

Laser Doc Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Dr. Snyder - Laser Doc MD

\$6,041.35

\$3,110.65 **94.22%**

Clicks
Dr. Snyder - Laser Doc MD

830

300 **176.67%**

Avg CPC
Dr. Snyder - Laser Doc MD

\$7.28

\$10.37 **-29.80%**

Conversions
Dr. Snyder - Laser Doc MD

65.13

19.88 **227.62%**

Conv. Rate
Dr. Snyder - Laser Doc MD

7.85%

6.63% **18.40%**

Cost / Conv
Dr. Snyder - Laser Doc MD

\$92.76

\$156.47 **-40.72%**

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Dr. Snyder - Laser Doc MD

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$6,041.35	\$3,110.65	94.22%
Impressions	17,518	6,932	152.71%
Clicks	830	300	176.67%
Avg CPC	\$7.28	\$10.37	-29.80%
CTR	4.74%	4.33%	9.47%
Conversions	65.13	19.88	227.62%
Conv Rate	7.85%	6.63%	18.40%
Cost / Conv	\$92.76	\$156.47	-40.72%

Budget Coverage

Search Impr. Share
Dr. Snyder - Laser Doc MD

25.66%

30.60% **-16.14%**

Search IS Lost (due to Budget)
Dr. Snyder - Laser Doc MD

20.66%

32.70% **-36.82%**

Search IS Lost (due to Rank)
Dr. Snyder - Laser Doc MD

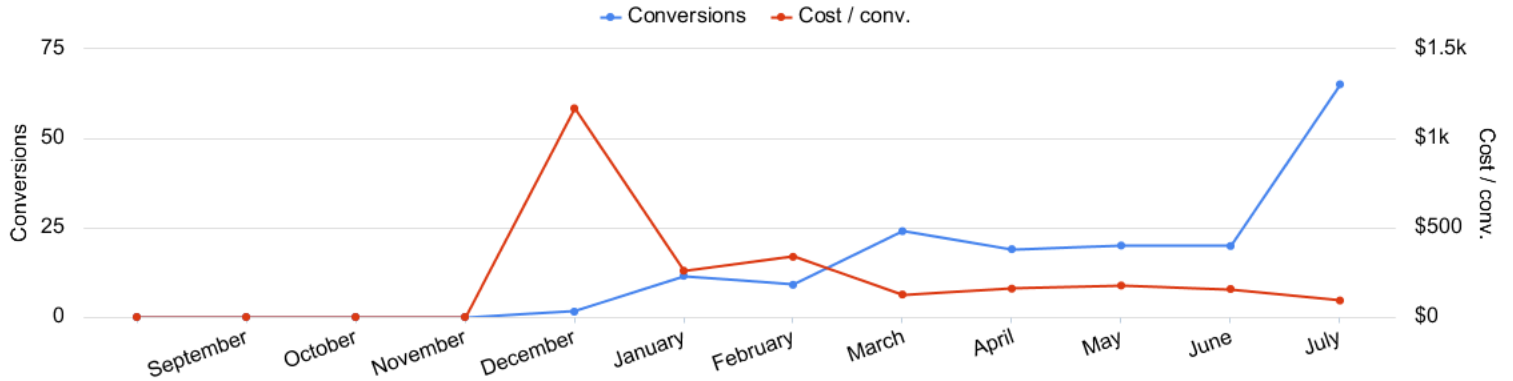
53.68%

36.70% **46.27%**

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Dr. Snyder - Laser Doc MD




Account Performance by Month
Dr. Snyder - Laser Doc MD

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
12/01/2020	\$1,752.05	3,170	110	\$15.93	3.47%	1.5	1.36%	\$1,168.03	32.15%	20.11%
01/01/2021	\$2,985.12	11,033	290	\$10.29	2.63%	11.5	3.97%	\$259.58	31.00%	24.04%
02/01/2021	\$3,029.40	11,588	308	\$9.84	2.66%	9	2.92%	\$336.60	37.85%	19.57%
03/01/2021	\$3,014.14	10,429	296	\$10.18	2.84%	24	8.11%	\$125.59	33.79%	22.38%
04/01/2021	\$3,008.37	8,490	255	\$11.80	3.00%	19	7.45%	\$158.34	34.98%	30.60%
05/01/2021	\$3,533.81	9,799	307	\$11.51	3.13%	20	6.51%	\$176.69	31.67%	35.08%
06/01/2021	\$3,110.65	6,932	300	\$10.37	4.33%	19.88	6.62%	\$156.51	30.60%	32.70%
07/01/2021	\$6,041.35	17,518	830	\$7.28	4.74%	65.13	7.85%	\$92.77	25.66%	20.66%
Total	\$26,474.89	78,959	2,696	\$9.82	3.41%	170	6.31%	\$155.73	31.21%	24.98%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Dr. Snyder - Laser Doc MD

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$4,398.73	14,556	632	\$6.96	4.34%	51.13	8.09%	\$86.03
search beta emsculpt neo	\$1,642.62	2,962	198	\$8.30	6.68%	14	7.07%	\$117.33

Top Search Terms (by Conversions)

07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
Dr. Snyder - Laser Doc MD

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting	\$153.71	144	21	\$7.32	14.58%	3	14.29%	\$51.24
liposuction in maryland	\$7.36	4	1	\$7.36	25.00%	2	200.00%	\$3.68
quickest way to lose belly fat	\$6.40	1	1	\$6.40	100.00%	2	200.00%	\$3.20
coolsculpting near me	\$161.88	44	12	\$13.49	27.27%	2	16.67%	\$80.94
cool scuting	\$5.59	1	1	\$5.59	100.00%	2	200.00%	\$2.79
body sculpting	\$52.64	25	6	\$8.77	24.00%	1	16.67%	\$52.64
slimming gummies	\$1.20	1	1	\$1.20	100.00%	1	100.00%	\$1.20
coolsculpting specials near me	\$16.49	1	1	\$16.49	100.00%	1	100.00%	\$16.49
how much does chin liposuction cost	\$8.37	1	1	\$8.37	100.00%	1	100.00%	\$8.37
body contouring near me	\$88.32	26	8	\$11.04	30.77%	1	12.50%	\$88.32
fat dissolving injections	\$8.50	4	2	\$4.25	50.00%	1	50.00%	\$8.50
things to help u lose belly fat	\$4.39	1	1	\$4.39	100.00%	1	100.00%	\$4.39
double chin removal	\$11.70	4	1	\$11.70	25.00%	1	100.00%	\$11.70
tummy tucks in maryland	\$11.65	2	1	\$11.65	50.00%	1	100.00%	\$11.65
liposuction	\$198.65	235	26	\$7.64	11.06%	1	3.85%	\$198.65
lose muffin top	\$5.45	1	1	\$5.45	100.00%	1	100.00%	\$5.45
cool sculpting cost	\$88.23	45	11	\$8.02	24.44%	1	9.09%	\$88.23
double chin lipo cost	\$4.43	1	1	\$4.43	100.00%	1	100.00%	\$4.43
body contouring baltimore	\$20.85	5	2	\$10.43	40.00%	1	50.00%	\$20.85
liposuction cost maryland	\$123.52	48	14	\$8.82	29.17%	1	7.14%	\$123.52

Top Search Ads (by Conversions)

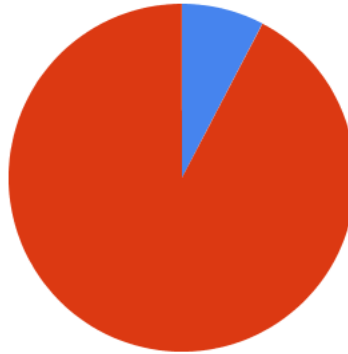
07/01/2021 - 07/31/2021

Top Responsive Search Ads (by Conversions)
Dr. Snyder - Laser Doc MD

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Laser Center & MediSpa Fat Reduction in Owings Mills Non-Surgical Fat Reduction laserdoccmd.com/ 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	\$1,461.78	3,040	205	\$7.13	6.74%	13.5	6.59%	\$108.28
CoolSculpting® Fat Reduction CoolSculpting in Owings Mills Biggest CoolSculpting® Promo laserdoccmd.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Owings Mills, MD. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$670.18	970	87	\$7.70	8.97%	11.13	12.79%	\$60.21
Laser Center & MediSpa Fat Reduction in Owings Mills Non-Surgical Fat Reduction laserdoccmd.com/ 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	\$849.80	4,453	131	\$6.49	2.94%	10	7.63%	\$84.98
{Keyword:Laser Center & MediSpa} Emsculpt NEO Owings Mills #1 Provider in Owings Mills laserdoccmd.com/ RF + HIFEM Energy Reduces Belly Fat, Strengthens Your Core & Sculpts Your Abdominals One 30-min Treatment Induces 24,000 Contractions (= 24,000 Situps) for a Slim, Strong Core	search beta emsulpt neo	\$167.86	196	17	\$9.87	8.67%	3	17.65%	\$55.95
CoolSculpting® Fat Reduction CoolSculpting in Owings Mills Biggest CoolSculpting® Promo laserdoccmd.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Owings Mills, MD. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$149.42	135	19	\$7.86	14.07%	2	10.53%	\$74.71

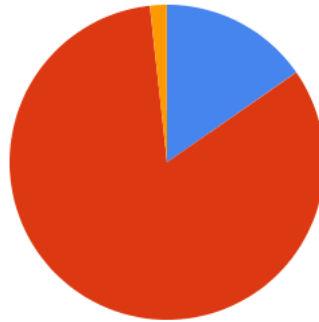
Budget Utilization by Device

Conversions by Device
Dr. Snyder - Laser Doc MD



■ Computers - Conversions: 5 (7.68%) ■ Mobile devices with full browsers - Conversions: 60.13 (92.32%)

Cost by Device
Dr. Snyder - Laser Doc MD




■ Computers - Cost: \$927.16 (15.35%) ■ Mobile devices with full browsers - Cost: \$5,010.28 (82.93%)
■ Tablets with full browsers - Cost: \$103.91 (1.72%)


Device Performance (by Conversions)
Dr. Snyder - Laser Doc MD

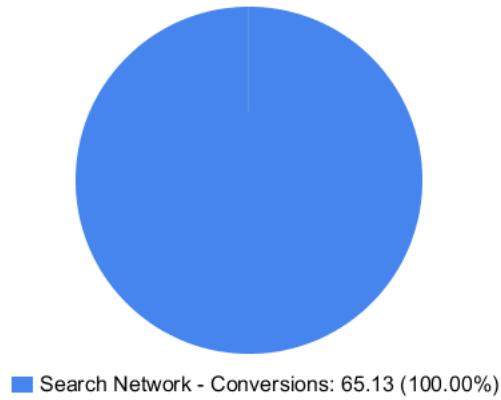
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	14,676	696	\$5,010.28	\$7.20	4.74%	60.13	8.64%	\$83.33
Computers	2,568	126	\$927.16	\$7.36	4.91%	5	3.97%	\$185.43
Tablets with full browsers	274	8	\$103.91	\$12.99	2.92%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
Dr. Snyder - Laser Doc MD



 Conversions by Network
Dr. Snyder - Laser Doc MD




 Network Performance
Dr. Snyder - Laser Doc MD

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	17,518	830	\$6,041.35	\$7.28	4.74%	65.13	7.85%	\$92.77

Conversion Summary


07/01/2021 - 07/31/2021

 Conversion Performance
Dr. Snyder - Laser Doc MD

Conversion name	All conv.
Submit lead form	38.13
Click to Call	26
Local actions - Website visits	13
Local actions - Other engagements	7
Clicks to call	1
Local actions - Directions	1
Call From Ads (MS)	1

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
Dr. Snyder - Laser Doc MD

Region	Clicks	Conversions	Cost / conv.
Maryland	830	65.13	\$92.76

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