

# **CRMC Aesthetics Monthly Google Performance Summary**

**08/01/2021 - 08/31/2021**

# Key Performance Indicators

08/01/2021 - 08/31/2021

Cost  
CRMC - crmcaesthetics.com

**\$2,276.24**  
\$3,765.64 -39.55%

Conversions  
CRMC - crmcaesthetics.com

**39**  
60 -35.00%

Clicks  
CRMC - crmcaesthetics.com

**531**  
808 -34.28%

Conv. Rate  
CRMC - crmcaesthetics.com

**7.34%**  
7.43% -1.21%

Avg CPC  
CRMC - crmcaesthetics.com

**\$4.29**  
\$4.66 -7.94%

Cost / Conv  
CRMC - crmcaesthetics.com

**\$58.37**  
\$62.76 -6.99%

## Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Overall Performance Summary  
CRMC - crmcaesthetics.com

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$2,276.24	\$3,765.64	<span style="color: green;">-39.55%</span>
Impressions	19,041	24,137	<span style="color: red;">-21.11%</span>
Clicks	531	808	<span style="color: red;">-34.28%</span>
Avg CPC	\$4.29	\$4.66	<span style="color: green;">-7.94%</span>
CTR	2.79%	3.35%	<span style="color: red;">-16.72%</span>
Conversions	39	60	<span style="color: red;">-35.00%</span>
Conv Rate	7.34%	7.43%	<span style="color: red;">-1.21%</span>
Cost / Conv	\$58.37	\$62.76	<span style="color: green;">-6.99%</span>

## Budget Coverage

Search Impr. Share  
CRMC - crmcaesthetics.com

**11.47%**  
12.56% -8.68%

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

**0.74%**  
15.60% -95.26%

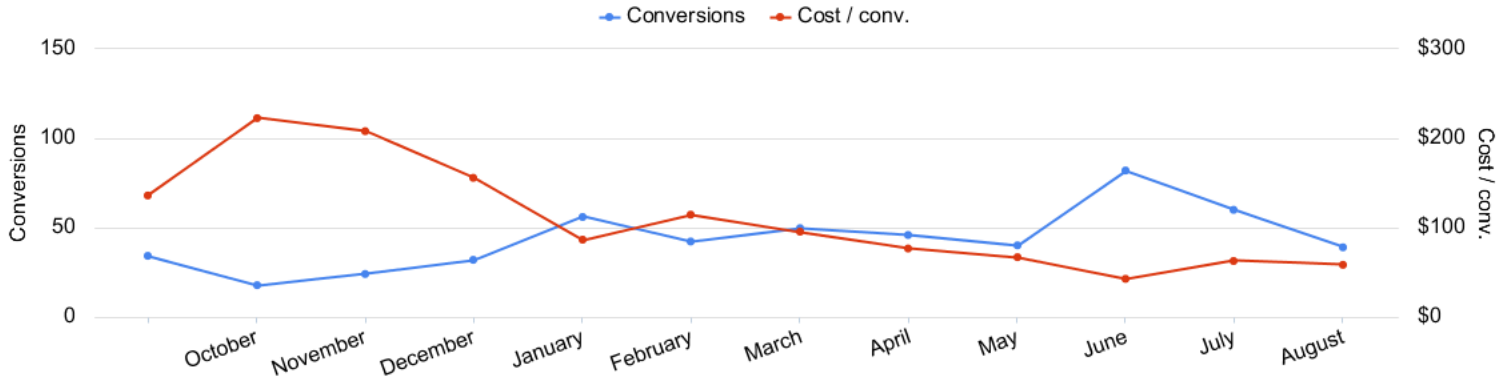
Search IS Lost (due to Rank)  
CRMC - crmcaesthetics.com

**87.80%**  
71.84% 22.22%

# Monthly Performance Trends

09/01/2020 - 08/31/2021

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)
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%	15.60%
08/01/2021	\$2,276.24	19,041	531	\$4.29	2.79%	39	7.34%	\$58.37	11.47%	0.74%
<b>Total</b>	<b>\$48,773.88</b>	<b>241,314</b>	<b>10,333</b>	<b>\$4.72</b>	<b>4.28%</b>	<b>523</b>	<b>5.06%</b>	<b>\$93.26</b>	<b>15.24%</b>	<b>14.20%</b>

# Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

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

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$2,276.24	19,041	531	\$4.29	2.79%	39	7.34%	\$58.37

# Top Search Terms (by Conversions)

08/01/2021 - 08/31/2021

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

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting	\$86.92	377	16	\$5.43	4.24%	2	12.50%	\$43.46
coolsculpting	\$80.99	128	11	\$7.36	8.59%	2	18.18%	\$40.49
coolsculpting cost	\$63.32	94	16	\$3.96	17.02%	2	12.50%	\$31.66
remove fat from arms	\$2.10	1	1	\$2.10	100.00%	1	100.00%	\$2.10
freeze the fat cost	\$13.52	3	3	\$4.51	100.00%	1	33.33%	\$13.52
ice bath for weight loss	\$2.14	1	1	\$2.14	100.00%	1	100.00%	\$2.14
coolsculpting near me	\$114.08	62	11	\$10.37	17.74%	1	9.09%	\$114.08
does coolsculpting work	\$20.54	11	3	\$6.85	27.27%	1	33.33%	\$20.54
cool sculpting near me	\$22.84	3	2	\$11.42	66.67%	1	50.00%	\$22.84
weight loss programs	\$3.14	1	1	\$3.14	100.00%	1	100.00%	\$3.14
healthywager com	\$7.80	1	1	\$7.80	100.00%	1	100.00%	\$7.80
ketogenic	\$16.07	1	1	\$16.07	100.00%	1	100.00%	\$16.07
losing stomach fat in a week	\$3.16	1	1	\$3.16	100.00%	1	100.00%	\$3.16
coolsculpting prices near me	\$5.67	1	1	\$5.67	100.00%	1	100.00%	\$5.67
liposuction cost los angeles	\$8.66	6	3	\$2.89	50.00%	1	33.33%	\$8.66
coolsculpting in los angeles	\$22.41	2	2	\$11.21	100.00%	1	50.00%	\$22.41
does coolsculpting really work	\$2.51	1	1	\$2.51	100.00%	1	100.00%	\$2.51
does cooltone work	\$2.73	1	1	\$2.73	100.00%	0	0.00%	\$0.00
lose weight	\$0.00	7	0	\$0.00	0.00%	0	0.00%	\$0.00
how many sessions needed for coolsculpting	\$6.34	1	1	\$6.34	100.00%	0	0.00%	\$0.00


# Top Search Ads (by Conversions)

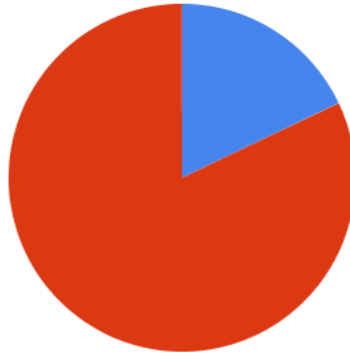
08/01/2021 - 08/31/2021

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


Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">Cosmetic Rejuvenation Center   Fat Reduction West Hollywood   Non-Surgical Fat Reduction</a> <a href="http://crmcaesthetics.com/coolsculpting/west_hollywood">crmcaesthetics.com/coolsculpting/west_hollywood</a> 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	\$322.52	2,646	90	\$3.58	3.40%	10.5	11.67%	\$30.72
<a href="#">{Keyword:Cosmetic Rejuvenation Center}   CoolSculpting West Hollywood   Biggest CoolSculpting® Promo</a> <a href="http://crmcaesthetics.com/coolsculpting/west_hollywood">crmcaesthetics.com/coolsculpting/west_hollywood</a> 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	\$387.96	2,042	58	\$6.69	2.84%	5	8.62%	\$77.59
<a href="#">{Keyword:Cosmetic Rejuvenation Center}   CoolSculpting West Hollywood   Biggest CoolSculpting® Promo</a> <a href="http://crmcaesthetics.com/coolsculpting/west_hollywood">crmcaesthetics.com/coolsculpting/west_hollywood</a> 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	\$59.51	391	12	\$4.96	3.07%	2	16.67%	\$29.75
<a href="#">{Keyword:Cosmetic Rejuvenation Center}   CoolSculpting West Hollywood   Biggest CoolSculpting® Promo</a> <a href="http://crmcaesthetics.com/coolsculpting/west_hollywood">crmcaesthetics.com/coolsculpting/west_hollywood</a> 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	\$18.84	157	3	\$6.28	1.91%	1	33.33%	\$18.84
<a href="#">{Keyword:Cosmetic Rejuvenation Center}   CoolSculpting West Hollywood   Biggest CoolSculpting® Promo</a> <a href="http://crmcaesthetics.com/coolsculpting/west_hollywood">crmcaesthetics.com/coolsculpting/west_hollywood</a> 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	\$19.05	197	6	\$3.18	3.05%	0	0.00%	\$0.00

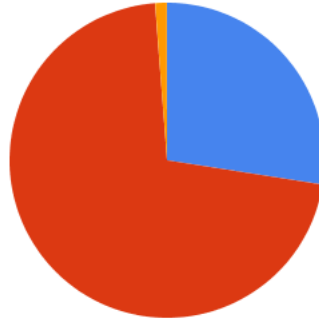
# Budget Utilization by Device

 Conversions by Device  
CRMC - crmcaesthetics.com




■ Computers - Conversions: 7 (17.95%) 
 ■ Mobile devices with full browsers - Conversions: 32 (82.05%)

 Cost by Device  
CRMC - crmcaesthetics.com




■ Computers - Cost: \$625.10 (27.46%) 
 ■ Mobile devices with full browsers - Cost: \$1,623.82 (71.34%) 
 ■ Tablets with full browsers - Cost: \$27.32 (1.20%)


 Device Performance (by Conversions)  
CRMC - crmcaesthetics.com

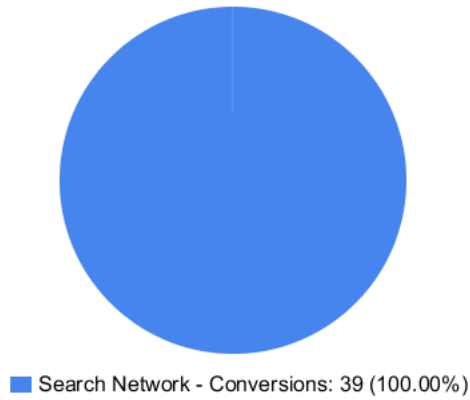
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	14,117	413	\$1,623.82	\$3.93	2.93%	32	7.75%	\$50.74
Computers	4,694	113	\$625.10	\$5.53	2.41%	7	6.19%	\$89.30
Tablets with full browsers	230	5	\$27.32	\$5.46	2.17%	0	0.00%	\$0.00


# 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	19,041	531	\$2,276.24	\$4.29	2.79%	39	7.34%	\$58.37

# Conversion Summary

08/01/2021 - 08/31/2021

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 Conversion Performance  
CRMC - crmcaesthetics.com

Conversion name	All conv.
Form Submission	34
Local actions - Directions	5
Calls from Website	3
Calls from Ads (MS)	1
Clicks to call	1
Click to Call	1

# Geo-Targeting Summary

08/01/2021 - 08/31/2021

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 Top Locations  
CRMC - crmcaesthetics.com

Region	Clicks	Conversions	Cost / conv.
California	531	39	\$58.37

# 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