

Hollywood Body Monthly Google Performance Summary

09/01/2021 - 09/30/2021

Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Hollywood Body

\$9,116.21

\$9,083.88 0.36%

Clicks
Hollywood Body

929

997 -6.82%

Avg CPC
Hollywood Body

\$9.81

\$9.11 7.68%

Conversions
Hollywood Body

64

42.81 49.50%

Conv. Rate
Hollywood Body

6.89%

4.29% 60.61%

Cost / Conv
Hollywood Body

\$142.44

\$212.19 -32.87%

Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary
Hollywood Body

| Metric | 09/01/2021 - 09/30/2021 | 08/01/2021 - 08/31/2021 | % Change |
|-------------|-------------------------|-------------------------|--|
| Cost | \$9,116.21 | \$9,083.88 | 0.36% |
| Impressions | 35,698 | 35,958 | -0.72% |
| Clicks | 929 | 997 | -6.82% |
| Avg CPC | \$9.81 | \$9.11 | 7.68% |
| CTR | 2.60% | 2.77% | -6.14% |
| Conversions | 64 | 42.81 | 49.50% |
| Conv Rate | 6.89% | 4.29% | 60.61% |
| Cost / Conv | \$142.44 | \$212.19 | -32.87% |

Budget Coverage

Search Impr. Share
Hollywood Body

32.65%

30.20% 8.11%

Search IS Lost (due to Budget)
Hollywood Body

15.67%

15.49% 1.16%

Search IS Lost (due to Rank)
Hollywood Body

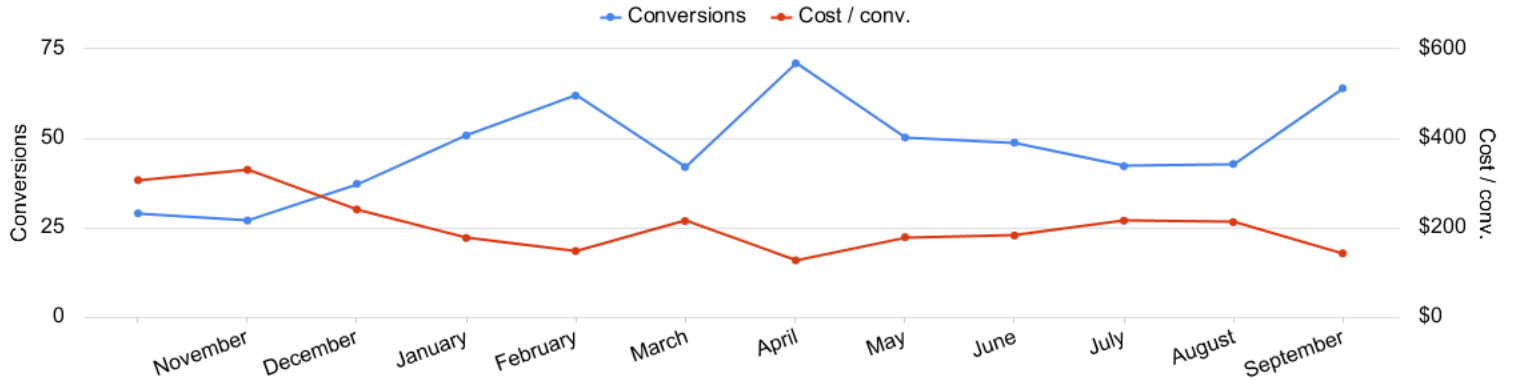
51.68%

54.31% -4.84%

Monthly Performance Trends

10/01/2020 - 09/30/2021

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) |
|--------------|---------------------|----------------|---------------|---------------|--------------|-------------|--------------|-----------------|--------------------|-------------------------|
| 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 | 30.20% | 15.49% |
| 09/01/2021 | \$9,116.21 | 35,698 | 929 | \$9.81 | 2.60% | 64 | 6.89% | \$142.44 | 32.65% | 15.67% |
| Total | \$108,104.27 | 366,250 | 11,387 | \$9.49 | 3.11% | 567 | 4.98% | \$190.66 | 26.08% | 20.28% |

Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Hollywood Body

| Campaign | Cost | Impressions | Clicks | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|--|------------|-------------|--------|----------|-------|-------------|------------|--------------|
| search beta coolsculpting colorado springs | \$3,031.34 | 11,499 | 414 | \$7.32 | 3.60% | 38 | 9.18% | \$79.77 |
| search beta coolsculpting denver | \$6,084.87 | 24,199 | 515 | \$11.82 | 2.13% | 26 | 5.05% | \$234.03 |

Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
Hollywood Body

| Search term | Cost | Impressions | Clicks | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|-----------------------------------|----------|-------------|--------|----------|---------|-------------|------------|--------------|
| liposuction cost colorado springs | \$113.57 | 71 | 10 | \$11.36 | 14.08% | 4.31 | 43.10% | \$26.35 |
| liposuction cost denver | \$159.68 | 59 | 7 | \$22.81 | 11.86% | 2 | 28.57% | \$79.84 |
| cool sculpting results | \$15.03 | 30 | 1 | \$15.03 | 3.33% | 2 | 200.00% | \$7.51 |
| liposuction colorado springs | \$181.69 | 77 | 12 | \$15.14 | 15.58% | 2 | 16.67% | \$90.84 |
| sculpting body | \$14.22 | 5 | 2 | \$7.11 | 40.00% | 1.67 | 83.50% | \$8.51 |
| smart lipo | \$0.54 | 7 | 2 | \$0.27 | 28.57% | 1.44 | 72.00% | \$0.38 |
| breast liposuction price | \$4.55 | 1 | 1 | \$4.55 | 100.00% | 1 | 100.00% | \$4.55 |
| lipo 360 | \$16.75 | 19 | 1 | \$16.75 | 5.26% | 1 | 100.00% | \$16.75 |
| lose weight | \$44.63 | 34 | 2 | \$22.32 | 5.88% | 1 | 50.00% | \$44.63 |
| liposuction | \$75.09 | 165 | 11 | \$6.83 | 6.67% | 1 | 9.09% | \$75.09 |
| liposuction cost colorado | \$84.17 | 40 | 4 | \$21.04 | 10.00% | 1 | 25.00% | \$84.17 |
| body wraps for weight loss | \$12.34 | 10 | 1 | \$12.34 | 10.00% | 1 | 100.00% | \$12.34 |
| what is coolsculpting | \$2.99 | 13 | 1 | \$2.99 | 7.69% | 1 | 100.00% | \$2.99 |
| male abdominal etching cost | \$17.68 | 1 | 1 | \$17.68 | 100.00% | 1 | 100.00% | \$17.68 |
| best double chin treatment | \$4.89 | 2 | 1 | \$4.89 | 50.00% | 1 | 100.00% | \$4.89 |
| weight loss program | \$6.88 | 3 | 1 | \$6.88 | 33.33% | 1 | 100.00% | \$6.88 |
| best soups for weight loss | \$5.92 | 3 | 1 | \$5.92 | 33.33% | 1 | 100.00% | \$5.92 |
| non invasive liposuction | \$13.06 | 1 | 1 | \$13.06 | 100.00% | 1 | 100.00% | \$13.06 |
| excessive weight gain | \$10.12 | 1 | 1 | \$10.12 | 100.00% | 1 | 100.00% | \$10.12 |
| supplements for weight loss | \$5.78 | 7 | 1 | \$5.78 | 14.29% | 1 | 100.00% | \$5.78 |

Top Search Ads (by Conversions)

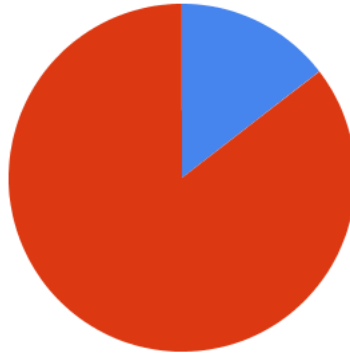
09/01/2021 - 09/30/2021

 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 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 | \$694.59 | 1,428 | 81 | \$8.58 | 5.67% | 11 | 13.58% | \$63.14 |
| {Keyword:Hollywood Body Laser Center} #1 Provider Colorado Springs Safe & Effective Fat Reduction hollywoodbodylaser.net/coolsculpting/colorado 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 | \$482.40 | 709 | 47 | \$10.26 | 6.63% | 8.15 | 17.34% | \$59.19 |
| 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 | \$1,141.54 | 2,375 | 74 | \$15.43 | 3.12% | 8 | 10.81% | \$142.69 |
| 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 | \$729.31 | 4,618 | 124 | \$5.88 | 2.69% | 6 | 4.84% | \$121.55 |
| {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 | \$1,242.75 | 1,897 | 59 | \$21.06 | 3.11% | 6 | 10.17% | \$207.13 |

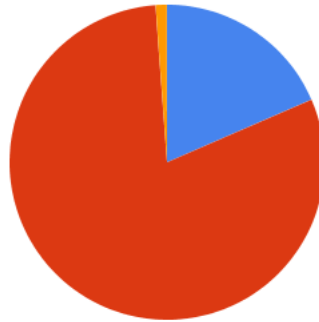
Budget Utilization by Device

Conversions by Device
Hollywood Body



Computers - Conversions: 9.31 (14.55%) Mobile devices with full browsers - Conversions: 54.69 (85.45%)

Cost by Device
Hollywood Body




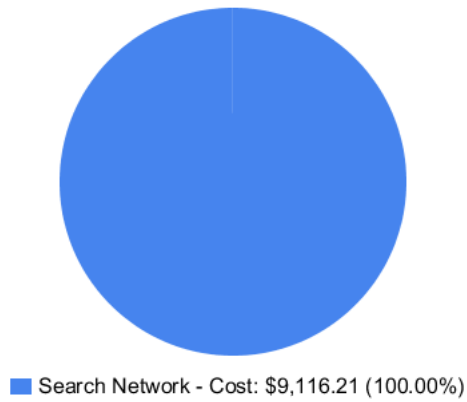
Computers - Cost: \$1,685.42 (18.49%) Mobile devices with full browsers - Cost: \$7,326.30 (80.37%)
Tablets with full browsers - Cost: \$104.49 (1.15%)


Device Performance (by Conversions)
Hollywood Body

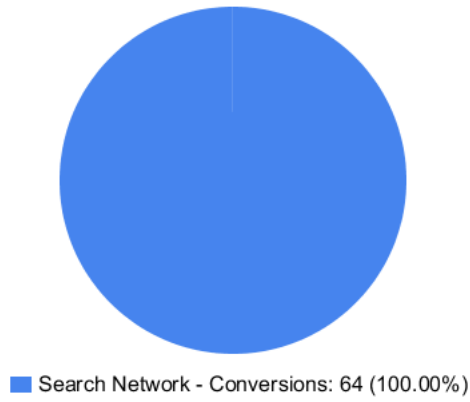
| Device | Impressions | Clicks | Cost | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|-----------------------------------|-------------|--------|------------|----------|-------|-------------|------------|--------------|
| Mobile devices with full browsers | 29,328 | 770 | \$7,326.30 | \$9.51 | 2.63% | 54.69 | 7.10% | \$133.95 |
| Computers | 5,843 | 147 | \$1,685.42 | \$11.47 | 2.52% | 9.31 | 6.33% | \$181.13 |
| Tablets with full browsers | 527 | 12 | \$104.49 | \$8.71 | 2.28% | 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 | 35,698 | 929 | \$9,116.21 | \$9.81 | 2.60% | 64 | 6.89% | \$142.44 |

Conversion Summary

09/01/2021 - 09/30/2021

 Conversion Performance
Hollywood Body

| Conversion name | All conv. | % Change |
|-----------------------------------|-----------|----------|
| Form Submissions | 57 | 43.18% |
| Calls from Website | 3 | 100.00% |
| Click to Call | 3 | 50.00% |
| Local actions - Directions | 1 | -66.67% |
| Android installs (all other apps) | 1 | 100.00% |
| Clicks to call | 1 | 100.00% |

Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
Hollywood Body

| Region | Clicks | Conversions | Cost / conv. |
|----------|--------|-------------|--------------|
| Colorado | 929 | 64 | \$142.44 |

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