

# **Fairbanks Medical Spa Monthly Google Performance Summary**

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

# Key Performance Indicators

08/01/2021 - 08/31/2021

Cost  
Fairbanks Med Spa

**\$2,986.51**

\$0.00 100.00%

Clicks  
Fairbanks Med Spa

**227**

0 100.00%

Avg CPC  
Fairbanks Med Spa

**\$13.16**

\$0.00 100.00%

Conversions  
Fairbanks Med Spa

**15**

0 100.00%

Conv. Rate  
Fairbanks Med Spa

**6.61%**

0.00% 100.00%

Cost / Conv  
Fairbanks Med Spa

**\$199.10**

\$0.00 100.00%

## Month-Over-Month Performance Comparison

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

Overall Performance Summary  
Fairbanks Med Spa

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$2,986.51	\$0.00	100.00%
Impressions	7,341	0	100.00%
Clicks	227	0	100.00%
Avg CPC	\$13.16	\$0.00	100.00%
CTR	3.09%	0.00%	100.00%
Conversions	15	0	100.00%
Conv Rate	6.61%	0.00%	100.00%
Cost / Conv	\$199.10	\$0.00	100.00%

## Budget Coverage

Search Impr. Share  
Fairbanks Med Spa

**39.11%**

0.00% 100.00%

Search IS Lost (due to Budget)  
Fairbanks Med Spa

**19.67%**

0.00% 100.00%

Search IS Lost (due to Rank)  
Fairbanks Med Spa

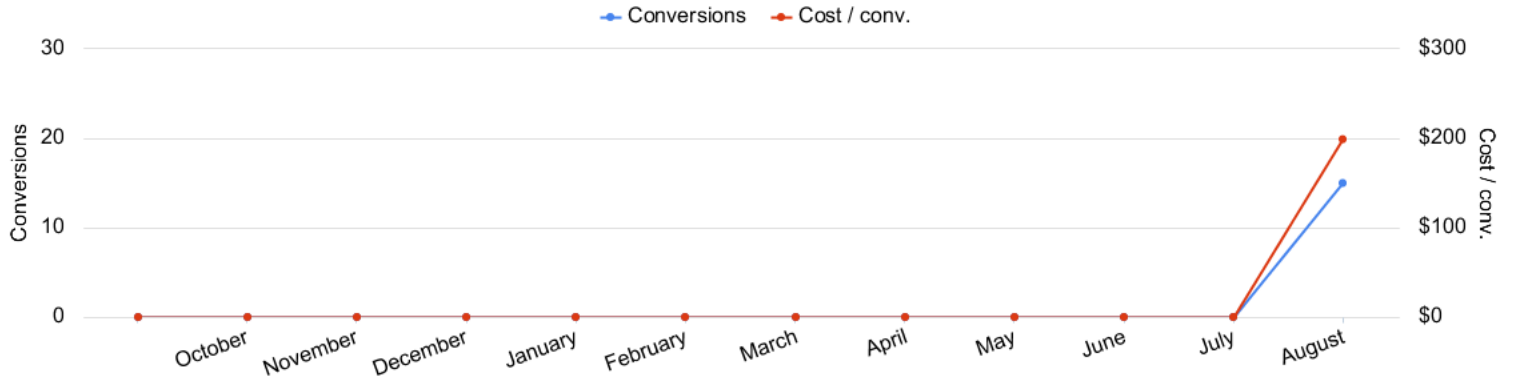
**41.22%**

0.00% 100.00%

# Monthly Performance Trends

09/01/2020 - 08/31/2021

Conversions vs Cost/ Conv  
Fairbanks Med Spa




Account Performance by Month  
Fairbanks Med Spa

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2021	\$2,986.51	7,341	227	\$13.16	3.09%	15	6.61%	\$199.10	39.11%	19.67%
<b>Total</b>	<b>\$2,986.51</b>	<b>7,341</b>	<b>227</b>	<b>\$13.16</b>	<b>3.09%</b>	<b>15</b>	<b>6.61%</b>	<b>\$199.10</b>	<b>39.11%</b>	<b>19.67%</b>

# Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)  
Fairbanks Med Spa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$1,557.13	5,674	106	\$14.69	1.87%	7	6.60%	\$222.45
search   beta   microneedling	\$775.88	1,091	88	\$8.82	8.07%	6	6.82%	\$129.31
search   beta   hydrafacial	\$653.50	576	33	\$19.80	5.73%	2	6.06%	\$326.75

# Top Search Terms (by Conversions)


08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)  
Fairbanks Med Spa

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting san diego	\$101.30	4	4	\$25.32	100.00%	4	100.00%	\$25.32
microneedling treatment	\$6.24	1	1	\$6.24	100.00%	3	300.00%	\$2.08
microneedling near me	\$44.48	3	3	\$14.83	100.00%	2	66.67%	\$22.24
weight loss consultation	\$17.33	1	1	\$17.33	100.00%	1	100.00%	\$17.33
hydrafacial	\$156.11	11	6	\$26.02	54.55%	1	16.67%	\$156.11
microneedling	\$50.22	25	7	\$7.17	28.00%	1	14.29%	\$50.22
cryolipolysis	\$16.94	1	2	\$8.47	200.00%	1	50.00%	\$16.94
hydrafacial san diego	\$23.63	1	1	\$23.63	100.00%	1	100.00%	\$23.63
does keto 1500 work	\$9.29	1	1	\$9.29	100.00%	0	0.00%	\$0.00
buccal cheek fat removal	\$10.74	1	1	\$10.74	100.00%	0	0.00%	\$0.00
microneedling san diego	\$29.48	2	2	\$14.74	100.00%	0	0.00%	\$0.00
micro needling	\$8.74	4	2	\$4.37	50.00%	0	0.00%	\$0.00
microneedling encinitas	\$10.56	2	1	\$10.56	50.00%	0	0.00%	\$0.00
relacore belly fat	\$2.96	1	1	\$2.96	100.00%	0	0.00%	\$0.00
faster way to fat loss	\$12.16	1	1	\$12.16	100.00%	0	0.00%	\$0.00
intermittent fasting	\$9.35	1	1	\$9.35	100.00%	0	0.00%	\$0.00
sharp weight loss program san diego	\$19.64	1	1	\$19.64	100.00%	0	0.00%	\$0.00
microneedling for scars before and after	\$20.97	1	1	\$20.97	100.00%	0	0.00%	\$0.00
best way to reduce arm fat	\$10.29	1	1	\$10.29	100.00%	0	0.00%	\$0.00
facials at ulta	\$6.08	1	1	\$6.08	100.00%	0	0.00%	\$0.00

# Top Search Ads (by Conversions)

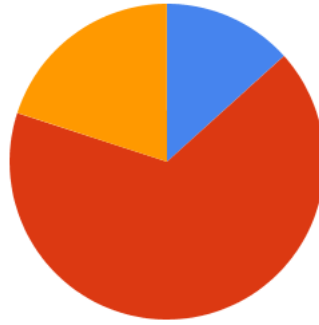
08/01/2021 - 08/31/2021

 Top Responsive Search Ads (by Conversions)  
Fairbanks Med Spa

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<p>{Keyword:Fairbanks Med Spa}   CoolSculpting in Santa Fe, CA   Biggest CoolSculpting® Promo</p> <p><a href="https://go.fairbanksmedspa.com/coolsculpting/santa_fe">go.fairbanksmedspa.com/coolsculpting/santa_fe</a></p> <p>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Santa Fe, CA.   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	search   beta   coolsculpting	\$196.18	185	8	\$24.52	4.32%	3	37.50%	\$65.39
<p>Fairbanks Med Spa   Fat Reduction in Santa Fe, CA   Non-Surgical Fat Reduction</p> <p><a href="https://go.fairbanksmedspa.com/coolsculpting/santa_fe">go.fairbanksmedspa.com/coolsculpting/santa_fe</a></p> <p>CoolSculpting® Reduces Fat. No Surgery &amp; Minimal Downtime. Learn More About Freezing Fat.   Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</p>	search   beta   coolsculpting	\$327.00	1,797	27	\$12.11	1.50%	1	3.70%	\$327.00
<p>{Keyword:Fairbanks Med Spa}   Microneedling in Santa Fe, CA   What is Microneedling?</p> <p><a href="https://go.fairbanksmedspa.com/microneedling/santa_fe">go.fairbanksmedspa.com/microneedling/santa_fe</a></p> <p>Microneedling Improves Skin Tone &amp; Texture + Diminishes Wrinkles + Stimulates Collagen.   Microneedling Treatments from Leading Skin Spa in Santa Fe, CA. Schedule a Free Consult.</p>	search   beta   microneedling	\$558.57	851	73	\$7.65	8.58%	1	1.37%	\$558.57
<p>Fairbanks Med Spa   Fat Reduction in Santa Fe, CA   Non-Surgical Fat Reduction</p> <p><a href="https://go.fairbanksmedspa.com/coolsculpting/santa_fe">go.fairbanksmedspa.com/coolsculpting/santa_fe</a></p> <p>CoolSculpting® Reduces Fat. No Surgery &amp; Minimal Downtime. Learn More About Freezing Fat.   Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</p>	search   beta   coolsculpting	\$145.59	303	9	\$16.18	2.97%	1	11.11%	\$145.59
<p>{Keyword:Fairbanks Med Spa}   CoolSculpting in Santa Fe, CA   Biggest CoolSculpting® Promo</p> <p><a href="https://go.fairbanksmedspa.com/coolsculpting/santa_fe">go.fairbanksmedspa.com/coolsculpting/santa_fe</a></p> <p>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Santa Fe, CA.   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	search   beta   coolsculpting	\$0.00	6	0	\$0.00	0.00%	0	0.00%	\$0.00

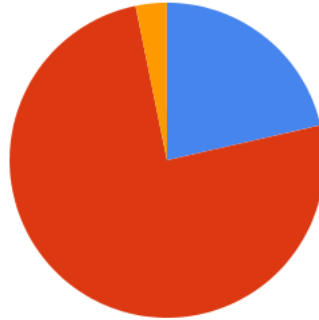
# Budget Utilization by Device

Conversions by Device  
Fairbanks Med Spa



■ Computers - Conversions: 2 (13.33%) 
 ■ Mobile devices with full browsers - Conversions: 10 (66.67%) 
 ■ Tablets with full browsers - Conversions: 3 (20.00%)

Cost by Device  
Fairbanks Med Spa




■ Computers - Cost: \$639.95 (21.43%) 
 ■ Mobile devices with full browsers - Cost: \$2,251.39 (75.39%) 
 ■ Tablets with full browsers - Cost: \$95.17 (3.19%)


Device Performance (by Conversions)  
Fairbanks Med Spa

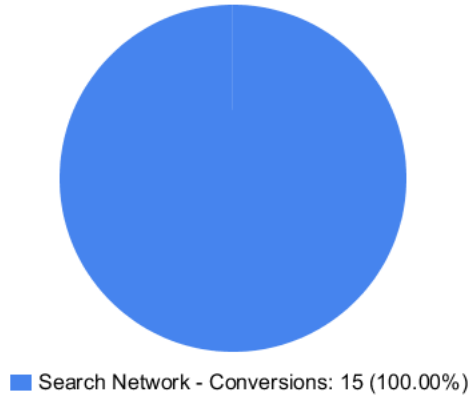
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	5,075	180	\$2,251.39	\$12.51	3.55%	10	5.56%	\$225.14
Tablets with full browsers	201	9	\$95.17	\$10.57	4.48%	3	33.33%	\$31.72
Computers	2,065	38	\$639.95	\$16.84	1.84%	2	5.26%	\$319.98


# Budget Utilization by Network

 Cost by Network  
Fairbanks Med Spa



 Conversions by Network  
Fairbanks Med Spa




 Network Performance  
Fairbanks Med Spa

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	7,341	227	\$2,986.51	\$13.16	3.09%	15	6.61%	\$199.10

# Conversion Summary

08/01/2021 - 08/31/2021

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 Conversion Performance  
Fairbanks Med Spa

Conversion name	All conv.
Submit lead form	12
Click to Call	3

# Geo-Targeting Summary

08/01/2021 - 08/31/2021

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 Top Locations  
Fairbanks Med Spa

Region	Clicks	Conversions	Cost / conv.
California	227	15	\$199.10

# 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