

CRMC Aesthetics Monthly Google Performance Summary

09/01/2021 - 09/30/2021

Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
CRMC - crmcaesthetics.com

\$1,546.37

\$2,276.24 **-32.06%**

Clicks
CRMC - crmcaesthetics.com

304

531 **-42.75%**

Avg CPC
CRMC - crmcaesthetics.com

\$5.09

\$4.29 **18.65%**

Conversions
CRMC - crmcaesthetics.com

23

39 **-41.03%**

Conv. Rate
CRMC - crmcaesthetics.com

7.57%

7.34% **3.13%**

Cost / Conv
CRMC - crmcaesthetics.com

\$67.23

\$58.37 **15.18%**

Month-Over-Month Performance Comparison

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

Overall Performance Summary
CRMC - crmcaesthetics.com

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$1,546.37	\$2,276.24	-32.06%
Impressions	13,404	19,041	-29.60%
Clicks	304	531	-42.75%
Avg CPC	\$5.09	\$4.29	18.65%
CTR	2.27%	2.79%	-18.64%
Conversions	23	39	-41.03%
Conv Rate	7.57%	7.34%	3.13%
Cost / Conv	\$67.23	\$58.37	15.18%

Budget Coverage

Search Impr. Share
CRMC - crmcaesthetics.com

0.10%

11.47% **-99.13%**

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

0.74%

0.73% **1.37%**

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

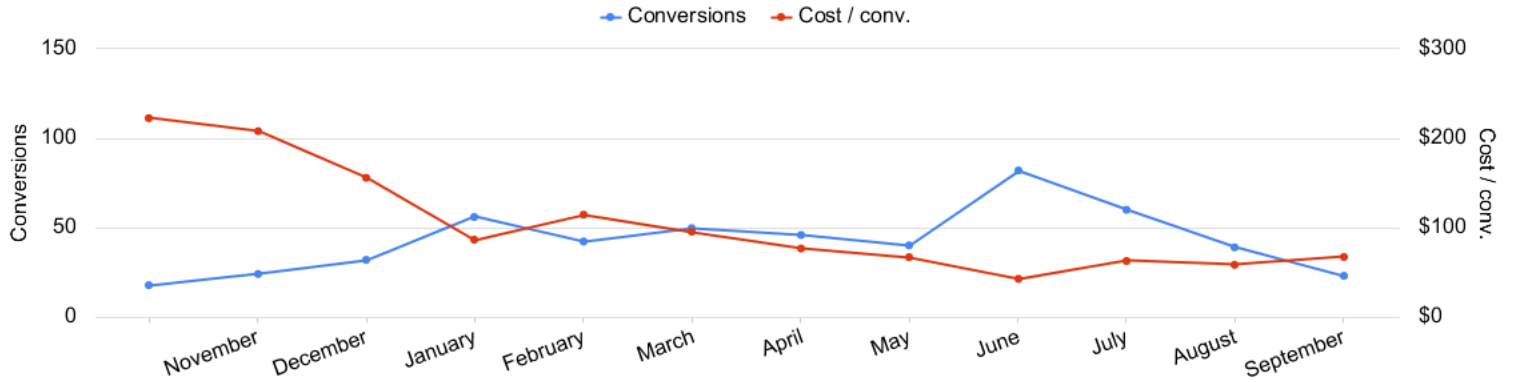
89.62%

87.80% **2.07%**

Monthly Performance Trends

10/01/2020 - 09/30/2021

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)
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%	0.73%
09/01/2021	\$1,546.37	13,404	304	\$5.09	2.27%	23	7.57%	\$67.23	0.10%	0.74%
Total	\$45,669.11	230,464	9,431	\$4.84	4.09%	511.81	5.43%	\$89.23	14.64%	13.07%

Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

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

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$1,546.37	13,404	304	\$5.09	2.27%	23	7.57%	\$67.23

Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021

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

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting near me	\$137.74	209	12	\$11.48	5.74%	3	25.00%	\$45.91
weightloss	\$5.31	6	1	\$5.31	16.67%	1	100.00%	\$5.31
coolsculpting reviews	\$15.76	57	3	\$5.25	5.26%	1	33.33%	\$15.76
fat fram	\$37.84	1	2	\$18.92	200.00%	1	50.00%	\$37.84
cool sculpting discounts	\$5.88	1	1	\$5.88	100.00%	1	100.00%	\$5.88
guaranteed weight loss	\$5.78	1	1	\$5.78	100.00%	1	100.00%	\$5.78
chin fat removal	\$4.58	15	2	\$2.29	13.33%	1	50.00%	\$4.58
cool med spa	\$2.40	2	1	\$2.40	50.00%	1	100.00%	\$2.40
nutrisystem for women	\$4.58	6	1	\$4.58	16.67%	1	100.00%	\$4.58
weight loss clinic los angeles ca	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
how many sessions of coolsculpting do you need	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
payment plan for liposuction	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
reduce fat from chest	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
www toploss com	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
lipodissolve treatments	\$0.00	4	0	\$0.00	0.00%	0	0.00%	\$0.00
does coolsculpting work on arms	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
amy schumer coolsculpting	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
coolsculpting la	\$0.00	8	0	\$0.00	0.00%	0	0.00%	\$0.00
coolsculpting armpit fat cost	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
abbvie coolsculpting	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00

Top Search Ads (by Conversions)

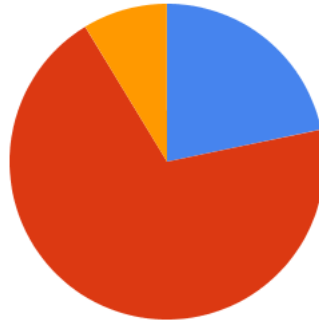
09/01/2021 - 09/30/2021

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

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Cosmetic Rejuvenation Center} CoolSculpting West Hollywood Biggest CoolSculpting® Promo crmcaesthetics.com/coolsculpting/west_hollywood 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	\$702.99	4,009	88	\$7.99	2.20%	9	10.23%	\$78.11
Cosmetic Rejuvenation Center Fat Reduction West Hollywood Non-Surgical Fat Reduction crmcaesthetics.com/coolsculpting/west_hollywood 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	\$265.68	2,796	75	\$3.54	2.68%	5	6.67%	\$53.14
{Keyword:Cosmetic Rejuvenation Center} CoolSculpting West Hollywood Biggest CoolSculpting® Promo crmcaesthetics.com/coolsculpting/west_hollywood 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	\$8.36	218	2	\$4.18	0.92%	0	0.00%	\$0.00
{Keyword:Cosmetic Rejuvenation Center} CoolSculpting West Hollywood Biggest CoolSculpting® Promo crmcaesthetics.com/coolsculpting/west_hollywood 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	\$8.32	245	2	\$4.16	0.82%	0	0.00%	\$0.00
{Keyword:Cosmetic Rejuvenation Center} CoolSculpting West Hollywood Biggest CoolSculpting® Promo crmcaesthetics.com/coolsculpting/west_hollywood 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	\$21.62	459	5	\$4.32	1.09%	0	0.00%	\$0.00

Budget Utilization by Device

Conversions by Device
CRMC - crmcaesthetics.com



■ Computers - Conversions: 5 (21.74%)
 ■ Mobile devices with full browsers - Conversions: 16 (69.57%)
 ■ Tablets with full browsers - Conversions: 2 (8.70%)

Cost by Device
CRMC - crmcaesthetics.com




■ Computers - Cost: \$470.86 (30.45%)
 ■ Mobile devices with full browsers - Cost: \$1,036.99 (67.06%)
 ■ Tablets with full browsers - Cost: \$38.52 (2.49%)


Device Performance (by Conversions)
CRMC - crmcaesthetics.com

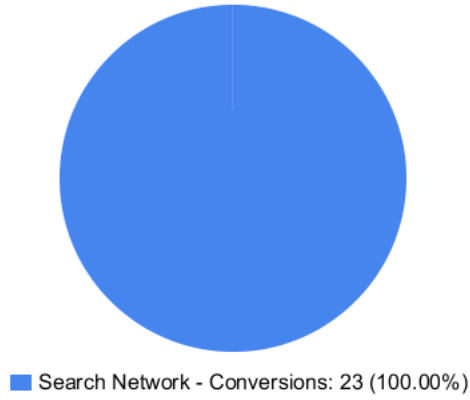
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	9,646	222	\$1,036.99	\$4.67	2.30%	16	7.21%	\$64.81
Computers	3,555	75	\$470.86	\$6.28	2.11%	5	6.67%	\$94.17
Tablets with full browsers	203	7	\$38.52	\$5.50	3.45%	2	28.57%	\$19.26


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	13,404	304	\$1,546.37	\$5.09	2.27%	23	7.57%	\$67.23

Conversion Summary


09/01/2021 - 09/30/2021

 Conversion Performance
CRMC - crmcaesthetics.com

Conversion name	All conv.	% Change
Form Submission	19	-44.12%
Calls from Ads (MS)	2	100.00%
Click to Call	1	0.00%
Calls from Website	1	-66.67%

Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
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Region	Clicks	Conversions	Cost / conv.
California	304	23	\$67.23

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