


Injection Gal Monthly Google Performance Summary

09/01/2021 - 09/30/2021


Key Performance Indicators

09/01/2021 - 09/30/2021

 Cost
Injection Gal

\$440.59

\$2,011.71 -78.10%

 Clicks
Injection Gal


51

296 -82.77%

 Avg CPC
Injection Gal


\$8.64

\$6.80 27.06%

 Conversions
Injection Gal


3

28 -89.29%

 Conv. Rate
Injection Gal

5.88%

9.46% -37.84%


 Cost / Conv
Injection Gal

\$146.86

\$71.85 104.40%


Month-Over-Month Performance Comparison

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

 Overall Performance Summary
Injection Gal


Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$440.59	\$2,011.71	-78.10%
Impressions	1,392	6,544	-78.73%
Clicks	51	296	-82.77%
Avg CPC	\$8.64	\$6.80	27.06%
CTR	3.66%	4.52%	-19.03%
Conversions	3	28	-89.29%
Conv Rate	5.88%	9.46%	-37.84%
Cost / Conv	\$146.86	\$71.85	104.40%

Budget Coverage

 Search Impr. Share
Injection Gal


29.46%

30.43% -3.19%

 Search IS Lost (due to Budget)
Injection Gal

21.99%

17.54% 25.37%

 Search IS Lost (due to Rank)
Injection Gal

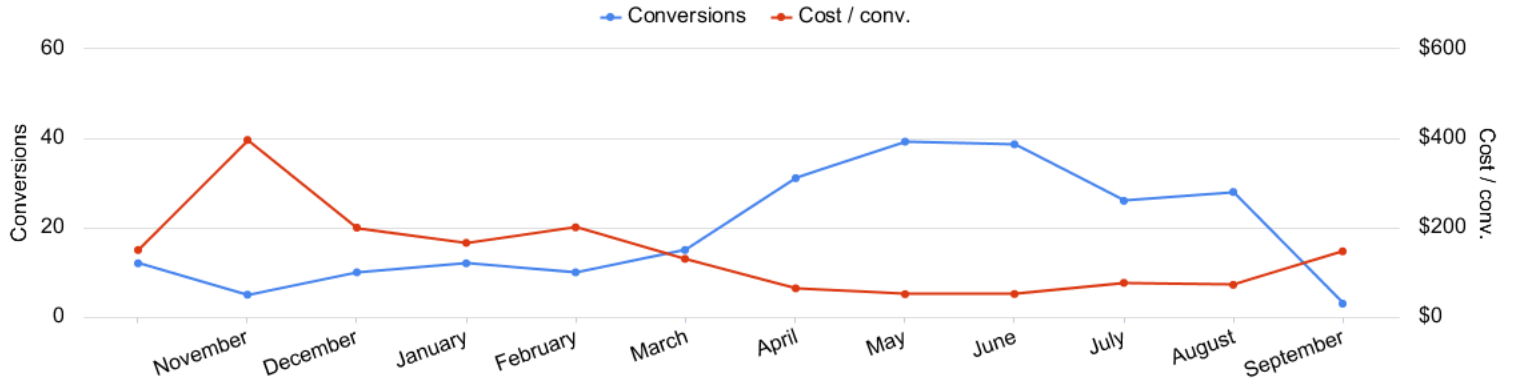
48.56%

52.03% -6.67%

Monthly Performance Trends

10/01/2020 - 09/30/2021

Conversions vs Cost/ Conv




Account Performance by Month

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
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	29.01%	18.38%
08/01/2021	\$2,011.71	6,544	296	\$6.80	4.52%	28	9.46%	\$71.85	30.43%	17.54%
09/01/2021	\$440.59	1,392	51	\$8.64	3.66%	3	5.88%	\$146.86	29.46%	21.99%
Total	\$22,163.29	63,704	3,397	\$6.52	5.33%	230	6.77%	\$96.36	28.01%	19.12%

Campaign Performance Summary (by Conversions)

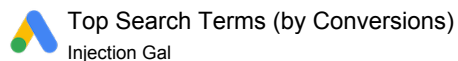
09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Injection Gal

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$440.59	1,392	51	\$8.64	3.66%	3	5.88%	\$146.86

Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021



Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting reno nv	\$18.83	11	1	\$18.83	9.09%	1	100.00%	\$18.83
coolsculpting reno nevada	\$20.35	1	1	\$20.35	100.00%	1	100.00%	\$20.35
weight loss injections near me	\$10.10	2	1	\$10.10	50.00%	1	100.00%	\$10.10
slinny fat	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
weight loss patch	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
bbl near me	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
coolsculpting candidate	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
brazillian butt lift	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
pve weight loss	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
1000 calories a day	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
lose 15 lbs	\$0.00	5	0	\$0.00	0.00%	0	0.00%	\$0.00
weight loss groups near me	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
faster way to fat loss	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
why is it so hard for me to lose weight	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
imetabolic	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
does colon cleanse help with weight loss	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
hiring a nutritionist to lose weight	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
how much is a liposuction	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
coolsculpting elite	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
body contouring results	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00

Top Search Ads (by Conversions)

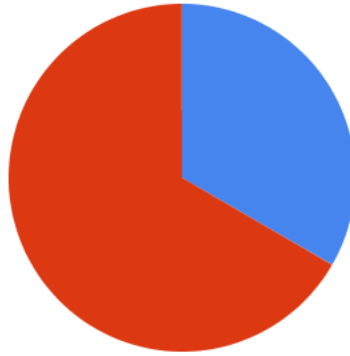
09/01/2021 - 09/30/2021

 Top Responsive Search Ads (by Conversions)
Injection Gal

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Injection Gal Aesthetics} CoolSculpting in Reno, NV 2021 CoolSculpting Discount injectiongal.mysculpt.net/coolsculpting/reno 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	\$64.43	104	5	\$12.89	4.81%	2	40.00%	\$32.22
Injection Gal Aesthetics Fat Reduction in Reno, NV Non-Surgical Fat Reduction injectiongal.mysculpt.net/coolsculpting/reno 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	\$34.19	95	5	\$6.84	5.26%	0	0.00%	\$0.00
Injection Gal Aesthetics Fat Reduction in Reno, NV Non-Surgical Fat Reduction injectiongal.mysculpt.net/coolsculpting/reno 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	\$66.88	385	10	\$6.69	2.60%	0	0.00%	\$0.00
{Keyword:Injection Gal Aesthetics} CoolSculpting in Reno, NV 2021 CoolSculpting Discount injectiongal.mysculpt.net/coolsculpting/reno 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	\$15.49	38	3	\$5.16	7.89%	0	0.00%	\$0.00
{Keyword:Injection Gal Aesthetics} CoolSculpting in Reno, NV 2021 CoolSculpting Discount injectiongal.mysculpt.net/coolsculpting/reno 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	\$64.32	28	5	\$12.86	17.86%	0	0.00%	\$0.00

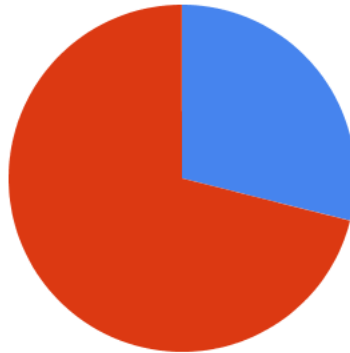
Budget Utilization by Device

Conversions by Device
Injection Gal



■ Computers - Conversions: 1 (33.33%) ■ Mobile devices with full browsers - Conversions: 2 (66.67%)

Cost by Device
Injection Gal




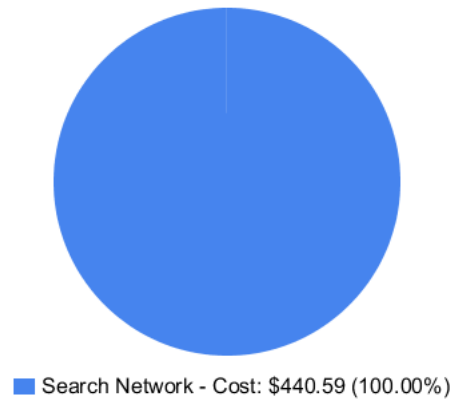
■ Computers - Cost: \$127.47 (28.93%) ■ Mobile devices with full browsers - Cost: \$313.12 (71.07%)


Device Performance (by Conversions)
Injection Gal

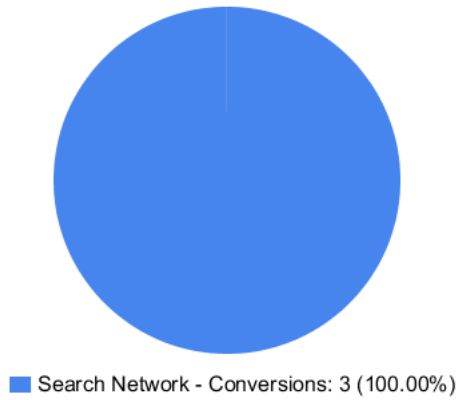
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	1,067	39	\$313.12	\$8.03	3.66%	2	5.13%	\$156.56
Computers	276	12	\$127.47	\$10.62	4.35%	1	8.33%	\$127.47
Tablets with full browsers	49	0	\$0.00	\$0.00	0.00%	0	0.00%	\$0.00


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	1,392	51	\$440.59	\$8.64	3.66%	3	5.88%	\$146.86

Conversion Summary


09/01/2021 - 09/30/2021

 Conversion Performance
Injection Gal

Conversion name	All conv.	% Change
Submit lead form	3	-78.57%

Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
Injection Gal

Region	Clicks	Conversions	Cost / conv.
Nevada	51	3	\$146.86

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