

Desuar Spa Monthly Google Performance Summary

09/01/2021 - 09/30/2021

Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
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\$2,026.99
\$2,011.27 **0.78%**

Conversions
DESUAR SPA

50
21 **138.10%**

Clicks
DESUAR SPA

645
437 **47.60%**

Conv. Rate
DESUAR SPA

7.75%
4.81% **61.12%**

Avg CPC
DESUAR SPA

\$3.14
\$4.60 **-31.74%**

Cost / Conv
DESUAR SPA

\$40.54
\$95.77 **-57.67%**

Month-Over-Month Performance Comparison

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

Overall Performance Summary
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Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$2,026.99	\$2,011.27	0.78%
Impressions	11,880	9,983	19.00%
Clicks	645	437	47.60%
Avg CPC	\$3.14	\$4.60	-31.74%
CTR	5.43%	4.38%	23.97%
Conversions	50	21	138.10%
Conv Rate	7.75%	4.81%	61.12%
Cost / Conv	\$40.54	\$95.77	-57.67%

Budget Coverage

Search Impr. Share
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52.66%
46.40% **13.49%**

Search IS Lost (due to Budget)
DESUAR SPA

12.23%
21.01% **-41.79%**

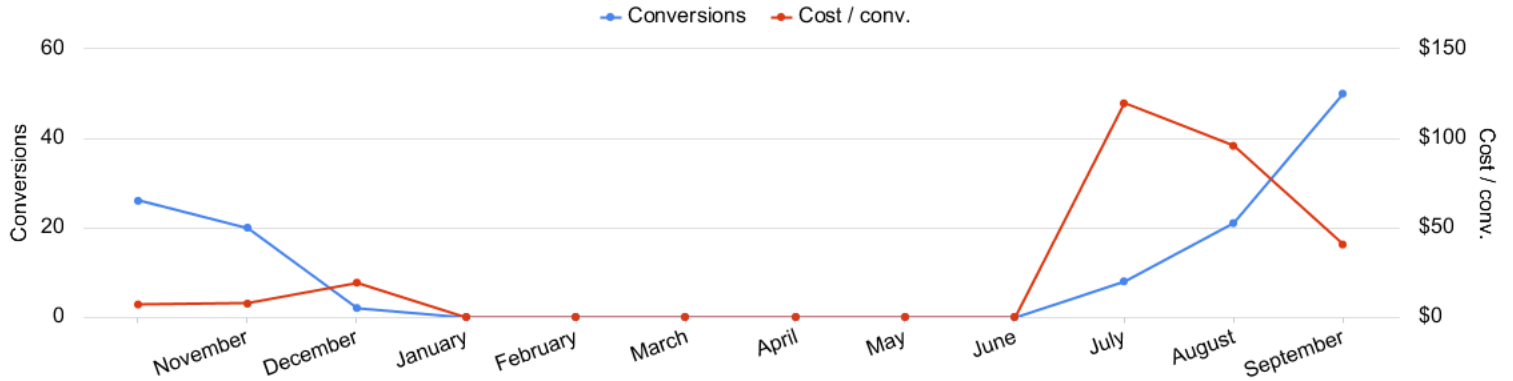
Search IS Lost (due to Rank)
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35.11%
32.59% **7.73%**

Monthly Performance Trends

10/01/2020 - 09/30/2021

Conversions vs Cost/ Conv
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Account Performance by Month
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Month	Cost	Impression s	Clicks	Avg. CPC	CTR	Conversio ns	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
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	46.40%	21.01%
09/01/2021	\$2,026.99	11,880	645	\$3.14	5.43%	50	7.75%	\$40.54	52.66%	12.23%
Total	\$5,365.48	73,612	2,303	\$2.33	3.13%	127	5.51%	\$42.25	41.60%	15.10%

Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
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Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta hydrafacial	\$1,005.30	6,510	351	\$2.86	5.39%	34	9.69%	\$29.57
search beta cryoskin	\$1,021.69	5,370	294	\$3.48	5.47%	16	5.44%	\$63.86

Top Search Terms (by Conversions)

09/01/2021 - 09/30/2021

 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	\$249.38	1,215	79	\$3.16	6.50%	6.5	8.23%	\$38.37
cryotherapy near me	\$177.66	574	41	\$4.33	7.14%	4	9.76%	\$44.41
hydrafacial	\$91.24	723	39	\$2.34	5.39%	3	7.69%	\$30.41
hydrafacial near me cost	\$1.14	3	1	\$1.14	33.33%	2	200.00%	\$0.57
facials near me	\$61.26	474	19	\$3.22	4.01%	2	10.53%	\$30.63
cryotherapy	\$134.59	1,513	43	\$3.13	2.84%	2	4.65%	\$67.30
hydrafacial near me	\$59.44	319	15	\$3.96	4.70%	1	6.67%	\$59.44
deep cleansing facial near me	\$15.64	43	7	\$2.23	16.28%	1	14.29%	\$15.64
ulta beauty facials	\$1.28	2	1	\$1.28	50.00%	1	100.00%	\$1.28
cryo therapy los angeles	\$7.72	2	1	\$7.72	50.00%	1	100.00%	\$7.72
cryogenic therapy	\$4.67	12	2	\$2.33	16.67%	1	50.00%	\$4.67
face facial spa near me	\$3.73	4	1	\$3.73	25.00%	1	100.00%	\$3.73
cyroslimming	\$2.50	1	1	\$2.50	100.00%	1	100.00%	\$2.50
cryo facial los angeles	\$5.83	3	1	\$5.83	33.33%	1	100.00%	\$5.83
crypto therapy	\$6.25	13	1	\$6.25	7.69%	1	100.00%	\$6.25
cryoskin near me	\$6.68	13	2	\$3.34	15.38%	1	50.00%	\$6.68
facial spa near me	\$23.98	98	10	\$2.40	10.20%	1	10.00%	\$23.98
facial treatment near me	\$8.11	32	2	\$4.05	6.25%	1	50.00%	\$8.11
best facial near me	\$14.56	60	6	\$2.43	10.00%	1	16.67%	\$14.56
best affordable facial los angeles	\$2.52	28	1	\$2.52	3.57%	1	100.00%	\$2.52

Top Search Ads (by Conversions)

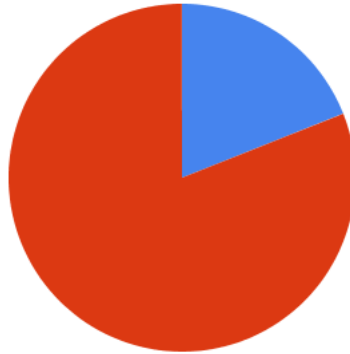
09/01/2021 - 09/30/2021

Top Responsive Search Ads (by Conversions)
DESUAR SPA

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<p>{Keyword:Best Hydrating Facial} Hydrating Facial Treatment Cleanse + Exfoliate + Hydrate desuar.com/hydrfacial/los_angeles Best Professional Facial Treatments from Desuar Spa. Schedule a Free Consult. Leave Skin Glowing, Reduces Wrinkles & Refreshes Skin Tone. 3 Steps. 30 Minutes.</p>	search beta hydrfacial	\$380.67	2,242	125	\$3.05	5.58%	11.5	9.20%	\$33.10
<p>{Keyword:Desuar Spa} Get Slimmer & More Toned Non-Invasive, Highly Effective desuar.com/cryoskin/los_angeles 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	\$725.88	3,746	208	\$3.49	5.55%	10	4.81%	\$72.59
<p>{Keyword:Best Hydrating Facial} Hydrating Facial Treatment Cleanse + Exfoliate + Hydrate desuar.com/hydrfacial/los_angeles Best Professional Facial Treatments from Desuar Spa. Schedule a Free Consult. Leave Skin Glowing, Reduces Wrinkles & Refreshes Skin Tone. 3 Steps. 30 Minutes.</p>	search beta hydrfacial	\$14.37	187	7	\$2.05	3.74%	4	57.14%	\$3.59
<p>{Keyword:Desuar Spa} Get Slimmer & More Toned Non-Invasive, Highly Effective desuar.com/cryoskin/los_angeles 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	\$175.07	774	56	\$3.13	7.24%	3	5.36%	\$58.36

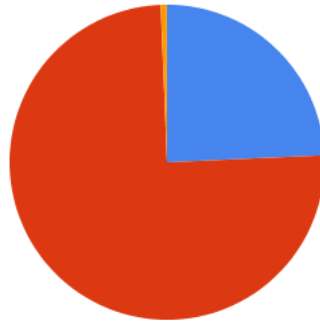
Budget Utilization by Device

Conversions by Device
DESUAR SPA



Computers - Conversions: 9.5 (19.00%) Mobile devices with full browsers - Conversions: 40.5 (81.00%)

Cost by Device
DESUAR SPA




Computers - Cost: \$492.65 (24.30%) Mobile devices with full browsers - Cost: \$1,521.68 (75.07%)
Tablets with full browsers - Cost: \$12.66 (0.62%)


Device Performance (by Conversions)
DESUAR SPA

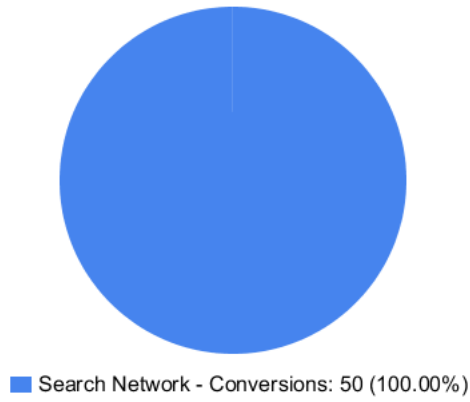
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	8,685	509	\$1,521.68	\$2.99	5.86%	40.5	7.96%	\$37.57
Computers	3,119	130	\$492.65	\$3.79	4.17%	9.5	7.31%	\$51.86
Tablets with full browsers	76	6	\$12.66	\$2.11	7.89%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
DESUAR SPA



 Conversions by Network
DESUAR SPA

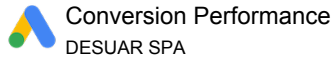


 Network Performance
DESUAR SPA

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	11,880	645	\$2,026.99	\$3.14	5.43%	50	7.75%	\$40.54

Conversion Summary


09/01/2021 - 09/30/2021



Conversion name	All conv.	% Change
Local actions - Other engagements	42	5.00%
Submit lead form	33	153.85%
Local actions - Website visits	28	27.27%
Click to Call	16	128.57%
Local actions - Directions	3	-50.00%
Local actions - Menu views	2	0.00%
Call From Ads (MS)	1	0.00%
Clicks to call	1	-66.67%

Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
DESUAR SPA

Region	Clicks	Conversions	Cost / conv.
California	645	50	\$40.54

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