

# **Hawaii Aesthetics Monthly Google Performance Summary**

**07/01/2021 - 07/31/2021**

# Key Performance Indicators

07/01/2021 - 07/31/2021

Cost  
Hawaii Aesthetics

**\$2,334.92**  
\$2,466.71 -5.34%

Conversions  
Hawaii Aesthetics

**42**  
52.46 -19.94%

Clicks  
Hawaii Aesthetics

**816**  
790 3.29%

Conv. Rate  
Hawaii Aesthetics

**5.15%**  
6.64% -22.44%

Avg CPC  
Hawaii Aesthetics

**\$2.86**  
\$3.12 -8.33%

Cost / Conv  
Hawaii Aesthetics

**\$55.59**  
\$47.02 18.23%

## Month-Over-Month Performance Comparison

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

Overall Performance Summary  
Hawaii Aesthetics

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$2,334.92	\$2,466.71	-5.34%
Impressions	10,812	10,760	0.48%
Clicks	816	790	3.29%
Avg CPC	\$2.86	\$3.12	-8.33%
CTR	7.55%	7.34%	2.86%
Conversions	42	52.46	-19.94%
Conv Rate	5.15%	6.64%	-22.44%
Cost / Conv	\$55.59	\$47.02	18.23%

## Budget Coverage

Search Impr. Share  
Hawaii Aesthetics

**45.18%**  
42.42% 6.51%

Search IS Lost (due to Budget)  
Hawaii Aesthetics

**16.90%**  
18.60% -9.14%

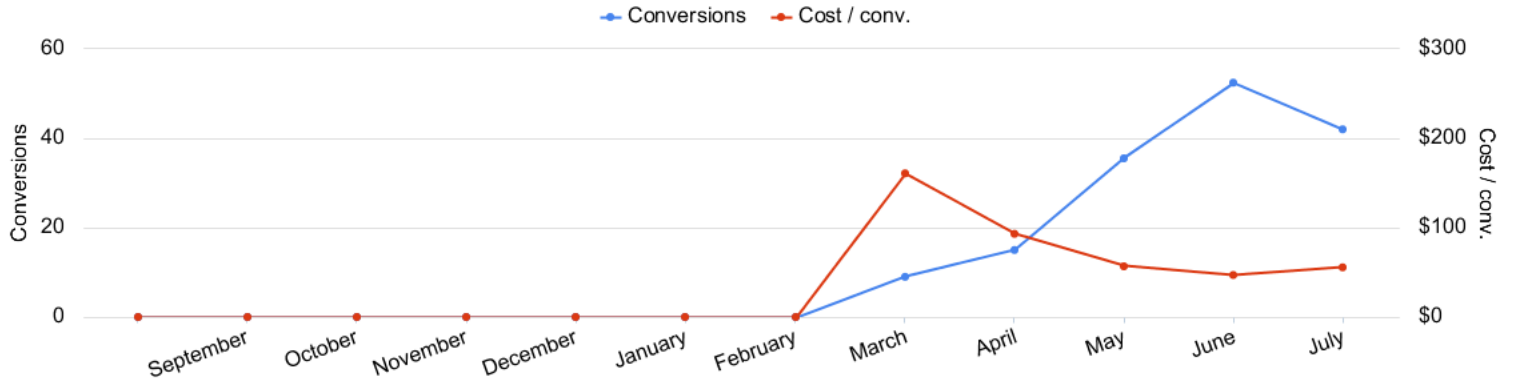
Search IS Lost (due to Rank)  
Hawaii Aesthetics

**37.92%**  
38.98% -2.72%

# Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv  
Hawaii Aesthetics




Account Performance by Month  
Hawaii Aesthetics

Month	Cost	Impression s	Clicks	Avg. CPC	CTR	Conver sions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
03/01/2021	\$1,446.79	5,163	289	\$5.01	5.60%	9	3.11%	\$160.75	21.40%	31.95%
04/01/2021	\$1,396.29	5,213	372	\$3.75	7.14%	15	4.03%	\$93.09	21.14%	28.48%
05/01/2021	\$2,017.84	7,953	570	\$3.54	7.17%	35.54	6.23%	\$56.78	44.00%	21.04%
06/01/2021	\$2,466.71	10,760	790	\$3.12	7.34%	52.46	6.64%	\$47.02	42.42%	18.60%
07/01/2021	\$2,334.92	10,812	816	\$2.86	7.55%	42	5.15%	\$55.59	45.18%	16.90%
<b>Total</b>	<b>\$9,662.55</b>	<b>39,901</b>	<b>2,837</b>	<b>\$3.41</b>	<b>7.11%</b>	<b>154</b>	<b>5.43%</b>	<b>\$62.74</b>	<b>34.36%</b>	<b>23.52%</b>

# Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)  
Hawaii Aesthetics

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$1,522.11	7,589	563	\$2.70	7.42%	42	7.46%	\$36.24
search   beta   plasma pen	\$416.70	1,158	94	\$4.43	8.12%	0	0.00%	\$0.00
search   beta   microneedling	\$396.11	2,065	159	\$2.49	7.70%	0	0.00%	\$0.00

# Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)  
Hawaii Aesthetics

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
how to lose weight fast	\$12.43	53	4	\$3.11	7.55%	2	50.00%	\$6.21
kybella	\$10.41	42	5	\$2.08	11.90%	1.83	36.60%	\$5.69
cool sculpting cost	\$10.27	26	8	\$1.28	30.77%	1.83	22.88%	\$5.61
laseraway coolsculpting	\$0.70	1	1	\$0.70	100.00%	1	100.00%	\$0.70
tummy tuck before and after	\$2.48	7	1	\$2.48	14.29%	1	100.00%	\$2.48
cool sculpting oahu	\$6.02	3	3	\$2.01	100.00%	1	33.33%	\$6.02
lipo near me	\$2.97	3	1	\$2.97	33.33%	1	100.00%	\$2.97
cool sculpting vs laser lipo	\$6.24	1	1	\$6.24	100.00%	1	100.00%	\$6.24
lipo laser	\$1.65	1	1	\$1.65	100.00%	1	100.00%	\$1.65
non surgical lipo near me	\$5.68	1	1	\$5.68	100.00%	1	100.00%	\$5.68
laser fat removal	\$6.09	5	3	\$2.03	60.00%	1	33.33%	\$6.09
newtown medispa coolsculpting	\$7.38	1	1	\$7.38	100.00%	1	100.00%	\$7.38
laser lipo hawaii	\$21.91	15	5	\$4.38	33.33%	1	20.00%	\$21.91
lipo laser honolulu	\$3.01	1	1	\$3.01	100.00%	1	100.00%	\$3.01
freeze fat cells	\$6.77	2	2	\$3.38	100.00%	1	50.00%	\$6.77
liposuction oahu	\$14.97	6	3	\$4.99	50.00%	1	33.33%	\$14.97
liposuction	\$15.65	49	5	\$3.13	10.20%	1	20.00%	\$15.65
kybella before and after	\$5.94	12	2	\$2.97	16.67%	1	50.00%	\$5.94
plastic surgery near me prices	\$3.85	1	1	\$3.85	100.00%	1	100.00%	\$3.85
cost of liposuction	\$3.10	4	2	\$1.55	50.00%	1	50.00%	\$3.10

# Top Search Ads (by Conversions)

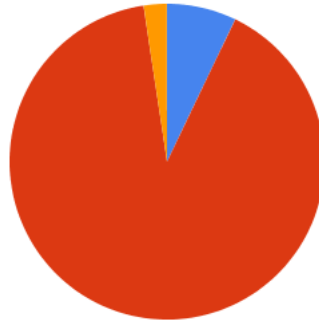
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)  
Hawaii Aesthetics

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">Aesthetics Hawaii   Fat Reduction in Honolulu   Non-Surgical Fat Reduction</a> <a href="http://hawaiibotox.com/">hawaiibotox.com/</a> 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	\$376.09	2,229	149	\$2.52	6.68%	12.5	8.39%	\$30.09
<a href="#">Aesthetics Hawaii   Fat Reduction in Honolulu   Non-Surgical Fat Reduction</a> <a href="http://hawaiibotox.com/">hawaiibotox.com/</a> 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	\$603.03	2,589	199	\$3.03	7.69%	11.33	5.69%	\$53.22
<a href="#">CoolSculpting® Fat Reduction   CoolSculpting in Honolulu   Biggest CoolSculpting® Promo</a> <a href="http://hawaiibotox.com/">hawaiibotox.com/</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Honolulu, HI   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$176.58	796	74	\$2.39	9.30%	6	8.11%	\$29.43
<a href="#">CoolSculpting® Fat Reduction   CoolSculpting in Honolulu   Biggest CoolSculpting® Promo</a> <a href="http://hawaiibotox.com/">hawaiibotox.com/</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Honolulu, HI   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$13.02	79	12	\$1.08	15.19%	1.83	15.25%	\$7.11
<a href="#">CoolSculpting® Fat Reduction   CoolSculpting in Honolulu   Biggest CoolSculpting® Promo</a> <a href="http://hawaiibotox.com/">hawaiibotox.com/</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Honolulu, HI   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$7.33	10	3	\$2.44	30.00%	0	0.00%	\$0.00

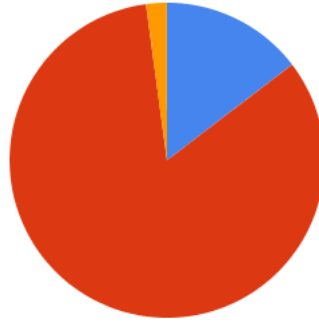
# Budget Utilization by Device

Conversions by Device  
Hawaii Aesthetics



■ Computers - Conversions: 3 (7.14%) 
 ■ Mobile devices with full browsers - Conversions: 38 (90.48%) 
 ■ Tablets with full browsers - Conversions: 1 (2.38%)

Cost by Device  
Hawaii Aesthetics




■ Computers - Cost: \$341.30 (14.62%) 
 ■ Mobile devices with full browsers - Cost: \$1,943.94 (83.26%) 
 ■ Tablets with full browsers - Cost: \$49.68 (2.13%)

Device Performance (by Conversions)  
Hawaii Aesthetics

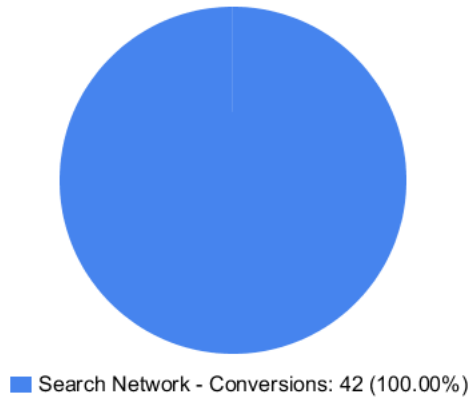
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	8,530	704	\$1,943.94	\$2.76	8.25%	38	5.40%	\$51.16
Computers	1,910	92	\$341.30	\$3.71	4.82%	3	3.26%	\$113.77
Tablets with full browsers	372	20	\$49.68	\$2.48	5.38%	1	5.00%	\$49.68


# Budget Utilization by Network

 Cost by Network  
Hawaii Aesthetics



 Conversions by Network  
Hawaii Aesthetics



 Network Performance  
Hawaii Aesthetics

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	10,812	816	\$2,334.92	\$2.86	7.55%	42	5.15%	\$55.59

# Conversion Summary

07/01/2021 - 07/31/2021

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 Conversion Performance  
Hawaii Aesthetics

Conversion name	All conv.
Submit lead form	24.5
Click to Call	17.5

# Geo-Targeting Summary

07/01/2021 - 07/31/2021

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 Top Locations  
Hawaii Aesthetics

Region	Clicks	Conversions	Cost / conv.
Hawaii	816	42	\$55.59

# 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