

# **Cool Aesthetics Monthly Google Performance Summary**

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

# Key Performance Indicators

07/01/2021 - 07/31/2021

Cost  
Cool Aesthetics - Dr. Howard

**\$2,763.98**

\$2,671.10 **3.48%**

Conversions  
Cool Aesthetics - Dr. Howard

**37.61**

44.18 **-14.87%**

Clicks  
Cool Aesthetics - Dr. Howard

**516**

760 **-32.11%**

Conv. Rate  
Cool Aesthetics - Dr. Howard

**7.29%**

5.81% **25.47%**

Avg CPC  
Cool Aesthetics - Dr. Howard

**\$5.36**

\$3.51 **52.71%**

Cost / Conv  
Cool Aesthetics - Dr. Howard

**\$73.49**

\$60.46 **21.55%**

## Month-Over-Month Performance Comparison

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

Overall Performance Summary  
Cool Aesthetics - Dr. Howard

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$2,763.98	\$2,671.10	<b>3.48%</b>
Impressions	6,615	14,976	<b>-55.83%</b>
Clicks	516	760	<b>-32.11%</b>
Avg CPC	\$5.36	\$3.51	<b>52.71%</b>
CTR	7.80%	5.07%	<b>53.85%</b>
Conversions	37.61	44.18	<b>-14.87%</b>
Conv Rate	7.29%	5.81%	<b>25.47%</b>
Cost / Conv	\$73.49	\$60.46	<b>21.55%</b>

## Budget Coverage

Search Impr. Share  
Cool Aesthetics - Dr. Howard

**36.27%**

19.16% **89.30%**

Search IS Lost (due to Budget)  
Cool Aesthetics - Dr. Howard

**8.23%**

18.67% **-55.92%**

Search IS Lost (due to Rank)  
Cool Aesthetics - Dr. Howard

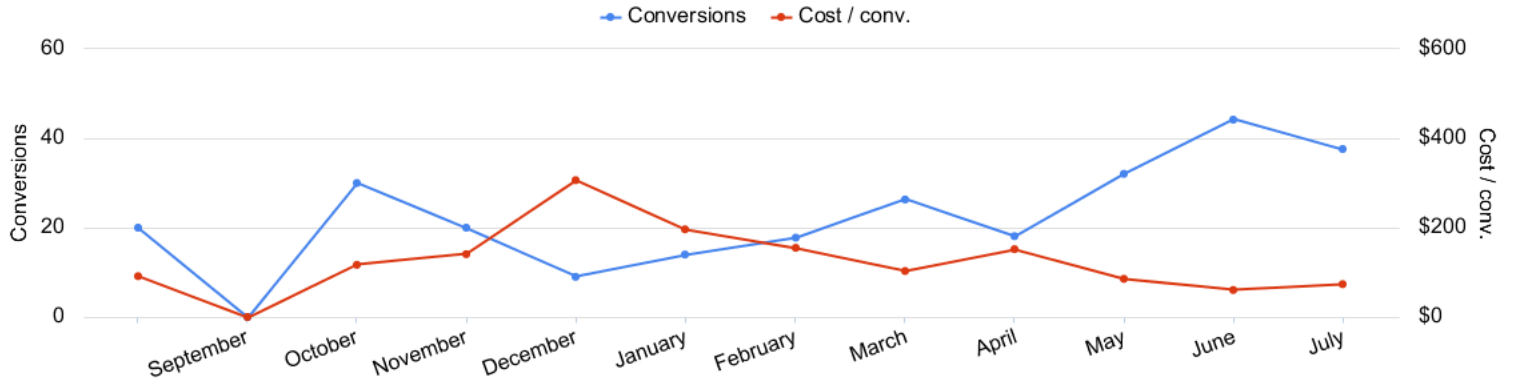
**55.50%**

62.17% **-10.73%**

# Monthly Performance Trends

08/01/2020 - 07/31/2021

**Conversions vs Cost/ Conv**  
Cool Aesthetics - Dr. Howard




**Account Performance by Month**  
Cool Aesthetics - Dr. Howard

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$1,826.92	10,162	416	\$4.39	4.09%	20	4.81%	\$91.35	25.71%	19.04%
09/01/2020	\$39.44	160	8	\$4.93	5.00%	0	0.00%	\$0.00	33.99%	18.86%
10/01/2020	\$3,499.48	8,219	361	\$9.69	4.39%	30	8.31%	\$116.65	23.82%	48.68%
11/01/2020	\$2,816.60	5,364	259	\$10.87	4.83%	20	7.72%	\$140.83	34.19%	35.90%
12/01/2020	\$2,758.04	10,729	450	\$6.13	4.19%	9	2.00%	\$306.45	21.53%	21.61%
01/01/2021	\$2,746.05	17,131	698	\$3.93	4.07%	14	2.01%	\$195.98	16.98%	18.68%
02/01/2021	\$2,745.58	14,797	719	\$3.82	4.86%	17.75	2.47%	\$154.68	18.44%	15.71%
03/01/2021	\$2,703.87	14,112	788	\$3.43	5.58%	26.3	3.34%	\$102.81	18.48%	29.77%
04/01/2021	\$2,748.76	13,494	836	\$3.29	6.20%	18.09	2.16%	\$151.93	20.71%	18.45%
05/01/2021	\$2,740.80	14,691	807	\$3.40	5.49%	32.07	3.97%	\$85.46	18.42%	19.06%
06/01/2021	\$2,671.10	14,976	760	\$3.51	5.07%	44.18	5.81%	\$60.46	19.16%	18.67%
07/01/2021	\$2,763.98	6,615	516	\$5.36	7.80%	37.61	7.29%	\$73.50	36.27%	8.23%
<b>Total</b>	<b>\$30,060.62</b>	<b>130,450</b>	<b>6,618</b>	<b>\$4.54</b>	<b>5.07%</b>	<b>269</b>	<b>4.07%</b>	<b>\$111.74</b>	<b>20.47%</b>	<b>21.69%</b>

# Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)  
Cool Aesthetics - Dr. Howard

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$2,763.98	6,615	516	\$5.36	7.80%	37.61	7.29%	\$73.49

# Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)  
Cool Aesthetics - Dr. Howard

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
liposuction	\$106.64	248	24	\$4.44	9.68%	5.5	22.92%	\$19.39
coolsculpting okc	\$188.87	65	24	\$7.87	36.92%	2.5	10.42%	\$75.55
cool sculpting	\$143.04	133	28	\$5.11	21.05%	2	7.14%	\$71.52
cool sculpting okc	\$27.74	10	4	\$6.93	40.00%	2	50.00%	\$13.87
coolsculpting near me	\$158.78	21	18	\$8.82	85.71%	2	11.11%	\$79.39
chin liposuction near me	\$5.46	1	1	\$5.46	100.00%	1	100.00%	\$5.46
ozempic for weight loss	\$2.82	4	1	\$2.82	25.00%	1	100.00%	\$2.82
micro laser liposuction cost	\$4.39	2	1	\$4.39	50.00%	1	100.00%	\$4.39
laser fat removal okc	\$11.68	6	3	\$3.89	50.00%	1	33.33%	\$11.68
liposuction cost	\$63.56	83	11	\$5.78	13.25%	1	9.09%	\$63.56
belly fat blaster	\$5.26	1	1	\$5.26	100.00%	1	100.00%	\$5.26
coolsculpting reviews	\$8.50	1	2	\$4.25	200.00%	1	50.00%	\$8.50
how much does it cost to remove a double chin	\$4.04	1	1	\$4.04	100.00%	1	100.00%	\$4.04
laser lipo okc	\$36.09	34	3	\$12.03	8.82%	1	33.33%	\$36.09
laser lipo okc cost	\$13.08	11	4	\$3.27	36.36%	1	25.00%	\$13.08
mia aesthetics bbl price	\$3.67	1	1	\$3.67	100.00%	1	100.00%	\$3.67
how much is liposuction okc	\$24.08	14	6	\$4.01	42.86%	1	16.67%	\$24.08
cool sculpting cost	\$68.71	38	11	\$6.25	28.95%	1	9.09%	\$68.71
how much does stomach liposuction cost	\$4.74	1	1	\$4.74	100.00%	0.5	50.00%	\$9.48
liposuction cost stomach	\$6.31	2	1	\$6.31	50.00%	0.5	50.00%	\$12.62

# Top Search Ads (by Conversions)

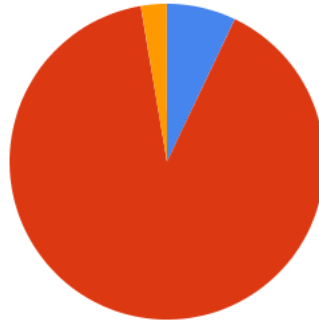
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)  
Cool Aesthetics - Dr. Howard

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<p><a href="#">Cool Aesthetics   Fat Reduction in Oklahoma City   Non-Surgical Fat Reduction</a></p> <p><a href="https://coolaesthetics.com/coolsculpting/oklahoma_city">coolaesthetics.com/coolsculpting/oklahoma_city</a></p> <p>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.   Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</p>	search   beta   coolsculpting	\$879.56	1,753	166	\$5.30	9.47%	12.75	7.68%	\$68.99
<p>{Keyword:Cool Aesthetics}   CoolSculpting in Oklahoma City   Biggest CoolSculpting® Promo</p> <p><a href="https://coolaesthetics.com/coolsculpting/oklahoma_city">coolaesthetics.com/coolsculpting/oklahoma_city</a></p> <p>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Oklahoma City, OK   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	search   beta   coolsculpting	\$536.14	902	83	\$6.46	9.20%	6	7.23%	\$89.36
<p>{Keyword:Cool Aesthetics}   CoolSculpting in Oklahoma City   Biggest CoolSculpting® Promo</p> <p><a href="https://coolaesthetics.com/coolsculpting/oklahoma_city">coolaesthetics.com/coolsculpting/oklahoma_city</a></p> <p>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Oklahoma City, OK   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	search   beta   coolsculpting	\$56.83	80	14	\$4.06	17.50%	1	7.14%	\$56.83
<p><a href="#">Cool Aesthetics   Fat Reduction in Oklahoma City   Non-Surgical Fat Reduction</a></p> <p><a href="https://coolaesthetics.com/coolsculpting/oklahoma_city">coolaesthetics.com/coolsculpting/oklahoma_city</a></p> <p>Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.   Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</p>	search   beta   coolsculpting	\$77.06	540	22	\$3.50	4.07%	1	4.55%	\$77.06
<p>{Keyword:Cool Aesthetics}   CoolSculpting in Oklahoma City   Biggest CoolSculpting® Promo</p> <p><a href="https://coolaesthetics.com/coolsculpting/oklahoma_city">coolaesthetics.com/coolsculpting/oklahoma_city</a></p> <p>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Oklahoma City, OK   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	search   beta   coolsculpting	\$30.88	51	5	\$6.18	9.80%	0	0.00%	\$0.00

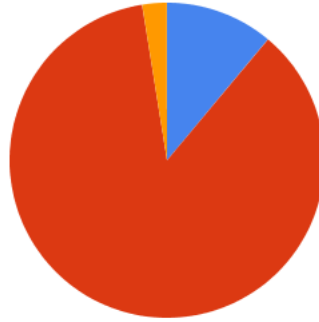
# Budget Utilization by Device

**Conversions by Device**  
Cool Aesthetics - Dr. Howard



■ Computers - Conversions: 2.67 (7.10%) 
 ■ Mobile devices with full browsers - Conversions: 33.94 (90.24%) 
 ■ Tablets with full browsers - Conversions: 1 (2.66%)

**Cost by Device**  
Cool Aesthetics - Dr. Howard



■ Computers - Cost: \$306.58 (11.09%) 
 ■ Mobile devices with full browsers - Cost: \$2,387.84 (86.39%) 
 ■ Tablets with full browsers - Cost: \$69.56 (2.52%)


**Device Performance (by Conversions)**  
Cool Aesthetics - Dr. Howard

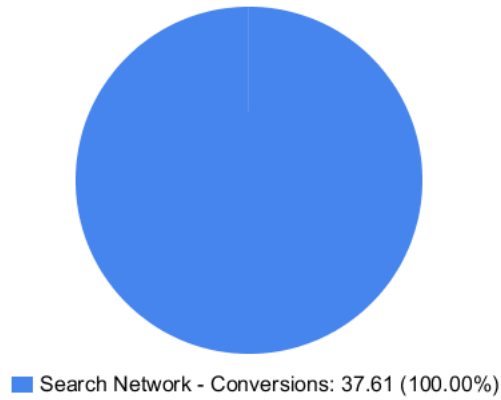
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	5,698	443	\$2,387.84	\$5.39	7.77%	33.94	7.66%	\$70.35
Computers	844	61	\$306.58	\$5.03	7.23%	2.67	4.37%	\$114.97
Tablets with full browsers	73	12	\$69.56	\$5.80	16.44%	1	8.33%	\$69.56


# Budget Utilization by Network

 Cost by Network  
Cool Aesthetics - Dr. Howard



 Conversions by Network  
Cool Aesthetics - Dr. Howard




 Network Performance  
Cool Aesthetics - Dr. Howard

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	6,615	516	\$2,763.98	\$5.36	7.80%	37.61	7.29%	\$73.50

# Conversion Summary

07/01/2021 - 07/31/2021

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 Conversion Performance  
Cool Aesthetics - Dr. Howard

Conversion name	All conv.
Form Submission	31.94
Local actions - Directions	3
Calls from Ads	2
Click to Call	2
Calls from Website	1.67

# Geo-Targeting Summary

07/01/2021 - 07/31/2021

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 Top Locations  
Cool Aesthetics - Dr. Howard

Region	Clicks	Conversions	Cost / conv.
Oklahoma	516	37.61	\$73.49

# 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