

Elite Dermatology Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Elite Dermatology -

\$3,849.33

\$3,944.59 -2.41%

Conversions
Elite Dermatology -

41

55 -25.45%

Clicks
Elite Dermatology -

478

486 -1.65%

Conv. Rate
Elite Dermatology -

8.58%

11.32% -24.20%

Avg CPC
Elite Dermatology -

\$8.05

\$8.12 -0.86%

Cost / Conv
Elite Dermatology -

\$93.89

\$71.72 30.91%

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Elite Dermatology -

| Metric | 07/01/2021 - 07/31/2021 | 06/01/2021 - 06/30/2021 | % Change |
|-------------|-------------------------|-------------------------|----------|
| Cost | \$3,849.33 | \$3,944.59 | -2.41% |
| Impressions | 6,610 | 6,844 | -3.42% |
| Clicks | 478 | 486 | -1.65% |
| Avg CPC | \$8.05 | \$8.12 | -0.86% |
| CTR | 7.23% | 7.10% | 1.83% |
| Conversions | 41 | 55 | -25.45% |
| Conv Rate | 8.58% | 11.32% | -24.20% |
| Cost / Conv | \$93.89 | \$71.72 | 30.91% |

Budget Coverage

Search Impr. Share
Elite Dermatology -

66.77%

66.74% 0.04%

Search IS Lost (due to Budget)
Elite Dermatology -

12.58%

19.36% -35.02%

Search IS Lost (due to Rank)
Elite Dermatology -

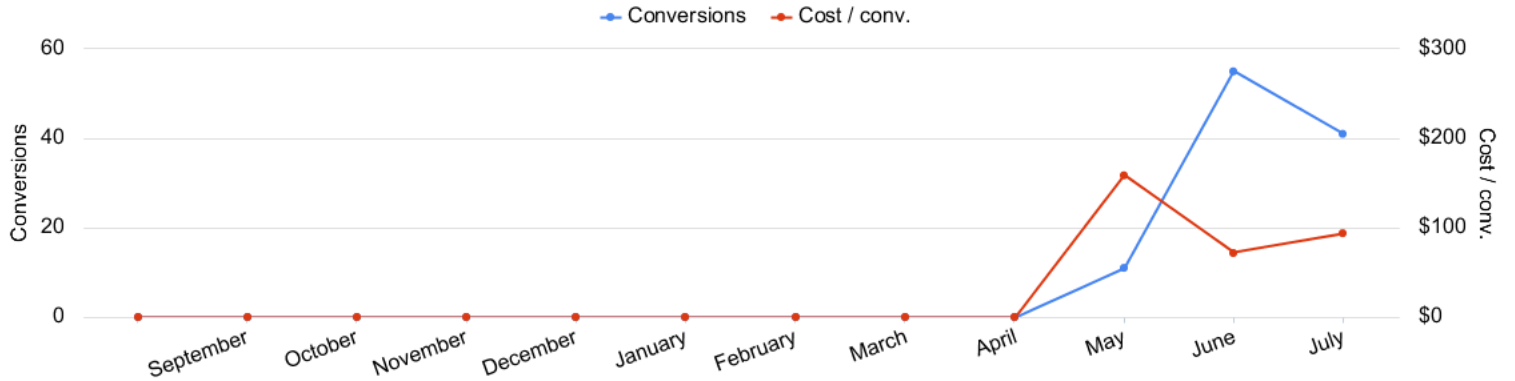
20.65%

13.91% 48.45%

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Elite Dermatology -




Account Performance by Month
Elite Dermatology -

| Month | Cost | Impressions | Clicks | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. | Search Impr. share | Search Lost IS (budget) |
|--------------|-------------------|---------------|--------------|---------------|--------------|-------------|--------------|----------------|--------------------|-------------------------|
| 05/01/2021 | \$1,744.68 | 1,704 | 127 | \$13.74 | 7.45% | 11 | 8.66% | \$158.61 | 63.94% | 6.79% |
| 06/01/2021 | \$3,944.59 | 6,844 | 486 | \$8.12 | 7.10% | 55 | 11.32% | \$71.72 | 66.74% | 19.36% |
| 07/01/2021 | \$3,849.33 | 6,610 | 478 | \$8.05 | 7.23% | 41 | 8.58% | \$93.89 | 66.77% | 12.58% |
| Total | \$9,538.60 | 15,158 | 1,091 | \$8.74 | 7.20% | 107 | 9.81% | \$89.15 | 66.42% | 14.95% |

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Elite Dermatology -

| Campaign | Cost | Impressions | Clicks | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|--|------------|-------------|--------|----------|-------|-------------|------------|--------------|
| search beta coolsculpting vintage park | \$1,785.73 | 4,491 | 285 | \$6.27 | 6.35% | 26 | 9.12% | \$68.68 |
| search beta coolsculpting kingwood | \$2,063.60 | 2,119 | 193 | \$10.69 | 9.11% | 15 | 7.77% | \$137.57 |

Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
Elite Dermatology -

| Search term | Cost | Impressions | Clicks | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|------------------------------------|----------|-------------|--------|----------|---------|-------------|------------|--------------|
| coolsculpting houston | \$134.30 | 42 | 11 | \$12.21 | 26.19% | 2.5 | 22.73% | \$53.72 |
| coolsculpting | \$36.61 | 5 | 5 | \$7.32 | 100.00% | 2 | 40.00% | \$18.30 |
| cool sculpting cost | \$109.42 | 33 | 10 | \$10.94 | 30.30% | 2 | 20.00% | \$54.71 |
| coolsculpting near me | \$43.43 | 33 | 5 | \$8.69 | 15.15% | 1.33 | 26.60% | \$32.65 |
| kelsey seybold coolsculpting | \$9.65 | 1 | 1 | \$9.65 | 100.00% | 1 | 100.00% | \$9.65 |
| chin fat removal near me | \$15.25 | 1 | 1 | \$15.25 | 100.00% | 1 | 100.00% | \$15.25 |
| liposuction | \$56.58 | 106 | 11 | \$5.14 | 10.38% | 1 | 9.09% | \$56.58 |
| cool sculpting abs | \$9.08 | 1 | 1 | \$9.08 | 100.00% | 1 | 100.00% | \$9.08 |
| cool sculpting cost houston | \$21.27 | 2 | 2 | \$10.63 | 100.00% | 1 | 50.00% | \$21.27 |
| coolsculpting houston cost | \$10.47 | 2 | 2 | \$5.24 | 100.00% | 1 | 50.00% | \$10.47 |
| lipo 360 houston | \$8.48 | 9 | 1 | \$8.48 | 11.11% | 1 | 100.00% | \$8.48 |
| coolsculpting cost | \$40.19 | 12 | 5 | \$8.04 | 41.67% | 1 | 20.00% | \$40.19 |
| houston liposuction | \$16.80 | 5 | 2 | \$8.40 | 40.00% | 1 | 50.00% | \$16.80 |
| cool sculpting in houston | \$4.26 | 1 | 1 | \$4.26 | 100.00% | 1 | 100.00% | \$4.26 |
| 1 month coolsculpting inner thighs | \$7.80 | 1 | 1 | \$7.80 | 100.00% | 1 | 100.00% | \$7.80 |
| how much does coolsculpting cost | \$14.24 | 10 | 3 | \$4.75 | 30.00% | 1 | 33.33% | \$14.24 |
| liposuction houston | \$67.67 | 95 | 11 | \$6.15 | 11.58% | 1 | 9.09% | \$67.67 |
| liposuction houston | \$60.38 | 22 | 4 | \$15.10 | 18.18% | 1 | 25.00% | \$60.38 |
| coolsculpting fat reduction | \$8.00 | 1 | 1 | \$8.00 | 100.00% | 1 | 100.00% | \$8.00 |
| affordable coolsculpting near me | \$13.38 | 1 | 1 | \$13.38 | 100.00% | 1 | 100.00% | \$13.38 |


Top Search Ads (by Conversions)

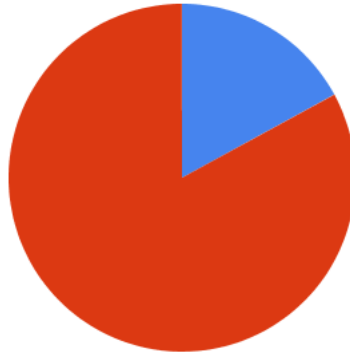
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)
Elite Dermatology -

| Ad | Campaign | Cost | Impressions | Clicks | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|--|--|----------|-------------|--------|----------|--------|-------------|------------|--------------|
| CoolSculpting® Fat Reduction CoolSculpting in Vintage Park Biggest CoolSculpting® Promo elitedermatology.beautysculpt.net/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Vintage Park, TX Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. | search beta coolsculpting vintage park | \$555.86 | 977 | 70 | \$7.94 | 7.16% | 10.33 | 14.76% | \$53.81 |
| Elite Dermatology Fat Reduction in Vintage Park Non-Surgical Fat Reduction elitedermatology.beautysculpt.net/ 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 vintage park | \$593.61 | 1,941 | 112 | \$5.30 | 5.77% | 5.33 | 4.76% | \$111.37 |
| CoolSculpting® Fat Reduction CoolSculpting in Kingwood Biggest CoolSculpting® Promo elitedermatology.beautysculpt.net/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Kingwood, TX Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. | search beta coolsculpting kingwood | \$509.36 | 362 | 40 | \$12.73 | 11.05% | 5 | 12.50% | \$101.87 |
| CoolSculpting® Fat Reduction CoolSculpting in Vintage Park Biggest CoolSculpting® Promo elitedermatology.beautysculpt.net/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Vintage Park, TX Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. | search beta coolsculpting vintage park | \$70.44 | 91 | 10 | \$7.04 | 10.99% | 2 | 20.00% | \$35.22 |
| CoolSculpting® Fat Reduction CoolSculpting in Kingwood Biggest CoolSculpting® Promo elitedermatology.beautysculpt.net/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Kingwood, TX Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. | search beta coolsculpting kingwood | \$162.18 | 75 | 16 | \$10.14 | 21.33% | 2 | 12.50% | \$81.09 |

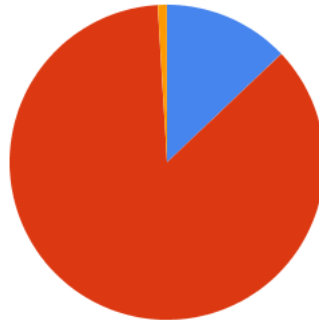
Budget Utilization by Device

 Conversions by Device
Elite Dermatology -




■ Computers - Conversions: 7 (17.07%) ■ Mobile devices with full browsers - Conversions: 34 (82.93%)

 Cost by Device
Elite Dermatology -




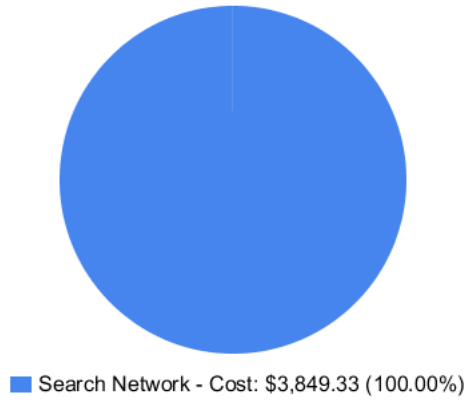
■ Computers - Cost: \$498.23 (12.94%) ■ Mobile devices with full browsers - Cost: \$3,315.61 (86.13%)
■ Tablets with full browsers - Cost: \$35.49 (0.92%)


 Device Performance (by Conversions)
Elite Dermatology -

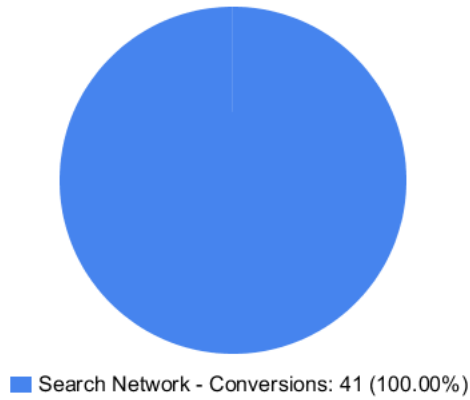
| Device | Impressions | Clicks | Cost | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|-----------------------------------|-------------|--------|------------|----------|-------|-------------|------------|--------------|
| Mobile devices with full browsers | 5,759 | 409 | \$3,315.61 | \$8.11 | 7.10% | 34 | 8.31% | \$97.52 |
| Computers | 780 | 64 | \$498.23 | \$7.78 | 8.21% | 7 | 10.94% | \$71.18 |
| Tablets with full browsers | 71 | 5 | \$35.49 | \$7.10 | 7.04% | 0 | 0.00% | \$0.00 |


Budget Utilization by Network

 Cost by Network
Elite Dermatology -



 Conversions by Network
Elite Dermatology -




 Network Performance
Elite Dermatology -

| Network | Impressions | Clicks | Cost | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|----------------|-------------|--------|------------|----------|-------|-------------|------------|--------------|
| Search Network | 6,610 | 478 | \$3,849.33 | \$8.05 | 7.23% | 41 | 8.58% | \$93.89 |

Conversion Summary


07/01/2021 - 07/31/2021

 Conversion Performance
Elite Dermatology -

| Conversion name | All conv. |
|------------------|-----------|
| Submit lead form | 29 |
| Click to Call | 12 |

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
Elite Dermatology -

| Region | Clicks | Conversions | Cost / conv. |
|--------|--------|-------------|--------------|
| Texas | 478 | 41 | \$93.89 |

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