

Forever Young Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Forever Young

\$3,933.90

\$3,709.90 **6.04%**

Conversions
Forever Young

23

33.69 **-31.73%**

Clicks
Forever Young

261

283 **-7.77%**

Conv. Rate
Forever Young

8.81%

11.90% **-25.97%**

Avg CPC
Forever Young

\$15.07

\$13.11 **14.95%**

Cost / Conv
Forever Young

\$171.04

\$110.12 **55.32%**

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Forever Young

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$3,933.90	\$3,709.90	6.04%
Impressions	5,930	5,115	15.93%
Clicks	261	283	-7.77%
Avg CPC	\$15.07	\$13.11	14.95%
CTR	4.40%	5.53%	-20.43%
Conversions	23	33.69	-31.73%
Conv Rate	8.81%	11.90%	-25.97%
Cost / Conv	\$171.04	\$110.12	55.32%

Budget Coverage

Search Impr. Share
Forever Young

28.37%

24.01% **18.16%**

Search IS Lost (due to Budget)
Forever Young

21.12%

39.78% **-46.91%**

Search IS Lost (due to Rank)
Forever Young

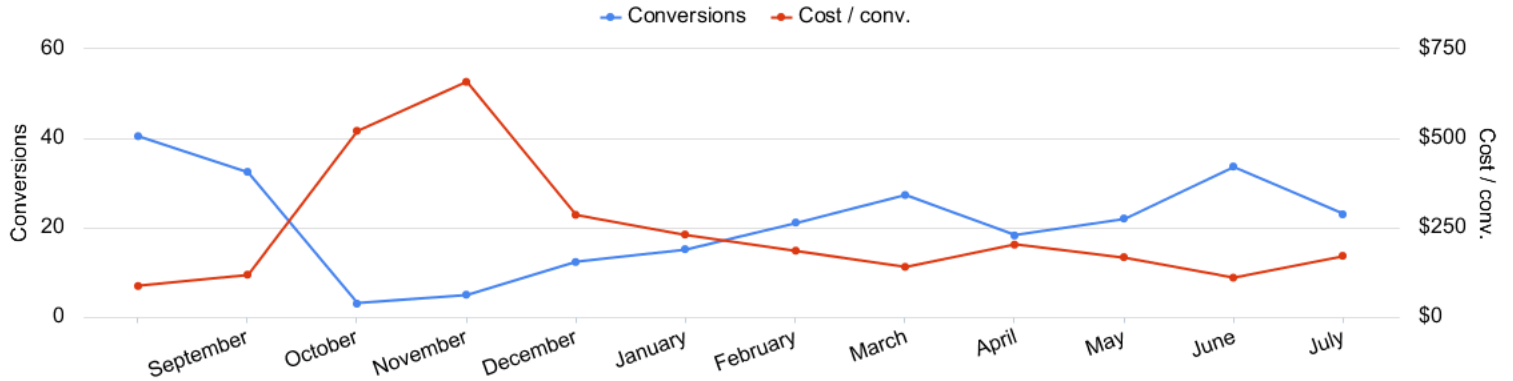
50.51%

36.21% **39.49%**

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Forever Young




Account Performance by Month
Forever Young

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$3,509.70	20,950	881	\$3.98	4.21%	40.5	4.60%	\$86.66	24.39%	12.51%
09/01/2020	\$3,842.64	14,293	588	\$6.54	4.11%	32.5	5.53%	\$118.24	34.66%	6.72%
10/01/2020	\$1,562.94	3,965	172	\$9.09	4.34%	3	1.74%	\$520.98	37.81%	9.14%
11/01/2020	\$3,289.82	4,427	106	\$31.04	2.39%	5	4.72%	\$657.96	67.59%	25.19%
12/01/2020	\$3,526.00	9,348	263	\$13.41	2.81%	12.33	4.69%	\$285.89	29.43%	43.75%
01/01/2021	\$3,499.13	11,730	404	\$8.66	3.44%	15.17	3.75%	\$230.71	23.81%	21.12%
02/01/2021	\$3,927.45	8,612	373	\$10.53	4.33%	21.17	5.67%	\$185.55	32.57%	12.57%
03/01/2021	\$3,840.41	4,880	309	\$12.43	6.33%	27.33	8.85%	\$140.50	27.65%	14.57%
04/01/2021	\$3,697.02	5,419	314	\$11.77	5.79%	18.25	5.81%	\$202.58	23.98%	14.45%
05/01/2021	\$3,698.45	5,974	308	\$12.01	5.16%	22.06	7.16%	\$167.62	24.09%	14.42%
06/01/2021	\$3,709.90	5,115	283	\$13.11	5.53%	33.69	11.90%	\$110.13	24.01%	39.78%
07/01/2021	\$3,933.90	5,930	261	\$15.07	4.40%	23	8.81%	\$171.04	28.37%	21.12%
Total	\$42,037.35	100,643	4,262	\$9.86	4.23%	254	5.96%	\$165.50	28.05%	18.45%

Campaign Performance Summary (by Conversions)

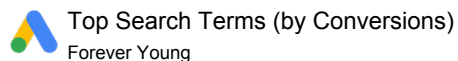
07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Forever Young

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$3,079.65	1,349	138	\$22.32	10.23%	13	9.42%	\$236.90
search beta coolsculpting exp reach	\$854.25	4,581	123	\$6.95	2.69%	10	8.13%	\$85.42

Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021



Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting	\$344.61	15	14	\$24.62	93.33%	3	21.43%	\$114.87
liposuction cost illinois	\$42.24	2	3	\$14.08	150.00%	2	66.67%	\$21.12
cool sculpting works	\$15.70	1	1	\$15.70	100.00%	1	100.00%	\$15.70
best smart lipo near me	\$17.06	1	1	\$17.06	100.00%	1	100.00%	\$17.06
coolsculpting deals near me	\$58.98	1	1	\$58.98	100.00%	1	100.00%	\$58.98
coolsculpting near me	\$426.91	11	11	\$38.81	100.00%	1	9.09%	\$426.91
cool sculpting weight loss	\$16.97	1	1	\$16.97	100.00%	1	100.00%	\$16.97
golo reviews	\$9.70	2	2	\$4.85	100.00%	1	50.00%	\$9.70
cryo weight loss	\$9.64	1	2	\$4.82	200.00%	0.96	48.00%	\$10.04
visceral fat	\$4.91	1	1	\$4.91	100.00%	0.04	4.00%	\$122.75
sonabello	\$1.09	1	1	\$1.09	100.00%	0	0.00%	\$0.00
wegovy weight loss	\$4.68	1	1	\$4.68	100.00%	0	0.00%	\$0.00
get rid of neck fat	\$7.58	1	1	\$7.58	100.00%	0	0.00%	\$0.00
trisculpt ex	\$5.37	1	1	\$5.37	100.00%	0	0.00%	\$0.00
belly fat in women over 45	\$6.63	1	1	\$6.63	100.00%	0	0.00%	\$0.00
coolsculpting back fat	\$42.11	1	1	\$42.11	100.00%	0	0.00%	\$0.00
chin liposuction cost	\$3.06	1	1	\$3.06	100.00%	0	0.00%	\$0.00
liposuction on breast	\$4.26	1	1	\$4.26	100.00%	0	0.00%	\$0.00
body sculpting near me	\$0.90	1	1	\$0.90	100.00%	0	0.00%	\$0.00
coolsculpting arms	\$12.20	1	1	\$12.20	100.00%	0	0.00%	\$0.00

Top Search Ads (by Conversions)

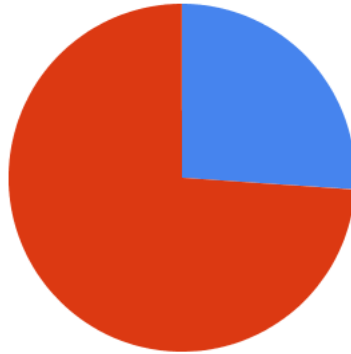
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)
Forever Young

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Forever Young Medspa Fat Reduction in Chicago Non-Surgical Fat Reduction myfyms.com/ 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 exp reach	\$287.33	582	34	\$8.45	5.84%	4	11.76%	\$71.83
#1 Provider in Chicago Safe & Effective Fat Reduction Target Belly Fat, Love Handles myfyms.com/coolsculpting/chicago #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$804.04	279	31	\$25.94	11.11%	2.89	9.32%	\$278.21
Forever Young Medspa Fat Reduction in Chicago Non-Surgical Fat Reduction myfyms.com/ 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 exp reach	\$208.40	1,607	33	\$6.32	2.05%	1	3.03%	\$208.40
#1 Provider in Chicago Safe & Effective Fat Reduction Target Belly Fat, Love Handles myfyms.com/coolsculpting/chicago #1 CoolSculpting Deal. Freeze Fat. Top Provider in Chicago, IL. Free Consult. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$16.12	19	1	\$16.12	5.26%	0	0.00%	\$0.00

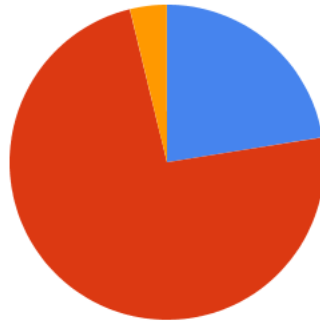
Budget Utilization by Device

Conversions by Device
Forever Young



Computers - Conversions: 6 (26.09%) Mobile devices with full browsers - Conversions: 17 (73.91%)

Cost by Device
Forever Young




Computers - Cost: \$883.72 (22.46%) Mobile devices with full browsers - Cost: \$2,900.76 (73.74%)
Tablets with full browsers - Cost: \$149.42 (3.80%)


Device Performance (by Conversions)
Forever Young

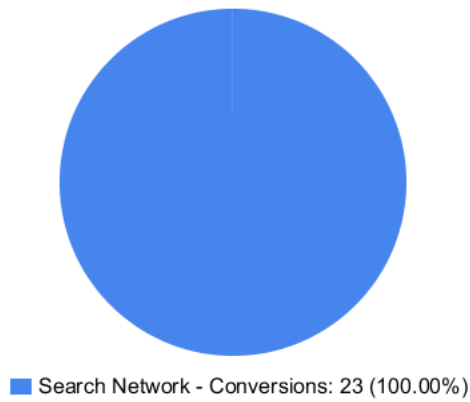
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	4,595	214	\$2,900.76	\$13.55	4.66%	17	7.94%	\$170.63
Computers	1,187	40	\$883.72	\$22.09	3.37%	6	15.00%	\$147.29
Tablets with full browsers	148	7	\$149.42	\$21.35	4.73%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
Forever Young



 Conversions by Network
Forever Young




 Network Performance
Forever Young

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	5,930	261	\$3,933.90	\$15.07	4.40%	23	8.81%	\$171.04

Conversion Summary

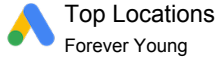
07/01/2021 - 07/31/2021

 Conversion Performance
Forever Young

Conversion name	All conv.
Click to Call	14
Form Submission	9

Geo-Targeting Summary

07/01/2021 - 07/31/2021



Region	Clicks	Conversions	Cost / conv.
Illinois	261	23	\$171.04

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