

Davis Cosmetics Monthly Google Performance Summary

09/01/2021 - 09/30/2021

Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Davis Cosmetic - Dr. Davis

\$1,490.34

\$1,512.06 -1.44%

Conversions
Davis Cosmetic - Dr. Davis

16

33 -51.52%

Clicks
Davis Cosmetic - Dr. Davis

358

466 -23.18%

Conv. Rate
Davis Cosmetic - Dr. Davis

4.47%

7.08% -36.86%

Avg CPC
Davis Cosmetic - Dr. Davis

\$4.16

\$3.24 28.40%

Cost / Conv
Davis Cosmetic - Dr. Davis

\$93.15

\$45.82 103.30%

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Davis Cosmetic - Dr. Davis

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$1,490.34	\$1,512.06	-1.44%
Impressions	6,894	7,995	-13.77%
Clicks	358	466	-23.18%
Avg CPC	\$4.16	\$3.24	28.40%
CTR	5.19%	5.83%	-10.98%
Conversions	16	33	-51.52%
Conv Rate	4.47%	7.08%	-36.86%
Cost / Conv	\$93.15	\$45.82	103.30%

Budget Coverage

Search Impr. Share
Davis Cosmetic - Dr. Davis

20.51%

19.03% 7.78%

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

19.67%

19.72% -0.25%

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

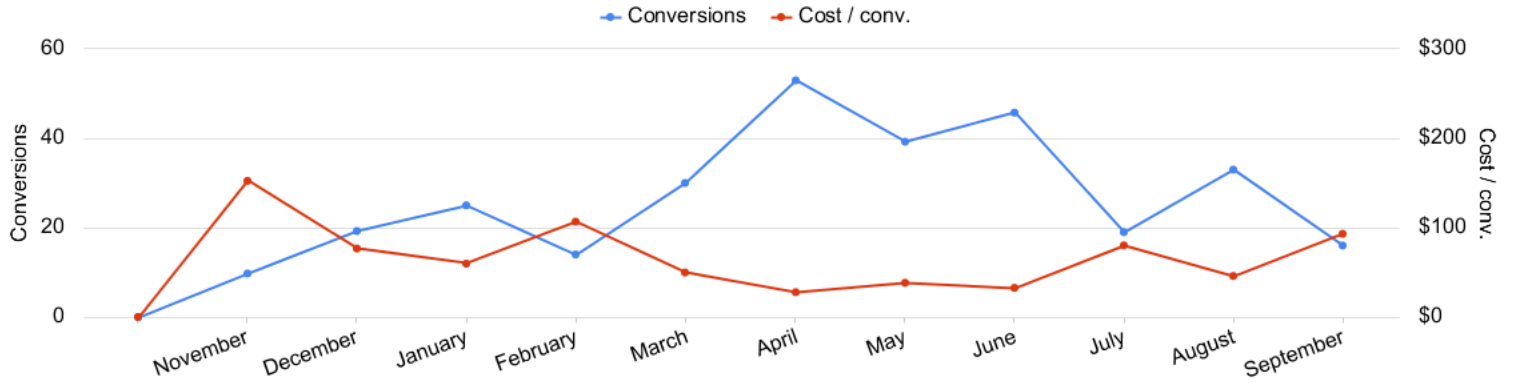
59.82%

61.25% -2.33%

Monthly Performance Trends

10/01/2020 - 09/30/2021

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	20.05%	11.85%
08/01/2021	\$1,512.06	7,995	466	\$3.24	5.83%	33	7.08%	\$45.82	19.03%	19.72%
09/01/2021	\$1,490.34	6,894	358	\$4.16	5.19%	16	4.47%	\$93.15	20.51%	19.67%
Total	\$16,436.00	92,532	5,841	\$2.81	6.31%	304	5.20%	\$54.07	19.28%	16.93%

Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

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

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$1,490.34	6,894	358	\$4.16	5.19%	16	4.47%	\$93.15

Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021

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

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
body sculpting near me	\$19.08	17	3	\$6.36	17.65%	2	66.67%	\$9.54
dmn weight loss	\$10.44	35	2	\$5.22	5.71%	1	50.00%	\$10.44
lipo near me	\$6.78	8	2	\$3.39	25.00%	1	50.00%	\$6.78
rf laser lipo	\$1.76	1	1	\$1.76	100.00%	1	100.00%	\$1.76
average cost of liposuction	\$3.45	1	1	\$3.45	100.00%	1	100.00%	\$3.45
cool sculpting cost	\$9.66	48	4	\$2.42	8.33%	1	25.00%	\$9.66
coolsculpting cost	\$16.47	27	5	\$3.29	18.52%	1	20.00%	\$16.47
sonabella	\$3.12	1	1	\$3.12	100.00%	1	100.00%	\$3.12
belly freezing fat	\$1.36	1	1	\$1.36	100.00%	1	100.00%	\$1.36
how i lost my weight	\$4.73	1	1	\$4.73	100.00%	1	100.00%	\$4.73
how many treatments for coolsculpting	\$1.56	1	1	\$1.56	100.00%	1	100.00%	\$1.56
dr steven davis cherry hill nj	\$7.75	1	1	\$7.75	100.00%	1	100.00%	\$7.75
rebel wilson weight loss	\$6.67	12	1	\$6.67	8.33%	0	0.00%	\$0.00
cost of coolsculpting	\$3.19	1	1	\$3.19	100.00%	0	0.00%	\$0.00
jump rope for weight loss	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
liposuction for men near me	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
orion rapid weight loss	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
how many coolsculpting treatments are needed	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
breast augmentation from fat	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
weight loss medispa	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00

Top Search Ads (by Conversions)

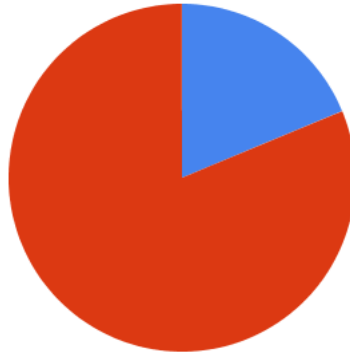
09/01/2021 - 09/30/2021

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

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Davis Cosmetic Plastic Surgery Fat Reduction Cherry Hill, NJ Non-Surgical Fat Reduction davispcs.com/coolsculpting/cherry_hill 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	\$192.43	751	49	\$3.93	6.52%	2	4.08%	\$96.22
Davis Cosmetic Plastic Surgery Fat Reduction Cherry Hill, NJ Non-Surgical Fat Reduction davispcs.com/coolsculpting/cherry_hill 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	\$120.84	656	34	\$3.55	5.18%	2	5.88%	\$60.42
{Keyword: Davis Cosmetic Plastic Surgery} CoolSculpting Cherry Hill, NJ Biggest CoolSculpting® Promo davispcs.com/coolsculpting/cherry_hill 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	\$425.11	1,069	74	\$5.74	6.92%	2	2.70%	\$212.56
{Keyword: Davis Cosmetic Plastic Surgery} CoolSculpting Cherry Hill, NJ 2021 CoolSculpting Discount davispcs.com/coolsculpting/cherry_hill 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	\$39.16	99	11	\$3.56	11.11%	1	9.09%	\$39.16
{Keyword: Davis Cosmetic Plastic Surgery} CoolSculpting Cherry Hill, NJ 2021 CoolSculpting Discount davispcs.com/coolsculpting/cherry_hill 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	\$14.08	95	2	\$7.04	2.11%	0	0.00%	\$0.00

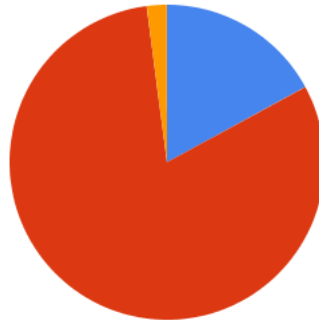
Budget Utilization by Device

Conversions by Device
Davis Cosmetic - Dr. Davis



■ Computers - Conversions: 3 (18.75%) ■ Mobile devices with full browsers - Conversions: 13 (81.25%)

Cost by Device
Davis Cosmetic - Dr. Davis



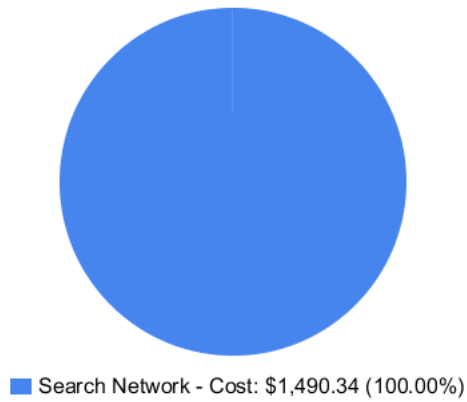
■ Computers - Cost: \$254.38 (17.07%) ■ Mobile devices with full browsers - Cost: \$1,205.33 (80.88%)
■ Tablets with full browsers - Cost: \$30.63 (2.06%)


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

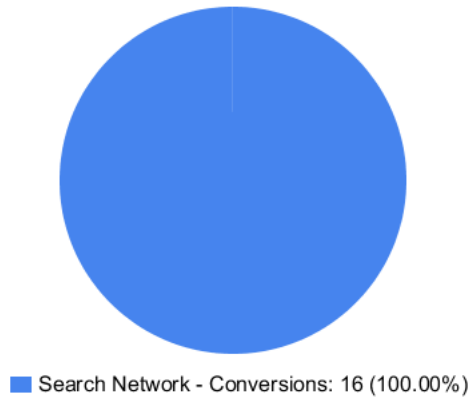
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	5,623	306	\$1,205.33	\$3.94	5.44%	13	4.25%	\$92.72
Computers	1,111	44	\$254.38	\$5.78	3.96%	3	6.82%	\$84.79
Tablets with full browsers	160	8	\$30.63	\$3.83	5.00%	0	0.00%	\$0.00


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	6,894	358	\$1,490.34	\$4.16	5.19%	16	4.47%	\$93.15

Conversion Summary


09/01/2021 - 09/30/2021

 Conversion Performance
Davis Cosmetic - Dr. Davis

Conversion name	All conv.	% Change
Submit lead form	8	-60.00%
Click to Call	6	-40.00%
Call From Ads (MS)	2	0.00%

Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
Davis Cosmetic - Dr. Davis

Region	Clicks	Conversions	Cost / conv.
Pennsylvania	53	3	\$75.98
New Jersey	305	13	\$97.11

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