

Cypress Dermatology Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Cypress Dermatology -

\$1,574.39

\$1,488.95 **5.74%**

Conversions
Cypress Dermatology -

37

16 **131.25%**

Clicks
Cypress Dermatology -

206

170 **21.18%**

Conv. Rate
Cypress Dermatology -

17.96%

9.41% **90.86%**

Avg CPC
Cypress Dermatology -

\$7.64

\$8.76 **-12.79%**

Cost / Conv
Cypress Dermatology -

\$42.55

\$93.06 **-54.28%**

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Cypress Dermatology -

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$1,574.39	\$1,488.95	5.74%
Impressions	1,911	2,274	-15.96%
Clicks	206	170	21.18%
Avg CPC	\$7.64	\$8.76	-12.79%
CTR	10.78%	7.48%	44.12%
Conversions	37	16	131.25%
Conv Rate	17.96%	9.41%	90.86%
Cost / Conv	\$42.55	\$93.06	-54.28%

Budget Coverage

Search Impr. Share
Cypress Dermatology -

84.13%

63.27% **32.97%**

Search IS Lost (due to Budget)
Cypress Dermatology -

8.41%

16.25% **-48.25%**

Search IS Lost (due to Rank)
Cypress Dermatology -

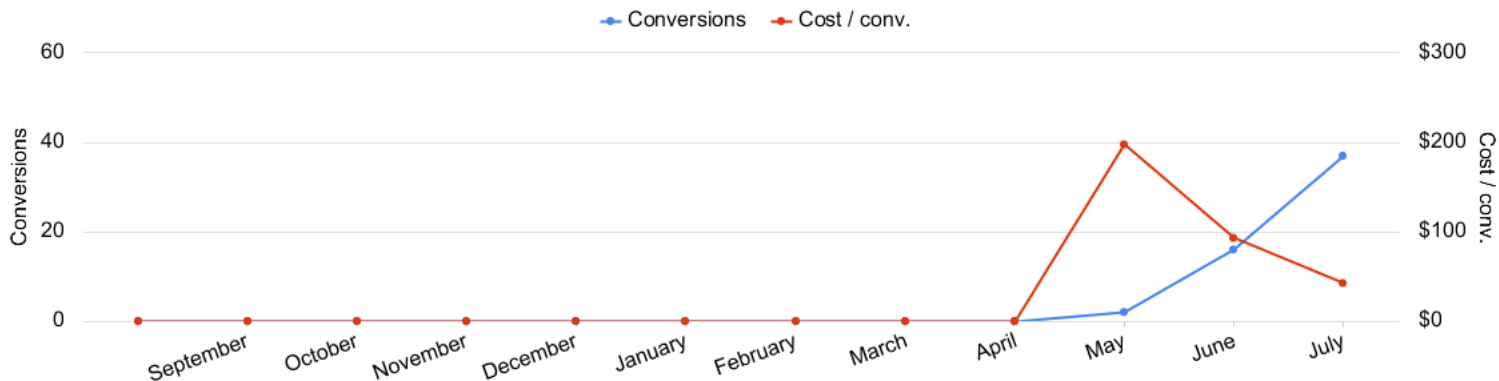
7.45%

20.48% **-63.62%**

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Cypress Dermatology -




Account Performance by Month
Cypress Dermatology -

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
05/01/2021	\$395.61	576	31	\$12.76	5.38%	2	6.45%	\$197.81	64.65%	1.91%
06/01/2021	\$1,488.95	2,274	170	\$8.76	7.48%	16	9.41%	\$93.06	63.27%	16.25%
07/01/2021	\$1,574.39	1,911	206	\$7.64	10.78%	37	17.96%	\$42.55	84.13%	8.41%
Total	\$3,458.95	4,761	407	\$8.50	8.55%	55	13.51%	\$62.89	70.51%	11.71%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Cypress Dermatology -

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$1,574.39	1,911	206	\$7.64	10.78%	37	17.96%	\$42.55

Top Search Terms (by Conversions)

07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
Cypress Dermatology -

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
liposuction	\$100.40	114	15	\$6.69	13.16%	3	20.00%	\$33.47
coolsculpting cypress tx	\$33.86	7	3	\$11.29	42.86%	2.5	83.33%	\$13.54
cool sculpting cost	\$142.08	56	17	\$8.36	30.36%	2.33	13.71%	\$60.98
freeze fat cells	\$9.94	5	1	\$9.94	20.00%	2	200.00%	\$4.97
coolsculpting houston	\$88.68	36	7	\$12.67	19.44%	2	28.57%	\$44.34
cool sculpting	\$86.26	145	11	\$7.84	7.59%	2	18.18%	\$43.13
coolsculpting near me	\$110.82	41	11	\$10.07	26.83%	2	18.18%	\$55.41
places that do coolsculpting	\$12.60	1	1	\$12.60	100.00%	2	200.00%	\$6.30
cool sculpting reviews	\$22.68	27	4	\$5.67	14.81%	2	50.00%	\$11.34
coolsculpting double chin	\$18.62	5	1	\$18.62	20.00%	1	100.00%	\$18.62
cool sculpting results	\$5.45	7	1	\$5.45	14.29%	1	100.00%	\$5.45
prices for liposuction	\$1.77	1	1	\$1.77	100.00%	1	100.00%	\$1.77
non invasive lipo	\$23.90	22	4	\$5.97	18.18%	1	25.00%	\$23.90
does cool sculpting really work	\$2.11	1	1	\$2.11	100.00%	1	100.00%	\$2.11
chin liposuction cost houston	\$9.15	7	2	\$4.58	28.57%	1	50.00%	\$9.15
houston coolsculpting	\$19.02	2	2	\$9.51	100.00%	1	50.00%	\$19.02
cost of coolsculpting	\$8.26	2	1	\$8.26	50.00%	1	100.00%	\$8.26
elite dermatology & coolsculpting center	\$21.80	1	2	\$10.90	200.00%	1	50.00%	\$21.80
liposuction cost	\$76.49	45	13	\$5.88	28.89%	1	7.69%	\$76.49
how much is coolsculpting	\$9.19	27	1	\$9.19	3.70%	1	100.00%	\$9.19

Top Search Ads (by Conversions)

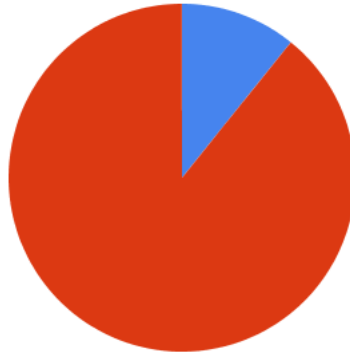
07/01/2021 - 07/31/2021

Top Responsive Search Ads (by Conversions)
Cypress Dermatology -

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
CoolSculpting® Fat Reduction CoolSculpting in Cypress, TX Biggest CoolSculpting® Promo www.sculptcypress.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Cypress, Texas Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$691.62	788	79	\$8.75	10.03%	19.67	24.90%	\$35.16
Cypress Dermatology Fat Reduction in Cypress, TX Non-Surgical Fat Reduction www.sculptcypress.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	\$342.63	521	62	\$5.53	11.90%	6	9.68%	\$57.10
CoolSculpting® Fat Reduction CoolSculpting in Cypress, TX Biggest CoolSculpting® Promo www.sculptcypress.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Cypress, Texas Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$135.73	103	13	\$10.44	12.62%	4	30.77%	\$33.93
CoolSculpting® Fat Reduction CoolSculpting in Cypress, TX Biggest CoolSculpting® Promo www.sculptcypress.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Cypress, Texas Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$22.90	6	4	\$5.72	66.67%	0	0.00%	\$0.00
CoolSculpting® Fat Reduction CoolSculpting in Cypress, TX Biggest CoolSculpting® Promo www.sculptcypress.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Cypress, Texas Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$23.51	19	1	\$23.51	5.26%	0	0.00%	\$0.00

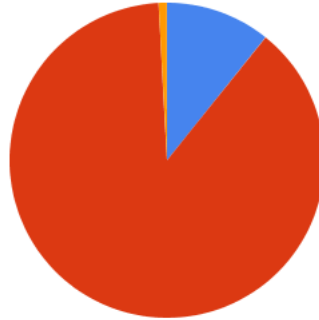
Budget Utilization by Device

Conversions by Device
Cypress Dermatology -



■ Computers - Conversions: 4 (10.81%) ■ Mobile devices with full browsers - Conversions: 33 (89.19%)

Cost by Device
Cypress Dermatology -



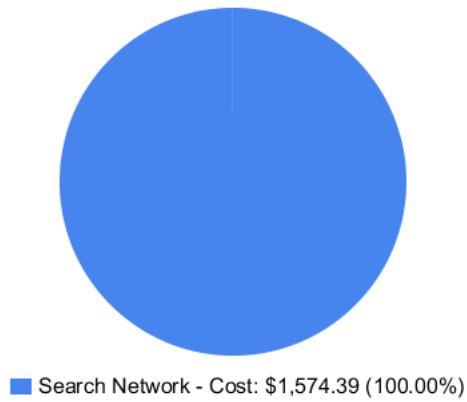
■ Computers - Cost: \$169.54 (10.77%) ■ Mobile devices with full browsers - Cost: \$1,391.40 (88.38%)
■ Tablets with full browsers - Cost: \$13.45 (0.85%)


Device Performance (by Conversions)
Cypress Dermatology -

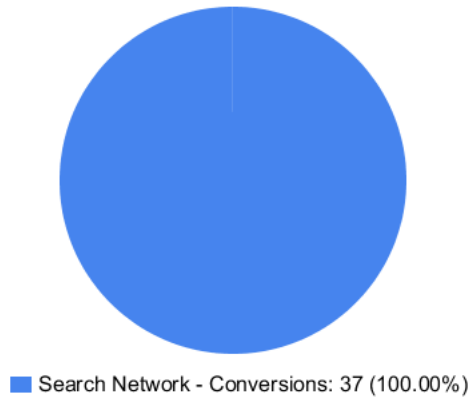
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	1,679	180	\$1,391.40	\$7.73	10.72%	33	18.33%	\$42.16
Computers	209	24	\$169.54	\$7.06	11.48%	4	16.67%	\$42.38
Tablets with full browsers	23	2	\$13.45	\$6.72	8.70%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
Cypress Dermatology -



 Conversions by Network
Cypress Dermatology -




 Network Performance
Cypress Dermatology -

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	1,911	206	\$1,574.39	\$7.64	10.78%	37	17.96%	\$42.55

Conversion Summary


07/01/2021 - 07/31/2021

 Conversion Performance
Cypress Dermatology -

Conversion name	All conv.
Click to Call	19
Submit lead form	18

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
Cypress Dermatology -

Region	Clicks	Conversions	Cost / conv.
Texas	206	37	\$42.55

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