

# **Cool Aesthetics Monthly Google Performance Summary**

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

# Key Performance Indicators

09/01/2021 - 09/30/2021

Cost  
Cool Aesthetics - Dr. Howard

**\$2,762.69**  
\$2,769.40 -0.24%

Conversions  
Cool Aesthetics - Dr. Howard

**21**  
24.79 -15.29%

Clicks  
Cool Aesthetics - Dr. Howard

**516**  
285 81.05%

Conv. Rate  
Cool Aesthetics - Dr. Howard

**4.07%**  
8.70% -53.22%

Avg CPC  
Cool Aesthetics - Dr. Howard

**\$5.35**  
\$9.72 -44.96%

Cost / Conv  
Cool Aesthetics - Dr. Howard

**\$131.56**  
\$111.71 17.77%

## Month-Over-Month Performance Comparison

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

Overall Performance Summary  
Cool Aesthetics - Dr. Howard

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$2,762.69	\$2,769.40	<span style="color: green;">-0.24%</span>
Impressions	12,595	3,385	<span style="color: green;">272.08%</span>
Clicks	516	285	<span style="color: green;">81.05%</span>
Avg CPC	\$5.35	\$9.72	<span style="color: green;">-44.96%</span>
CTR	4.10%	8.42%	<span style="color: red;">-51.31%</span>
Conversions	21	24.79	<span style="color: red;">-15.29%</span>
Conv Rate	4.07%	8.70%	<span style="color: red;">-53.22%</span>
Cost / Conv	\$131.56	\$111.71	<span style="color: red;">17.77%</span>

## Budget Coverage

Search Impr. Share  
Cool Aesthetics - Dr. Howard

**21.87%**  
81.28% -73.09%

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

**17.61%**  
12.24% 43.87%

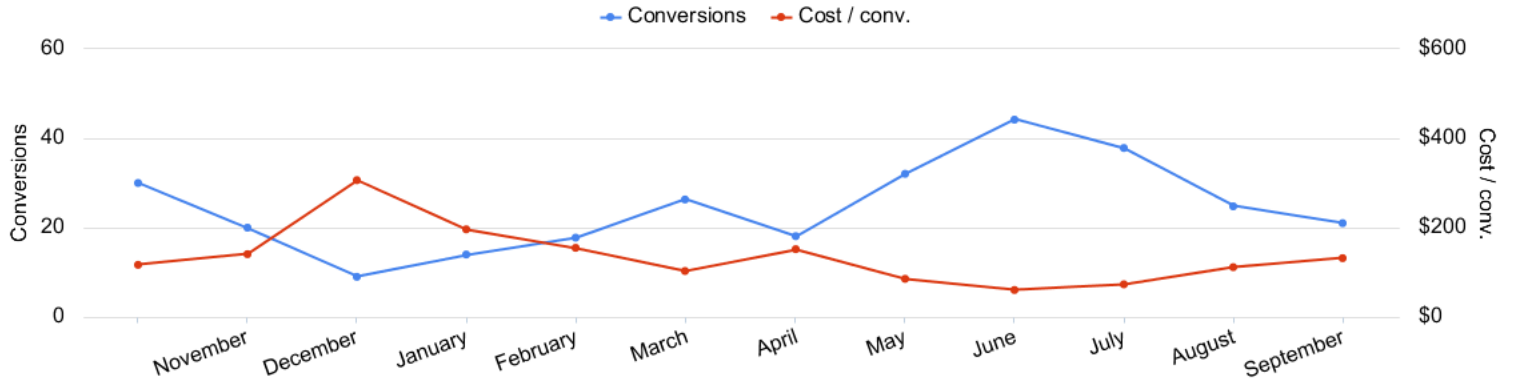
Search IS Lost (due to Rank)  
Cool Aesthetics - Dr. Howard

**60.52%**  
6.48% 833.95%

# Monthly Performance Trends

10/01/2020 - 09/30/2021

**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)
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%	37.82	7.33%	\$73.09	36.38%	8.21%
08/01/2021	\$2,769.40	3,385	285	\$9.72	8.42%	24.79	8.70%	\$111.71	81.28%	12.24%
09/01/2021	\$2,762.69	12,595	516	\$5.35	4.10%	21	4.07%	\$131.56	21.87%	17.61%
<b>Total</b>	<b>\$33,726.35</b>	<b>136,108</b>	<b>6,995</b>	<b>\$4.82</b>	<b>5.14%</b>	<b>295</b>	<b>4.22%</b>	<b>\$114.32</b>	<b>20.66%</b>	<b>21.43%</b>

# Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

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

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$2,762.69	12,595	516	\$5.35	4.10%	21	4.07%	\$131.56

# Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021

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

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting	\$43.81	147	8	\$5.48	5.44%	1	12.50%	\$43.81
hmr weight loss	\$4.25	2	1	\$4.25	50.00%	1	100.00%	\$4.25
does coolsculpting work	\$4.45	25	1	\$4.45	4.00%	1	100.00%	\$4.45
how much to remove fat under chin	\$3.38	2	1	\$3.38	50.00%	1	100.00%	\$3.38
double chin treatment	\$3.77	4	1	\$3.77	25.00%	1	100.00%	\$3.77
best fat burner for belly fat	\$3.90	2	1	\$3.90	50.00%	1	100.00%	\$3.90
sculpsure near me	\$13.40	12	3	\$4.47	25.00%	1	33.33%	\$13.40
hydroxycut reviews	\$3.27	5	1	\$3.27	20.00%	1	100.00%	\$3.27
fat removal procedure	\$8.60	2	2	\$4.30	100.00%	1	50.00%	\$8.60
liposuction okc	\$110.70	147	14	\$7.91	9.52%	1	7.14%	\$110.70
liposuction	\$80.77	168	11	\$7.34	6.55%	1	9.09%	\$80.77
weight loss sign up	\$9.14	1	1	\$9.14	100.00%	1	100.00%	\$9.14
laser weight loss near me	\$3.25	1	1	\$3.25	100.00%	1	100.00%	\$3.25
how much is liposuction okc	\$33.02	35	6	\$5.50	17.14%	0.5	8.33%	\$66.04
roland medical weight loss	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
does coolsculpting work if you are overweight	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
how much is smart lipo cost	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
skinny shot	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
what vitamins help with weight loss	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
liposuction cost	\$25.08	72	5	\$5.02	6.94%	0	0.00%	\$0.00

# Top Search Ads (by Conversions)

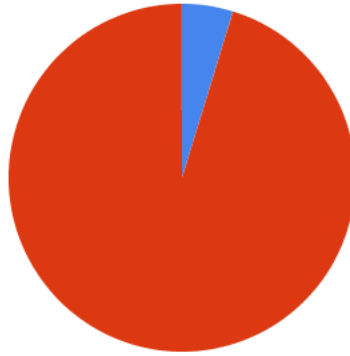
09/01/2021 - 09/30/2021

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

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">Cool Aesthetics   Fat Reduction in Oklahoma City   Non-Surgical Fat Reduction</a> <a href="https://coolaesthetics.com/coolsculpting/oklahoma_city">coolaesthetics.com/coolsculpting/oklahoma_city</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.   Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search   beta   coolsculpting	\$717.16	4,552	146	\$4.91	3.21%	9.5	6.51%	\$75.49
<a href="#">{Keyword:Cool Aesthetics}   CoolSculpting in Oklahoma City   Biggest CoolSculpting® Promo</a> <a href="https://coolaesthetics.com/coolsculpting/oklahoma_city">coolaesthetics.com/coolsculpting/oklahoma_city</a> 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.	search   beta   coolsculpting	\$678.12	1,150	89	\$7.62	7.74%	4	4.49%	\$169.53
<a href="#">Cool Aesthetics   Fat Reduction in Oklahoma City   Non-Surgical Fat Reduction</a> <a href="https://coolaesthetics.com/coolsculpting/oklahoma_city">coolaesthetics.com/coolsculpting/oklahoma_city</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.   Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search   beta   coolsculpting	\$339.38	716	60	\$5.66	8.38%	2	3.33%	\$169.69
<a href="#">{Keyword:Cool Aesthetics}   CoolSculpting in Oklahoma City   Biggest CoolSculpting® Promo</a> <a href="https://coolaesthetics.com/coolsculpting/oklahoma_city">coolaesthetics.com/coolsculpting/oklahoma_city</a> 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.	search   beta   coolsculpting	\$12.58	49	3	\$4.19	6.12%	0	0.00%	\$0.00
<a href="#">{Keyword:Cool Aesthetics}   CoolSculpting in Oklahoma City   Biggest CoolSculpting® Promo</a> <a href="https://coolaesthetics.com/coolsculpting/oklahoma_city">coolaesthetics.com/coolsculpting/oklahoma_city</a> 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.	search   beta   coolsculpting	\$37.62	109	7	\$5.37	6.42%	0	0.00%	\$0.00

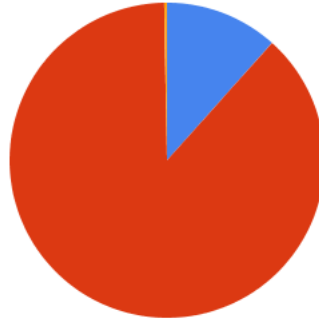
# Budget Utilization by Device

Conversions by Device  
Cool Aesthetics - Dr. Howard



■ Computers - Conversions: 1 (4.76%) ■ Mobile devices with full browsers - Conversions: 20 (95.24%)

Cost by Device  
Cool Aesthetics - Dr. Howard



■ Computers - Cost: \$321.14 (11.62%) ■ Mobile devices with full browsers - Cost: \$2,434.03 (88.10%)  
■ Tablets with full browsers - Cost: \$7.52 (0.27%)


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

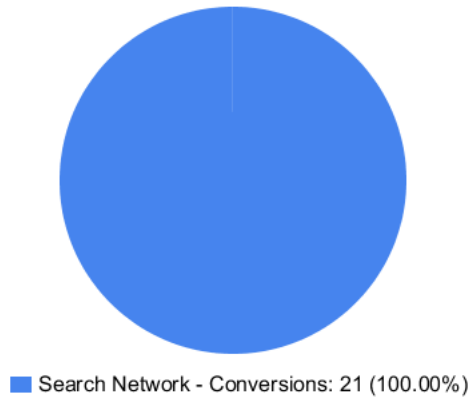
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	10,641	460	\$2,434.03	\$5.29	4.32%	20	4.35%	\$121.70
Computers	1,814	50	\$321.14	\$6.42	2.76%	1	2.00%	\$321.14
Tablets with full browsers	140	6	\$7.52	\$1.25	4.29%	0	0.00%	\$0.00


# 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	12,595	516	\$2,762.69	\$5.35	4.10%	21	4.07%	\$131.56

# Conversion Summary

09/01/2021 - 09/30/2021


 Conversion Performance  
Cool Aesthetics - Dr. Howard

Conversion name	All conv.	% Change
Form Submission	18	-17.39%
Calls from Website	2	0.00%
Local actions - Directions	2	100.00%
Clicks to call	1	-50.00%
Click to Call	1	100.00%

# Geo-Targeting Summary

09/01/2021 - 09/30/2021

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 Top Locations  
Cool Aesthetics - Dr. Howard

Region	Clicks	Conversions	Cost / conv.
Oklahoma	516	21	\$131.56

# 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