

Docere Med Spa Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Docere Med Spa

\$2,924.74

\$2,889.65 1.21%

Conversions
Docere Med Spa

34

34 0.00%

Clicks
Docere Med Spa

646

740 -12.70%

Conv. Rate
Docere Med Spa

5.26%

4.59% 14.60%

Avg CPC
Docere Med Spa

\$4.53

\$3.90 16.15%

Cost / Conv
Docere Med Spa

\$86.02

\$84.99 1.21%

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Docere Med Spa

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$2,924.74	\$2,889.65	1.21%
Impressions	13,330	14,538	-8.31%
Clicks	646	740	-12.70%
Avg CPC	\$4.53	\$3.90	16.15%
CTR	4.85%	5.09%	-4.72%
Conversions	34	34	0.00%
Conv Rate	5.26%	4.59%	14.60%
Cost / Conv	\$86.02	\$84.99	1.21%

Budget Coverage

Search Impr. Share
Docere Med Spa

25.43%

22.08% 15.17%

Search IS Lost (due to Budget)
Docere Med Spa

15.50%

16.53% -6.23%

Search IS Lost (due to Rank)
Docere Med Spa

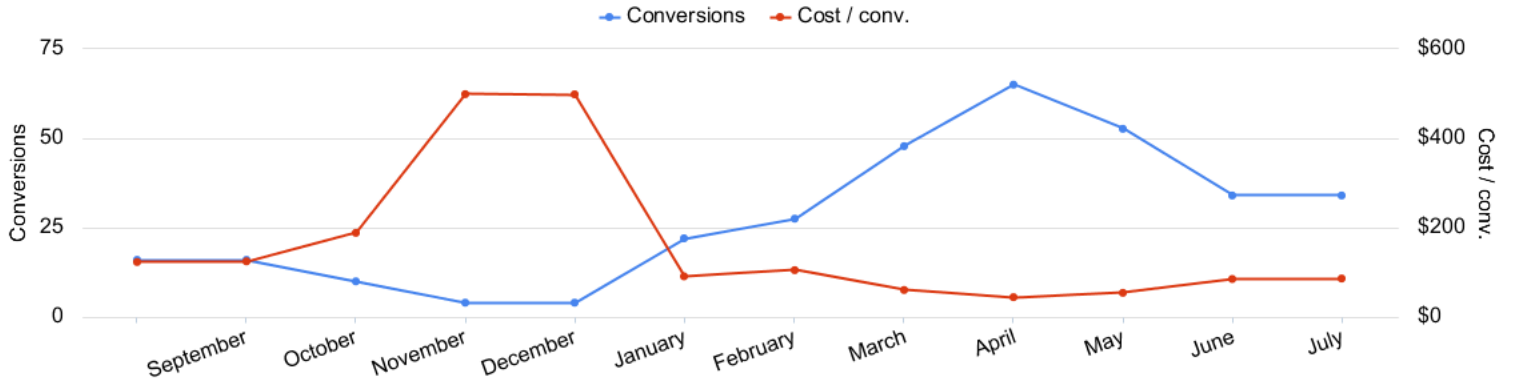
59.08%

61.39% -3.76%

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Docere Med Spa




Account Performance by Month
Docere Med Spa

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$1,972.05	12,069	449	\$4.39	3.72%	16	3.56%	\$123.25	20.90%	12.09%
09/01/2020	\$1,996.38	13,689	448	\$4.46	3.27%	16	3.57%	\$124.77	22.04%	12.70%
10/01/2020	\$1,884.99	4,540	163	\$11.56	3.59%	10	6.13%	\$188.50	27.61%	10.98%
11/01/2020	\$1,994.83	5,263	203	\$9.83	3.86%	4	1.97%	\$498.71	27.76%	40.89%
12/01/2020	\$1,993.66	9,161	464	\$4.30	5.06%	4	0.86%	\$498.42	19.34%	17.41%
01/01/2021	\$2,000.00	8,436	503	\$3.98	5.96%	22	4.37%	\$90.91	16.50%	22.64%
02/01/2021	\$2,885.94	14,340	821	\$3.52	5.73%	27.5	3.35%	\$104.94	21.09%	15.34%
03/01/2021	\$2,883.51	14,486	888	\$3.25	6.13%	47.82	5.38%	\$60.30	21.72%	19.01%
04/01/2021	\$2,884.91	15,649	920	\$3.14	5.88%	65.01	7.07%	\$44.37	22.98%	11.22%
05/01/2021	\$2,847.83	16,003	860	\$3.31	5.37%	52.67	6.12%	\$54.07	22.68%	11.52%
06/01/2021	\$2,889.65	14,538	740	\$3.90	5.09%	34	4.59%	\$84.99	22.08%	16.53%
07/01/2021	\$2,924.74	13,330	646	\$4.53	4.85%	34	5.26%	\$86.02	25.43%	15.50%
Total	\$29,158.49	141,504	7,105	\$4.10	5.02%	333	4.69%	\$87.56	21.96%	15.81%

Campaign Performance Summary (by Conversions)

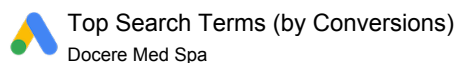
07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Docere Med Spa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$2,428.00	11,766	489	\$4.97	4.16%	25	5.11%	\$97.12
search beta ultherapy	\$496.74	1,564	157	\$3.16	10.04%	9	5.73%	\$55.19

Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021



Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting	\$46.11	49	6	\$7.68	12.24%	3	50.00%	\$15.37
coolsculpting strongsville	\$48.61	5	4	\$12.15	80.00%	3	75.00%	\$16.20
neck lift cost	\$2.02	5	2	\$1.01	40.00%	2	100.00%	\$1.01
ultherapy near me	\$22.57	9	6	\$3.76	66.67%	2	33.33%	\$11.29
want to lose weight but always hungry	\$2.51	1	1	\$2.51	100.00%	1	100.00%	\$2.51
freeze double chin	\$3.86	1	1	\$3.86	100.00%	1	100.00%	\$3.86
cool sculpting reviews	\$30.44	18	6	\$5.07	33.33%	1	16.67%	\$30.44
coolsculpting cleveland	\$17.44	3	2	\$8.72	66.67%	1	50.00%	\$17.44
body sculpting	\$12.55	11	3	\$4.18	27.27%	1	33.33%	\$12.55
freezing your fat away	\$7.61	1	1	\$7.61	100.00%	1	100.00%	\$7.61
treatments for double chin	\$6.05	1	1	\$6.05	100.00%	1	100.00%	\$6.05
get rid of belly fat	\$5.87	2	1	\$5.87	50.00%	1	100.00%	\$5.87
body wraps for weight loss	\$1.70	1	1	\$1.70	100.00%	1	100.00%	\$1.70
cool sculpting	\$108.84	68	21	\$5.18	30.88%	1	4.76%	\$108.84
healthiest way to lose stomach fat	\$8.93	1	1	\$8.93	100.00%	1	100.00%	\$8.93
neck tightening	\$1.29	1	1	\$1.29	100.00%	1	100.00%	\$1.29
sonobella near me	\$17.72	1	2	\$8.86	200.00%	1	50.00%	\$17.72
how much does coolsculpting cost	\$12.78	4	3	\$4.26	75.00%	1	33.33%	\$12.78
coolsculpting near me	\$71.90	14	6	\$11.98	42.86%	1	16.67%	\$71.90
liposuction cost	\$53.22	67	13	\$4.09	19.40%	1	7.69%	\$53.22

Top Search Ads (by Conversions)

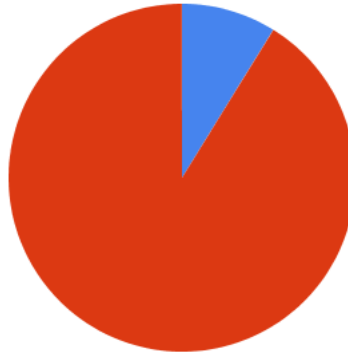
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)
Docere Med Spa

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Docere Medical Spa} Tighten Skin Without Surgery Non-Surgical Skin Tightening doceremedspa.com/ Non-Invasive Skin Tightening. Save on Ultherapy Cost + Ultherapy Before and After Pics. Tighten Skin Without Surgery & Reduce Wrinkles on the Neck and Chest with Ultherapy.	search beta ultherapy	\$455.49	1,393	142	\$3.21	10.19%	9	6.34%	\$50.61
Docere Medical Spa Fat Reduction in Strongsville Non-Surgical Fat Reduction doceremedspa.com/ 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	\$426.27	1,539	86	\$4.96	5.59%	3	3.49%	\$142.09
Docere Medical Spa Fat Reduction in Strongsville Non-Surgical Fat Reduction doceremedspa.com/ 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	\$481.29	2,995	107	\$4.50	3.57%	1	0.93%	\$481.29
{Keyword:Docere Medical Spa} CoolSculpting® Elite Fat Reduction Treatment doceremedspa.com/coolsculpting/elite Leading CoolSculpting® Elite Provider in Strongsville, OH. Schedule a Free Consultation CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Butt & More	search beta coolsculpting	\$5.44	7	1	\$5.44	14.29%	0	0.00%	\$0.00

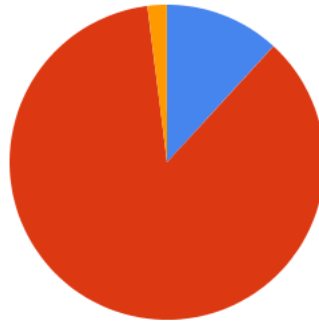
Budget Utilization by Device

Conversions by Device
Docere Med Spa



■ Computers - Conversions: 3 (8.82%) ■ Mobile devices with full browsers - Conversions: 31 (91.18%)

Cost by Device
Docere Med Spa




■ Computers - Cost: \$345.62 (11.82%) ■ Mobile devices with full browsers - Cost: \$2,521.45 (86.21%)
■ Tablets with full browsers - Cost: \$57.67 (1.97%)


Device Performance (by Conversions)
Docere Med Spa

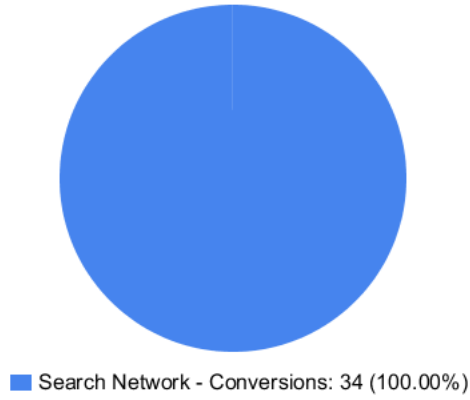
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	11,557	565	\$2,521.45	\$4.46	4.89%	31	5.49%	\$81.34
Computers	1,482	67	\$345.62	\$5.16	4.52%	3	4.48%	\$115.21
Tablets with full browsers	291	14	\$57.67	\$4.12	4.81%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
Docere Med Spa



 Conversions by Network
Docere Med Spa




 Network Performance
Docere Med Spa

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	13,330	646	\$2,924.74	\$4.53	4.85%	34	5.26%	\$86.02

Conversion Summary


07/01/2021 - 07/31/2021

 Conversion Performance
Docere Med Spa

Conversion name	All conv.
Form Submit	25
Calls from Website	7
Call From Ads	1
Click to Call	1

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
Docere Med Spa

Region	Clicks	Conversions	Cost / conv.
Ohio	646	34	\$86.02

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