

# **Desuar Spa Monthly Google Performance Summary**

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

# Key Performance Indicators

08/01/2021 - 08/31/2021

Cost  
DESUAR SPA

**\$2,011.27**  
\$956.41 **110.29%**

Conversions  
DESUAR SPA

**21**  
8 **162.50%**

Clicks  
DESUAR SPA

**437**  
131 **233.59%**

Conv. Rate  
DESUAR SPA

**4.81%**  
6.11% **-21.28%**

Avg CPC  
DESUAR SPA

**\$4.60**  
\$7.30 **-36.99%**

Cost / Conv  
DESUAR SPA

**\$95.77**  
\$119.55 **-19.89%**

## Month-Over-Month Performance Comparison

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

Overall Performance Summary  
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Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$2,011.27	\$956.41	<b>110.29%</b>
Impressions	9,983	2,877	<b>246.99%</b>
Clicks	437	131	<b>233.59%</b>
Avg CPC	\$4.60	\$7.30	<b>-36.99%</b>
CTR	4.38%	4.55%	<b>-3.74%</b>
Conversions	21	8	<b>162.50%</b>
Conv Rate	4.81%	6.11%	<b>-21.28%</b>
Cost / Conv	\$95.77	\$119.55	<b>-19.89%</b>

## Budget Coverage

Search Impr. Share  
DESUAR SPA

**46.15%**  
64.08% **-27.98%**

Search IS Lost (due to Budget)  
DESUAR SPA

**21.05%**  
8.37% **151.49%**

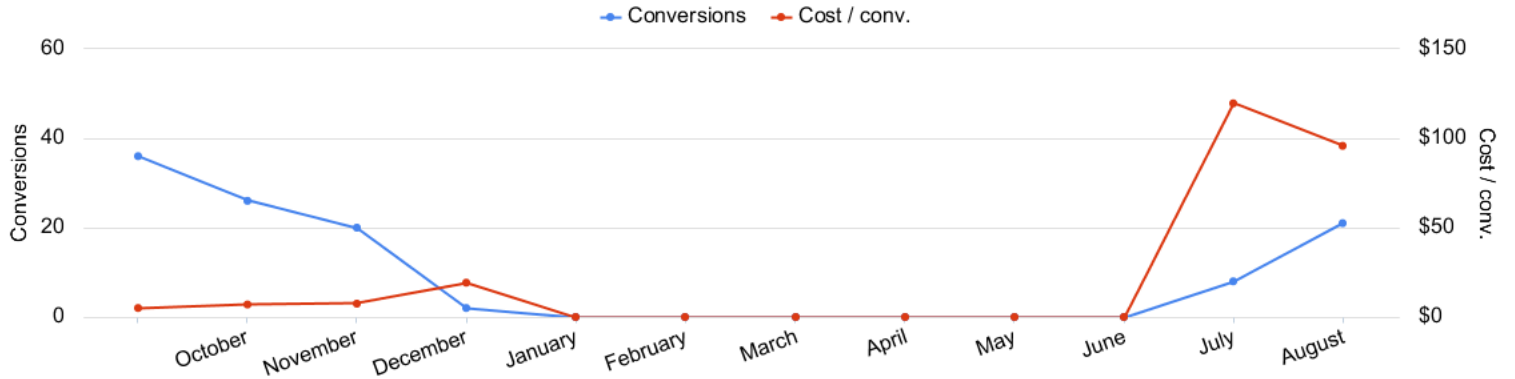
Search IS Lost (due to Rank)  
DESUAR SPA

**32.81%**  
27.55% **19.09%**

# Monthly Performance Trends

09/01/2020 - 08/31/2021

Conversions vs Cost/ Conv  
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Account Performance by Month  
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Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
09/01/2020	\$181.89	53,914	749	\$0.24	1.39%	36	4.81%	\$5.05	0.10%	9.99%
10/01/2020	\$182.55	44,351	719	\$0.25	1.62%	26	3.62%	\$7.02	0.10%	7.30%
11/01/2020	\$149.83	3,772	299	\$0.50	7.93%	20	6.69%	\$7.49	0.10%	20.53%
12/01/2020	\$38.43	749	72	\$0.53	9.61%	2	2.78%	\$19.21	0.10%	2.67%
07/01/2021	\$956.41	2,877	131	\$7.30	4.55%	8	6.11%	\$119.55	64.08%	8.37%
08/01/2021	\$2,011.27	9,983	437	\$4.60	4.38%	21	4.81%	\$95.77	46.15%	21.05%
<b>Total</b>	<b>\$3,520.38</b>	<b>115,646</b>	<b>2,407</b>	<b>\$1.46</b>	<b>2.08%</b>	<b>113</b>	<b>4.69%</b>	<b>\$31.15</b>	<b>30.43%</b>	<b>16.07%</b>

# Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)  
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Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   hydrafacial	\$1,008.92	5,034	221	\$4.57	4.39%	15	6.79%	\$67.26
search   beta   cryoskin	\$1,002.35	4,949	216	\$4.64	4.36%	6	2.78%	\$167.06

# Top Search Terms (by Conversions)

08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)  
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Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
facial near me	\$136.11	501	31	\$4.39	6.19%	4	12.90%	\$34.03
cryotherapy near me	\$162.23	386	22	\$7.37	5.70%	2	9.09%	\$81.11
face facial near me	\$19.89	25	5	\$3.98	20.00%	1	20.00%	\$19.89
best affordable facial los angeles	\$4.24	7	1	\$4.24	14.29%	1	100.00%	\$4.24
best facial near me	\$6.63	24	2	\$3.31	8.33%	1	50.00%	\$6.63
facial beverly hills ca	\$18.83	6	1	\$18.83	16.67%	1	100.00%	\$18.83
facials near me now	\$24.43	36	4	\$6.11	11.11%	1	25.00%	\$24.43
cryolipolysis near me	\$1.80	3	1	\$1.80	33.33%	1	100.00%	\$1.80
facial clinic near me	\$7.73	27	2	\$3.87	7.41%	1	50.00%	\$7.73
cryoskin los angeles	\$31.91	20	4	\$7.98	20.00%	1	25.00%	\$31.91
cryo toning	\$4.75	4	1	\$4.75	25.00%	1	100.00%	\$4.75
la beauty skin center	\$11.50	1	1	\$11.50	100.00%	1	100.00%	\$11.50
what is the cost of a hydrafacial	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
hydrfacial pregnant	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
cryotherapy culver city	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
the hydrfacial company long beach	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
hydrofaci	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
deep cleansing facial los angeles	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
aqua peeling solution	\$0.00	4	0	\$0.00	0.00%	0	0.00%	\$0.00
cryotherapy genital warts	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00

# Top Search Ads (by Conversions)

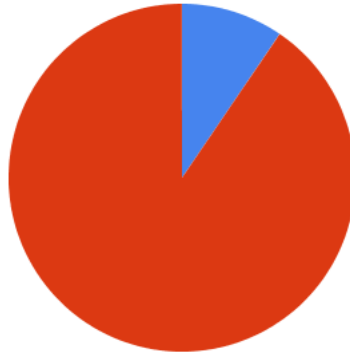
08/01/2021 - 08/31/2021

Top Responsive Search Ads (by Conversions)  
DESUAR SPA

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<p><a href="#">{Keyword:Best Hydrating Facial}   Hydrating Facial Treatment   Cleanse + Exfoliate + Hydrate</a>  <a href="https://desuar.com/hydrfacial/los_angeles">desuar.com/hydrfacial/los_angeles</a>                      Best Professional Facial Treatments from Desuar Spa. Schedule a Free Consult.   Leave Skin Glowing, Reduces Wrinkles &amp; Refreshes Skin Tone. 3 Steps. 30 Minutes.</p>	search   beta   hydrfacial	\$146.20	675	35	\$4.18	5.19%	3	8.57%	\$48.73
<p><a href="#">{Keyword:Desuar Spa}   Get Slimmer &amp; More Toned   Non-Invasive, Highly Effective</a>  <a href="https://desuar.com/cryoskin/los_angeles">desuar.com/cryoskin/los_angeles</a>                      Cryo Body CoolRestore Introduces Cold Therapy To Targeted Areas For Noticable Results.   Cold Massage That Tones The Skin And Improves Its Texture. Book A Session Online Today.</p>	search   beta   cryoskin	\$575.22	2,916	123	\$4.68	4.22%	3	2.44%	\$191.74
<p><a href="#">{Keyword:Desuar Spa}   Get Slimmer &amp; More Toned   Non-Invasive, Highly Effective</a>  <a href="https://desuar.com/cryoskin/los_angeles">desuar.com/cryoskin/los_angeles</a>                      Cryo Body CoolRestore Introduces Cold Therapy To Targeted Areas For Noticable Results.   Cold Massage That Tones The Skin And Improves Its Texture. Book A Session Online Today.</p>	search   beta   cryoskin	\$169.77	582	42	\$4.04	7.22%	1	2.38%	\$169.77
<p><a href="#">{Keyword:Best Hydrating Facial}   Hydrating Facial Treatment   Cleanse + Exfoliate + Hydrate</a>  <a href="https://desuar.com/hydrfacial/los_angeles">desuar.com/hydrfacial/los_angeles</a>                      Best Professional Facial Treatments from Desuar Spa. Schedule a Free Consult.   Leave Skin Glowing, Reduces Wrinkles &amp; Refreshes Skin Tone. 3 Steps. 30 Minutes.</p>	search   beta   hydrfacial	\$139.05	550	31	\$4.49	5.64%	0	0.00%	\$0.00

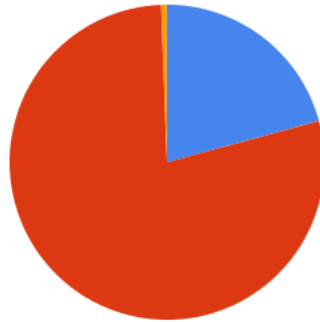
# Budget Utilization by Device

Conversions by Device  
DESUAR SPA



■ Computers - Conversions: 2 (9.52%) ■ Mobile devices with full browsers - Conversions: 19 (90.48%)

Cost by Device  
DESUAR SPA




■ Computers - Cost: \$417.82 (20.77%) ■ Mobile devices with full browsers - Cost: \$1,581.70 (78.64%)  
■ Tablets with full browsers - Cost: \$11.75 (0.58%)


Device Performance (by Conversions)  
DESUAR SPA

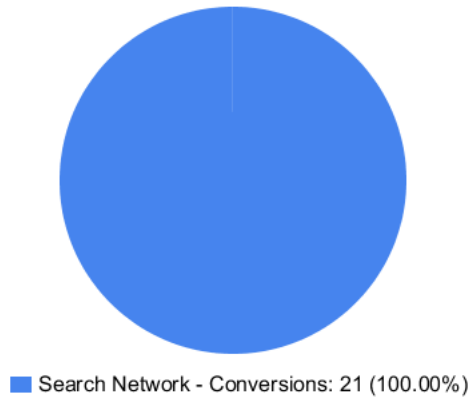
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	7,376	355	\$1,581.70	\$4.46	4.81%	19	5.35%	\$83.25
Computers	2,542	80	\$417.82	\$5.22	3.15%	2	2.50%	\$208.91
Tablets with full browsers	65	2	\$11.75	\$5.88	3.08%	0	0.00%	\$0.00


# Budget Utilization by Network

 Cost by Network  
DESUAR SPA



 Conversions by Network  
DESUAR SPA

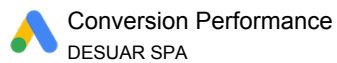


 Network Performance  
DESUAR SPA

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	9,983	437	\$2,011.27	\$4.60	4.38%	21	4.81%	\$95.77

# Conversion Summary

08/01/2021 - 08/31/2021




Conversion name	All conv.
Local actions - Other engagements	39
Local actions - Website visits	21
Submit lead form	13
Click to Call	7
Local actions - Directions	3
Local actions - Menu views	2
Clicks to call	2
Call From Ads (MS)	1

# Geo-Targeting Summary

08/01/2021 - 08/31/2021

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 Top Locations  
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Region	Clicks	Conversions	Cost / conv.
California	437	21	\$95.77

# 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