%	216.67	5.15%	\$104.10
Computers	9,167	516	\$3,120.95	\$6.05	5.63%	34	6.59%	\$91.79
Tablets with full browsers	832	43	\$175.87	\$4.09	5.17%	1	2.33%	\$175.87


Budget Utilization by Network

 Cost by Network
Concierge - CI MED Spa



 Conversions by Network
Concierge - CI MED Spa




 Network Performance
Concierge - CI MED Spa

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	73,404	4,767	\$25,850.81	\$5.42	6.49%	251.67	5.28%	\$102.72

Conversion Summary


07/01/2021 - 07/31/2021

 Conversion Performance
Concierge - CI MED Spa

Conversion name	All conv.
Form Submission	234.67
Call From Ads (MS)	16
Click to Call	1

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
Concierge - CI MED Spa

Region	Clicks	Conversions	Cost / conv.
Illinois	4,766	251.67	\$102.71

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