

CRMC Aesthetics Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
CRMC - crmcaesthetics.com

\$3,765.64

\$3,499.75 **7.60%**

Conversions
CRMC - crmcaesthetics.com

60

82 **-26.83%**

Clicks
CRMC - crmcaesthetics.com

808

869 **-7.02%**

Conv. Rate
CRMC - crmcaesthetics.com

7.43%

9.44% **-21.29%**

Avg CPC
CRMC - crmcaesthetics.com

\$4.66

\$4.03 **15.63%**

Cost / Conv
CRMC - crmcaesthetics.com

\$62.76

\$42.68 **47.05%**

Month-Over-Month Performance Comparison

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

Overall Performance Summary
CRMC - crmcaesthetics.com

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$3,765.64	\$3,499.75	7.60%
Impressions	24,137	26,331	-8.33%
Clicks	808	869	-7.02%
Avg CPC	\$4.66	\$4.03	15.63%
CTR	3.35%	3.30%	1.52%
Conversions	60	82	-26.83%
Conv Rate	7.43%	9.44%	-21.29%
Cost / Conv	\$62.76	\$42.68	47.05%

Budget Coverage

Search Impr. Share
CRMC - crmcaesthetics.com

12.56%

11.49% **9.31%**

Search IS Lost (due to Budget)
CRMC - crmcaesthetics.com

15.82%

23.30% **-32.10%**

Search IS Lost (due to Rank)
CRMC - crmcaesthetics.com

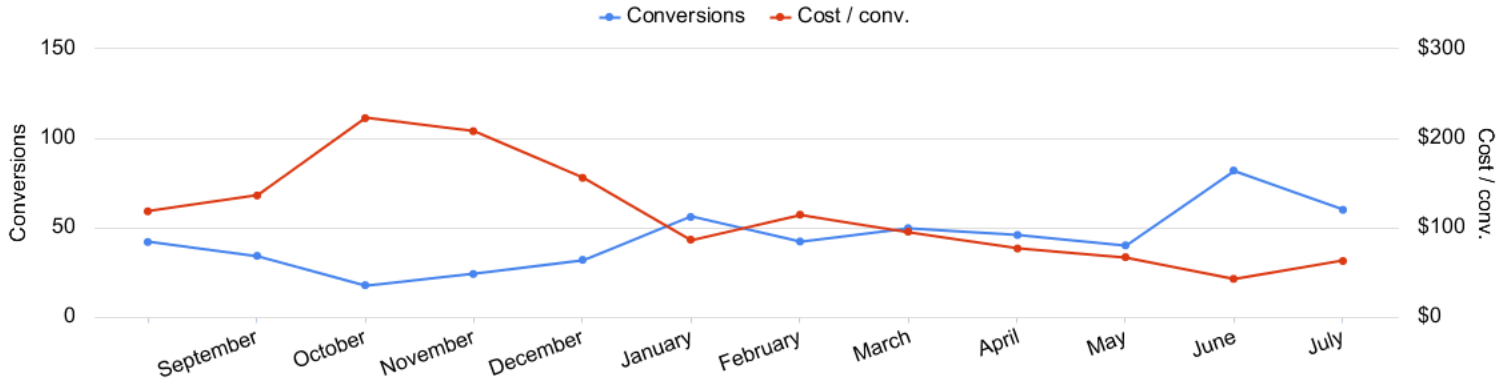
71.62%

65.20% **9.85%**

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
CRMC - crmcaesthetics.com




Account Performance by Month
CRMC - crmcaesthetics.com

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$4,965.24	33,922	1,484	\$3.35	4.37%	41.96	2.83%	\$118.35	13.86%	8.79%
09/01/2020	\$4,651.14	24,254	1,206	\$3.86	4.97%	34.19	2.84%	\$136.03	16.42%	13.34%
10/01/2020	\$3,963.14	8,445	513	\$7.73	6.07%	17.81	3.47%	\$222.53	28.24%	16.27%
11/01/2020	\$5,000.71	13,191	709	\$7.05	5.37%	24.05	3.39%	\$207.95	20.92%	27.06%
12/01/2020	\$4,980.46	20,876	1,019	\$4.89	4.88%	31.98	3.14%	\$155.76	20.38%	18.81%
01/01/2021	\$4,843.60	22,793	1,118	\$4.33	4.91%	55.98	5.01%	\$86.53	19.64%	17.10%
02/01/2021	\$4,836.54	21,108	1,007	\$4.80	4.77%	42.25	4.20%	\$114.47	19.04%	16.77%
03/01/2021	\$4,751.20	20,596	971	\$4.89	4.71%	49.75	5.12%	\$95.50	19.01%	14.74%
04/01/2021	\$3,524.63	17,389	857	\$4.11	4.93%	45.93	5.36%	\$76.74	16.69%	11.71%
05/01/2021	\$2,680.82	23,153	725	\$3.70	3.13%	40.07	5.53%	\$66.90	11.01%	5.92%
06/01/2021	\$3,499.75	26,331	869	\$4.03	3.30%	82	9.44%	\$42.68	11.49%	23.30%
07/01/2021	\$3,765.64	24,137	808	\$4.66	3.35%	60	7.43%	\$62.76	12.56%	15.82%
Total	\$51,462.87	256,195	11,286	\$4.56	4.41%	525.96	4.66%	\$97.85	15.44%	14.85%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
CRM - crmcaesthetics.com

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$3,765.64	24,137	808	\$4.66	3.35%	60	7.43%	\$62.76

Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
CRM - crmcaesthetics.com

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting	\$120.88	682	17	\$7.11	2.49%	4	23.53%	\$30.22
cool sculpting	\$128.81	822	23	\$5.60	2.80%	4	17.39%	\$32.20
coolsculpting near me	\$207.81	222	20	\$10.39	9.01%	4	20.00%	\$51.95
coolsculpting los angeles	\$147.49	61	14	\$10.54	22.95%	3	21.43%	\$49.16
weight loss	\$7.64	21	4	\$1.91	19.05%	2	50.00%	\$3.82
cool sculpting results	\$26.66	34	6	\$4.44	17.65%	2	33.33%	\$13.33
cool sculpting for double chin cost	\$3.53	1	1	\$3.53	100.00%	1	100.00%	\$3.53
underarm fat removal	\$1.84	2	1	\$1.84	50.00%	1	100.00%	\$1.84
cool sculpting cost	\$46.91	70	10	\$4.69	14.29%	1	10.00%	\$46.91
cool sculpting cost stomach	\$4.10	1	1	\$4.10	100.00%	1	100.00%	\$4.10
coolsculpting deals near me	\$36.58	4	3	\$12.19	75.00%	1	33.33%	\$36.58
freeze stomach fat	\$23.29	2	2	\$11.64	100.00%	1	50.00%	\$23.29
coolsculpting glendale ca	\$15.60	3	2	\$7.80	66.67%	1	50.00%	\$15.60
whats the fastest way to lose belly fat	\$5.27	1	1	\$5.27	100.00%	1	100.00%	\$5.27
body sculpting near me	\$28.34	29	5	\$5.67	17.24%	1	20.00%	\$28.34
what is liposuction	\$1.30	1	1	\$1.30	100.00%	1	100.00%	\$1.30
freezing fat cells	\$5.77	2	1	\$5.77	50.00%	1	100.00%	\$5.77
non surgical fat removal from stomach	\$8.98	1	1	\$8.98	100.00%	1	100.00%	\$8.98
is coolsculpting worth it	\$16.08	7	4	\$4.02	57.14%	1	25.00%	\$16.08
cool sculpting near me	\$53.45	24	4	\$13.36	16.67%	1	25.00%	\$53.45


Top Search Ads (by Conversions)

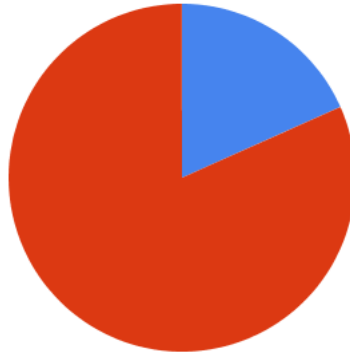
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)
CRM - crmcaesthetics.com


Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
CoolSculpting® Fat Reduction CoolSculpting West Hollywood Biggest CoolSculpting® Promo crmcaesthetics.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hollywood, CA. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$1,256.32	5,058	178	\$7.06	3.52%	21.2	11.91%	\$59.26
Cosmetic Rejuvenation Center Fat Reduction West Hollywood Non-Surgical Fat Reduction crmcaesthetics.com/ CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting	\$451.25	4,593	157	\$2.87	3.42%	5	3.18%	\$90.25
CoolSculpting® Fat Reduction CoolSculpting West Hollywood Biggest CoolSculpting® Promo crmcaesthetics.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hollywood, CA. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$100.60	854	25	\$4.02	2.93%	3	12.00%	\$33.53
Cosmetic Rejuvenation Center Fat Reduction West Hollywood Non-Surgical Fat Reduction crmcaesthetics.com/ CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting	\$203.83	1,955	76	\$2.68	3.89%	2	2.63%	\$101.92
CoolSculpting® Fat Reduction CoolSculpting West Hollywood Biggest CoolSculpting® Promo crmcaesthetics.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hollywood, CA. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$27.53	405	4	\$6.88	0.99%	1	25.00%	\$27.53

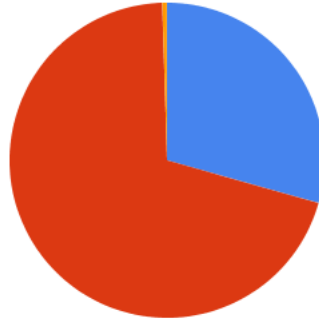
Budget Utilization by Device

 Conversions by Device
CRMC - crmcaesthetics.com




■ Computers - Conversions: 11 (18.33%) ■ Mobile devices with full browsers - Conversions: 49 (81.67%)

 Cost by Device
CRMC - crmcaesthetics.com




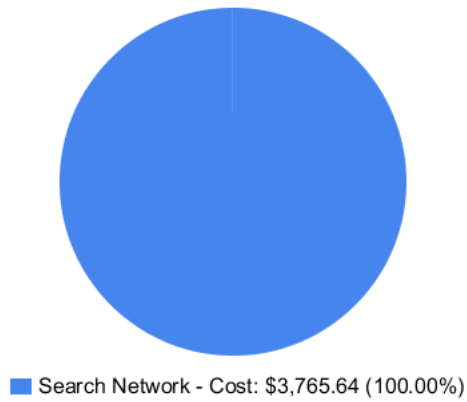
■ Computers - Cost: \$1,106.35 (29.38%) ■ Mobile devices with full browsers - Cost: \$2,641.75 (70.15%)
■ Tablets with full browsers - Cost: \$17.54 (0.47%)


 Device Performance (by Conversions)
CRMC - crmcaesthetics.com

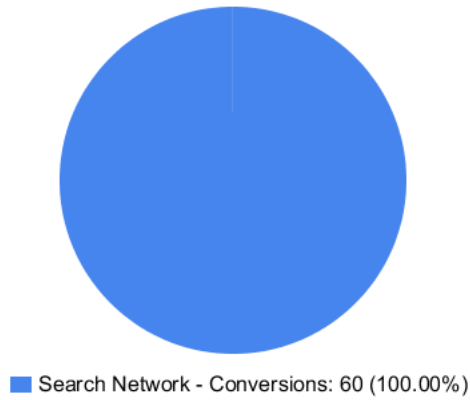
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	18,073	618	\$2,641.75	\$4.27	3.42%	49	7.93%	\$53.91
Computers	5,795	184	\$1,106.35	\$6.01	3.18%	11	5.98%	\$100.58
Tablets with full browsers	269	6	\$17.54	\$2.92	2.23%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
CRMC - crmcaesthetics.com



 Conversions by Network
CRMC - crmcaesthetics.com




 Network Performance
CRMC - crmcaesthetics.com

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	24,137	808	\$3,765.64	\$4.66	3.35%	60	7.43%	\$62.76

Conversion Summary


07/01/2021 - 07/31/2021

 Conversion Performance
CRMC - crmcaesthetics.com

Conversion name	All conv.
Form Submission	49
Calls from Website	5
Click to Call	4
Local actions - Directions	4
Calls from Ads (MS)	2

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
CRMC - crmcaesthetics.com

Region	Clicks	Conversions	Cost / conv.
California	808	60	\$62.76

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