

Elite MD Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Elite MD Spa -

\$1,817.16

\$1,794.71 **1.25%**

Clicks
Elite MD Spa -

405

424 **-4.48%**

Avg CPC
Elite MD Spa -

\$4.49

\$4.23 **6.15%**

Conversions
Elite MD Spa -

30.5

34.92 **-12.66%**

Conv. Rate
Elite MD Spa -

7.53%

8.24% **-8.62%**

Cost / Conv
Elite MD Spa -

\$59.58

\$51.39 **15.94%**

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Elite MD Spa -

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$1,817.16	\$1,794.71	1.25%
Impressions	7,529	9,137	-17.60%
Clicks	405	424	-4.48%
Avg CPC	\$4.49	\$4.23	6.15%
CTR	5.38%	4.64%	15.95%
Conversions	30.5	34.92	-12.66%
Conv Rate	7.53%	8.24%	-8.62%
Cost / Conv	\$59.58	\$51.39	15.94%

Budget Coverage

Search Impr. Share
Elite MD Spa -

39.35%

26.38% **49.17%**

Search IS Lost (due to Budget)
Elite MD Spa -

20.80%

14.99% **38.76%**

Search IS Lost (due to Rank)
Elite MD Spa -

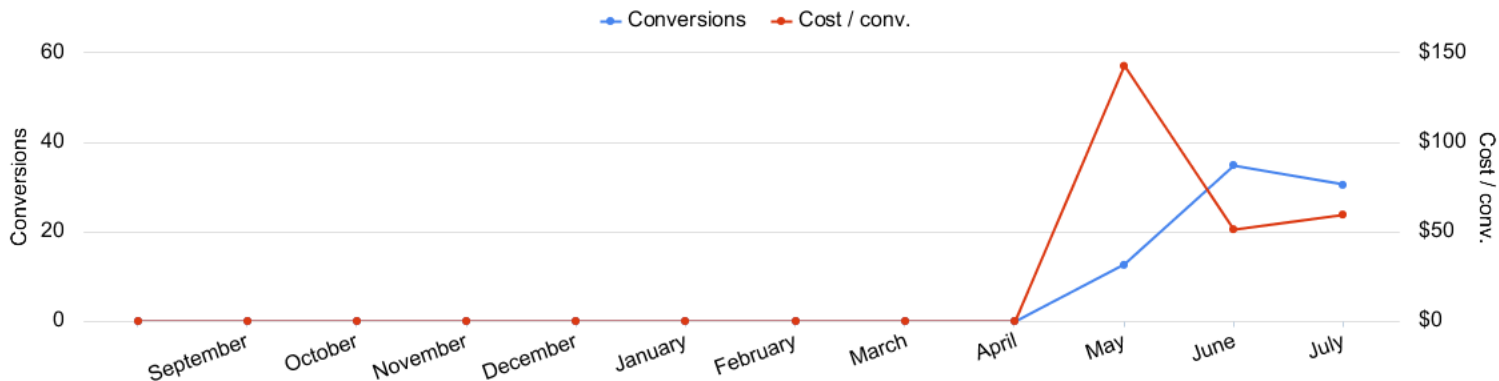
39.85%

58.63% **-32.03%**

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Elite MD Spa -




Account Performance by Month
Elite MD Spa -

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
05/01/2021	\$1,796.27	2,695	153	\$11.74	5.68%	12.58	8.22%	\$142.75	56.90%	14.57%
06/01/2021	\$1,794.71	9,137	424	\$4.23	4.64%	34.92	8.24%	\$51.40	26.38%	14.99%
07/01/2021	\$1,817.16	7,529	405	\$4.49	5.38%	30.5	7.53%	\$59.58	39.35%	20.80%
Total	\$5,408.14	19,361	982	\$5.51	5.07%	78	7.94%	\$69.34	33.09%	16.86%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Elite MD Spa -

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$1,817.16	7,529	405	\$4.49	5.38%	30.5	7.53%	\$59.58

Top Search Terms (by Conversions)

07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
Elite MD Spa -

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting	\$114.34	198	21	\$5.44	10.61%	8	38.10%	\$14.29
coolsculpting near me	\$105.48	93	14	\$7.53	15.05%	2	14.29%	\$52.74
does kaiser do liposuction	\$9.56	1	1	\$9.56	100.00%	2	200.00%	\$4.78
freezing double chin	\$2.78	1	1	\$2.78	100.00%	2	200.00%	\$1.39
get rid of double chin	\$9.16	3	3	\$3.05	100.00%	2	66.67%	\$4.58
double chin removal near me	\$18.26	2	2	\$9.13	100.00%	1	50.00%	\$18.26
non surgical lipo	\$2.28	3	1	\$2.28	33.33%	1	100.00%	\$2.28
loss of stomach fat	\$2.22	1	1	\$2.22	100.00%	1	100.00%	\$2.22
how much does coolsculpting sculpting cost	\$10.00	1	1	\$10.00	100.00%	1	100.00%	\$10.00
cryoskin vs coolsculpting	\$1.93	1	1	\$1.93	100.00%	1	100.00%	\$1.93
how much does coolsculpting cost for love handles	\$4.35	1	1	\$4.35	100.00%	1	100.00%	\$4.35
does coolsculpting really work	\$3.63	1	1	\$3.63	100.00%	1	100.00%	\$3.63
coolsculpting failures	\$4.14	1	1	\$4.14	100.00%	1	100.00%	\$4.14
cost of cool sculpting	\$15.04	2	3	\$5.01	150.00%	1	33.33%	\$15.04
what is the best non invasive liposuction	\$5.59	1	1	\$5.59	100.00%	0.5	50.00%	\$11.18
face fat removal	\$7.35	3	2	\$3.67	66.67%	0.5	25.00%	\$14.70
cool sculpting results	\$6.20	2	1	\$6.20	50.00%	0.5	50.00%	\$12.40
pros and cons of lipo	\$1.19	1	1	\$1.19	100.00%	0	0.00%	\$0.00
lipocel	\$9.34	1	1	\$9.34	100.00%	0	0.00%	\$0.00
sculpsure near me	\$6.21	7	1	\$6.21	14.29%	0	0.00%	\$0.00

Top Search Ads (by Conversions)

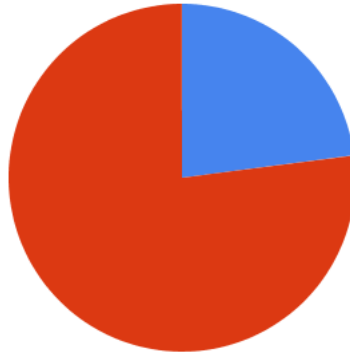
07/01/2021 - 07/31/2021

Top Responsive Search Ads (by Conversions)
Elite MD Spa -

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
CoolSculpting® Fat Reduction CoolSculpting in Danville Biggest CoolSculpting® Promo elite.beautysculpt.net/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Danville, CA Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$501.01	1,358	82	\$6.11	6.04%	9	10.98%	\$55.67
Elite MD Spa Fat Reduction in Danville Non-Surgical Fat Reduction elite.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	\$284.08	1,339	85	\$3.34	6.35%	3	3.53%	\$94.69
Elite MD Spa Fat Reduction in Danville Non-Surgical Fat Reduction elite.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	\$359.23	2,222	100	\$3.59	4.50%	3	3.00%	\$119.74
CoolSculpting® Fat Reduction CoolSculpting in Danville Biggest CoolSculpting® Promo elite.beautysculpt.net/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Danville, CA Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$65.38	182	14	\$4.67	7.69%	1	7.14%	\$65.38
CoolSculpting® Fat Reduction CoolSculpting in Danville Biggest CoolSculpting® Promo elite.beautysculpt.net/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Danville, CA Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$0.00	3	0	\$0.00	0.00%	0	0.00%	\$0.00

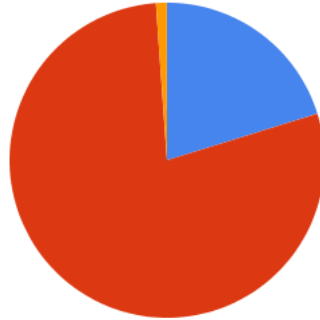
Budget Utilization by Device

Conversions by Device
Elite MD Spa -



■ Computers - Conversions: 7 (22.95%) ■ Mobile devices with full browsers - Conversions: 23.5 (77.05%)

Cost by Device
Elite MD Spa -




■ Computers - Cost: \$367.41 (20.22%) ■ Mobile devices with full browsers - Cost: \$1,429.42 (78.66%)
■ Tablets with full browsers - Cost: \$20.33 (1.12%)


Device Performance (by Conversions)
Elite MD Spa -

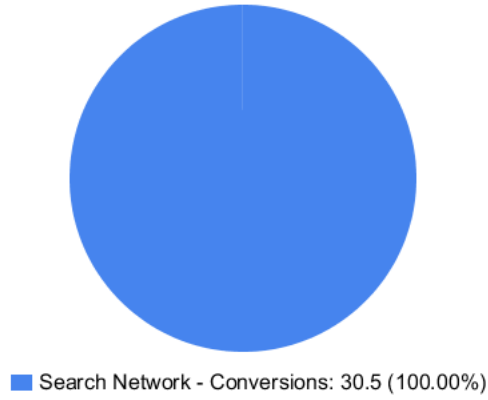
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	5,891	339	\$1,429.42	\$4.22	5.75%	23.5	6.93%	\$60.83
Computers	1,483	59	\$367.41	\$6.23	3.98%	7	11.86%	\$52.49
Tablets with full browsers	155	7	\$20.33	\$2.90	4.52%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
Elite MD Spa -



 Conversions by Network
Elite MD Spa -




 Network Performance
Elite MD Spa -

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	7,529	405	\$1,817.16	\$4.49	5.38%	30.5	7.53%	\$59.58

Conversion Summary


07/01/2021 - 07/31/2021

 Conversion Performance
Elite MD Spa -

Conversion name	All conv.
Submit lead form	21.5
Click to Call	9

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
Elite MD Spa -

Region	Clicks	Conversions	Cost / conv.
San Francisco Bay Area	405	30.5	\$59.58

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