

Healthy Solutions Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Healthy Solutions

\$9,183.83
\$9,185.24 -0.02%

Conversions
Healthy Solutions

44
23 91.30%

Clicks
Healthy Solutions

924
900 2.67%

Conv. Rate
Healthy Solutions

4.76%
2.56% 85.94%

Avg CPC
Healthy Solutions

\$9.94
\$10.21 -2.64%

Cost / Conv
Healthy Solutions

\$208.72
\$399.36 -47.74%

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Healthy Solutions

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$9,183.83	\$9,185.24	-0.02%
Impressions	15,668	17,145	-8.61%
Clicks	924	900	2.67%
Avg CPC	\$9.94	\$10.21	-2.64%
CTR	5.90%	5.25%	12.38%
Conversions	44	23	91.30%
Conv Rate	4.76%	2.56%	85.94%
Cost / Conv	\$208.72	\$399.36	-47.74%

Budget Coverage

Search Impr. Share
Healthy Solutions

50.91%
49.16% 3.56%

Search IS Lost (due to Budget)
Healthy Solutions

17.76%
14.88% 19.35%

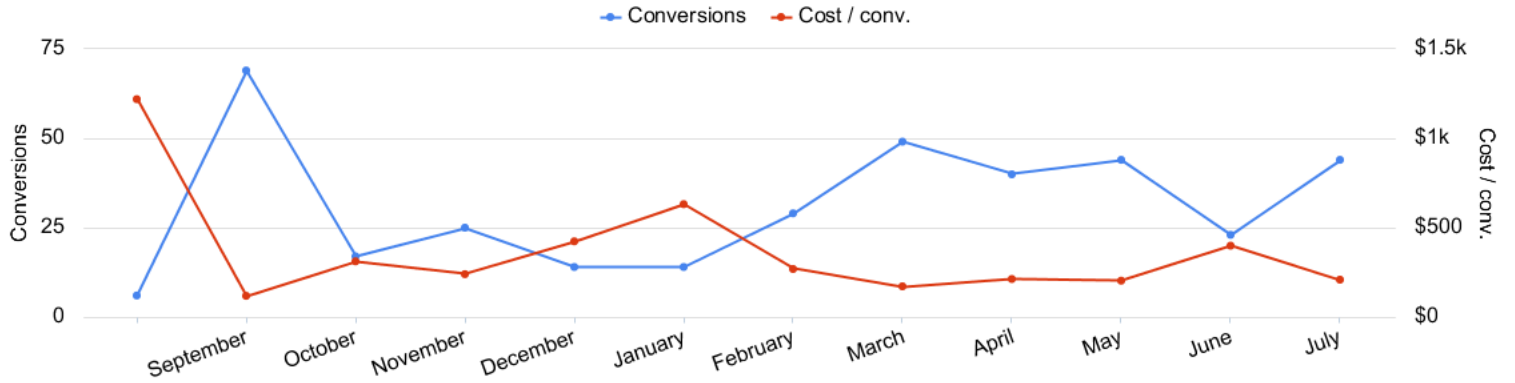
Search IS Lost (due to Rank)
Healthy Solutions

31.33%
35.96% -12.88%

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Healthy Solutions




Account Performance by Month
Healthy Solutions

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$7,313.85	1,063,899	6,820	\$1.07	0.64%	6	0.09%	\$1,132.60	77.50%	0.00%
09/01/2020	\$8,179.21	969,987	4,675	\$1.75	0.48%	69	1.48%	\$118.54	41.78%	11.25%
10/01/2020	\$5,293.92	17,943	865	\$6.12	4.82%	17	1.97%	\$311.03	41.34%	12.30%
11/01/2020	\$5,988.70	20,352	894	\$6.70	4.39%	25	2.80%	\$239.55	33.18%	24.30%
12/01/2020	\$5,934.59	18,474	845	\$7.02	4.57%	14	1.66%	\$423.90	34.32%	16.68%
01/01/2021	\$8,835.34	22,715	1,002	\$8.82	4.41%	14	1.40%	\$631.10	36.53%	18.45%
02/01/2021	\$7,803.35	18,781	798	\$9.78	4.25%	29	3.63%	\$269.08	42.22%	26.58%
03/01/2021	\$8,400.92	20,278	955	\$8.80	4.71%	49.06	5.14%	\$171.22	51.07%	15.80%
04/01/2021	\$8,492.47	18,051	959	\$8.86	5.31%	39.94	4.16%	\$212.65	48.10%	20.29%
05/01/2021	\$8,928.90	19,801	1,059	\$8.43	5.35%	44	4.15%	\$202.93	52.05%	12.37%
06/01/2021	\$9,185.24	17,145	900	\$10.21	5.25%	23	2.56%	\$399.36	49.16%	14.88%
07/01/2021	\$9,183.83	15,668	924	\$9.94	5.90%	44	4.76%	\$208.72	50.91%	17.76%
Total	\$93,540.32	2,223,094	20,696	\$4.52	0.93%	374	1.81%	\$248.70	42.88%	17.12%

Campaign Performance Summary (by Conversions)

07/01/2021 - 07/31/2021



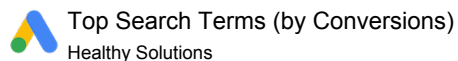
Campaign Performance Breakdown (by Conversions)

Healthy Solutions

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$4,494.95	3,259	300	\$14.98	9.21%	23	7.67%	\$195.43
search beta lip fillers	\$999.99	2,943	170	\$5.88	5.78%	8	4.71%	\$125.00
search beta botox	\$1,983.47	4,773	210	\$9.45	4.40%	8	3.81%	\$247.93
search beta dermal fillers	\$998.60	3,362	144	\$6.93	4.28%	5	3.47%	\$199.72
search beta qwo cellulite	\$706.82	1,331	100	\$7.07	7.51%	0	0.00%	\$0.00

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	\$530.99	114	37	\$14.35	32.46%	5	13.51%	\$106.20
cool sculpting cost	\$501.79	54	32	\$15.68	59.26%	3.47	10.84%	\$144.61
jawline fillers near me	\$5.42	1	1	\$5.42	100.00%	3	300.00%	\$1.81
coolsculpting	\$163.23	31	12	\$13.60	38.71%	3	25.00%	\$54.41
coolsculpting near me	\$535.67	46	26	\$20.60	56.52%	2.69	10.35%	\$199.13
juvederm	\$3.80	1	1	\$3.80	100.00%	2	200.00%	\$1.90
botox near me	\$311.15	51	22	\$14.14	43.14%	2	9.09%	\$155.57
juvederm near me	\$3.26	1	1	\$3.26	100.00%	1	100.00%	\$3.26
how much is coolsculpting	\$78.89	11	8	\$9.86	72.73%	1	12.50%	\$78.89
what is lip filler made of	\$4.09	1	1	\$4.09	100.00%	1	100.00%	\$4.09
bella med spa	\$6.59	1	1	\$6.59	100.00%	1	100.00%	\$6.59
coolsculpting weight loss	\$32.54	1	1	\$32.54	100.00%	1	100.00%	\$32.54
does cool sculpting work	\$22.34	2	2	\$11.17	100.00%	1	50.00%	\$22.34
lip injections near me	\$146.84	26	13	\$11.30	50.00%	1	7.69%	\$146.84
freeze body sculpting	\$29.39	1	1	\$29.39	100.00%	1	100.00%	\$29.39
freeze fat away	\$20.95	1	1	\$20.95	100.00%	1	100.00%	\$20.95
juvederm specials near me	\$29.12	2	3	\$9.71	150.00%	1	33.33%	\$29.12
lip fillers near me	\$122.14	23	14	\$8.72	60.87%	1	7.14%	\$122.14
coolsculpting for men's abs	\$10.87	1	1	\$10.87	100.00%	0.31	31.00%	\$35.06
xeomin vs botox	\$20.51	3	2	\$10.26	66.67%	0	0.00%	\$0.00

Top Search Ads (by Conversions)

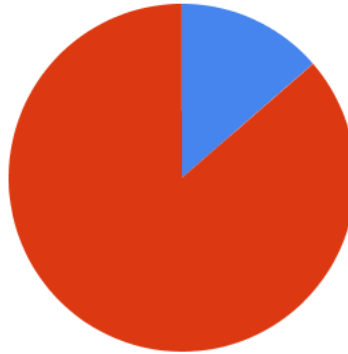
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)
Healthy Solutions

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<p>{Keyword:Healthy Solutions} CoolSculpting in Bucks County Biggest CoolSculpting® Promo</p> <p>healthysolutionsdr.com/coolsculpting/bucks_county</p> <p>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bucks County, PA Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	search beta coolsculpting	\$1,973.61	1,648	118	\$16.73	7.16%	10.32	8.75%	\$191.24
<p>{Keyword:Healthy Solutions Dr Luciano} Look Younger & More Energized #1 Anti-Aging Treatment</p> <p>healthysolutionsdr.com/</p> <p>See Why Experience Does Matter for Results. Contact Us Today for Your Free Consultation. Certified & Experienced Botox Injectors. Premier Botox Treatment Provider in Bucks County</p>	search beta botox	\$1,534.55	3,610	157	\$9.77	4.35%	6	3.82%	\$255.76
<p>{Keyword:Healthy Solutions} CoolSculpting in Bucks County Biggest CoolSculpting® Promo</p> <p>healthysolutionsdr.com/coolsculpting/bucks_county</p> <p>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Bucks County, PA Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	search beta coolsculpting	\$424.56	316	40	\$10.61	12.66%	3	7.50%	\$141.52
<p>{Keyword:Healthy Solutions Dr Luciano} Lip Fillers & Injections Premier Bucks County Provider</p> <p>healthysolutionsdr.com/lip_fillers/bucks_county</p> <p>See Why Experience Does Matter for Results. Contact Us Today for Your Free Consultation. Certified & Experienced Injector, Dr. Luciano will Select the Best Filler for Your Needs.</p>	search beta lip fillers	\$444.59	1,373	75	\$5.93	5.46%	3	4.00%	\$148.20
<p>{Keyword:Healthy Solutions Dr Luciano} Dermal Filler Expert Premier Bucks County Provider</p> <p>healthysolutionsdr.com/dermal_fillers/bucks_county</p> <p>See Why Experience Does Matter for Results. Contact Us Today for Your Free Consultation. Certified & Experienced Injector, Dr. Luciano will Select the Best Filler for Your Needs.</p>	search beta dermal fillers	\$463.16	1,194	70	\$6.62	5.86%	3	4.29%	\$154.39

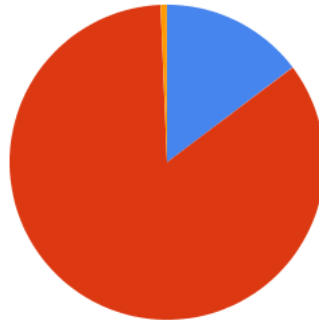
Budget Utilization by Device

Conversions by Device
Healthy Solutions



Computers - Conversions: 6 (13.64%) Mobile devices with full browsers - Conversions: 38 (86.36%)

Cost by Device
Healthy Solutions




Computers - Cost: \$1,352.11 (14.72%) Mobile devices with full browsers - Cost: \$7,772.22 (84.63%)
Tablets with full browsers - Cost: \$59.50 (0.65%)


Device Performance (by Conversions)
Healthy Solutions

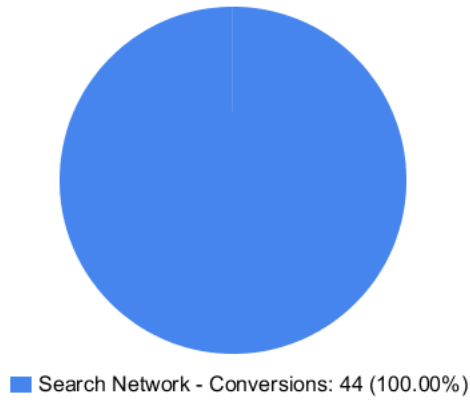
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	13,025	794	\$7,772.22	\$9.79	6.10%	38	4.79%	\$204.53
Computers	2,445	124	\$1,352.11	\$10.90	5.07%	6	4.84%	\$225.35
Tablets with full browsers	198	6	\$59.50	\$9.92	3.03%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
Healthy Solutions



 Conversions by Network
Healthy Solutions



 Network Performance
Healthy Solutions

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	15,668	924	\$9,183.83	\$9.94	5.90%	44	4.76%	\$208.72

Conversion Summary

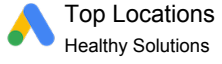
07/01/2021 - 07/31/2021



Conversion name	All conv.
Botox Landing Page Schedule Appointment 9_7_19	251
Submit lead form	38
Local actions - Directions	7
Contact Us Medspa Submission Form 9_7_19	3
Call From Ads (New)	2
Clicks to call	2
Double Chin Fat Submission Form 9_18_19	1
Hydrafacial Schedule Appointment 9_7_19	1
Calls from ads	1
Double Chin Reduction Submission Form 9_7_19	1

Geo-Targeting Summary

07/01/2021 - 07/31/2021



Region	Clicks	Conversions	Cost / conv.
New Jersey	10	1	\$142.56
Pennsylvania	914	43	\$210.26

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