

Hollywood Body Monthly Google Performance Summary

07/01/2021 - 07/31/2021


Key Performance Indicators

07/01/2021 - 07/31/2021

 Cost
Hollywood Body


\$9,099.43

\$8,890.62 2.35%

 Clicks
Hollywood Body

1,097

1,172 -6.40%

 Avg CPC
Hollywood Body


\$8.29

\$7.59 9.22%

 Conversions
Hollywood Body


42

48.77 -13.88%

 Conv. Rate
Hollywood Body

3.83%

4.16% -7.93%


 Cost / Conv
Hollywood Body

\$216.65

\$182.30 18.84%


Month-Over-Month Performance Comparison

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

 Overall Performance Summary
Hollywood Body


Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$9,099.43	\$8,890.62	2.35%
Impressions	37,204	38,319	-2.91%
Clicks	1,097	1,172	-6.40%
Avg CPC	\$8.29	\$7.59	9.22%
CTR	2.95%	3.06%	-3.59%
Conversions	42	48.77	-13.88%
Conv Rate	3.83%	4.16%	-7.93%
Cost / Conv	\$216.65	\$182.30	18.84%

Budget Coverage

 Search Impr. Share
Hollywood Body


29.30%

26.21% 11.79%

 Search IS Lost (due to Budget)
Hollywood Body

17.49%

19.66% -11.04%

 Search IS Lost (due to Rank)
Hollywood Body

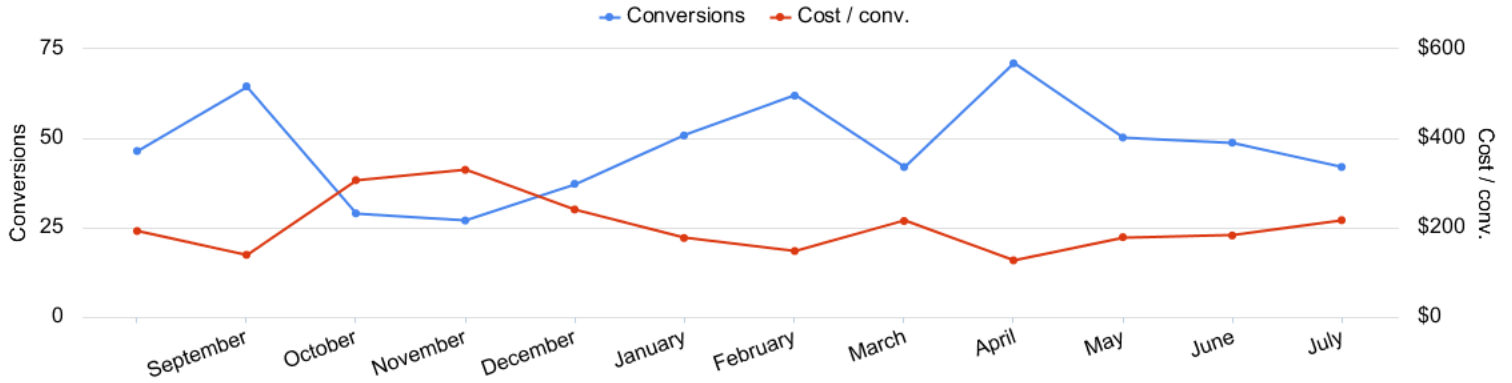
53.22%

54.13% -1.68%

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Hollywood Body




Account Performance by Month
Hollywood Body

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$8,948.06	47,301	951	\$9.41	2.01%	46.45	4.88%	\$192.64	29.93%	10.49%
09/01/2020	\$8,989.23	42,536	902	\$9.97	2.12%	64.55	7.16%	\$139.26	31.54%	11.57%
10/01/2020	\$8,887.42	20,999	488	\$18.21	2.32%	29	5.94%	\$306.46	33.86%	13.23%
11/01/2020	\$8,899.92	24,471	695	\$12.81	2.84%	27	3.88%	\$329.63	29.17%	24.35%
12/01/2020	\$8,959.62	23,065	741	\$12.09	3.21%	37.25	5.03%	\$240.55	21.83%	22.09%
01/01/2021	\$8,985.06	28,967	1,035	\$8.68	3.57%	50.8	4.91%	\$176.86	19.75%	17.58%
02/01/2021	\$9,153.68	26,996	984	\$9.30	3.64%	61.95	6.30%	\$147.76	20.83%	21.50%
03/01/2021	\$9,031.72	11,665	593	\$15.23	5.08%	42	7.08%	\$215.04	14.88%	46.71%
04/01/2021	\$9,016.32	38,539	1,307	\$6.90	3.39%	71	5.43%	\$126.99	25.94%	26.59%
05/01/2021	\$8,980.39	44,369	1,349	\$6.66	3.04%	50.23	3.72%	\$178.78	27.66%	13.71%
06/01/2021	\$8,890.62	38,319	1,172	\$7.59	3.06%	48.77	4.16%	\$182.31	26.21%	19.66%
07/01/2021	\$9,099.43	37,204	1,097	\$8.29	2.95%	42	3.83%	\$216.65	29.30%	17.49%
Total	\$107,841.47	384,431	11,314	\$9.53	2.94%	571	5.05%	\$188.86	26.23%	19.01%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Hollywood Body

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting denver	\$6,102.23	23,214	642	\$9.51	2.77%	23	3.58%	\$265.31
search beta coolsculpting colorado springs	\$2,997.20	13,990	455	\$6.59	3.25%	19	4.18%	\$157.75

Top Search Terms (by Conversions)

07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
Hollywood Body

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cherry creek weight loss	\$20.51	11	2	\$10.26	18.18%	2	100.00%	\$10.26
body sculpting	\$21.19	51	5	\$4.24	9.80%	1.65	33.00%	\$12.84
weight loss red light therapy	\$8.79	1	1	\$8.79	100.00%	1	100.00%	\$8.79
bbl near me	\$4.66	8	2	\$2.33	25.00%	1	50.00%	\$4.66
coolsculpting neck	\$9.72	1	1	\$9.72	100.00%	1	100.00%	\$9.72
i need to lose arm fat	\$12.70	1	1	\$12.70	100.00%	1	100.00%	\$12.70
win money by losing weight	\$19.53	1	1	\$19.53	100.00%	1	100.00%	\$19.53
sonabello	\$10.16	3	1	\$10.16	33.33%	1	100.00%	\$10.16
losing weight without trying	\$9.49	1	1	\$9.49	100.00%	1	100.00%	\$9.49
cool shaping	\$10.99	1	1	\$10.99	100.00%	1	100.00%	\$10.99
liposuction	\$168.50	244	11	\$15.32	4.51%	1	9.09%	\$168.50
face fat reduction	\$28.25	1	1	\$28.25	100.00%	1	100.00%	\$28.25
mommy makeover cost	\$14.22	44	3	\$4.74	6.82%	1	33.33%	\$14.22
fat freezing denver	\$40.14	1	1	\$40.14	100.00%	1	100.00%	\$40.14
cost of getting stomach stapled	\$5.98	1	1	\$5.98	100.00%	1	100.00%	\$5.98
procedure to remove cellulite	\$11.50	1	1	\$11.50	100.00%	1	100.00%	\$11.50
medifast	\$9.37	3	1	\$9.37	33.33%	1	100.00%	\$9.37
body sculpting near me	\$59.39	38	4	\$14.85	10.53%	1	25.00%	\$59.39
coolsculpting	\$120.84	205	11	\$10.99	5.37%	1	9.09%	\$120.84
fastest way to lose weight	\$34.92	46	5	\$6.98	10.87%	1	20.00%	\$34.92

Top Search Ads (by Conversions)

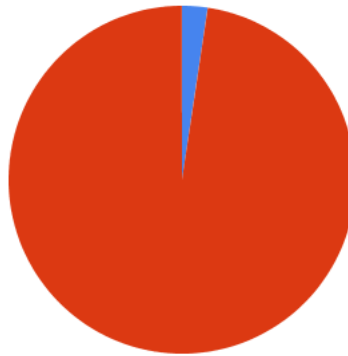
07/01/2021 - 07/31/2021

Top Responsive Search Ads (by Conversions)
Hollywood Body

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Hollywood Body Laser Center #1 Provider in Denver Safe & Effective Fat Reduction hollywoodbodylaser.net/coolsculpting/denver CoolSculpting Freezes Away Stubborn Fat. No Surgery Little to No Downtime. Lasting Results Reduce Stubborn Bulges for Good Target Belly Fat, Love Handles, Thigh Fat, Neck Fat & More	search beta coolsculpting denver	\$1,853.39	10,583	263	\$7.05	2.49%	13	4.94%	\$142.57
Hollywood Body Laser Center #1 Provider Colorado Springs Safe & Effective Fat Reduction hollywoodbodylaser.net/coolsculpting/colorado CoolSculpting Freezes Away Stubborn Fat. No Surgery Little to No Downtime. Lasting Results Reduce Stubborn Bulges for Good Target Belly Fat, Love Handles, Thigh Fat, Neck Fat & More	search beta coolsculpting colorado springs	\$1,138.79	7,243	180	\$6.33	2.49%	8.32	4.62%	\$136.87
Hollywood Body Laser Center #1 Provider Colorado Springs Safe & Effective Fat Reduction hollywoodbodylaser.net/coolsculpting/colorado CoolSculpting Freezes Away Stubborn Fat. No Surgery Little to No Downtime. Lasting Results Reduce Stubborn Bulges for Good Target Belly Fat, Love Handles, Thigh Fat, Neck Fat & More	search beta coolsculpting colorado springs	\$1,224.61	2,656	169	\$7.25	6.36%	6.35	3.76%	\$192.85
{Keyword:Hollywood Body Laser Center} #1 Provider in Denver Safe & Effective Fat Reduction hollywoodbodylaser.net/coolsculpting/denver Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	search beta coolsculpting denver	\$697.07	1,434	54	\$12.91	3.77%	4	7.41%	\$174.27
Hollywood Body Laser Center #1 Provider in Denver Safe & Effective Fat Reduction hollywoodbodylaser.net/coolsculpting/denver CoolSculpting Freezes Away Stubborn Fat. No Surgery Little to No Downtime. Lasting Results Reduce Stubborn Bulges for Good Target Belly Fat, Love Handles, Thigh Fat, Neck Fat & More	search beta coolsculpting denver	\$1,908.35	4,432	167	\$11.43	3.77%	4	2.40%	\$477.09

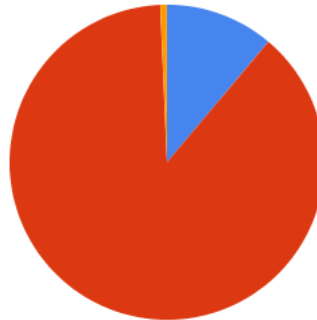
Budget Utilization by Device

Conversions by Device
Hollywood Body



Computers - Conversions: 1 (2.38%) Mobile devices with full browsers - Conversions: 41 (97.62%)

Cost by Device
Hollywood Body




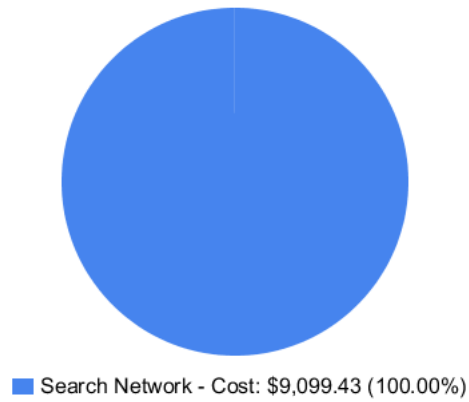
Computers - Cost: \$1,014.14 (11.15%) Mobile devices with full browsers - Cost: \$8,024.51 (88.19%)
Tablets with full browsers - Cost: \$60.78 (0.67%)


Device Performance (by Conversions)
Hollywood Body

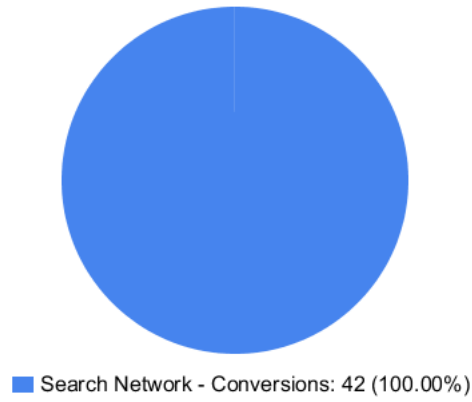
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	30,906	963	\$8,024.51	\$8.33	3.12%	41	4.26%	\$195.72
Computers	5,639	122	\$1,014.14	\$8.31	2.16%	1	0.82%	\$1,014.14
Tablets with full browsers	659	12	\$60.78	\$5.07	1.82%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
Hollywood Body



 Conversions by Network
Hollywood Body

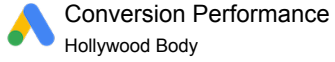


 Network Performance
Hollywood Body

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	37,204	1,097	\$9,099.43	\$8.29	2.95%	42	3.83%	\$216.65

Conversion Summary

07/01/2021 - 07/31/2021



Conversion name	All conv.
Form Submissions	35
Click to Call	5
Local actions - Directions	4
Calls from Ads	1
Calls from Website	1
Clicks to call	1

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
Hollywood Body

Region	Clicks	Conversions	Cost / conv.
Colorado	1,097	42	\$216.65

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