

# **Forever Young Monthly Google Performance Summary**

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

# Key Performance Indicators

08/01/2021 - 08/31/2021

Cost  
Forever Young

**\$4,178.08**

\$3,933.90 **6.21%**

Conversions  
Forever Young

**15**

23 **-34.78%**

Clicks  
Forever Young

**269**

261 **3.07%**

Conv. Rate  
Forever Young

**5.58%**

8.81% **-36.66%**

Avg CPC  
Forever Young

**\$15.53**

\$15.07 **3.05%**

Cost / Conv  
Forever Young

**\$278.54**

\$171.04 **62.85%**

## Month-Over-Month Performance Comparison

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

Overall Performance Summary  
Forever Young

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$4,178.08	\$3,933.90	<b>6.21%</b>
Impressions	6,013	5,930	<b>1.40%</b>
Clicks	269	261	<b>3.07%</b>
Avg CPC	\$15.53	\$15.07	<b>3.05%</b>
CTR	4.47%	4.40%	<b>1.59%</b>
Conversions	15	23	<b>-34.78%</b>
Conv Rate	5.58%	8.81%	<b>-36.66%</b>
Cost / Conv	\$278.54	\$171.04	<b>62.85%</b>

## Budget Coverage

Search Impr. Share  
Forever Young

**28.27%**

28.41% **-0.49%**

Search IS Lost (due to Budget)  
Forever Young

**10.75%**

20.90% **-48.56%**

Search IS Lost (due to Rank)  
Forever Young

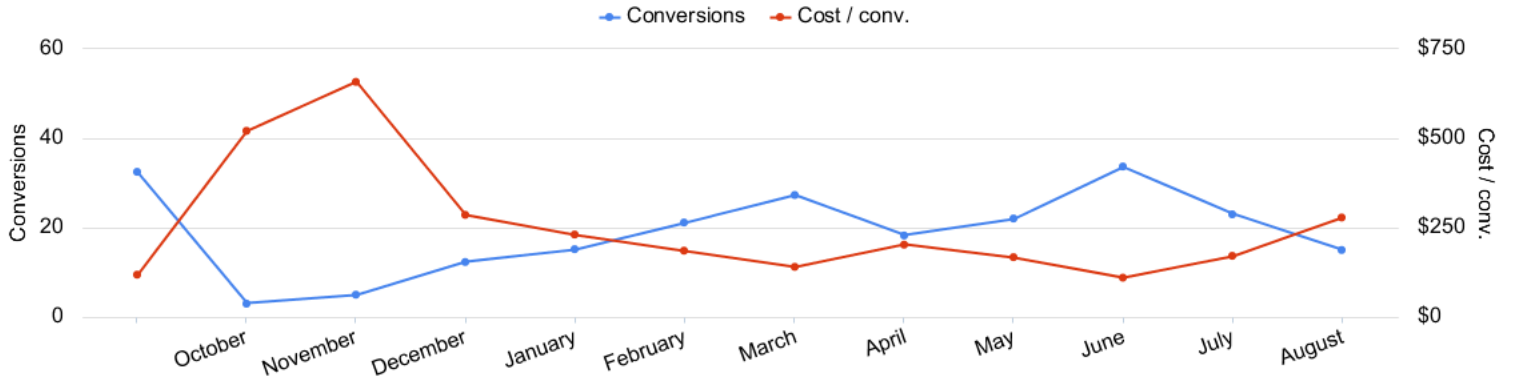
**60.98%**

50.70% **20.28%**

# Monthly Performance Trends

09/01/2020 - 08/31/2021

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)
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	28.41%	20.90%
08/01/2021	\$4,178.08	6,013	269	\$15.53	4.47%	15	5.58%	\$278.54	28.27%	10.75%
<b>Total</b>	<b>\$42,705.73</b>	<b>85,706</b>	<b>3,650</b>	<b>\$11.70</b>	<b>4.26%</b>	<b>228.5</b>	<b>6.26%</b>	<b>\$186.90</b>	<b>29.15%</b>	<b>19.65%</b>

# Campaign Performance Summary (by Conversions)

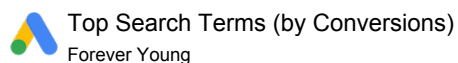
08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)  
Forever Young

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$2,979.58	1,073	115	\$25.91	10.72%	9	7.83%	\$331.06
search   beta   coolsculpting   exp reach	\$758.08	4,173	116	\$6.54	2.78%	6	5.17%	\$126.35
search   beta   dermal fillers	\$359.95	621	31	\$11.61	4.99%	0	0.00%	\$0.00
search   beta   botox	\$80.47	146	7	\$11.50	4.79%	0	0.00%	\$0.00

# Top Search Terms (by Conversions)

08/01/2021 - 08/31/2021



Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
liposuction	\$11.68	72	3	\$3.89	4.17%	2	66.67%	\$5.84
cool sculpting cost	\$52.24	24	5	\$10.45	20.83%	1	20.00%	\$52.24
fastest way to lose belly fat	\$5.90	7	1	\$5.90	14.29%	1	100.00%	\$5.90
water lipo	\$3.12	1	1	\$3.12	100.00%	1	100.00%	\$3.12
liposuction alternatives near me	\$10.76	3	1	\$10.76	33.33%	1	100.00%	\$10.76
elite coolsculpting	\$48.49	2	1	\$48.49	50.00%	1	100.00%	\$48.49
fat freezing	\$98.17	10	3	\$32.72	30.00%	1	33.33%	\$98.17
coolsculpting pricing near me	\$111.28	3	1	\$111.28	33.33%	1	100.00%	\$111.28
coolsculpting near me	\$324.68	39	6	\$54.11	15.38%	1	16.67%	\$324.68
i lost weight now i want to build muscle	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
do fasting	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
modere weightloss	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
kyle richards weight loss	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
liposuction for obesity	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
options weight loss reviews	\$9.97	4	1	\$9.97	25.00%	0	0.00%	\$0.00
weight loss clinics near me	\$0.00	4	0	\$0.00	0.00%	0	0.00%	\$0.00
eat fat be thin	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
lower belly fat reduction	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
coolsculpting adverse events	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
sculpt ice	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00

# Top Search Ads (by Conversions)

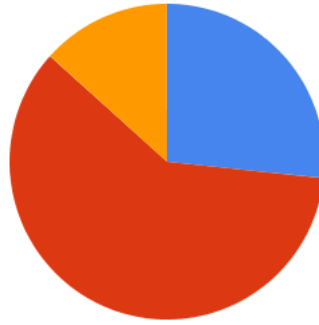
08/01/2021 - 08/31/2021

Top Responsive Search Ads (by Conversions)  
Forever Young

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<p><a href="#">{Keyword:Forever Young Medspa}   CoolSculpting in Chicago   Biggest CoolSculpting® Promo</a></p> <p><a href="https://myfyms.com/coolsculpting/chicago">myfyms.com/coolsculpting/chicago</a></p> <p>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Chicago, IL   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	search   beta   coolsculpting	\$796.75	250	25	\$31.87	10.00%	3	12.00%	\$265.58
<p><a href="#">{Keyword:Forever Young Medspa}   Safe &amp; Effective Fat Reduction   Target Belly Fat, Love Handles</a></p> <p><a href="https://myfyms.com/coolsculpting/chicago">myfyms.com/coolsculpting/chicago</a></p> <p>#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.</p>	search   beta   coolsculpting	\$98.92	14	6	\$16.49	42.86%	3	50.00%	\$32.97
<p><a href="#">Forever Young Medspa   Fat Reduction in Chicago   Non-Surgical Fat Reduction</a></p> <p><a href="https://myfyms.com/coolsculpting/chicago">myfyms.com/coolsculpting/chicago</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   exp reach	\$34.91	150	7	\$4.99	4.67%	1	14.29%	\$34.91
<p><a href="#">Forever Young Medspa   Fat Reduction in Chicago   Non-Surgical Fat Reduction</a></p> <p><a href="https://myfyms.com/coolsculpting/chicago">myfyms.com/coolsculpting/chicago</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   exp reach	\$77.56	244	13	\$5.97	5.33%	1	7.69%	\$77.56
<p><a href="#">{Keyword:Forever Young Medspa}   CoolSculpting in Chicago   Biggest CoolSculpting® Promo</a></p> <p><a href="https://myfyms.com/coolsculpting/chicago">myfyms.com/coolsculpting/chicago</a></p> <p>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Chicago, IL   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	search   beta   coolsculpting	\$259.03	34	8	\$32.38	23.53%	1	12.50%	\$259.03

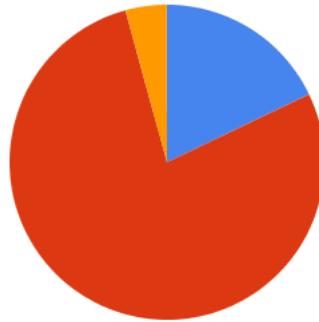
# Budget Utilization by Device

Conversions by Device  
Forever Young



■ Computers - Conversions: 4 (26.67%) 
 ■ Mobile devices with full browsers - Conversions: 9 (60.00%) 
 ■ Tablets with full browsers - Conversions: 2 (13.33%)

Cost by Device  
Forever Young




■ Computers - Cost: \$747.67 (17.90%) 
 ■ Mobile devices with full browsers - Cost: \$3,253.29 (77.87%) 
 ■ Tablets with full browsers - Cost: \$177.12 (4.24%)


Device Performance (by Conversions)  
Forever Young

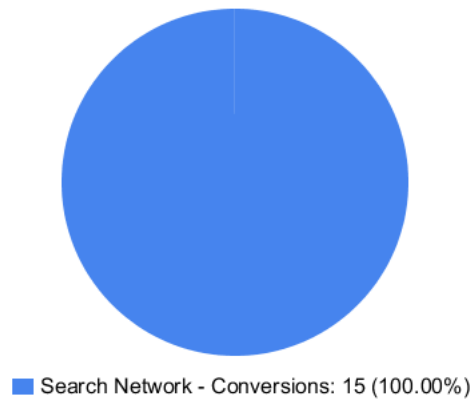
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	4,540	211	\$3,253.29	\$15.42	4.65%	9	4.27%	\$361.48
Computers	1,314	52	\$747.67	\$14.38	3.96%	4	7.69%	\$186.92
Tablets with full browsers	159	6	\$177.12	\$29.52	3.77%	2	33.33%	\$88.56


# 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	6,013	269	\$4,178.08	\$15.53	4.47%	15	5.58%	\$278.54

# Conversion Summary

08/01/2021 - 08/31/2021

---


 Conversion Performance  
Forever Young

Conversion name	All conv.
Click to Call	10
Form Submission	5

# Geo-Targeting Summary

08/01/2021 - 08/31/2021

---

 Top Locations  
Forever Young

Region	Clicks	Conversions	Cost / conv.
Illinois	269	15	\$278.54

# 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