

# **Eastland Face & Body Monthly Google Performance Summary**

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

# Key Performance Indicators

07/01/2021 - 07/31/2021

Cost  
Eastland Face & Body

**\$2,600.10**

\$2,466.97 **5.40%**

Clicks  
Eastland Face & Body

**242**

244 **-0.82%**

Avg CPC  
Eastland Face & Body

**\$10.74**

\$10.11 **6.23%**

Conversions  
Eastland Face & Body

**20**

12 **66.67%**

Conv. Rate  
Eastland Face & Body

**8.26%**

4.92% **67.89%**

Cost / Conv  
Eastland Face & Body

**\$130.00**

\$205.58 **-36.76%**

## Month-Over-Month Performance Comparison

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

Overall Performance Summary  
Eastland Face & Body

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$2,600.10	\$2,466.97	<b>5.40%</b>
Impressions	8,733	8,067	<b>8.26%</b>
Clicks	242	244	<b>-0.82%</b>
Avg CPC	\$10.74	\$10.11	<b>6.23%</b>
CTR	2.77%	3.02%	<b>-8.28%</b>
Conversions	20	12	<b>66.67%</b>
Conv Rate	8.26%	4.92%	<b>67.89%</b>
Cost / Conv	\$130.00	\$205.58	<b>-36.76%</b>

## Budget Coverage

Search Impr. Share  
Eastland Face & Body

**39.38%**

38.03% **3.55%**

Search IS Lost (due to Budget)  
Eastland Face & Body

**13.42%**

21.06% **-36.28%**

Search IS Lost (due to Rank)  
Eastland Face & Body

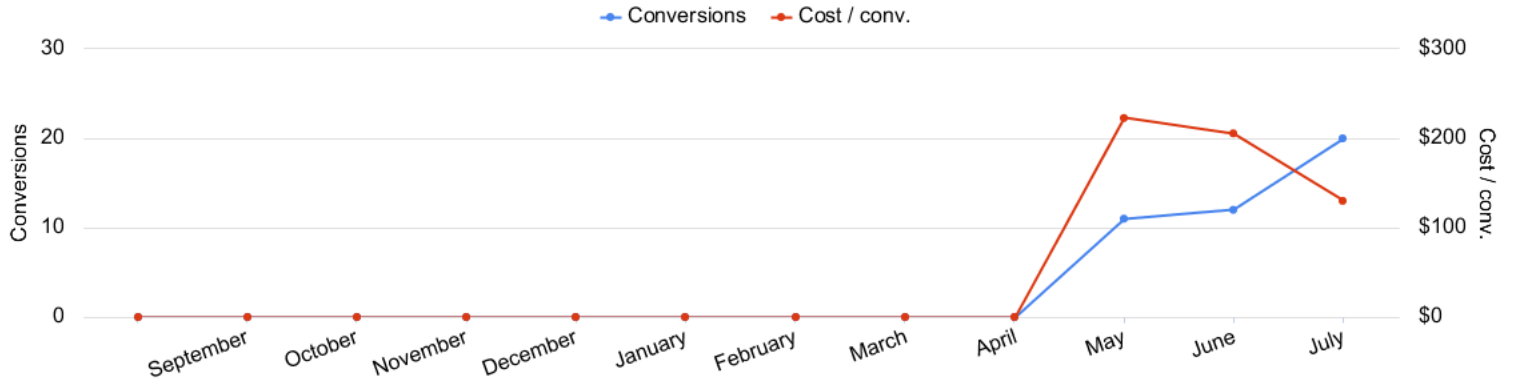
**47.20%**

40.91% **15.38%**

# Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv  
Eastland Face & Body




Account Performance by Month  
Eastland Face & Body

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
05/01/2021	\$2,451.22	6,658	161	\$15.22	2.42%	11	6.83%	\$222.84	50.65%	14.42%
06/01/2021	\$2,466.97	8,067	244	\$10.11	3.02%	12	4.92%	\$205.58	38.03%	21.06%
07/01/2021	\$2,600.10	8,733	242	\$10.74	2.77%	20	8.26%	\$130.00	39.38%	13.42%
<b>Total</b>	<b>\$7,518.29</b>	<b>23,458</b>	<b>647</b>	<b>\$11.62</b>	<b>2.76%</b>	<b>43</b>	<b>6.65%</b>	<b>\$174.84</b>	<b>41.49%</b>	<b>16.50%</b>

# Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)  
Eastland Face & Body

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$2,600.10	8,733	242	\$10.74	2.77%	20	8.26%	\$130.00

# Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)  
Eastland Face & Body

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting cost	\$97.14	11	6	\$16.19	54.55%	4	66.67%	\$24.29
cool sculpting	\$160.77	38	9	\$17.86	23.68%	2	22.22%	\$80.39
non surgical lipo	\$30.96	5	3	\$10.32	60.00%	2	66.67%	\$15.48
coolsculpting	\$73.42	36	6	\$12.24	16.67%	2	33.33%	\$36.71
losing weight	\$9.23	2	1	\$9.23	50.00%	1	100.00%	\$9.23
coolsculpting kansas city	\$44.57	2	2	\$22.29	100.00%	1	50.00%	\$44.57
getting rid of belly fat in a week	\$14.00	1	1	\$14.00	100.00%	1	100.00%	\$14.00
coolsculpting near me	\$71.58	6	3	\$23.86	50.00%	1	33.33%	\$71.58
does laser lipo work	\$16.48	1	2	\$8.24	200.00%	1	50.00%	\$16.48
how much does fat dissolving injections cost	\$3.45	1	1	\$3.45	100.00%	1	100.00%	\$3.45
neck liposuction cost	\$15.61	1	1	\$15.61	100.00%	1	100.00%	\$15.61
which fruit burns the most fat	\$9.64	1	1	\$9.64	100.00%	1	100.00%	\$9.64
sy rai smith weight loss	\$11.65	1	1	\$11.65	100.00%	0	0.00%	\$0.00
i want to lose 30 pounds	\$8.09	1	1	\$8.09	100.00%	0	0.00%	\$0.00
lose belly fat shark tank	\$16.76	1	1	\$16.76	100.00%	0	0.00%	\$0.00
what is cool sculpting cost	\$10.40	1	1	\$10.40	100.00%	0	0.00%	\$0.00
fast weight loss	\$4.90	1	1	\$4.90	100.00%	0	0.00%	\$0.00
best cortisol supplements for weight loss	\$10.05	1	1	\$10.05	100.00%	0	0.00%	\$0.00
nutrisystem	\$3.25	2	1	\$3.25	50.00%	0	0.00%	\$0.00
laser lipi	\$14.21	2	1	\$14.21	50.00%	0	0.00%	\$0.00

# Top Search Ads (by Conversions)

07/01/2021 - 07/31/2021

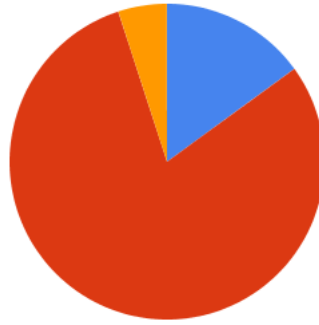
 Top Responsive Search Ads (by Conversions)  
Eastland Face & Body

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">Eastland Face &amp; Body   Fat Reduction in Independence   Non-Surgical Fat Reduction</a> <a href="http://eastland.beautysculpt.net/">eastland.beautysculpt.net/</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	\$749.15	3,670	91	\$8.23	2.48%	3	3.30%	\$249.72
<a href="#">Eastland Face &amp; Body   Fat Reduction in Independence   Non-Surgical Fat Reduction</a> <a href="http://eastland.beautysculpt.net/">eastland.beautysculpt.net/</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	\$51.42	52	6	\$8.57	11.54%	2	33.33%	\$25.71
<a href="#">CoolSculpting® Fat Reduction   CoolSculpting in Independence   Biggest CoolSculpting® Promo</a> <a href="http://eastland.beautysculpt.net/">eastland.beautysculpt.net/</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Independence, MO   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$223.33	126	10	\$22.33	7.94%	2	20.00%	\$111.67
<a href="#">CoolSculpting® Fat Reduction   CoolSculpting in Independence   Biggest CoolSculpting® Promo</a> <a href="http://eastland.beautysculpt.net/">eastland.beautysculpt.net/</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Independence, MO   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$0.00	16	0	\$0.00	0.00%	0	0.00%	\$0.00
<a href="#">CoolSculpting® Fat Reduction   CoolSculpting in Independence   Biggest CoolSculpting® Promo</a> <a href="http://eastland.beautysculpt.net/">eastland.beautysculpt.net/</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Independence, MO   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

# Budget Utilization by Device

## Conversions by Device

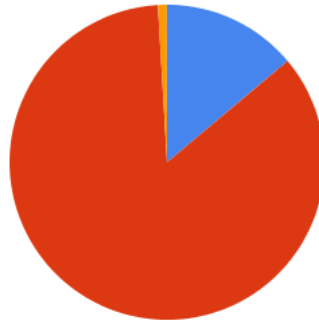
Eastland Face & Body



■ Computers - Conversions: 3 (15.00%) 
 ■ Mobile devices with full browsers - Conversions: 16 (80.00%) 
 ■ Tablets with full browsers - Conversions: 1 (5.00%)

## Cost by Device

Eastland Face & Body




■ Computers - Cost: \$361.12 (13.89%) 
 ■ Mobile devices with full browsers - Cost: \$2,215.39 (85.20%) 
 ■ Tablets with full browsers - Cost: \$23.59 (0.91%)

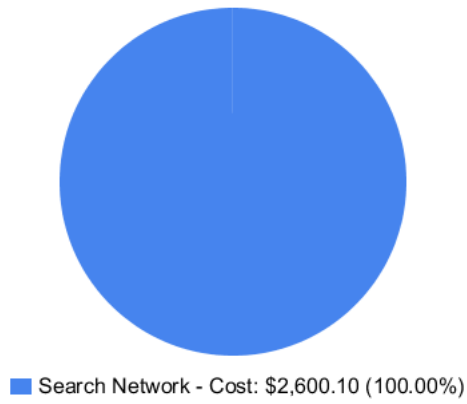
## Device Performance (by Conversions)


Eastland Face & Body

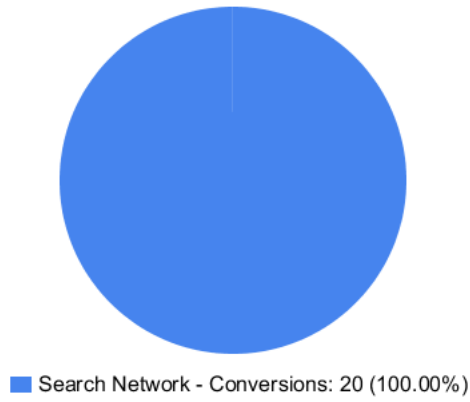
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	7,391	216	\$2,215.39	\$10.26	2.92%	16	7.41%	\$138.46
Computers	1,123	24	\$361.12	\$15.05	2.14%	3	12.50%	\$120.37
Tablets with full browsers	219	2	\$23.59	\$11.79	0.91%	1	50.00%	\$23.59


# Budget Utilization by Network

 Cost by Network  
Eastland Face & Body



 Conversions by Network  
Eastland Face & Body




 Network Performance  
Eastland Face & Body

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	8,733	242	\$2,600.10	\$10.74	2.77%	20	8.26%	\$130.00

# Conversion Summary

07/01/2021 - 07/31/2021

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 Conversion Performance  
Eastland Face & Body

Conversion name	All conv.
Submit lead form	15
Click to Call	4
Call From Ads (MS)	1

# Geo-Targeting Summary

07/01/2021 - 07/31/2021

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 Top Locations  
Eastland Face & Body

Region	Clicks	Conversions	Cost / conv.
Missouri	242	20	\$130.00

# 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