

# **Dr Edelman Monthly Google Performance Summary**

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

# Key Performance Indicators

07/01/2021 - 07/31/2021

Cost  
Dr. Edelman - Julia

**\$2,501.28**  
\$2,918.10 -14.28%

Conversions  
Dr. Edelman - Julia

**30**  
41 -26.83%

Clicks  
Dr. Edelman - Julia

**412**  
471 -12.53%

Conv. Rate  
Dr. Edelman - Julia

**7.28%**  
8.70% -16.32%

Avg CPC  
Dr. Edelman - Julia

**\$6.07**  
\$6.20 -2.10%

Cost / Conv  
Dr. Edelman - Julia

**\$83.38**  
\$71.17 17.16%

## Month-Over-Month Performance Comparison

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

Overall Performance Summary  
Dr. Edelman - Julia

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$2,501.28	\$2,918.10	-14.28%
Impressions	6,180	6,902	-10.46%
Clicks	412	471	-12.53%
Avg CPC	\$6.07	\$6.20	-2.10%
CTR	6.67%	6.82%	-2.20%
Conversions	30	41	-26.83%
Conv Rate	7.28%	8.70%	-16.32%
Cost / Conv	\$83.38	\$71.17	17.16%

## Budget Coverage

Search Impr. Share  
Dr. Edelman - Julia

**20.88%**  
24.39% -14.39%

Search IS Lost (due to Budget)  
Dr. Edelman - Julia

**14.68%**  
22.87% -35.81%

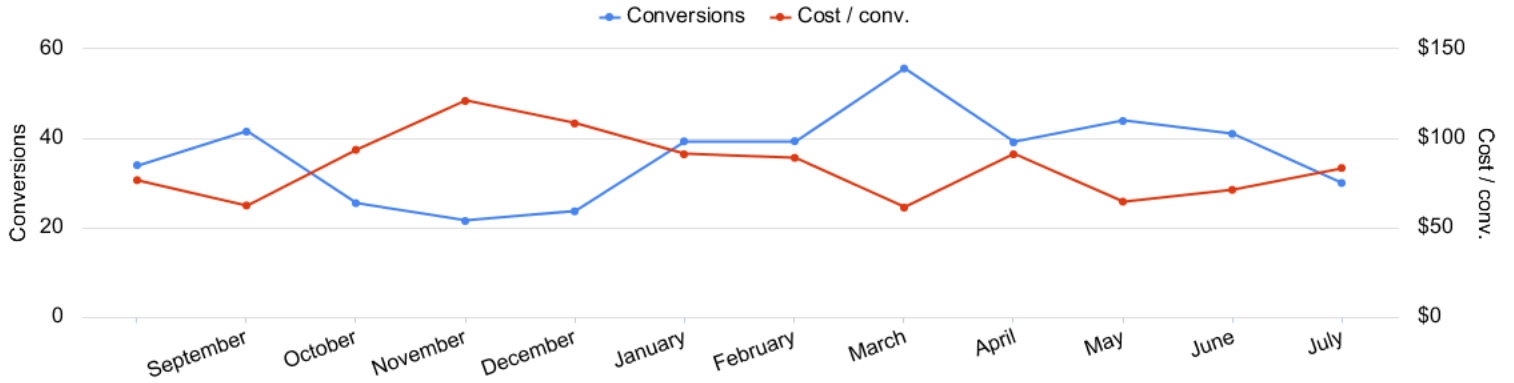
Search IS Lost (due to Rank)  
Dr. Edelman - Julia

**64.44%**  
52.73% 22.21%

# Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv  
Dr. Edelman - Julia




Account Performance by Month  
Dr. Edelman - Julia

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$2,603.44	14,114	687	\$3.79	4.87%	34	4.95%	\$76.57	21.44%	11.72%
09/01/2020	\$2,591.26	13,010	654	\$3.96	5.03%	41.5	6.35%	\$62.44	24.72%	12.96%
10/01/2020	\$2,385.63	6,952	402	\$5.93	5.78%	25.5	6.34%	\$93.55	21.30%	14.63%
11/01/2020	\$2,599.89	8,449	473	\$5.50	5.60%	21.5	4.55%	\$120.93	24.90%	23.08%
12/01/2020	\$2,564.48	9,808	574	\$4.47	5.85%	23.67	4.12%	\$108.36	24.16%	19.93%
01/01/2021	\$3,581.45	13,530	816	\$4.39	6.03%	39.33	4.82%	\$91.05	24.33%	16.79%
02/01/2021	\$3,507.30	13,940	830	\$4.23	5.95%	39.35	4.74%	\$89.12	24.34%	20.93%
03/01/2021	\$3,406.40	6,336	566	\$6.02	8.93%	55.65	9.83%	\$61.22	21.30%	43.82%
04/01/2021	\$3,562.64	5,961	477	\$7.47	8.00%	39.11	8.20%	\$91.09	22.60%	55.09%
05/01/2021	\$2,834.53	6,622	525	\$5.40	7.93%	43.89	8.36%	\$64.58	23.28%	30.69%
06/01/2021	\$2,918.10	6,902	471	\$6.20	6.82%	41	8.70%	\$71.17	24.39%	22.87%
07/01/2021	\$2,501.28	6,180	412	\$6.07	6.67%	30	7.28%	\$83.38	20.88%	14.68%
<b>Total</b>	<b>\$35,056.41</b>	<b>111,804</b>	<b>6,887</b>	<b>\$5.09</b>	<b>6.16%</b>	<b>434.5</b>	<b>6.31%</b>	<b>\$80.68</b>	<b>23.24%</b>	<b>21.55%</b>

# Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)  
Dr. Edelman - Julia

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$1,771.31	1,572	182	\$9.73	11.58%	17	9.34%	\$104.19
search   beta   coolsculpting   exp reach	\$729.97	4,608	230	\$3.17	4.99%	13	5.65%	\$56.15

# Top Search Terms (by Conversions)

07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)  
Dr. Edelman - Julia

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
how much is coolsculpting	\$38.74	3	3	\$12.91	100.00%	2	66.67%	\$19.37
cool sculpting	\$176.28	17	14	\$12.59	82.35%	2	14.29%	\$88.14
body sculpting near me	\$5.32	1	1	\$5.32	100.00%	2	200.00%	\$2.66
coolsculpting cost	\$37.27	4	4	\$9.32	100.00%	2	50.00%	\$18.64
coolsculpting near me	\$274.96	25	17	\$16.17	68.00%	1.5	8.82%	\$183.31
coolsculpting arms	\$7.91	1	1	\$7.91	100.00%	1	100.00%	\$7.91
dr lowney fall river	\$16.04	1	2	\$8.02	200.00%	1	50.00%	\$16.04
how much does coolsculpting cost	\$19.75	4	4	\$4.94	100.00%	1	25.00%	\$19.75
lazer lypo	\$8.14	1	1	\$8.14	100.00%	1	100.00%	\$8.14
how much is liposuction	\$6.06	4	3	\$2.02	75.00%	1	33.33%	\$6.06
under chin fat removal	\$12.77	1	1	\$12.77	100.00%	1	100.00%	\$12.77
cool sculpting	\$10.32	2	2	\$5.16	100.00%	1	50.00%	\$10.32
is liposuction permanent	\$6.42	1	2	\$3.21	200.00%	1	50.00%	\$6.42
weight loss retreat	\$3.99	1	1	\$3.99	100.00%	1	100.00%	\$3.99
wegovy weight loss reviews	\$1.84	1	1	\$1.84	100.00%	0.5	50.00%	\$3.68
fat freezing	\$12.60	2	2	\$6.30	100.00%	0	0.00%	\$0.00
liposuction	\$28.97	16	6	\$4.83	37.50%	0	0.00%	\$0.00
cold therapy fat loss	\$8.26	1	2	\$4.13	200.00%	0	0.00%	\$0.00
best drink before bed to lose weight	\$1.95	1	1	\$1.95	100.00%	0	0.00%	\$0.00
laser lipo near me	\$4.76	2	1	\$4.76	50.00%	0	0.00%	\$0.00

# Top Search Ads (by Conversions)

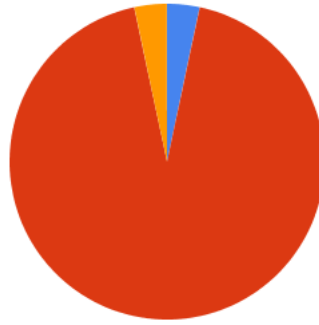
07/01/2021 - 07/31/2021

Top Responsive Search Ads (by Conversions)  
Dr. Edelman - Julia

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">CoolSculpting® Fat Reduction   CoolSculpting in Middleboro   Biggest CoolSculpting® Promo</a> <a href="http://www.juliaedelmanmd.com/">www.juliaedelmanmd.com/</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$567.66	511	55	\$10.32	10.76%	5	9.09%	\$113.53
<a href="#">CoolSculpting® Fat Reduction   CoolSculpting in Middleboro   Biggest CoolSculpting® Promo</a> <a href="http://www.juliaedelmanmd.com/">www.juliaedelmanmd.com/</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$188.71	155	22	\$8.58	14.19%	3.5	15.91%	\$53.92
<a href="#">Dr. Julia Edelman   Fat Reduction in Middleboro   Non-Surgical Fat Reduction</a> <a href="http://www.juliaedelmanmd.com/">www.juliaedelmanmd.com/</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   exp reach	\$207.10	1,265	70	\$2.96	5.53%	3	4.29%	\$69.03
<a href="#">CoolSculpting® Fat Reduction   CoolSculpting in Middleboro   Biggest CoolSculpting® Promo</a> <a href="http://www.juliaedelmanmd.com/">www.juliaedelmanmd.com/</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Middleboro, MA   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$163.35	43	11	\$14.85	25.58%	2	18.18%	\$81.67
<a href="#">Dr. Julia Edelman   Fat Reduction in Middleboro   Non-Surgical Fat Reduction</a> <a href="http://www.juliaedelmanmd.com/">www.juliaedelmanmd.com/</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   exp reach	\$183.69	598	63	\$2.92	10.54%	2	3.17%	\$91.84

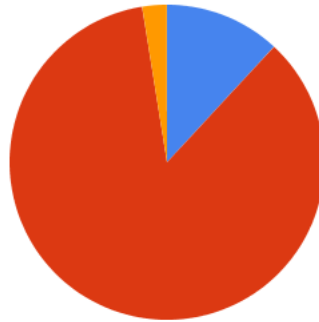
# Budget Utilization by Device

Conversions by Device  
Dr. Edelman - Julia



■ Computers - Conversions: 1 (3.33%) 
 ■ Mobile devices with full browsers - Conversions: 28 (93.33%) 
 ■ Tablets with full browsers - Conversions: 1 (3.33%)

Cost by Device  
Dr. Edelman - Julia




■ Computers - Cost: \$297.69 (11.90%) 
 ■ Mobile devices with full browsers - Cost: \$2,140.38 (85.57%) 
 ■ Tablets with full browsers - Cost: \$63.21 (2.53%)


Device Performance (by Conversions)  
Dr. Edelman - Julia

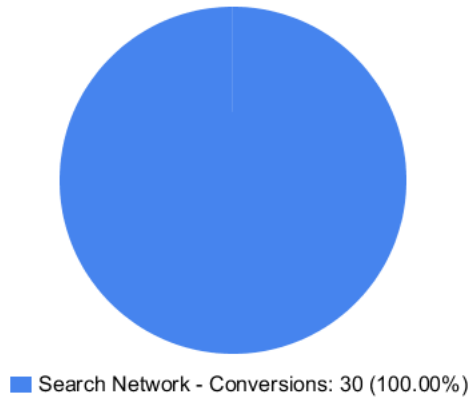
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	5,110	360	\$2,140.38	\$5.95	7.05%	28	7.78%	\$76.44
Tablets with full browsers	197	8	\$63.21	\$7.90	4.06%	1	12.50%	\$63.21
Computers	873	44	\$297.69	\$6.77	5.04%	1	2.27%	\$297.69


# Budget Utilization by Network

 Cost by Network  
Dr. Edelman - Julia



 Conversions by Network  
Dr. Edelman - Julia




 Network Performance  
Dr. Edelman - Julia

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	6,180	412	\$2,501.28	\$6.07	6.67%	30	7.28%	\$83.38

# Conversion Summary

07/01/2021 - 07/31/2021

---


 Conversion Performance  
Dr. Edelman - Julia

Conversion name	All conv.
Lead - Form Submit	21
Click to Call	7
Phone Call	2

# Geo-Targeting Summary

07/01/2021 - 07/31/2021

---

 Top Locations  
Dr. Edelman - Julia

Region	Clicks	Conversions	Cost / conv.
Massachusetts	412	30	\$83.38

# 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