

# **Dr Moran Monthly Google Performance Summary**

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

# Key Performance Indicators

07/01/2021 - 07/31/2021

Cost  
Dr. Moran

**\$4,321.23**  
\$4,891.21 -11.65%

Conversions  
Dr. Moran

**33.92**  
49.93 -32.06%

Clicks  
Dr. Moran

**725**  
873 -16.95%

Conv. Rate  
Dr. Moran

**4.68%**  
5.72% -18.18%

Avg CPC  
Dr. Moran

**\$5.96**  
\$5.60 6.43%

Cost / Conv  
Dr. Moran

**\$127.39**  
\$97.96 30.04%

## Month-Over-Month Performance Comparison

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

Overall Performance Summary  
Dr. Moran

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$4,321.23	\$4,891.21	<span style="color: green;">-11.65%</span>
Impressions	16,510	19,229	<span style="color: red;">-14.14%</span>
Clicks	725	873	<span style="color: red;">-16.95%</span>
Avg CPC	\$5.96	\$5.60	<span style="color: green;">6.43%</span>
CTR	4.39%	4.54%	<span style="color: red;">-3.30%</span>
Conversions	33.92	49.93	<span style="color: red;">-32.06%</span>
Conv Rate	4.68%	5.72%	<span style="color: red;">-18.18%</span>
Cost / Conv	\$127.39	\$97.96	<span style="color: green;">30.04%</span>

## Budget Coverage

Search Impr. Share  
Dr. Moran

**22.02%**  
20.18% 9.12%

Search IS Lost (due to Budget)  
Dr. Moran

**9.72%**  
13.64% -28.74%

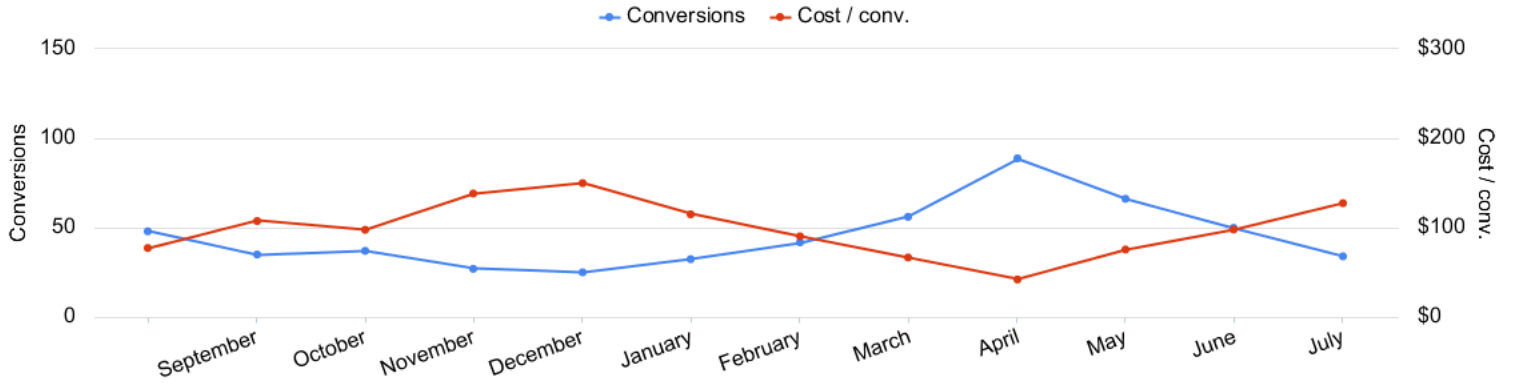
Search IS Lost (due to Rank)  
Dr. Moran

**68.26%**  
66.18% 3.14%

# Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv  
Dr. Moran




Account Performance by Month  
Dr. Moran

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$3,704.18	30,334	977	\$3.79	3.22%	47.92	4.90%	\$77.30	20.83%	7.73%
09/01/2020	\$3,761.44	26,780	915	\$4.11	3.42%	35	3.83%	\$107.47	21.98%	8.78%
10/01/2020	\$3,613.45	12,046	549	\$6.58	4.56%	37	6.74%	\$97.66	42.44%	3.73%
11/01/2020	\$3,731.01	19,247	732	\$5.10	3.80%	27	3.69%	\$138.19	21.68%	15.64%
12/01/2020	\$3,744.10	15,343	616	\$6.08	4.01%	25	4.06%	\$149.76	18.74%	20.62%
01/01/2021	\$3,718.10	18,938	773	\$4.81	4.08%	32.33	4.18%	\$114.99	17.83%	15.34%
02/01/2021	\$3,771.80	17,986	810	\$4.66	4.50%	41.79	5.16%	\$90.25	19.03%	19.22%
03/01/2021	\$3,735.53	15,783	806	\$4.63	5.11%	56.06	6.95%	\$66.64	19.29%	46.21%
04/01/2021	\$3,732.96	16,732	776	\$4.81	4.64%	88.8	11.44%	\$42.04	19.70%	52.59%
05/01/2021	\$4,994.62	20,667	903	\$5.53	4.37%	66.17	7.33%	\$75.48	19.61%	42.03%
06/01/2021	\$4,891.21	19,229	873	\$5.60	4.54%	49.93	5.72%	\$97.97	20.18%	13.64%
07/01/2021	\$4,321.23	16,510	725	\$5.96	4.39%	33.92	4.68%	\$127.40	22.02%	9.72%
<b>Total</b>	<b>\$47,719.63</b>	<b>229,595</b>	<b>9,455</b>	<b>\$5.05</b>	<b>4.12%</b>	<b>540.92</b>	<b>5.72%</b>	<b>\$88.22</b>	<b>20.71%</b>	<b>21.11%</b>

# Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)  
Dr. Moran

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$3,881.48	12,991	583	\$6.66	4.49%	30.92	5.30%	\$125.53
search   beta   coolsculpting   exp reach	\$439.75	3,519	142	\$3.10	4.04%	3	2.11%	\$146.58

# Top Search Terms (by Conversions)

07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)  
Dr. Moran

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting cost	\$89.35	168	13	\$6.87	7.74%	4	30.77%	\$22.34
cool sculpting	\$159.46	551	18	\$8.86	3.27%	2	11.11%	\$79.73
my weight is stuck	\$2.34	1	1	\$2.34	100.00%	1	100.00%	\$2.34
cool sculpting prices	\$9.84	1	2	\$4.92	200.00%	1	50.00%	\$9.84
cool sculpting results	\$11.33	10	2	\$5.67	20.00%	1	50.00%	\$11.33
walking to lose weight	\$4.34	1	1	\$4.34	100.00%	1	100.00%	\$4.34
best coolsculpting near me	\$22.67	2	1	\$22.67	50.00%	1	100.00%	\$22.67
coolsculpting packages near me	\$18.82	2	2	\$9.41	100.00%	1	50.00%	\$18.82
cost of cool sculpting chin	\$3.66	1	1	\$3.66	100.00%	1	100.00%	\$3.66
fat reduction	\$8.97	1	1	\$8.97	100.00%	1	100.00%	\$8.97
coolsculpting price	\$15.03	21	2	\$7.51	9.52%	1	50.00%	\$15.03
how much is coolsculpting	\$69.15	72	10	\$6.92	13.89%	1	10.00%	\$69.15
weight loss injections	\$10.41	6	2	\$5.21	33.33%	1	50.00%	\$10.41
reduce double chin	\$3.35	1	1	\$3.35	100.00%	1	100.00%	\$3.35
liposuction cost	\$3.73	17	2	\$1.86	11.76%	1	50.00%	\$3.73
smartlipo triplex	\$4.75	1	1	\$4.75	100.00%	1	100.00%	\$4.75
coolsculpting in orlando florida	\$12.48	1	1	\$12.48	100.00%	1	100.00%	\$12.48
cool sculpting reviews	\$46.72	51	8	\$5.84	15.69%	1	12.50%	\$46.72
coolsculpting cost	\$127.64	143	16	\$7.98	11.19%	1	6.25%	\$127.64
coolsculpting near me	\$279.25	236	22	\$12.69	9.32%	1	4.55%	\$279.25

# Top Search Ads (by Conversions)

07/01/2021 - 07/31/2021

Top Responsive Search Ads (by Conversions)  
Dr. Moran

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">{Keyword:Dr. Moran Medical Aesthetics}   CoolSculpting in Newton Centre   Biggest CoolSculpting® Promo</a> <a href="http://drmoran.co/coolsculpting/newton_centre">drmoran.co/coolsculpting/newton_centre</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Newton Centre, MA   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$322.96	772	48	\$6.73	6.22%	7.25	15.10%	\$44.55
<a href="#">{Keyword:Dr. Moran Medical Aesthetics}   CoolSculpting in Newton Centre   Biggest CoolSculpting® Promo</a> <a href="http://drmoran.co/coolsculpting/newton_centre">drmoran.co/coolsculpting/newton_centre</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Newton Centre, MA   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$1,743.24	4,770	221	\$7.89	4.63%	5.42	2.45%	\$321.63
<a href="#">Dr. Moran Medical Aesthetics   Fat Reduction in Newton Centre   Non-Surgical Fat Reduction</a> <a href="http://drmoran.co/coolsculpting/newton_centre">drmoran.co/coolsculpting/newton_centre</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	\$323.95	929	65	\$4.98	7.00%	4	6.15%	\$80.99
<a href="#">Dr. Moran Medical Aesthetics   Fat Reduction in Newton Centre   Non-Surgical Fat Reduction</a> <a href="http://drmoran.co/coolsculpting/newton_centre">drmoran.co/coolsculpting/newton_centre</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	\$223.69	1,427	48	\$4.66	3.36%	2	4.17%	\$111.84
<a href="#">Dr. Moran Medical Aesthetics   Fat Reduction in Newton Centre   Non-Surgical Fat Reduction</a> <a href="http://drmoran.co/coolsculpting/newton_centre">drmoran.co/coolsculpting/newton_centre</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	\$149.46	1,135	58	\$2.58	5.11%	2	3.45%	\$74.73

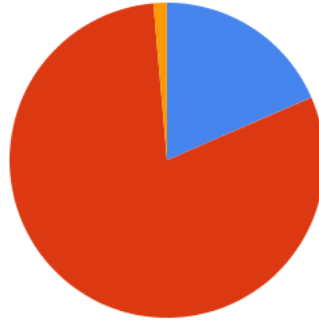
# Budget Utilization by Device

Conversions by Device  
Dr. Moran



■ Computers - Conversions: 8.92 (26.30%) 
 ■ Mobile devices with full browsers - Conversions: 22 (64.86%) 
 ■ Tablets with full browsers - Conversions: 3 (8.84%)

Cost by Device  
Dr. Moran




■ Computers - Cost: \$798.43 (18.48%) 
 ■ Mobile devices with full browsers - Cost: \$3,464.06 (80.16%) 
 ■ Tablets with full browsers - Cost: \$58.74 (1.36%)


Device Performance (by Conversions)  
Dr. Moran

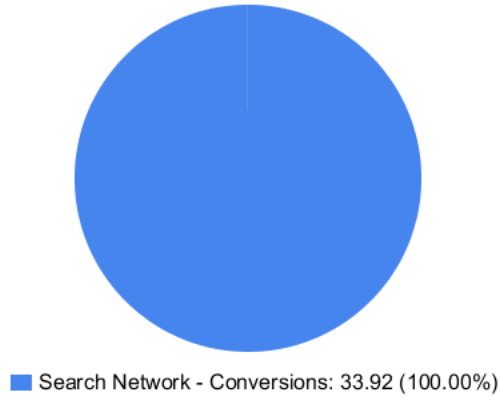
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	12,786	582	\$3,464.06	\$5.95	4.55%	22	3.78%	\$157.46
Computers	3,475	131	\$798.43	\$6.09	3.77%	8.92	6.81%	\$89.51
Tablets with full browsers	249	12	\$58.74	\$4.89	4.82%	3	25.00%	\$19.58


# Budget Utilization by Network

 Cost by Network  
Dr. Moran



 Conversions by Network  
Dr. Moran




 Network Performance  
Dr. Moran

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	16,510	725	\$4,321.23	\$5.96	4.39%	33.92	4.68%	\$127.40

# Conversion Summary

07/01/2021 - 07/31/2021

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 Conversion Performance  
Dr. Moran

Conversion name	All conv.
Click to Call	14.92
Form Submission	14
Phone Calls from Website	4
Local actions - Directions	2
Clicks to call	1
Calls from ads	1

# Geo-Targeting Summary

07/01/2021 - 07/31/2021

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 Top Locations  
Dr. Moran

Region	Clicks	Conversions	Cost / conv.
Massachusetts	725	33.92	\$127.39

# 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