

# **Drip Gym Monthly Ad Performance Summary**

**08/01/2021 - 08/31/2021**

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# Overall Performance Summary

08/01/2021 - 08/31/2021

## Account Performance Summary (by Platform) Cross-platform

	Cost	Impressions	Clicks	CTR	Conversions	Cost / conv.
Google Ads						
08/01/2021 - 08/31/2021	\$6,468.42	38,013	1,474	3.88%	74	\$87.41
07/01/2021 - 07/31/2021	\$2,414.46	9,158	418	4.56%	273	\$8.84
% Change	167.90%	315.08%	252.63%	-14.91%	-72.89%	888.35%
Facebook Ads						
08/01/2021 - 08/31/2021	\$2,153.67	49,300	1,195	2.42%	64	\$33.65
07/01/2021 - 07/31/2021	\$3,410.21	220,118	2,496	1.13%	256	\$13.32
% Change	-36.85%	-77.60%	-52.12%	113.76%	-75.00%	152.61%

# Google Ads | Key Performance Indicators

08/01/2021 - 08/31/2021



Cost  
Drip Gym

**\$6,468.42**

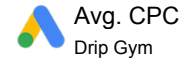
\$2,414.46 **167.90%**



Clicks  
Drip Gym

**1,474**

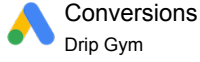
418 **252.63%**



Avg. CPC  
Drip Gym

**\$4.39**

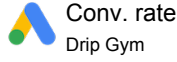
\$5.78 **-24.03%**



Conversions  
Drip Gym

**74**

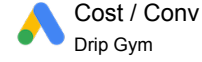
273 **-72.89%**



Conv. rate  
Drip Gym

**5.02%**

65.31% **-92.31%**



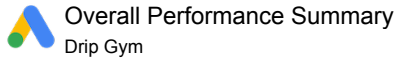
Cost / Conv  
Drip Gym

**\$87.41**

\$8.84 **888.35%**

# Google Ads | Month-Over-Month Performance Comparison

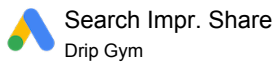
08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021



Overall Performance Summary  
Drip Gym

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$6,468.42	\$2,414.46	<b>167.90%</b>
Impressions	38,013	9,158	<b>315.08%</b>
Clicks	1,474	418	<b>252.63%</b>
Avg CPC	\$4.39	\$5.78	<b>-24.05%</b>
CTR	3.88%	4.56%	<b>-14.91%</b>
Conversions	74	273	<b>-72.89%</b>
Conv Rate	5.02%	65.31%	<b>-92.31%</b>
Cost / Conv	\$87.41	\$8.84	<b>888.80%</b>

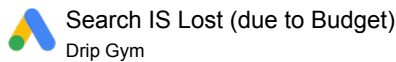
# Google Ads | Budget Coverage



Search Impr. Share  
Drip Gym

**18.21%**

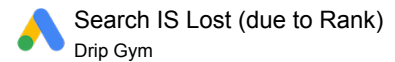
16.87% **7.94%**



Search IS Lost (due to Budget)  
Drip Gym

**20.63%**

59.35% **-65.24%**



Search IS Lost (due to Rank)  
Drip Gym

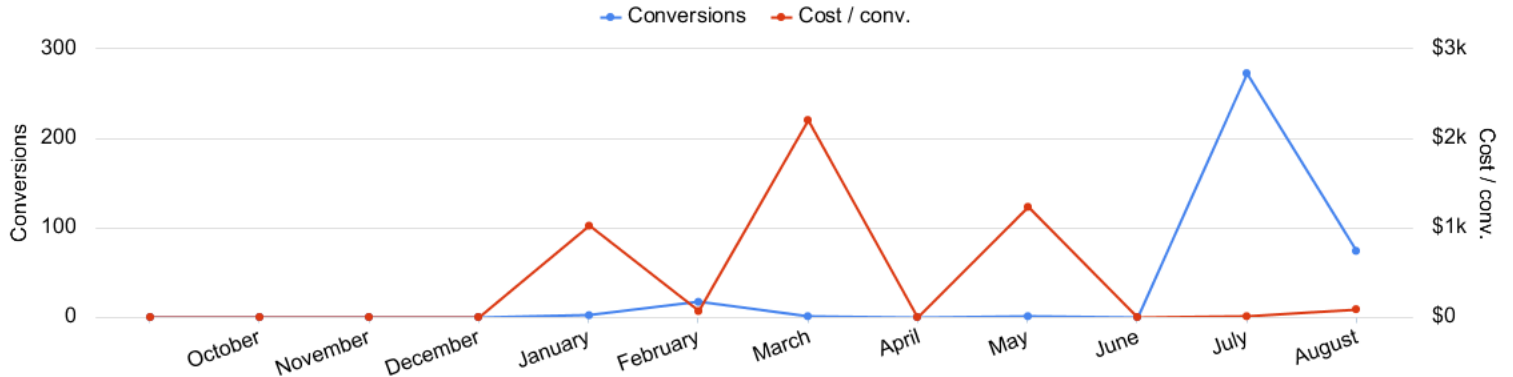
**61.17%**

23.79% **157.12%**

# Google Ads | Monthly Performance Trends

09/01/2020 - 08/31/2021

Conversions vs Cost/ Conv  
Drip Gym




Account Performance by Month  
Drip Gym

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
01/01/2021	\$2,044.58	34,033	938	\$2.18	2.76%	2	0.21%	\$1,022.29	0.10%	27.56%
02/01/2021	\$1,130.88	28,804	792	\$1.43	2.75%	17	2.15%	\$66.52	10.47%	4.16%
03/01/2021	\$2,206.12	20,933	702	\$3.14	3.35%	1	0.14%	\$2,206.12	0.10%	20.52%
04/01/2021	\$1,323.49	17,658	495	\$2.67	2.80%	0	0.00%	\$0.00	0.10%	13.90%
05/01/2021	\$1,232.79	11,763	360	\$3.42	3.06%	1	0.28%	\$1,232.79	0.10%	21.20%
06/01/2021	\$414.37	5,017	126	\$3.29	2.51%	0	0.00%	\$0.00	0.10%	33.64%
07/01/2021	\$2,414.46	9,158	418	\$5.78	4.56%	273	65.31%	\$8.84	16.87%	59.35%
08/01/2021	\$6,468.42	38,013	1,474	\$4.39	3.88%	74	5.02%	\$87.41	18.21%	20.63%
<b>Total</b>	<b>\$17,235.11</b>	<b>165,379</b>	<b>5,305</b>	<b>\$3.25</b>	<b>3.21%</b>	<b>368</b>	<b>6.94%</b>	<b>\$46.83</b>	<b>0.10%</b>	<b>21.34%</b>

# Google Ads | Campaign Performance Summary (by Conversions)

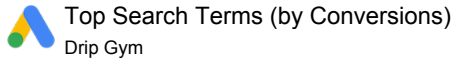
08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)  
Drip Gym

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$4,070.26	25,041	917	\$4.44	3.66%	38.5	4.20%	\$105.72
search   beta   dermal fillers	\$523.06	5,650	287	\$1.82	5.08%	18	6.27%	\$29.06
search   beta   hydrafacial	\$756.06	4,701	153	\$4.94	3.25%	14.5	9.48%	\$52.14
search   beta   botox	\$1,098.14	2,476	108	\$10.17	4.36%	3	2.78%	\$366.05
search   beta   iv therapy	\$20.90	145	9	\$2.32	6.21%	0	0.00%	\$0.00

# Google Ads | Top Search Terms (by Conversions)


08/01/2021 - 08/31/2021



Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
hydrafacial near me	\$95.52	103	13	\$7.35	12.62%	3	23.08%	\$31.84
hydrafacial nyc	\$50.55	91	11	\$4.60	12.09%	1.5	13.64%	\$33.70
how much is chin lipo and buccal fat removal	\$6.53	2	2	\$3.27	100.00%	1	50.00%	\$6.53
coolsculpting specials	\$6.31	1	1	\$6.31	100.00%	1	100.00%	\$6.31
lip fillers	\$6.57	87	3	\$2.19	3.45%	1	33.33%	\$6.57
coolsculpting elite reviews	\$11.00	1	1	\$11.00	100.00%	1	100.00%	\$11.00
bellafill	\$1.06	6	1	\$1.06	16.67%	1	100.00%	\$1.06
coolsculpting near me	\$51.79	4	4	\$12.95	100.00%	1	25.00%	\$51.79
hydrafacial steps	\$2.25	1	1	\$2.25	100.00%	1	100.00%	\$2.25
medication to lose weight	\$5.86	1	1	\$5.86	100.00%	1	100.00%	\$5.86
how much lipo 360 cost	\$4.06	1	2	\$2.03	200.00%	1	50.00%	\$4.06
lip filler in nyc	\$3.75	1	1	\$3.75	100.00%	1	100.00%	\$3.75
hydrafacial	\$82.37	349	20	\$4.12	5.73%	1	5.00%	\$82.37
cool sculpting nyc	\$46.83	3	3	\$15.61	100.00%	1	33.33%	\$46.83
what is a deep cleanse facial	\$4.90	1	1	\$4.90	100.00%	1	100.00%	\$4.90
lip injections near me	\$2.01	6	1	\$2.01	16.67%	1	100.00%	\$2.01
juvederm for nasolabial folds	\$1.50	1	1	\$1.50	100.00%	1	100.00%	\$1.50
coolsculpting cost	\$89.17	58	17	\$5.25	29.31%	1	5.88%	\$89.17
i want to lose 20 pounds	\$5.81	1	1	\$5.81	100.00%	1	100.00%	\$5.81
coolsculpting fupa	\$13.27	1	1	\$13.27	100.00%	1	100.00%	\$13.27

# Google Ads | Top Search Ads (by Conversions)

08/01/2021 - 08/31/2021

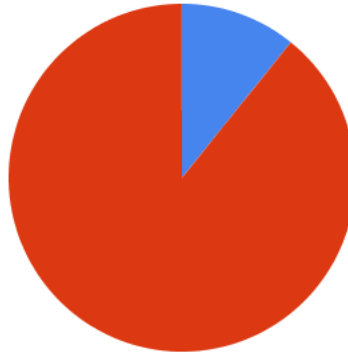
 Top Responsive Search Ads (by Conversions)  
Drip Gym

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">{Keyword:Drip Gym}   CoolSculpting in Queens, NY   Biggest CoolSculpting® Promo</a> <a href="http://drippgm.beautysculpt.net/coolsculpting/queens">drippgm.beautysculpt.net/coolsculpting/queens</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Queens, NY   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$435.62	1,433	44	\$9.90	3.07%	8.5	19.32%	\$51.25
<a href="#">{Keyword:Drip Gym}   Schedule A Free Consultation   Dermal Fillers Near Me</a> <a href="http://drippgm.beautysculpt.net/dermal_fillers/queens">drippgm.beautysculpt.net/dermal_fillers/queens</a> Look Younger and More Energized with Dermal Fillers. Leading Provider in {LOCATION(City)}   Reverse the Signs of Aging + Stimulate Collagen Production. Schedule A Free Consultation.	search   beta   dermal fillers	\$345.04	3,500	188	\$1.84	5.37%	6	3.19%	\$57.51
<a href="#">Drip Gym   Fat Reduction in Queens, NY   Non-Surgical Fat Reduction</a> <a href="http://drippgm.beautysculpt.net/coolsculpting/queens">drippgm.beautysculpt.net/coolsculpting/queens</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	\$734.03	5,369	223	\$3.29	4.15%	4	1.79%	\$183.51
<a href="#">{Keyword:Drip Gym}   Dermal Fillers in {LOCATION(City)}   Smooth Wrinkles Restore Volume</a> <a href="http://drippgm.beautysculpt.net/juvederm/queens">drippgm.beautysculpt.net/juvederm/queens</a> Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.   Juvederm is the #1 Line of Hyaluronic Acid Fillers & a Leading Anti Aging Treatment	search   beta   dermal fillers	\$25.64	376	18	\$1.42	4.79%	4	22.22%	\$6.41
<a href="#">Drip Gym   Fat Reduction in Queens, NY   Non-Surgical Fat Reduction</a> <a href="http://drippgm.beautysculpt.net/coolsculpting/queens">drippgm.beautysculpt.net/coolsculpting/queens</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	\$578.68	2,483	138	\$4.19	5.56%	3.33	2.41%	\$173.78

# Google Ads | Budget Utilization by Device

## Conversions by Device

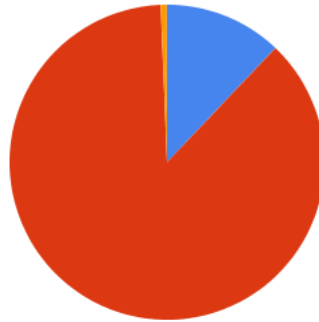
Drip Gym



Computers - Conversions: 8 (10.81%)    Mobile devices with full browsers - Conversions: 66 (89.19%)

## Cost by Device

Drip Gym




Computers - Cost: \$781.74 (12.09%)    Mobile devices with full browsers - Cost: \$5,645.73 (87.28%)  
 Tablets with full browsers - Cost: \$40.95 (0.63%)

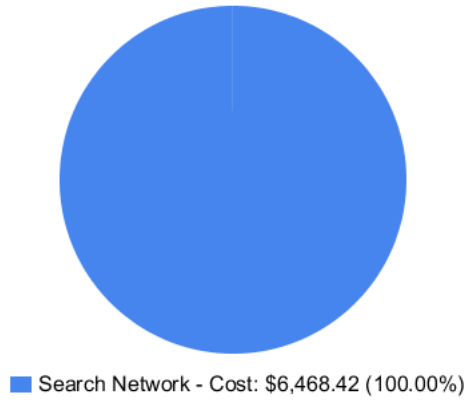
## Device Performance (by Conversions)


Drip Gym

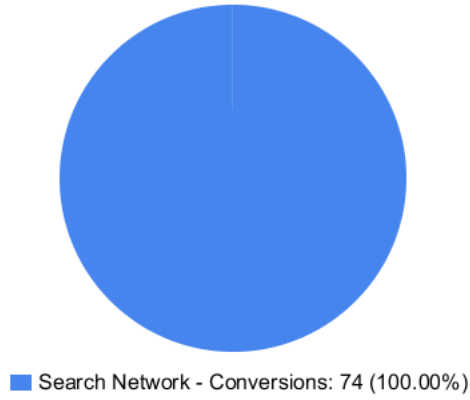
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	31,366	1,318	\$5,645.73	\$4.28	4.20%	66	5.01%	\$85.54
Computers	6,172	146	\$781.74	\$5.35	2.37%	8	5.48%	\$97.72
Tablets with full browsers	475	10	\$40.95	\$4.09	2.11%	0	0.00%	\$0.00


# Google Ads | Budget Utilization by Network

 Cost by Network  
Drip Gym



 Conversions by Network  
Drip Gym




 Network Performance  
Drip Gym

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	38,013	1,474	\$6,468.42	\$4.39	3.88%	74	5.02%	\$87.41

# Google Ads | Conversion Summary


08/01/2021 - 08/31/2021

 Conversion Performance  
Drip Gym

Conversion name	All conv.
Submit lead form	64
Click to call	9
Call From Ads (MS)	1

# Google Ads | Geo-Targeting Summary

08/01/2021 - 08/31/2021

 Top Locations  
Drip Gym

Region	Clicks	Conversions	Cost / conv.
New York	1,459	73	\$87.83
New Jersey	15	1	\$56.63

# Facebook | Key Performance Indicators

08/01/2021 - 08/31/2021

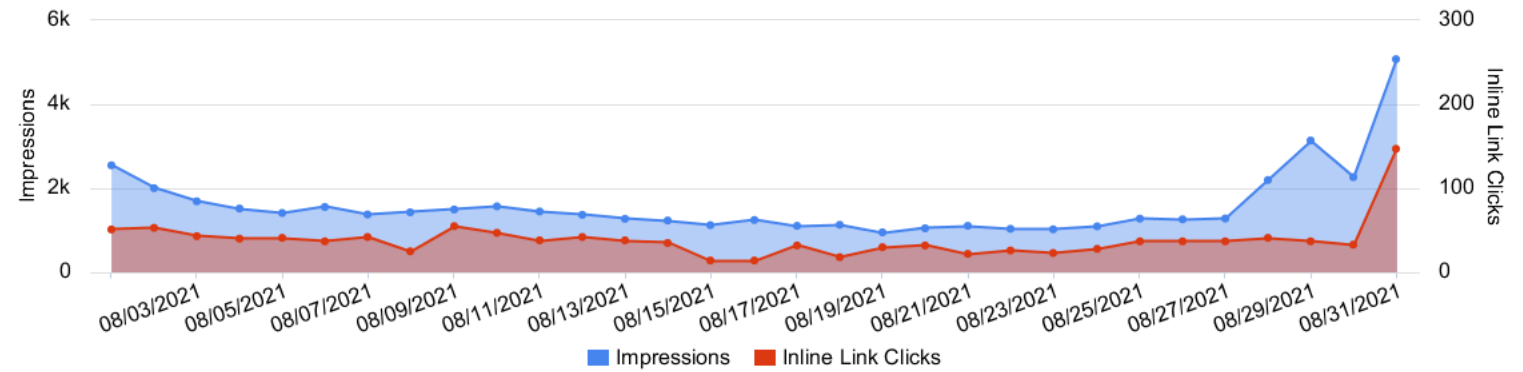
Cost  
Drip Gym

**\$2,153.67**  
\$3,410.21 -36.85%

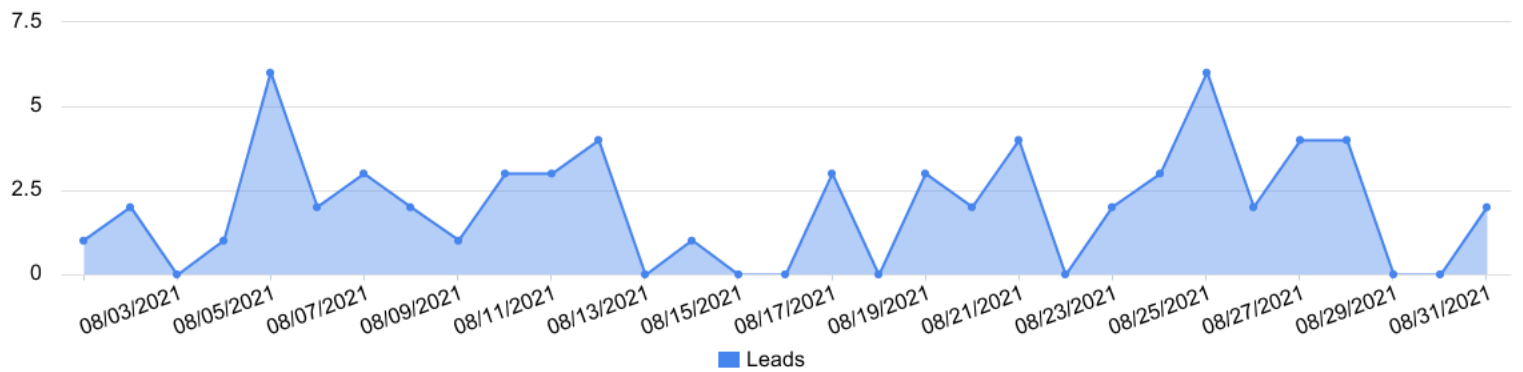
Clicks (Link)  
Drip Gym

**1,195**  
2,496 -52.12%

Impressions vs Inline Link Clicks  
Drip Gym



Conversions by day  
Drip Gym



# Facebook | Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

## Overall Performance Summary Drip Gym

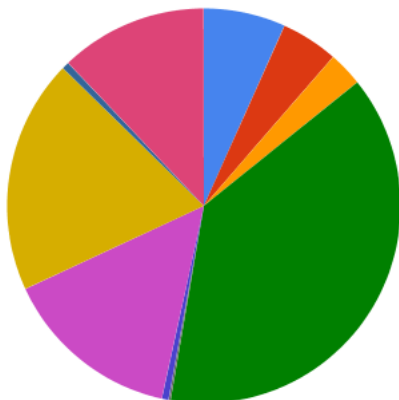
Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$2,153.67	\$3,410.21	-36.85%
Impressions	49,300	220,118	-77.60%
Reach	23,432	160,585	-85.41%
Clicks	1,195	2,496	-52.12%
CTR	2.42%	1.13%	113.76%
Frequency	2.1	1.37	53.49%
Leads	64	259	-75.29%
Cost / Lead	\$33.65	\$13.17	155.50%

## Engagement Summary Drip Gym

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	11	24	-54.17%
Post Reactions	154	736	-79.08%
Post Shares	23	138	-83.33%

08/01/2021 - 08/31/2021

## Reach Summary (by Placement) Drip Gym



- Audience Network - An Classic - Reach: 1,896 (6.72%)
- Audience Network - Rewarded Video - Reach: 1,320 (4.68%)
- Facebook - Facebook Stories - Reach: 800 (2.84%)
- Facebook - Feed - Reach: 10,848 (38.48%)
- Facebook - Instant Article - Reach: 48 (0.17%)
- Facebook - Instream Video - Reach: 154 (0.55%)
- Facebook - Video Feeds - Reach: 4,136 (14.67%)
- Instagram - Feed - Reach: 5,408 (19.18%)
- Instagram - Instagram Explore - Reach: 168 (0.60%)
- Instagram - Instagram Stories - Reach: 3,416 (12.12%)

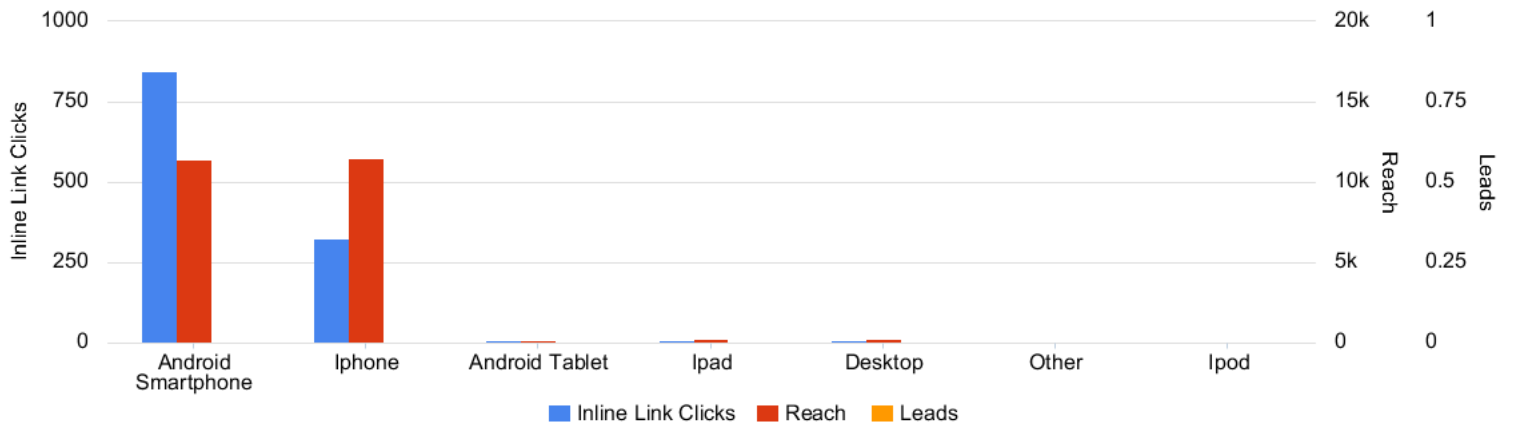
## Placement Performance (by Leads) Drip Gym

There was an error

# Facebook | Device Performance Summary

08/01/2021 - 08/31/2021

## Device Performance Chart Drip Gym



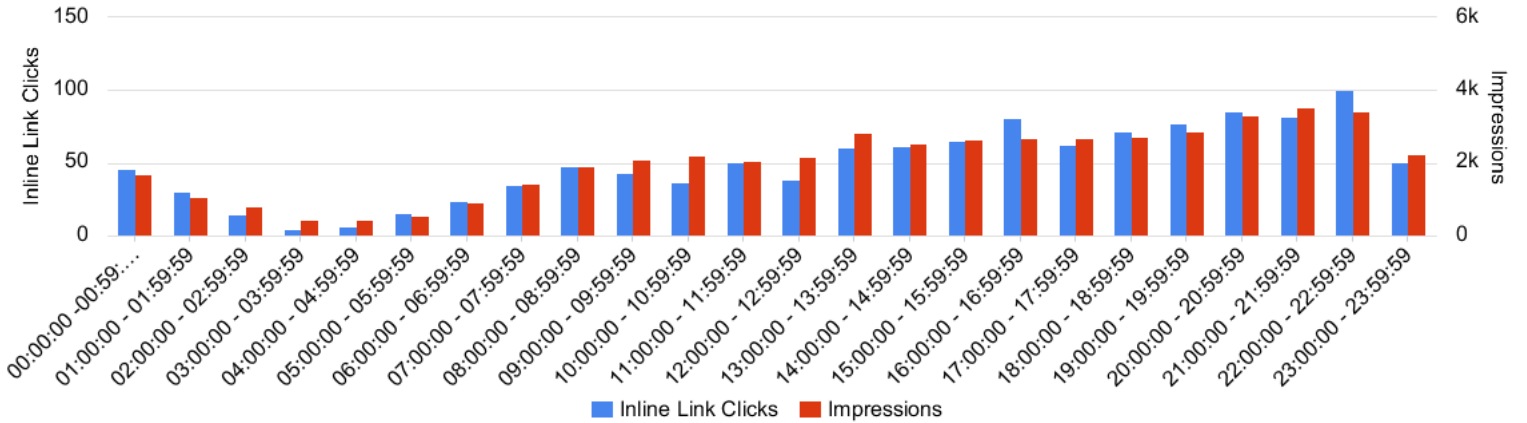
## Device Platform Performance Drip Gym

Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
Drip Gym	\$2,153.67	49,300	1,195	4.00%	23,432	2.1	64
> Mobile App	\$2,094.79	48,177	1,179	3.90%	22,792	2.11	0
> Mobile Web	\$41.18	775	9	10.19%	504	1.54	0
> Desktop	\$17.70	348	7	3.16%	224	1.55	0
> Unknown	\$0.00	0	0	--	0	0	0

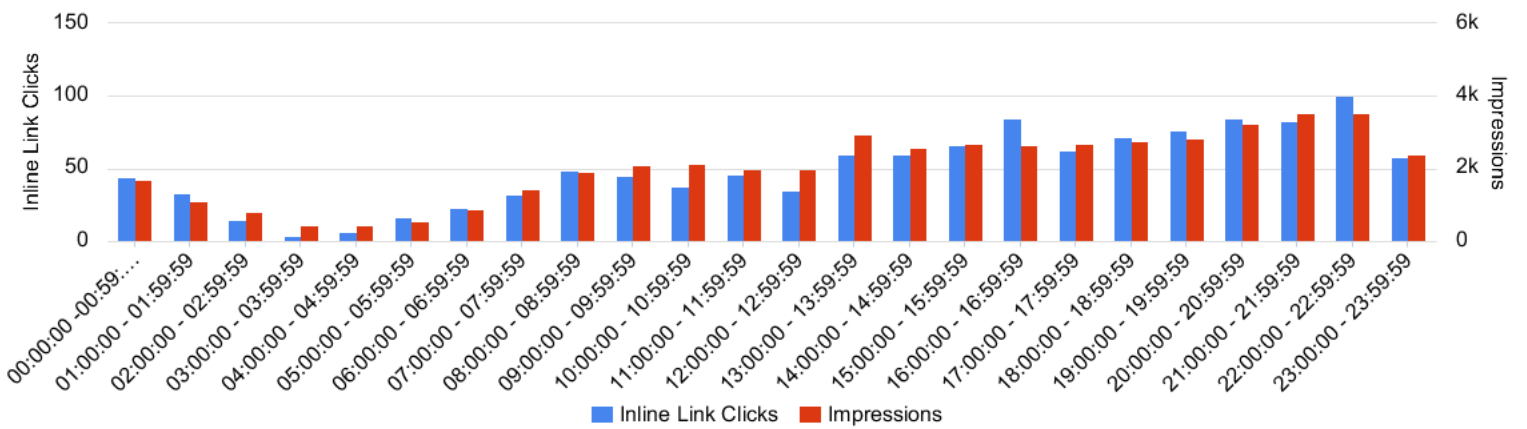
# Facebook | Schedule Performance

08/01/2021 - 08/31/2021

Time of Day (Viewer)  
Drip Gym



Time of Day (Ad Account)  
Drip Gym



# Facebook | Campaign Performance Summary (by Leads)

08/01/2021 - 08/31/2021

## Campaign Performance Breakdown Drip Gym

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Coolsculpting- Conversions	\$2,014.13	42,041	1,059	64	\$31.47
Instagram Post: LOVE IS IN THE hAIR! Best...	\$100.00	3,574	17	0	\$0.00
Instagram Post: Check out all the gunk and debris...	\$39.54	3,685	119	0	\$0.00
<b>Total</b>	<b>\$2,153.67</b>	<b>49,300</b>	<b>1,195</b>	<b>64</b>	<b>\$33.65</b>

# Facebook | Ad Set Performance Summary (by Leads)

08/01/2021 - 08/31/2021


## Top Performing Ad Sets Drip Gym

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Interests - Women 26-64 - 5mi Radius -Top 50%	Coolsculpting- Conversions	\$2,014.13	42,041	1,059	64	\$31.47
Instagram Post	Instagram Post: LOVE IS IN THE hAIR! Best...	\$100.00	3,574	17	0	\$0.00
Instagram Post	Instagram Post: Check out all the gunk and debris...	\$39.54	3,685	119	0	\$0.00
	<b>Total</b>	<b>\$2,153.67</b>	<b>49,300</b>	<b>1,195</b>	<b>64</b>	<b>\$33.65</b>

# Facebook | Ad Performance Summary

08/01/2021 - 08/31/2021

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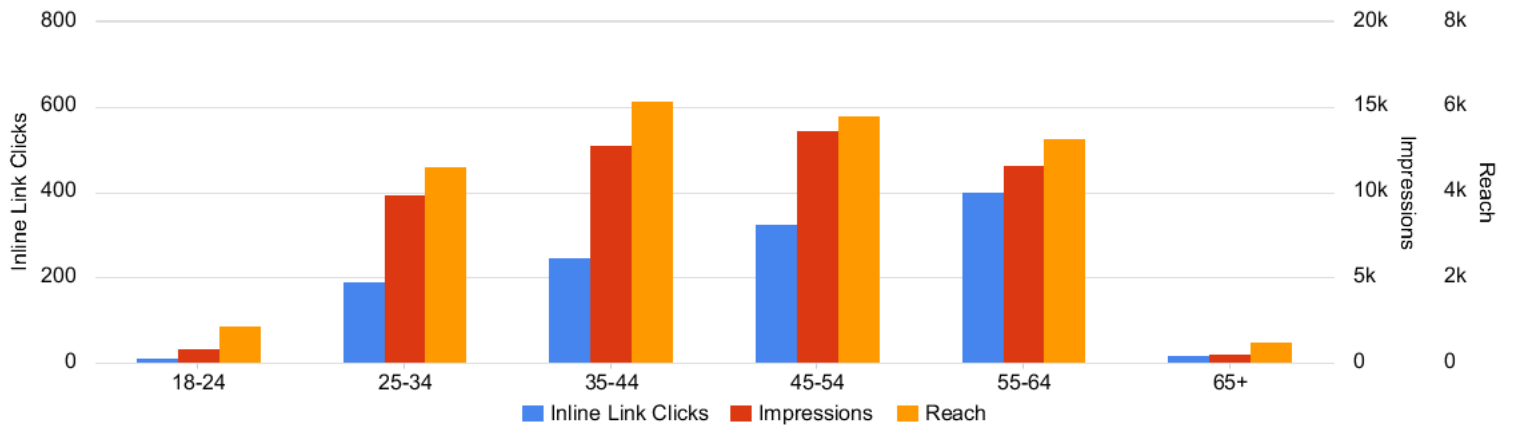
 Top Performing Ads (by Leads)  
Drip Gym

There was an error

# Facebook | Demographic Performance - Age

08/01/2021 - 08/31/2021

Age Performance Chart  
Drip Gym



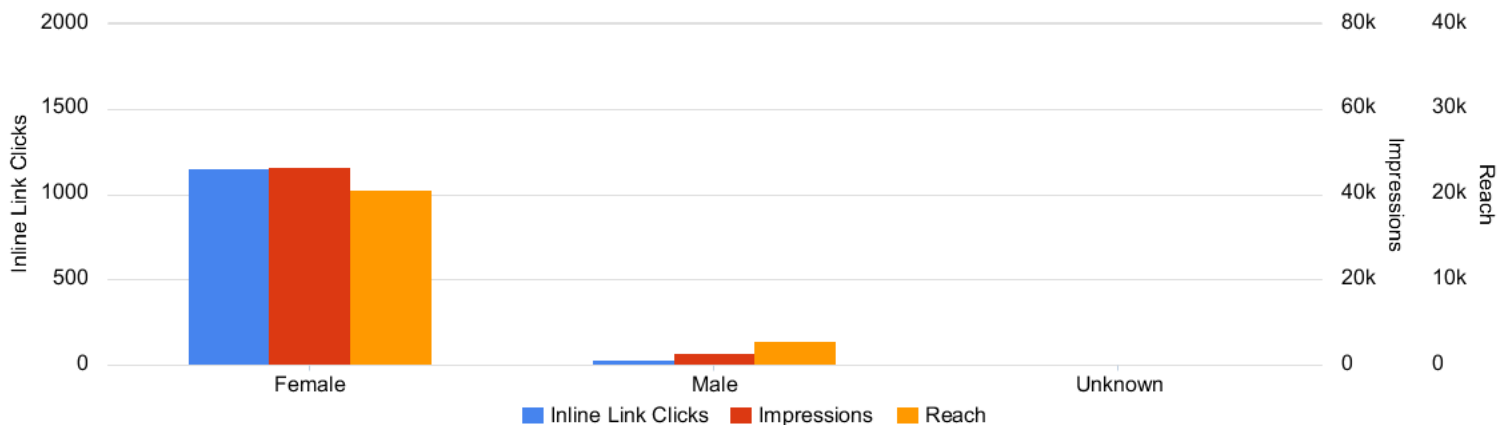
Age Performance Summary  
Drip Gym

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Drip Gym	\$2,153.67	49,300	23,432	1,195	4.00%	2.1	64
> 18-24	\$8.48	876	876	11	1.83%	1	0
> 25-34	\$315.49	9,893	4,624	190	3.25%	2.14	0
> 35-44	\$469.58	12,811	6,144	247	3.29%	2.09	0
> 45-54	\$690.56	13,612	5,808	326	4.21%	2.34	0
> 55-64	\$656.69	11,597	5,256	401	5.27%	2.21	0
> 65+	\$12.87	511	511	20	5.09%	1	0
> Unknown	\$0.00	0	0	0	--	0	0

# Facebook | Demographic Performance - Gender

08/01/2021 - 08/31/2021

Gender Performance Chart  
Drip Gym



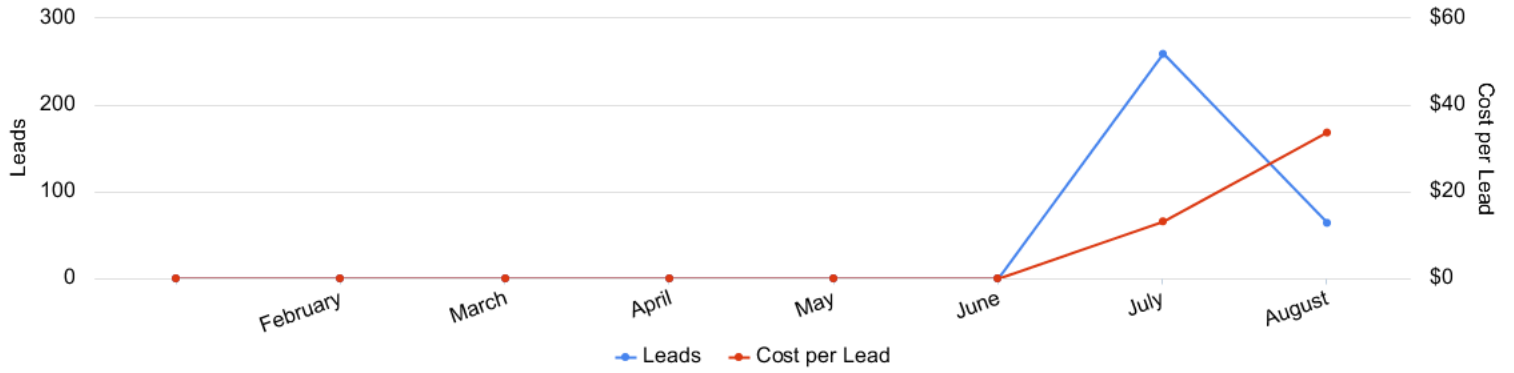
Gender Performance Summary  
Drip Gym

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
Drip Gym	\$2,153.67	49,300	23,432	1,195	4.00%	2.1	64
> Female	\$2,100.62	46,288	20,504	1,154	4.14%	2.26	0
> Male	\$51.53	2,859	2,816	35	1.61%	1.02	0
> Unknown	\$1.52	153	112	6	5.23%	1.37	0

# Facebook | Year-to-Date Performance

01/01/2021 - 08/31/2021

## Year-to-Date Trend Drip Gym



## Historical table (by month) Drip Gym

There was an error

# 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