

Elite MD Monthly Ad Performance Summary

09/01/2021 - 09/30/2021

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Overall Performance Summary

09/01/2021 - 09/30/2021

Account Performance Summary (by Platform) Cross-platform

	Cost	Impressions	Clicks	CTR	Conversions	Cost / conv.
Google Ads						
09/01/2021 - 09/30/2021	\$2,857.98	8,580	361	4.21%	39	\$73.28
08/01/2021 - 08/31/2021	\$2,827.61	7,928	383	4.83%	29.5	\$95.85
% Change	1.07%	8.22%	-5.74%	-12.84%	32.20%	-23.55%
Facebook Ads						
09/01/2021 - 09/30/2021	\$0.00	0	0	0.00%	0	\$0.00
08/01/2021 - 08/31/2021	\$0.00	0	0	0.00%	0	\$0.00
% Change	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Google Ads | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Elite MD Spa -

\$2,857.98
\$2,827.61 **1.07%**

Clicks
Elite MD Spa -

361
383 **-5.74%**

Avg. CPC
Elite MD Spa -

\$7.92
\$7.38 **7.23%**

Conversions
Elite MD Spa -

39
29.5 **32.20%**

Conv. rate
Elite MD Spa -

10.80%
7.70% **40.26%**

Cost / Conv
Elite MD Spa -

\$73.28
\$95.85 **-23.55%**

Google Ads | Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary
Elite MD Spa -

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$2,857.98	\$2,827.61	1.07%
Impressions	8,580	7,928	8.22%
Clicks	361	383	-5.74%
Avg CPC	\$7.92	\$7.38	7.32%
CTR	4.21%	4.83%	-12.84%
Conversions	39	29.5	32.20%
Conv Rate	10.80%	7.70%	40.26%
Cost / Conv	\$73.28	\$95.85	-23.55%

Google Ads | Budget Coverage

Search Impr. Share
Elite MD Spa -

49.89%
46.72% **6.79%**

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

14.57%
13.16% **10.71%**

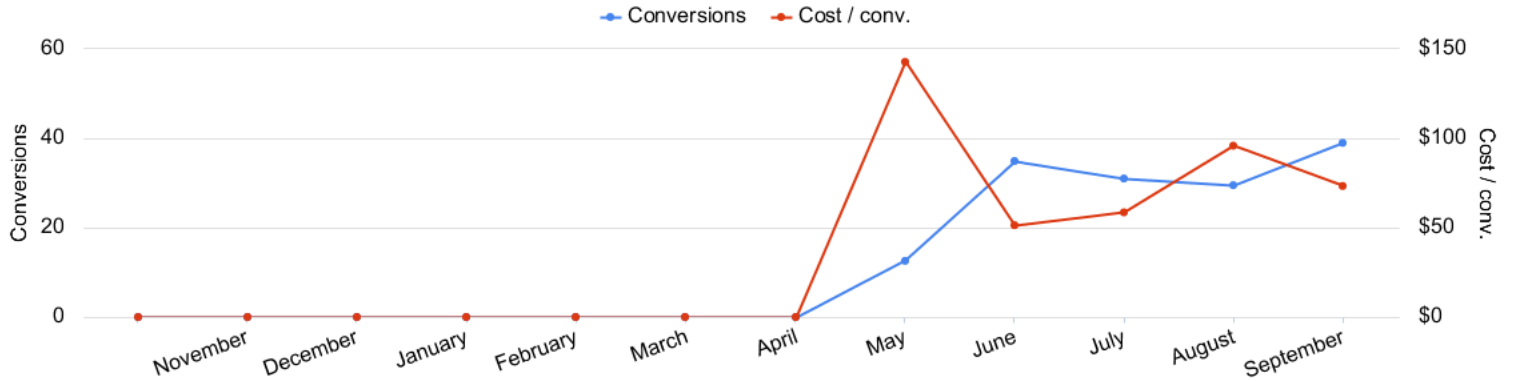
Search IS Lost (due to Rank)
Elite MD Spa -

35.54%
40.12% **-11.42%**

Google Ads | Monthly Performance Trends

10/01/2020 - 09/30/2021

Conversions vs Cost/ Conv
Elite MD Spa -




Account Performance by Month
Elite MD Spa -

Month	Cost	Impression s	Clicks	Avg. CPC	CTR	Conver sions	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%	31	7.65%	\$58.62	39.40%	20.55%
08/01/2021	\$2,827.61	7,928	383	\$7.38	4.83%	29.5	7.70%	\$95.85	46.72%	13.16%
09/01/2021	\$2,857.98	8,580	361	\$7.92	4.21%	39	10.80%	\$73.28	49.89%	14.57%
Total	\$11,093.73	35,869	1,726	\$6.43	4.81%	147	8.52%	\$75.47	38.68%	15.72%

Google Ads | Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Elite MD Spa -

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$2,857.98	8,580	361	\$7.92	4.21%	39	10.80%	\$73.28

Google Ads | Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
Elite MD Spa -

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting	\$88.97	393	9	\$9.89	2.29%	3	33.33%	\$29.66
how many cycles of coolsculpting do you need	\$19.92	1	2	\$9.96	200.00%	2	100.00%	\$9.96
cool sculpting	\$85.68	334	7	\$12.24	2.10%	2	28.57%	\$42.84
how much is face lipo	\$7.56	1	1	\$7.56	100.00%	2	200.00%	\$3.78
body sculpting near me	\$12.40	24	2	\$6.20	8.33%	2	100.00%	\$6.20
cost of liposuction bay area	\$9.22	1	1	\$9.22	100.00%	1	100.00%	\$9.22
is coolsculpting worth it reviews	\$10.02	1	1	\$10.02	100.00%	1	100.00%	\$10.02
coolsculpting cost per cycle	\$9.39	2	1	\$9.39	50.00%	1	100.00%	\$9.39
affordable coolsculpting near me	\$18.38	1	1	\$18.38	100.00%	1	100.00%	\$18.38
coolsculpting near me	\$55.71	68	2	\$27.86	2.94%	1	50.00%	\$55.71
coolsculpting cost stomach	\$29.46	1	1	\$29.46	100.00%	1	100.00%	\$29.46
coolsculpting chin near me	\$10.23	2	1	\$10.23	50.00%	1	100.00%	\$10.23
liposuction near me	\$25.97	31	3	\$8.66	9.68%	1	33.33%	\$25.97
cool sculpting walnut creek ca	\$16.80	3	1	\$16.80	33.33%	1	100.00%	\$16.80
how much does a butt reduction cost	\$2.49	1	1	\$2.49	100.00%	1	100.00%	\$2.49
cool sculpting near me	\$12.70	9	1	\$12.70	11.11%	1	100.00%	\$12.70
liposuction in istanbul turkey	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
coolsculpting cost near me	\$0.00	3	0	\$0.00	0.00%	0	0.00%	\$0.00
coolsculpting deformities	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
best chin lipo compression garment	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00

Google Ads | Top Search Ads (by Conversions)

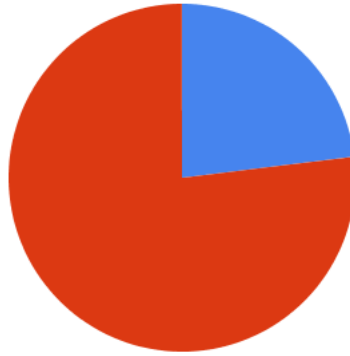
09/01/2021 - 09/30/2021

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

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Elite MD Spa} CoolSculpting in Danville Biggest CoolSculpting® Promo elite.beautysculpt.net/coolsculpting/danville 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	\$797.49	2,381	80	\$9.97	3.36%	16	20.00%	\$49.84
Elite MD Spa Fat Reduction in Danville Non-Surgical Fat Reduction elite.beautysculpt.net/coolsculpting/danville 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	\$667.90	2,645	112	\$5.96	4.23%	5	4.46%	\$133.58
{Keyword:Elite MD Spa} CoolSculpting in Danville Biggest CoolSculpting® Promo elite.beautysculpt.net/coolsculpting/danville 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	\$254.78	291	24	\$10.62	8.25%	3	12.50%	\$84.93
Elite MD Spa Fat Reduction in Danville Non-Surgical Fat Reduction elite.beautysculpt.net/coolsculpting/danville 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	\$393.51	1,149	62	\$6.35	5.40%	2	3.23%	\$196.75

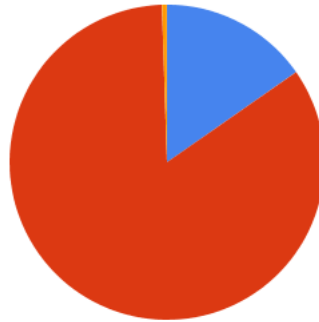
Google Ads | Budget Utilization by Device

Conversions by Device
Elite MD Spa -



■ Computers - Conversions: 9 (23.08%) ■ Mobile devices with full browsers - Conversions: 30 (76.92%)

Cost by Device
Elite MD Spa -



■ Computers - Cost: \$437.61 (15.31%) ■ Mobile devices with full browsers - Cost: \$2,406.02 (84.19%)
■ Tablets with full browsers - Cost: \$14.35 (0.50%)

Device Performance (by Conversions)
Elite MD Spa -

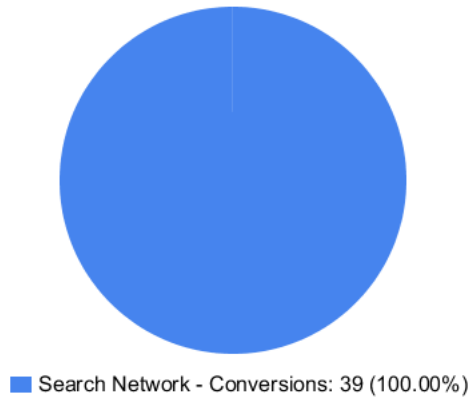
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	6,759	303	\$2,406.02	\$7.94	4.48%	30	9.90%	\$80.20
Computers	1,695	54	\$437.61	\$8.10	3.19%	9	16.67%	\$48.62
Tablets with full browsers	126	4	\$14.35	\$3.59	3.17%	0	0.00%	\$0.00

Google Ads | 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	8,580	361	\$2,857.98	\$7.92	4.21%	39	10.80%	\$73.28

Google Ads | Conversion Summary


09/01/2021 - 09/30/2021

 Conversion Performance
Elite MD Spa -

Conversion name	All conv.
Submit lead form	24
Click to Call	14
Call From Ads (MS)	1

Google Ads | Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
Elite MD Spa -

Region	Clicks	Conversions	Cost / conv.
San Francisco Bay Area	361	39	\$73.28

Facebook | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Elite MD Advertising

\$0.00
\$0.00 0.00%

Impressions
Elite MD Advertising

0
0 0.00%

Reach
Elite MD Advertising

0
0 0.00%

Clicks (Link)
Elite MD Advertising

0
0 0.00%

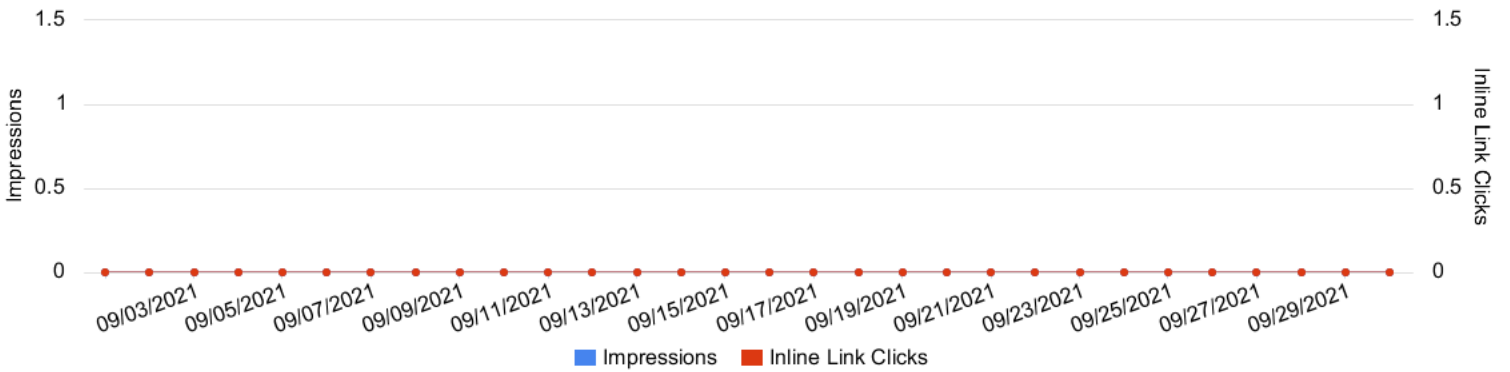
Leads
Elite MD Advertising

0
0 0.00%

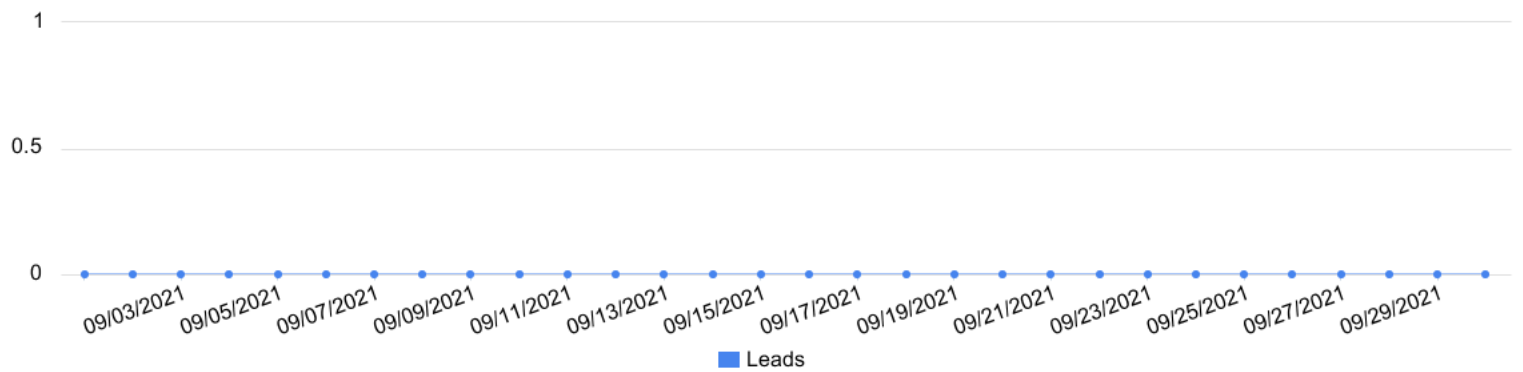
Cost / Lead
Elite MD Advertising

\$0.00
\$0.00 0.00%

Impressions vs Inline Link Clicks
Elite MD Advertising



Conversions by day
Elite MD Advertising



Facebook | Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary Elite MD Advertising


Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$0.00	\$0.00	0.00%
Impressions	0	0	0.00%
Reach	0	0	0.00%
Clicks	0	0	0.00%
CTR	0.00%	0.00%	0.00%
Frequency	0	0	0.00%
Leads	0	0	0.00%
Cost / Lead	\$0.00	\$0.00	0.00%

Engagement Summary Elite MD Advertising


Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	0	0	0.00%
Post Reactions	0	0	0.00%
Post Shares	0	0	0.00%

Facebook | Placement Performance Summary

09/01/2021 - 09/30/2021


 Reach Summary (by Placement)
Elite MD Advertising

There are no results


 Placement Performance (by Leads)
Elite MD Advertising

There are no results

09/01/2021 - 09/30/2021


 Device Performance Chart
Elite MD Advertising

There are no results


 Device Platform Performance
Elite MD Advertising

There are no results

09/01/2021 - 09/30/2021

 Time of Day (Viewer)
Elite MD Advertising

There are no results

 Time of Day (Ad Account)
Elite MD Advertising

There are no results

Facebook | Campaign Performance Summary (by Leads)

09/01/2021 - 09/30/2021



Campaign Performance Breakdown

Elite MD Advertising

There are no results

Facebook | Ad Set Performance Summary (by Leads)

09/01/2021 - 09/30/2021




Top Performing Ad Sets

Elite MD Advertising

There are no results


Facebook | Ad Performance Summary

09/01/2021 - 09/30/2021


 Top Performing Ads (by Leads)
Elite MD Advertising

There are no results

09/01/2021 - 09/30/2021


 Age Performance Chart
Elite MD Advertising

There are no results


 Age Performance Summary
Elite MD Advertising

There are no results

09/01/2021 - 09/30/2021

 Gender Performance Chart
Elite MD Advertising

There are no results

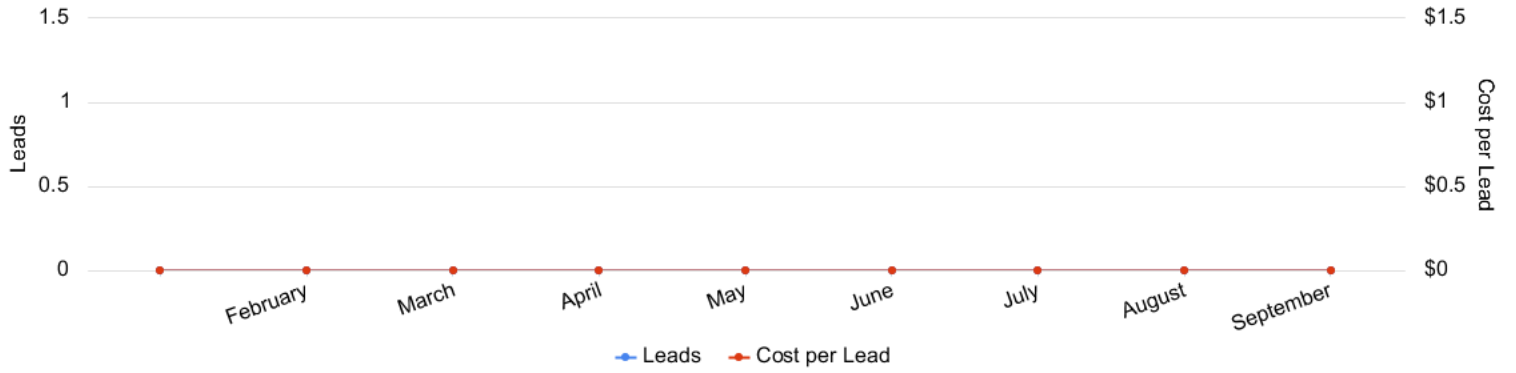
 Gender Performance Summary
Elite MD Advertising

There are no results

Facebook | Year-to-Date Performance

01/01/2021 - 09/30/2021

Year-to-Date Trend Elite MD Advertising



Historical table (by month) Elite MD Advertising

There are no results

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