

Injection Gal Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Injection Gal

\$1,992.10

\$1,985.15 **0.35%**

Clicks
Injection Gal

313

335 **-6.57%**

Avg CPC
Injection Gal

\$6.36

\$5.93 **7.25%**

Conversions
Injection Gal

26

38.64 **-32.71%**

Conv. Rate
Injection Gal

8.31%

11.53% **-27.93%**

Cost / Conv
Injection Gal

\$76.62

\$51.38 **49.12%**

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Injection Gal

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$1,992.10	\$1,985.15	0.35%
Impressions	6,058	6,339	-4.43%
Clicks	313	335	-6.57%
Avg CPC	\$6.36	\$5.93	7.25%
CTR	5.17%	5.28%	-2.08%
Conversions	26	38.64	-32.71%
Conv Rate	8.31%	11.53%	-27.93%
Cost / Conv	\$76.62	\$51.38	49.12%

Budget Coverage

Search Impr. Share
Injection Gal

29.18%

26.96% **8.23%**

Search IS Lost (due to Budget)
Injection Gal

18.44%

20.58% **-10.40%**

Search IS Lost (due to Rank)
Injection Gal

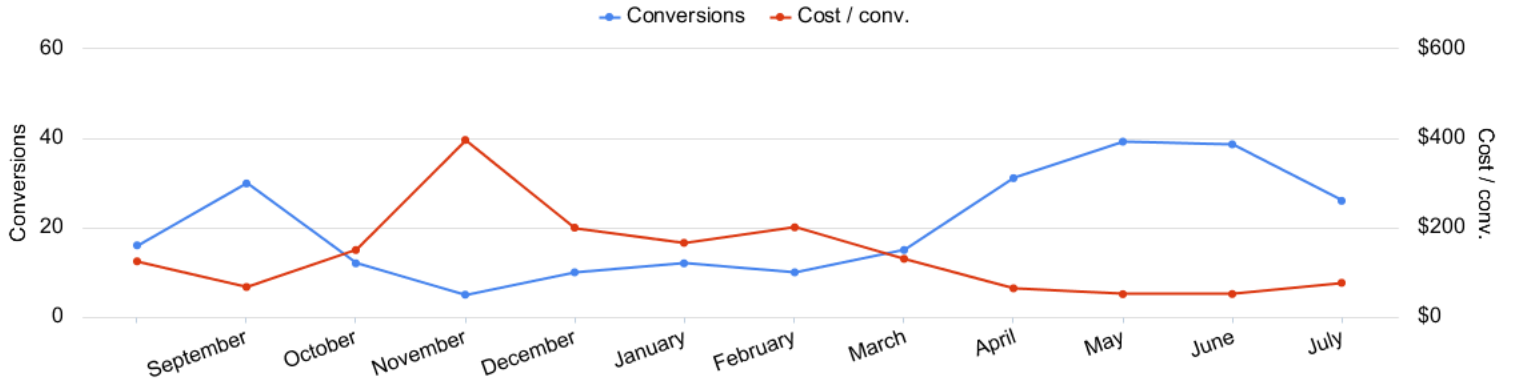
52.38%

52.47% **-0.17%**

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Injection Gal




Account Performance by Month
Injection Gal

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$1,999.61	7,375	440	\$4.54	5.97%	16.05	3.65%	\$124.60	30.59%	11.94%
09/01/2020	\$2,013.34	7,726	465	\$4.33	6.02%	29.9	6.43%	\$67.35	32.11%	8.20%
10/01/2020	\$1,802.02	2,463	197	\$9.15	8.00%	12	6.09%	\$150.17	33.99%	17.72%
11/01/2020	\$1,982.18	5,428	250	\$7.93	4.61%	5	2.00%	\$396.44	30.87%	18.60%
12/01/2020	\$1,999.99	3,190	199	\$10.05	6.24%	10	5.03%	\$200.00	36.87%	16.09%
01/01/2021	\$1,992.82	5,266	316	\$6.31	6.00%	12	3.80%	\$166.07	26.42%	19.55%
02/01/2021	\$2,006.50	6,807	338	\$5.94	4.97%	10	2.96%	\$200.65	24.18%	21.08%
03/01/2021	\$1,951.03	6,436	366	\$5.33	5.69%	15	4.10%	\$130.07	24.63%	18.88%
04/01/2021	\$1,999.25	6,840	357	\$5.60	5.22%	31.09	8.71%	\$64.30	27.79%	20.23%
05/01/2021	\$1,999.95	6,941	379	\$5.28	5.46%	39.26	10.36%	\$50.93	28.40%	17.58%
06/01/2021	\$1,985.15	6,339	335	\$5.93	5.28%	38.64	11.54%	\$51.37	26.96%	20.58%
07/01/2021	\$1,992.10	6,058	313	\$6.36	5.17%	26	8.31%	\$76.62	29.18%	18.44%
Total	\$23,723.94	70,869	3,955	\$6.00	5.58%	244.94	6.19%	\$96.85	28.40%	17.53%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Injection Gal

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$1,992.10	6,058	313	\$6.36	5.17%	26	8.31%	\$76.62

Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
Injection Gal

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting reno	\$93.43	16	7	\$13.35	43.75%	2	28.57%	\$46.72
does coolsculpting work	\$3.61	1	1	\$3.61	100.00%	2	200.00%	\$1.80
cool sculpting	\$70.75	27	12	\$5.90	44.44%	2	16.67%	\$35.38
cool sculpting cost	\$27.46	4	4	\$6.87	100.00%	2	50.00%	\$13.73
coolsculpting reno cost	\$11.84	1	1	\$11.84	100.00%	1	100.00%	\$11.84
what does cool sculpting do	\$2.99	1	1	\$2.99	100.00%	1	100.00%	\$2.99
how expensive is liposuction	\$5.12	1	1	\$5.12	100.00%	1	100.00%	\$5.12
quick way to lose 20 lbs	\$4.81	1	1	\$4.81	100.00%	1	100.00%	\$4.81
facelift alternatives	\$5.27	1	1	\$5.27	100.00%	1	100.00%	\$5.27
lose 100 pounds in 3 months	\$10.60	1	1	\$10.60	100.00%	1	100.00%	\$10.60
cost for coolsculpting chin	\$7.16	1	1	\$7.16	100.00%	1	100.00%	\$7.16
premier liposuction	\$4.78	1	1	\$4.78	100.00%	1	100.00%	\$4.78
cool sculpting reno nv	\$20.74	2	3	\$6.91	150.00%	1	33.33%	\$20.74
i need to lose belly fat fast	\$5.59	1	1	\$5.59	100.00%	1	100.00%	\$5.59
does coolsculpting really get rid of fat	\$4.47	1	1	\$4.47	100.00%	1	100.00%	\$4.47
liposuction	\$58.39	7	5	\$11.68	71.43%	1	20.00%	\$58.39
coolsculpting	\$54.12	11	5	\$10.82	45.45%	1	20.00%	\$54.12
how much does cool sculpting cost	\$8.22	1	1	\$8.22	100.00%	1	100.00%	\$8.22
how much is liposuction of the stomach and love handles	\$13.98	1	1	\$13.98	100.00%	0.5	50.00%	\$27.96
how much is liposuction	\$19.58	4	3	\$6.53	75.00%	0.5	16.67%	\$39.16

Top Search Ads (by Conversions)

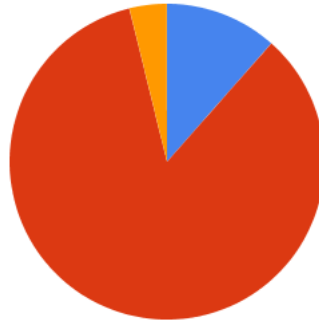
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)
Injection Gal

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Huge CoolSculpting Promotion CoolSculpting in Reno, NV Biggest CoolSculpting® Promo injectiongal.mysculpt.net/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Reno, NV Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$326.43	462	41	\$7.96	8.87%	7.75	18.90%	\$42.12
Injection Gal Aesthetics Fat Reduction in Reno, NV Non-Surgical Fat Reduction injectiongal.mysculpt.net/ Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting	\$275.43	630	48	\$5.74	7.62%	4	8.33%	\$68.86
Huge CoolSculpting Promotion CoolSculpting in Reno, NV 2021 CoolSculpting Discount injectiongal.mysculpt.net/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Reno, NV Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$77.05	60	8	\$9.63	13.33%	3	37.50%	\$25.68
Injection Gal Aesthetics Fat Reduction in Reno, NV Non-Surgical Fat Reduction injectiongal.mysculpt.net/ Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting	\$350.94	1,508	61	\$5.75	4.05%	0	0.00%	\$0.00
Huge CoolSculpting Promotion CoolSculpting in Reno, NV Biggest CoolSculpting® Promo injectiongal.mysculpt.net/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Reno, NV Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$33.25	14	5	\$6.65	35.71%	0	0.00%	\$0.00

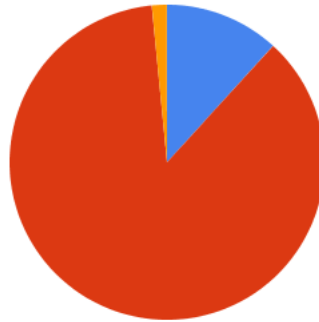
Budget Utilization by Device

Conversions by Device
Injection Gal



■ Computers - Conversions: 3 (11.54%)
 ■ Mobile devices with full browsers - Conversions: 22 (84.62%)
 ■ Tablets with full browsers - Conversions: 1 (3.85%)

Cost by Device
Injection Gal




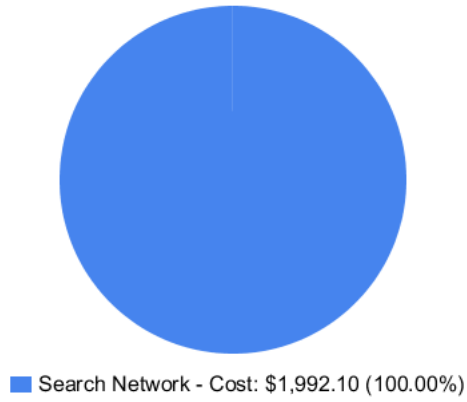
■ Computers - Cost: \$234.53 (11.77%)
 ■ Mobile devices with full browsers - Cost: \$1,727.10 (86.70%)
 ■ Tablets with full browsers - Cost: \$30.47 (1.53%)


Device Performance (by Conversions)
Injection Gal

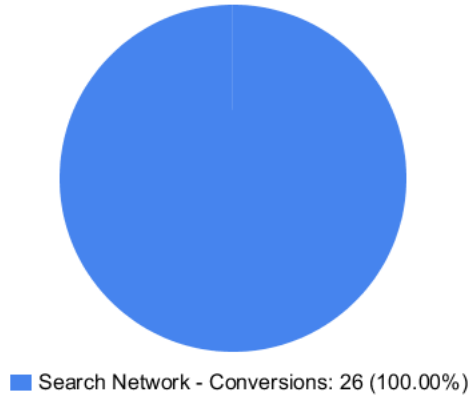
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	4,776	263	\$1,727.10	\$6.57	5.51%	22	8.37%	\$78.50
Computers	1,151	44	\$234.53	\$5.33	3.82%	3	6.82%	\$78.18
Tablets with full browsers	131	6	\$30.47	\$5.08	4.58%	1	16.67%	\$30.47


Budget Utilization by Network

 Cost by Network
Injection Gal



 Conversions by Network
Injection Gal



 Network Performance
Injection Gal

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	6,058	313	\$1,992.10	\$6.36	5.17%	26	8.31%	\$76.62

Conversion Summary


07/01/2021 - 07/31/2021

 Conversion Performance
Injection Gal

Conversion name	All conv.
Submit lead form	19
Click to Call	7

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
Injection Gal

Region	Clicks	Conversions	Cost / conv.
Nevada	313	26	\$76.62

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