

# **Dr Glen Brooks Monthly Google Performance Summary**

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

# Key Performance Indicators

07/01/2021 - 07/31/2021

Cost  
Dr. Glen Brooks

**\$3,537.80**

\$1,882.40 **87.94%**

Conversions  
Dr. Glen Brooks

**34**

23 **47.83%**

Clicks  
Dr. Glen Brooks

**660**

281 **134.88%**

Conv. Rate  
Dr. Glen Brooks

**5.15%**

8.19% **-37.12%**

Avg CPC  
Dr. Glen Brooks

**\$5.36**

\$6.70 **-20.00%**

Cost / Conv  
Dr. Glen Brooks

**\$104.05**

\$81.84 **27.14%**

## Month-Over-Month Performance Comparison

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

Overall Performance Summary  
Dr. Glen Brooks

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$3,537.80	\$1,882.40	<b>87.94%</b>
Impressions	12,484	4,928	<b>153.33%</b>
Clicks	660	281	<b>134.88%</b>
Avg CPC	\$5.36	\$6.70	<b>-20.00%</b>
CTR	5.29%	5.70%	<b>-7.19%</b>
Conversions	34	23	<b>47.83%</b>
Conv Rate	5.15%	8.19%	<b>-37.12%</b>
Cost / Conv	\$104.05	\$81.84	<b>27.14%</b>

## Budget Coverage

Search Impr. Share  
Dr. Glen Brooks

**28.10%**

26.47% **6.16%**

Search IS Lost (due to Budget)  
Dr. Glen Brooks

**22.26%**

39.51% **-43.66%**

Search IS Lost (due to Rank)  
Dr. Glen Brooks

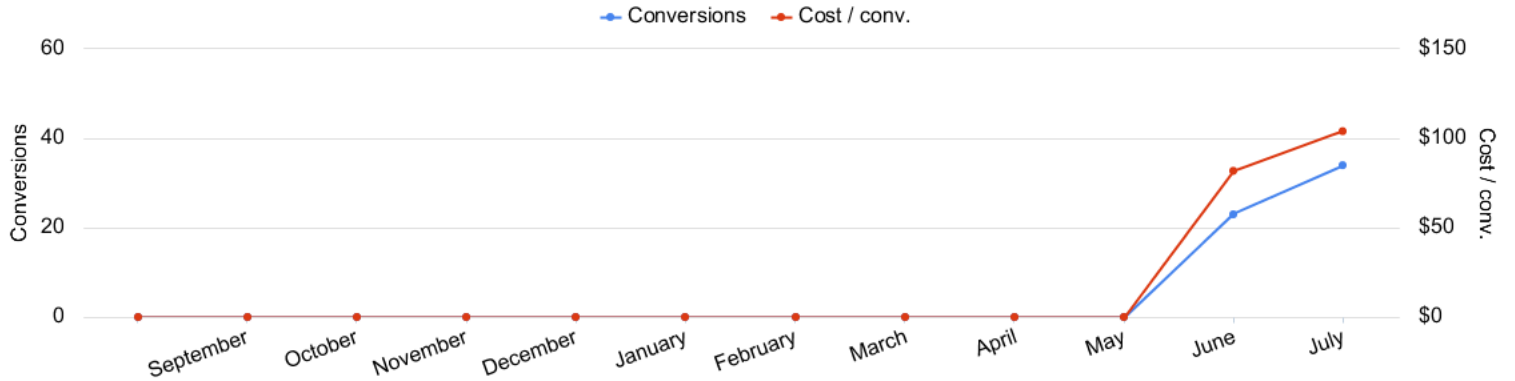
**49.64%**

34.02% **45.91%**

# Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv  
Dr. Glen Brooks




Account Performance by Month  
Dr. Glen Brooks

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
06/01/2021	\$1,882.40	4,928	281	\$6.70	5.70%	23	8.19%	\$81.84	26.47%	39.51%
07/01/2021	\$3,537.80	12,484	660	\$5.36	5.29%	34	5.15%	\$104.05	28.10%	22.26%
<b>Total</b>	<b>\$5,420.20</b>	<b>17,412</b>	<b>941</b>	<b>\$5.76</b>	<b>5.40%</b>	<b>57</b>	<b>6.06%</b>	<b>\$95.09</b>	<b>27.62%</b>	<b>27.32%</b>

# Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)  
Dr. Glen Brooks

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$3,537.80	12,484	660	\$5.36	5.29%	34	5.15%	\$104.05

# Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)  
Dr. Glen Brooks

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
mommy makeover cost massachusetts	\$12.08	11	5	\$2.42	45.45%	3	60.00%	\$4.03
cool sculpting	\$152.85	87	20	\$7.64	22.99%	2.5	12.50%	\$61.14
cool sculpting cost	\$41.03	8	6	\$6.84	75.00%	2	33.33%	\$20.52
coffee lemon and hot water for weight loss	\$6.93	1	1	\$6.93	100.00%	2	200.00%	\$3.46
dr brooks longmeadow	\$42.43	50	11	\$3.86	22.00%	2	18.18%	\$21.21
liposuction	\$103.48	140	22	\$4.70	15.71%	2	9.09%	\$51.74
cool sculpting results	\$18.80	3	4	\$4.70	133.33%	1.5	37.50%	\$12.53
price coolsculpting	\$8.30	1	1	\$8.30	100.00%	1	100.00%	\$8.30
fat freezing	\$6.95	1	1	\$6.95	100.00%	1	100.00%	\$6.95
abdominoplasty near me	\$16.71	1	1	\$16.71	100.00%	1	100.00%	\$16.71
healthywage com	\$13.30	1	2	\$6.65	200.00%	1	50.00%	\$13.30
how much does a liposuction procedure cost	\$5.56	1	1	\$5.56	100.00%	1	100.00%	\$5.56
true sculpting vs coolsculpting	\$10.76	1	1	\$10.76	100.00%	1	100.00%	\$10.76
weight loss hypnosis	\$4.60	2	1	\$4.60	50.00%	1	100.00%	\$4.60
holyoke hospital weight management	\$14.46	10	1	\$14.46	10.00%	1	100.00%	\$14.46
weight loss injections	\$4.56	4	1	\$4.56	25.00%	1	100.00%	\$4.56
nutrisystem shakes	\$1.80	1	1	\$1.80	100.00%	1	100.00%	\$1.80
golo com	\$33.32	40	7	\$4.76	17.50%	1	14.29%	\$33.32
lose weight fast	\$12.79	9	4	\$3.20	44.44%	1	25.00%	\$12.79
coolsculpting	\$100.16	74	13	\$7.70	17.57%	1	7.69%	\$100.16

# Top Search Ads (by Conversions)

07/01/2021 - 07/31/2021

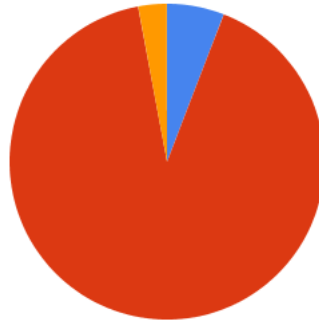
 Top Responsive Search Ads (by Conversions)  
Dr. Glen Brooks

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">Dr. Glen Brooks   Fat Reduction in Longmeadow   Non-Surgical Fat Reduction</a> <a href="https://glenbrooks.beautysculpt.net/coolsculpting/longmeadow">glenbrooks.beautysculpt.net/coolsculpting/longmeadow</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat   Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search   beta   coolsculpting	\$1,199.29	6,124	225	\$5.33	3.67%	10.5	4.67%	\$114.22
<a href="#">Dr. Glen Brooks   Fat Reduction in Longmeadow   Non-Surgical Fat Reduction</a> <a href="https://glenbrooks.beautysculpt.net/coolsculpting/longmeadow">glenbrooks.beautysculpt.net/coolsculpting/longmeadow</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat   Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search   beta   coolsculpting	\$914.13	2,092	220	\$4.16	10.52%	8	3.64%	\$114.27
<a href="#">{Keyword:Dr. Glen Brooks}   CoolSculpting in Longmeadow   Biggest CoolSculpting® Promo</a> <a href="https://glenbrooks.beautysculpt.net/coolsculpting/longmeadow">glenbrooks.beautysculpt.net/coolsculpting/longmeadow</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Longmeadow, MA   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$597.78	719	76	\$7.87	10.57%	8	10.53%	\$74.72
<a href="#">{Keyword:Dr. Glen Brooks}   CoolSculpting in Longmeadow   Biggest CoolSculpting® Promo</a> <a href="https://glenbrooks.beautysculpt.net/coolsculpting/longmeadow">glenbrooks.beautysculpt.net/coolsculpting/longmeadow</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Longmeadow, MA   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
<a href="#">{Keyword:Dr. Glen Brooks}   CoolSculpting in Longmeadow   Biggest CoolSculpting® Promo</a> <a href="https://glenbrooks.beautysculpt.net/coolsculpting/longmeadow">glenbrooks.beautysculpt.net/coolsculpting/longmeadow</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Longmeadow, MA   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$15.71	18	1	\$15.71	5.56%	0	0.00%	\$0.00

# Budget Utilization by Device

## Conversions by Device

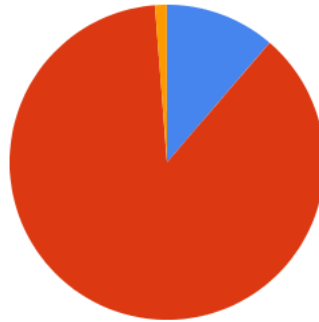
Dr. Glen Brooks



■ Computers - Conversions: 2 (5.88%) 
 ■ Mobile devices with full browsers - Conversions: 31 (91.18%) 
 ■ Tablets with full browsers - Conversions: 1 (2.94%)

## Cost by Device

Dr. Glen Brooks



■ Computers - Cost: \$399.93 (11.30%) 
 ■ Mobile devices with full browsers - Cost: \$3,094.79 (87.48%) 
 ■ Tablets with full browsers - Cost: \$43.08 (1.22%)

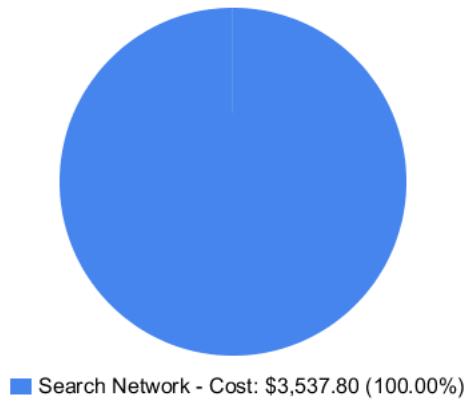
## Device Performance (by Conversions)

Dr. Glen Brooks

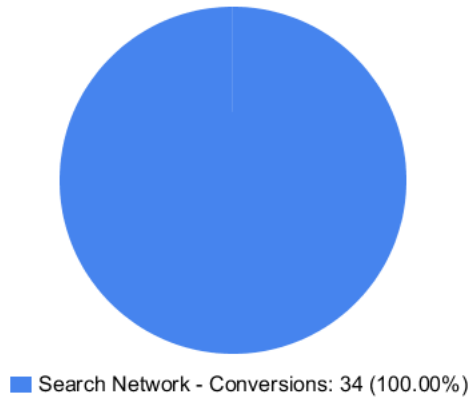
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	10,226	581	\$3,094.79	\$5.33	5.68%	31	5.34%	\$99.83
Computers	1,955	66	\$399.93	\$6.06	3.38%	2	3.03%	\$199.97
Tablets with full browsers	303	13	\$43.08	\$3.31	4.29%	1	7.69%	\$43.08

# Budget Utilization by Network

Cost by Network  
Dr. Glen Brooks



Conversions by Network  
Dr. Glen Brooks




Network Performance  
Dr. Glen Brooks

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	12,484	660	\$3,537.80	\$5.36	5.29%	34	5.15%	\$104.05

# Conversion Summary

07/01/2021 - 07/31/2021

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 Conversion Performance  
Dr. Glen Brooks

Conversion name	All conv.
Submit lead form	23
Click to Call	8
Call From Ads (MS)	3

# Geo-Targeting Summary

07/01/2021 - 07/31/2021

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 Top Locations  
Dr. Glen Brooks

Region	Clicks	Conversions	Cost / conv.
Connecticut	204	5	\$236.34
Massachusetts	456	29	\$81.25

# 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