

Key Laser Institute Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Key Laser Institute -

\$1,954.19
\$1,992.25 -1.91%

Conversions
Key Laser Institute -

17.5
21.75 -19.54%

Clicks
Key Laser Institute -

343
341 0.59%

Conv. Rate
Key Laser Institute -

5.10%
6.38% -20.06%

Avg CPC
Key Laser Institute -

\$5.70
\$5.84 -2.40%

Cost / Conv
Key Laser Institute -

\$111.67
\$91.60 21.91%

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Key Laser Institute -

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$1,954.19	\$1,992.25	-1.91%
Impressions	6,409	6,219	3.06%
Clicks	343	341	0.59%
Avg CPC	\$5.70	\$5.84	-2.40%
CTR	5.35%	5.48%	-2.37%
Conversions	17.5	21.75	-19.54%
Conv Rate	5.10%	6.38%	-20.06%
Cost / Conv	\$111.67	\$91.60	21.91%

Budget Coverage

Search Impr. Share
Key Laser Institute -

45.63%
44.24% 3.14%

Search IS Lost (due to Budget)
Key Laser Institute -

14.48%
17.50% -17.26%

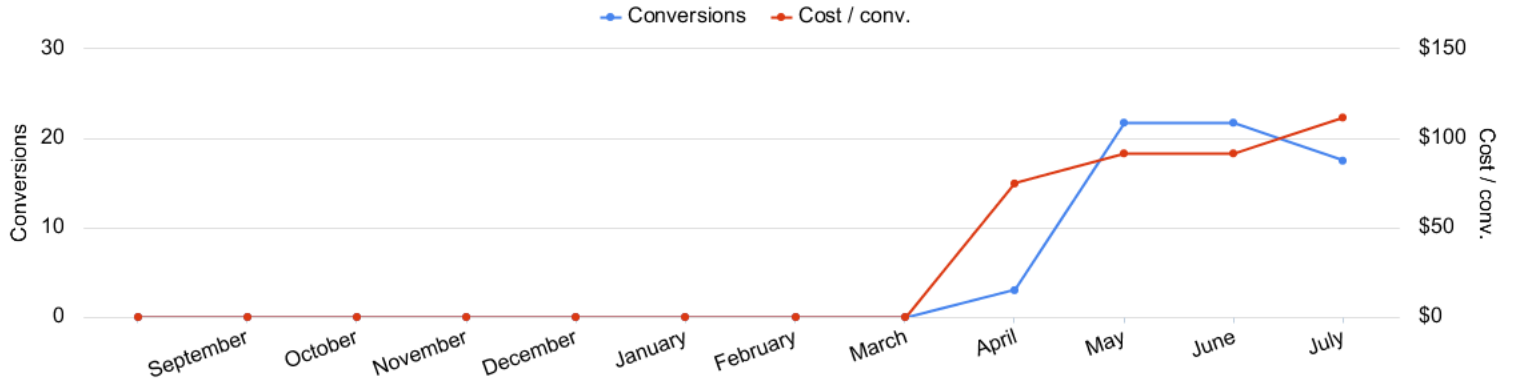
Search IS Lost (due to Rank)
Key Laser Institute -

39.89%
38.27% 4.23%

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Key Laser Institute -




Account Performance by Month
Key Laser Institute -

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
04/01/2021	\$224.21	1,425	40	\$5.61	2.81%	3	7.50%	\$74.74	25.57%	0.84%
05/01/2021	\$1,992.60	9,071	358	\$5.57	3.95%	21.75	6.08%	\$91.61	19.02%	30.57%
06/01/2021	\$1,992.25	6,219	341	\$5.84	5.48%	21.75	6.38%	\$91.60	44.24%	17.50%
07/01/2021	\$1,954.19	6,409	343	\$5.70	5.35%	17.5	5.10%	\$111.67	45.63%	14.48%
Total	\$6,163.25	23,124	1,082	\$5.70	4.68%	64	5.91%	\$96.30	28.42%	23.48%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Key Laser Institute -

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$1,954.19	6,409	343	\$5.70	5.35%	17.5	5.10%	\$111.67

Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
Key Laser Institute -

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting cost	\$49.93	7	8	\$6.24	114.29%	1.5	18.75%	\$33.29
freezing fat	\$3.08	1	1	\$3.08	100.00%	1	100.00%	\$3.08
what is the best non invasive fat removal	\$8.21	2	2	\$4.11	100.00%	1	50.00%	\$8.21
coolsculpting	\$37.17	19	6	\$6.20	31.58%	1	16.67%	\$37.17
liposuction cost vancouver wa	\$5.28	1	1	\$5.28	100.00%	1	100.00%	\$5.28
lipo recovery time	\$4.75	1	1	\$4.75	100.00%	1	100.00%	\$4.75
chin freezing procedure	\$2.86	1	1	\$2.86	100.00%	1	100.00%	\$2.86
does coolsculpting really work	\$20.52	2	2	\$10.26	100.00%	1	50.00%	\$20.52
stomach freeze	\$11.00	2	2	\$5.50	100.00%	1	50.00%	\$11.00
cost of cool sculpting	\$17.98	3	3	\$5.99	100.00%	1	33.33%	\$17.98
laser liposuction	\$14.51	6	6	\$2.42	100.00%	1	16.67%	\$14.51
double chin reduction	\$3.05	1	1	\$3.05	100.00%	0.5	50.00%	\$6.10
laser lipo	\$5.78	1	1	\$5.78	100.00%	0	0.00%	\$0.00
fat removal portland	\$5.85	1	1	\$5.85	100.00%	0	0.00%	\$0.00
non surgical stomach fat removal	\$7.32	1	1	\$7.32	100.00%	0	0.00%	\$0.00
coolsculpting cheeks cost	\$6.84	1	1	\$6.84	100.00%	0	0.00%	\$0.00
my ultra slim	\$4.31	1	1	\$4.31	100.00%	0	0.00%	\$0.00
coolsculpting in portland or	\$19.65	1	1	\$19.65	100.00%	0	0.00%	\$0.00
freeze belly fat	\$7.50	1	1	\$7.50	100.00%	0	0.00%	\$0.00
radio wave liposuction	\$8.04	1	1	\$8.04	100.00%	0	0.00%	\$0.00


Top Search Ads (by Conversions)

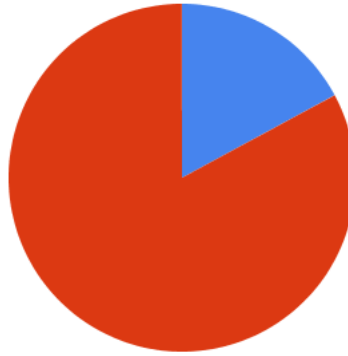
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)
Key Laser Institute -


Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
CoolSculpting® Fat Reduction CoolSculpting in Portland, OR Biggest CoolSculpting® Promo keylaser.beautysculpt.net/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Portland, OR Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$479.11	863	60	\$7.99	6.95%	5	8.33%	\$95.82
Key Laser Institute Fat Reduction in Portland, OR Non-Surgical Fat Reduction keylaser.beautysculpt.net/ CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting	\$332.36	1,318	67	\$4.96	5.08%	4	5.97%	\$83.09
Key Laser Institute Fat Reduction in Portland, OR Non-Surgical Fat Reduction keylaser.beautysculpt.net/ CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting	\$209.34	1,020	50	\$4.19	4.90%	3.5	7.00%	\$59.81
CoolSculpting® Fat Reduction CoolSculpting in Portland, OR Biggest CoolSculpting® Promo keylaser.beautysculpt.net/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Portland, OR Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$57.09	123	9	\$6.34	7.32%	1	11.11%	\$57.09
CoolSculpting® Fat Reduction CoolSculpting in Portland, OR Biggest CoolSculpting® Promo keylaser.beautysculpt.net/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Portland, OR Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00

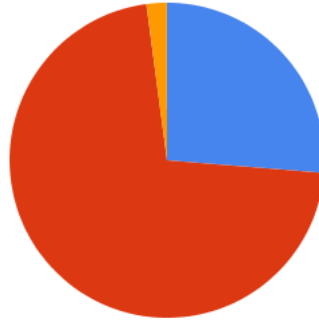
Budget Utilization by Device

 Conversions by Device
Key Laser Institute -




■ Computers - Conversions: 3 (17.14%) ■ Mobile devices with full browsers - Conversions: 14.5 (82.86%)

 Cost by Device
Key Laser Institute -




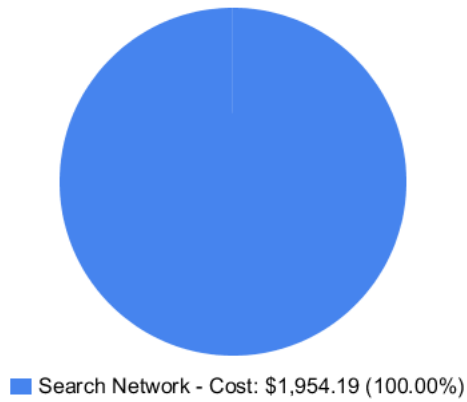
■ Computers - Cost: \$513.59 (26.28%) ■ Mobile devices with full browsers - Cost: \$1,400.05 (71.64%)
■ Tablets with full browsers - Cost: \$40.55 (2.08%)


 Device Performance (by Conversions)
Key Laser Institute -

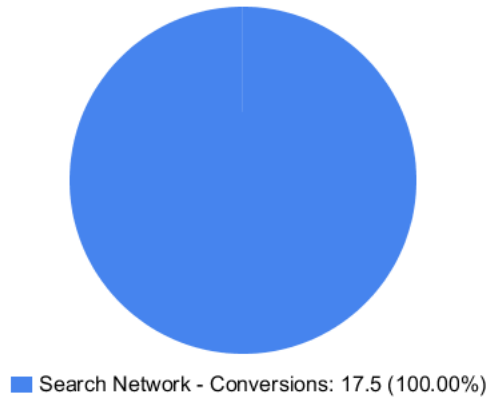
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	4,913	255	\$1,400.05	\$5.49	5.19%	14.5	5.69%	\$96.56
Computers	1,364	81	\$513.59	\$6.34	5.94%	3	3.70%	\$171.20
Tablets with full browsers	132	7	\$40.55	\$5.79	5.30%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
Key Laser Institute -



 Conversions by Network
Key Laser Institute -




 Network Performance
Key Laser Institute -

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	6,409	343	\$1,954.19	\$5.70	5.35%	17.5	5.10%	\$111.67

Conversion Summary


07/01/2021 - 07/31/2021

 Conversion Performance
Key Laser Institute -

Conversion name	All conv.
Submit lead form	15.5
Calls From Ads (MS)	3
Calls from Website	1

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
Key Laser Institute -

Region	Clicks	Conversions	Cost / conv.
Oregon	323	15.5	\$119.79
Washington	20	2	\$48.72

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