

# **Davis Cosmetics Monthly Google Performance Summary**

**07/01/2021 - 07/31/2021**

# Key Performance Indicators

07/01/2021 - 07/31/2021

Cost  
Davis Cosmetic - Dr. Davis

**\$1,525.30**

\$1,490.12 **2.36%**

Clicks  
Davis Cosmetic - Dr. Davis

**559**

572 **-2.27%**

Avg CPC  
Davis Cosmetic - Dr. Davis

**\$2.73**

\$2.61 **4.60%**

Conversions  
Davis Cosmetic - Dr. Davis

**19**

45.75 **-58.47%**

Conv. Rate  
Davis Cosmetic - Dr. Davis

**3.40%**

8.00% **-57.50%**

Cost / Conv  
Davis Cosmetic - Dr. Davis

**\$80.28**

\$32.57 **146.48%**

## Month-Over-Month Performance Comparison

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

Overall Performance Summary  
Davis Cosmetic - Dr. Davis

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$1,525.30	\$1,490.12	2.36%
Impressions	7,804	8,096	-3.61%
Clicks	559	572	-2.27%
Avg CPC	\$2.73	\$2.61	4.60%
CTR	7.16%	7.07%	1.27%
Conversions	19	45.75	-58.47%
Conv Rate	3.40%	8.00%	-57.50%
Cost / Conv	\$80.28	\$32.57	146.48%

## Budget Coverage

Search Impr. Share  
Davis Cosmetic - Dr. Davis

**20.07%**

20.06% **0.05%**

Search IS Lost (due to Budget)  
Davis Cosmetic - Dr. Davis

**11.93%**

19.39% **-38.47%**

Search IS Lost (due to Rank)  
Davis Cosmetic - Dr. Davis

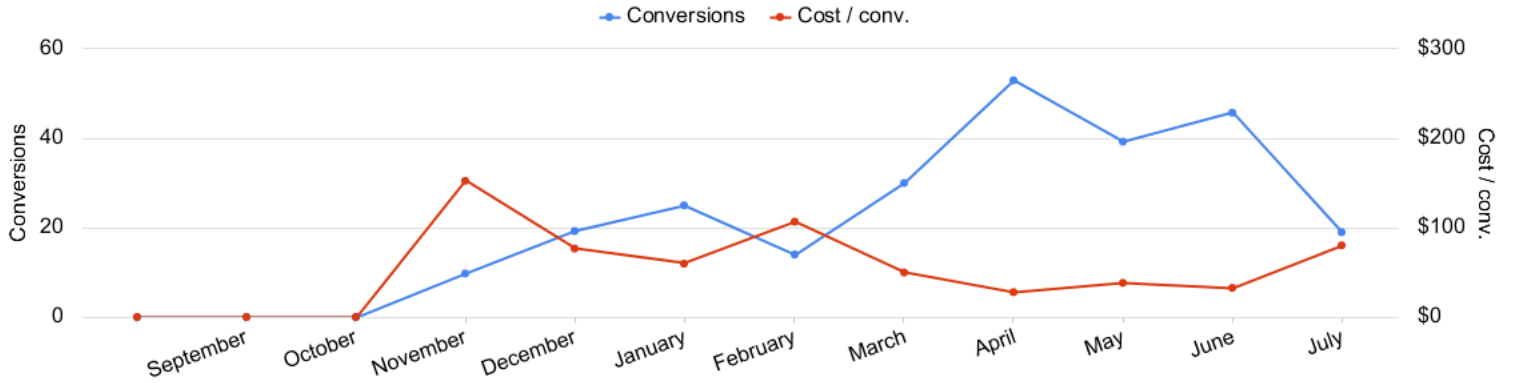
**68.00%**

60.54% **12.32%**

# Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv  
Davis Cosmetic - Dr. Davis




Account Performance by Month  
Davis Cosmetic - Dr. Davis

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
11/01/2020	\$1,485.98	7,529	361	\$4.12	4.79%	9.75	2.70%	\$152.41	22.77%	14.94%
12/01/2020	\$1,474.66	8,999	438	\$3.37	4.87%	19.25	4.39%	\$76.61	19.96%	16.70%
01/01/2021	\$1,492.92	9,491	541	\$2.76	5.70%	25	4.62%	\$59.72	16.81%	15.65%
02/01/2021	\$1,493.47	9,465	574	\$2.60	6.06%	14	2.44%	\$106.68	18.10%	16.13%
03/01/2021	\$1,495.69	8,975	599	\$2.50	6.67%	30	5.01%	\$49.86	19.00%	20.40%
04/01/2021	\$1,477.26	8,587	714	\$2.07	8.31%	53	7.42%	\$27.87	19.04%	12.71%
05/01/2021	\$1,498.20	8,697	659	\$2.27	7.58%	39.25	5.96%	\$38.17	19.04%	19.26%
06/01/2021	\$1,490.12	8,096	572	\$2.61	7.07%	45.75	8.00%	\$32.57	20.06%	19.39%
07/01/2021	\$1,525.30	7,804	559	\$2.73	7.16%	19	3.40%	\$80.28	20.07%	11.93%
<b>Total</b>	<b>\$13,433.60</b>	<b>77,643</b>	<b>5,017</b>	<b>\$2.68</b>	<b>6.46%</b>	<b>255</b>	<b>5.08%</b>	<b>\$52.68</b>	<b>19.21%</b>	<b>16.42%</b>

# Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)  
Davis Cosmetic - Dr. Davis

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$1,525.30	7,804	559	\$2.73	7.16%	19	3.40%	\$80.28

# Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)  
Davis Cosmetic - Dr. Davis

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
dr davis cherry hill	\$36.63	78	9	\$4.07	11.54%	3	33.33%	\$12.21
cool sculpting reviews	\$6.76	4	3	\$2.25	75.00%	2	66.67%	\$3.38
bella tre body sculpting	\$6.40	4	2	\$3.20	50.00%	1	50.00%	\$6.40
smartlipo cost	\$5.54	1	2	\$2.77	200.00%	1	50.00%	\$5.54
coolsculpting consultation	\$24.33	2	2	\$12.16	100.00%	1	50.00%	\$24.33
coolsculpting	\$43.65	139	14	\$3.12	10.07%	1	7.14%	\$43.65
laser lipo near me	\$19.54	27	6	\$3.26	22.22%	1	16.67%	\$19.54
cool sculpting near me	\$17.25	9	2	\$8.63	22.22%	1	50.00%	\$17.25
weight loss doctors new jersey	\$6.20	1	1	\$6.20	100.00%	1	100.00%	\$6.20
coolsculpting near me nj	\$5.45	1	1	\$5.45	100.00%	1	100.00%	\$5.45
liposuction cost new jersey	\$15.63	37	11	\$1.42	29.73%	1	9.09%	\$15.63
monsplasty near me	\$1.09	1	1	\$1.09	100.00%	0.5	50.00%	\$2.18
sculpture fat removal cost	\$2.32	1	1	\$2.32	100.00%	0	0.00%	\$0.00
lipo 360 bbl	\$3.42	1	1	\$3.42	100.00%	0	0.00%	\$0.00
liposuction south jersey	\$3.63	1	1	\$3.63	100.00%	0	0.00%	\$0.00
male breast reduction	\$5.83	2	2	\$2.92	100.00%	0	0.00%	\$0.00
i need to lose weight in a month	\$2.78	1	1	\$2.78	100.00%	0	0.00%	\$0.00
coolsculpting cost	\$3.19	16	1	\$3.19	6.25%	0	0.00%	\$0.00
vegetables that kill belly fat	\$1.60	1	1	\$1.60	100.00%	0	0.00%	\$0.00
liposuction near me	\$10.83	21	4	\$2.71	19.05%	0	0.00%	\$0.00


# Top Search Ads (by Conversions)

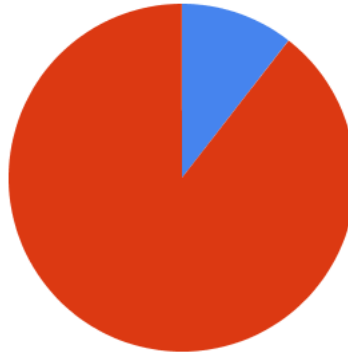
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)  
Davis Cosmetic - Dr. Davis

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">Davis Cosmetic Plastic Surgery   Fat Reduction Cherry Hill, NJ   Non-Surgical Fat Reduction</a> <a href="#">daviscps.com/</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	\$380.16	1,873	168	\$2.26	8.97%	8	4.76%	\$47.52
<a href="#">Huge CoolSculpting Promotion   CoolSculpting Cherry Hill, NJ   Biggest CoolSculpting® Promo</a> <a href="#">daviscps.com/</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Cherry Hill, NJ   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$340.28	1,007	97	\$3.51	9.63%	3	3.09%	\$113.43
<a href="#">Davis Cosmetic Plastic Surgery   Fat Reduction Cherry Hill, NJ   Non-Surgical Fat Reduction</a> <a href="#">daviscps.com/</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	\$159.47	1,265	64	\$2.49	5.06%	1	1.56%	\$159.47
<a href="#">Huge CoolSculpting Promotion   CoolSculpting Cherry Hill, NJ   Biggest CoolSculpting® Promo</a> <a href="#">daviscps.com/</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Cherry Hill, NJ   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$6.89	31	3	\$2.30	9.68%	0	0.00%	\$0.00
<a href="#">Huge CoolSculpting Promotion   CoolSculpting Cherry Hill, NJ   2021 CoolSculpting Discount</a> <a href="#">daviscps.com/</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Cherry Hill, NJ   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$15.95	51	5	\$3.19	9.80%	0	0.00%	\$0.00

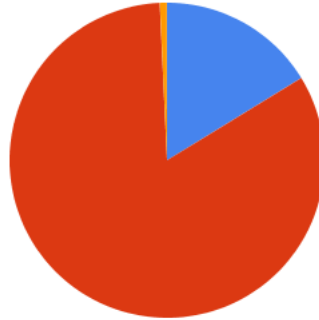
# Budget Utilization by Device

 **Conversions by Device**  
Davis Cosmetic - Dr. Davis




■ Computers - Conversions: 2 (10.53%) 
 ■ Mobile devices with full browsers - Conversions: 17 (89.47%)

 **Cost by Device**  
Davis Cosmetic - Dr. Davis



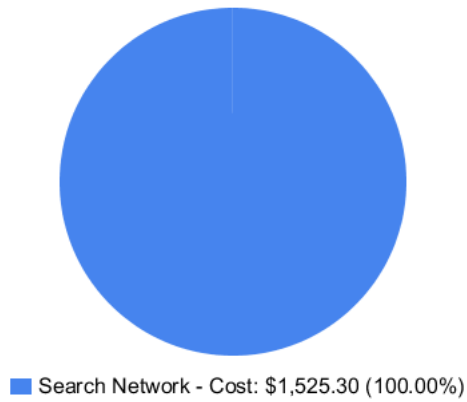
■ Computers - Cost: \$247.97 (16.26%) 
 ■ Mobile devices with full browsers - Cost: \$1,266.21 (83.01%) 
 ■ Tablets with full browsers - Cost: \$11.12 (0.73%)


 **Device Performance (by Conversions)**  
Davis Cosmetic - Dr. Davis

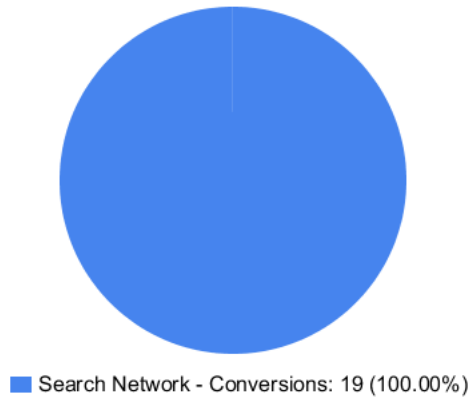
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	6,590	479	\$1,266.21	\$2.64	7.27%	17	3.55%	\$74.48
Computers	1,091	73	\$247.97	\$3.40	6.69%	2	2.74%	\$123.98
Tablets with full browsers	123	7	\$11.12	\$1.59	5.69%	0	0.00%	\$0.00

# Budget Utilization by Network

 Cost by Network  
Davis Cosmetic - Dr. Davis



 Conversions by Network  
Davis Cosmetic - Dr. Davis




 Network Performance  
Davis Cosmetic - Dr. Davis

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	7,804	559	\$1,525.30	\$2.73	7.16%	19	3.40%	\$80.28

# Conversion Summary

07/01/2021 - 07/31/2021

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 Conversion Performance  
Davis Cosmetic - Dr. Davis

Conversion name	All conv.
Submit lead form	13
Click to Call	6

# Geo-Targeting Summary

07/01/2021 - 07/31/2021

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 Top Locations  
Davis Cosmetic - Dr. Davis

Region	Clicks	Conversions	Cost / conv.
Pennsylvania	57	4	\$40.90
New Jersey	502	15	\$90.78

# 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