

# **Hollywood Body Monthly Google Performance Summary**

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

# Key Performance Indicators

08/01/2021 - 08/31/2021

Cost  
Hollywood Body

**\$9,083.88**  
\$9,099.43 -0.17%

Conversions  
Hollywood Body

**42.81**  
42.19 1.47%

Clicks  
Hollywood Body

**997**  
1,097 -9.12%

Conv. Rate  
Hollywood Body

**4.29%**  
3.85% 11.43%

Avg CPC  
Hollywood Body

**\$9.11**  
\$8.29 9.89%

Cost / Conv  
Hollywood Body

**\$212.19**  
\$215.68 -1.62%

## Month-Over-Month Performance Comparison

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

Overall Performance Summary  
Hollywood Body

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$9,083.88	\$9,099.43	-0.17%
Impressions	35,958	37,204	-3.35%
Clicks	997	1,097	-9.12%
Avg CPC	\$9.11	\$8.29	9.89%
CTR	2.77%	2.95%	-6.10%
Conversions	42.81	42.19	1.47%
Conv Rate	4.29%	3.85%	11.43%
Cost / Conv	\$212.19	\$215.68	-1.62%

## Budget Coverage

Search Impr. Share  
Hollywood Body

**30.14%**  
29.35% 2.69%

Search IS Lost (due to Budget)  
Hollywood Body

**15.50%**  
17.28% -10.30%

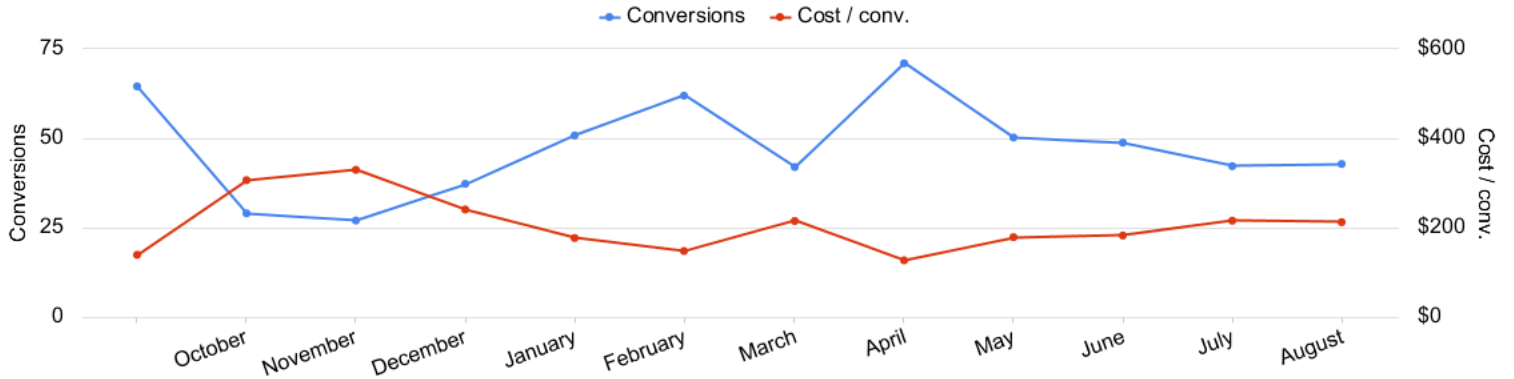
Search IS Lost (due to Rank)  
Hollywood Body

**54.35%**  
53.37% 1.84%

# Monthly Performance Trends

09/01/2020 - 08/31/2021

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)
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%	42.19	3.85%	\$215.70	29.35%	17.28%
08/01/2021	\$9,083.88	35,958	997	\$9.11	2.77%	42.81	4.29%	\$212.17	30.14%	15.50%
<b>Total</b>	<b>\$107,977.29</b>	<b>373,088</b>	<b>11,360</b>	<b>\$9.51</b>	<b>3.04%</b>	<b>567.55</b>	<b>5.00%</b>	<b>\$190.25</b>	<b>26.12%</b>	<b>19.74%</b>

# Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)  
Hollywood Body

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting   colorado springs	\$2,999.10	12,438	411	\$7.30	3.30%	22	5.35%	\$136.32
search   beta   coolsculpting   denver	\$6,084.78	23,520	586	\$10.38	2.49%	20.81	3.55%	\$292.40

# Top Search Terms (by Conversions)

08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)  
Hollywood Body

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting	\$224.47	100	15	\$14.96	15.00%	3	20.00%	\$74.82
liposuction colorado springs	\$50.06	44	7	\$7.15	15.91%	2	28.57%	\$25.03
double chin liposuction cost	\$5.73	1	1	\$5.73	100.00%	1	100.00%	\$5.73
freeze fat away	\$11.96	1	1	\$11.96	100.00%	1	100.00%	\$11.96
liposuccion	\$10.38	2	2	\$5.19	100.00%	1	50.00%	\$10.38
cool sculpting prices near me	\$9.69	1	1	\$9.69	100.00%	1	100.00%	\$9.69
pilates weight loss	\$7.85	1	1	\$7.85	100.00%	1	100.00%	\$7.85
mommy makeover cost near me	\$10.84	4	1	\$10.84	25.00%	1	100.00%	\$10.84
body wraps for weight loss	\$13.74	1	1	\$13.74	100.00%	1	100.00%	\$13.74
coolsculpting prices boise idaho	\$33.16	1	2	\$16.58	200.00%	1	50.00%	\$33.16
weight loss	\$32.58	68	3	\$10.86	4.41%	1	33.33%	\$32.58
bbl colorado	\$19.68	1	2	\$9.84	200.00%	1	50.00%	\$19.68
liposuction price	\$15.66	6	1	\$15.66	16.67%	1	100.00%	\$15.66
weight loss newsletter	\$24.19	1	1	\$24.19	100.00%	1	100.00%	\$24.19
supress appetite	\$6.64	1	1	\$6.64	100.00%	1	100.00%	\$6.64
cool sculpting near me	\$15.66	1	1	\$15.66	100.00%	1	100.00%	\$15.66
what is cool sculpting	\$5.63	1	1	\$5.63	100.00%	1	100.00%	\$5.63
adult fat camps	\$4.34	1	1	\$4.34	100.00%	1	100.00%	\$4.34
body contouring colorado springs	\$14.28	2	2	\$7.14	100.00%	1	50.00%	\$14.28
cryospa	\$5.46	1	1	\$5.46	100.00%	1	100.00%	\$5.46

# Top Search Ads (by Conversions)

08/01/2021 - 08/31/2021

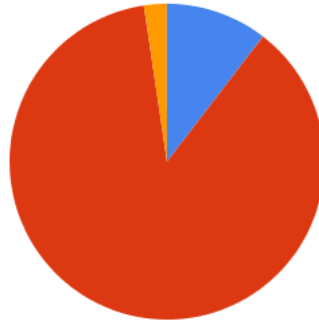
Top Responsive Search Ads (by Conversions)  
Hollywood Body

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">Hollywood Body Laser Center   #1 Provider Colorado Springs   Safe &amp; Effective Fat Reduction</a> <a href="https://hollywoodbodylaser.net/coolsculpting/colorado">hollywoodbodylaser.net/coolsculpting/colorado</a> 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	\$907.23	1,936	115	\$7.89	5.94%	8	6.96%	\$113.40
<a href="#">{Keyword:Hollywood Body Laser Center}   #1 Provider in Denver   Safe &amp; Effective Fat Reduction</a> <a href="https://hollywoodbodylaser.net/coolsculpting/denver">hollywoodbodylaser.net/coolsculpting/denver</a> 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	\$1,054.83	2,045	64	\$16.48	3.13%	6.35	9.92%	\$166.11
<a href="#">Hollywood Body Laser Center   #1 Provider in Denver   Safe &amp; Effective Fat Reduction</a> <a href="https://hollywoodbodylaser.net/coolsculpting/denver">hollywoodbodylaser.net/coolsculpting/denver</a> 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	\$1,465.96	3,554	120	\$12.22	3.38%	4.95	4.13%	\$296.15
<a href="#">Hollywood Body Laser Center   #1 Provider in Denver   Safe &amp; Effective Fat Reduction</a> <a href="https://hollywoodbodylaser.net/coolsculpting/denver">hollywoodbodylaser.net/coolsculpting/denver</a> 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	\$1,920.11	10,514	265	\$7.25	2.52%	4.52	1.71%	\$424.80
<a href="#">{Keyword:Hollywood Body Laser Center}   #1 Provider Colorado Springs   Safe &amp; Effective Fat Reduction</a> <a href="https://hollywoodbodylaser.net/coolsculpting/colorado">hollywoodbodylaser.net/coolsculpting/colorado</a> 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   colorado springs	\$193.59	332	21	\$9.22	6.33%	4	19.05%	\$48.40

# Budget Utilization by Device

## Conversions by Device

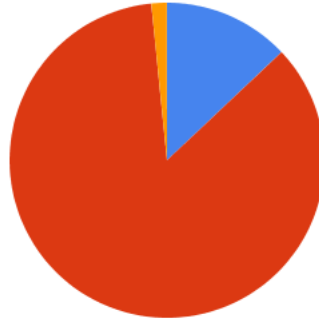
Hollywood Body



■ Computers - Conversions: 4.47 (10.44%) 
 ■ Mobile devices with full browsers - Conversions: 37.35 (87.23%) 
 ■ Tablets with full browsers - Conversions: 1 (2.34%)

## Cost by Device

Hollywood Body




■ Computers - Cost: \$1,178.15 (12.97%) 
 ■ Mobile devices with full browsers - Cost: \$7,762.13 (85.45%) 
 ■ Tablets with full browsers - Cost: \$143.60 (1.58%)

## Device Performance (by Conversions)


Hollywood Body

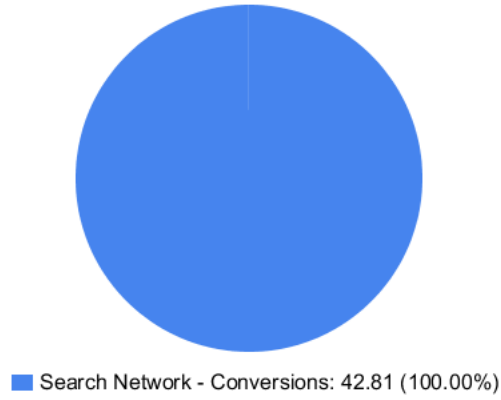
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	29,568	850	\$7,762.13	\$9.13	2.87%	37.35	4.39%	\$207.83
Computers	5,758	130	\$1,178.15	\$9.06	2.26%	4.47	3.44%	\$263.82
Tablets with full browsers	632	17	\$143.60	\$8.45	2.69%	1	5.88%	\$143.60


# 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	35,958	997	\$9,083.88	\$9.11	2.77%	42.81	4.29%	\$212.17

# Conversion Summary

08/01/2021 - 08/31/2021

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 Conversion Performance  
Hollywood Body

Conversion name	All conv.
Form Submissions	39.81
Click to Call	2
Local actions - Directions	1
Calls from Ads	1

# Geo-Targeting Summary

08/01/2021 - 08/31/2021

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 Top Locations  
Hollywood Body

Region	Clicks	Conversions	Cost / conv.
Colorado	997	42.81	\$212.19

# 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