

# **Key Laser Institute Monthly Google Performance Summary**

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

# Key Performance Indicators

08/01/2021 - 08/31/2021

Cost  
Key Laser Institute -

**\$2,021.17**

\$1,954.19 **3.43%**

Conversions  
Key Laser Institute -

**19**

17.5 **8.57%**

Clicks  
Key Laser Institute -

**331**

343 **-3.50%**

Conv. Rate  
Key Laser Institute -

**5.74%**

5.10% **12.55%**

Avg CPC  
Key Laser Institute -

**\$6.11**

\$5.70 **7.19%**

Cost / Conv  
Key Laser Institute -

**\$106.38**

\$111.67 **-4.74%**

## Month-Over-Month Performance Comparison

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

Overall Performance Summary  
Key Laser Institute -

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$2,021.17	\$1,954.19	<b>3.43%</b>
Impressions	5,966	6,409	<b>-6.91%</b>
Clicks	331	343	<b>-3.50%</b>
Avg CPC	\$6.11	\$5.70	<b>7.19%</b>
CTR	5.55%	5.35%	<b>3.74%</b>
Conversions	19	17.5	<b>8.57%</b>
Conv Rate	5.74%	5.10%	<b>12.55%</b>
Cost / Conv	\$106.38	\$111.67	<b>-4.74%</b>

## Budget Coverage

Search Impr. Share  
Key Laser Institute -

**49.79%**

45.63% **9.12%**

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

**12.54%**

14.30% **-12.31%**

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

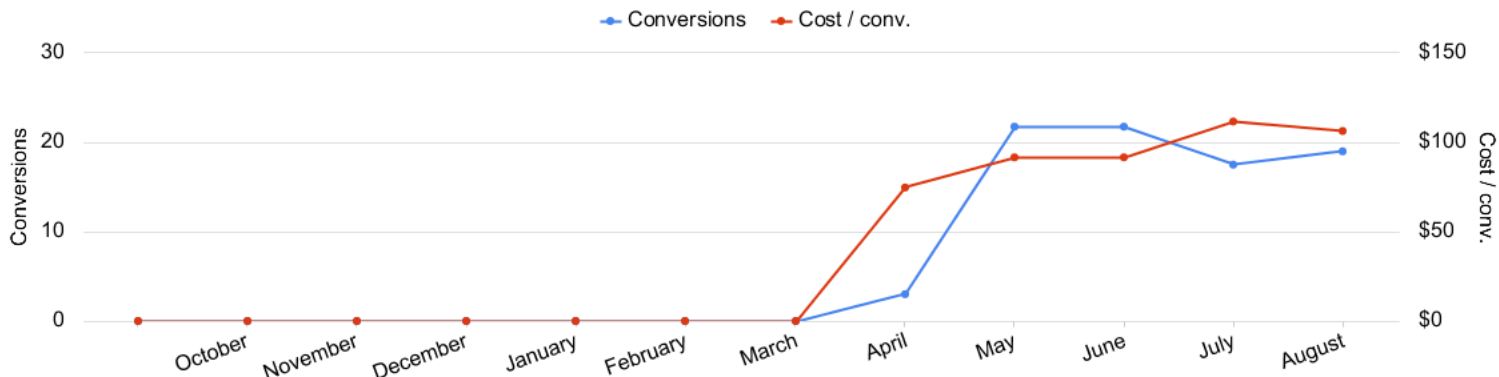
**37.67%**

40.07% **-5.99%**

# Monthly Performance Trends

09/01/2020 - 08/31/2021

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%	14.30%
08/01/2021	\$2,021.17	5,966	331	\$6.11	5.55%	19	5.74%	\$106.38	49.79%	12.54%
<b>Total</b>	<b>\$8,184.42</b>	<b>29,090</b>	<b>1,413</b>	<b>\$5.79</b>	<b>4.86%</b>	<b>83</b>	<b>5.87%</b>	<b>\$98.61</b>	<b>31.17%</b>	<b>22.05%</b>

# Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)  
Key Laser Institute -

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$2,021.17	5,966	331	\$6.11	5.55%	19	5.74%	\$106.38

# Top Search Terms (by Conversions)

08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)  
Key Laser Institute -

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting	\$83.91	18	8	\$10.49	44.44%	2	25.00%	\$41.95
coolsculpting near me	\$76.40	11	7	\$10.91	63.64%	2	28.57%	\$38.20
body sculpting	\$35.24	9	6	\$5.87	66.67%	1	16.67%	\$35.24
cost for coolsculpting	\$2.24	1	1	\$2.24	100.00%	1	100.00%	\$2.24
fat freezing	\$26.01	3	3	\$8.67	100.00%	1	33.33%	\$26.01
cool sculpting	\$95.54	21	13	\$7.35	61.90%	1	7.69%	\$95.54
freeze off fat	\$3.38	1	1	\$3.38	100.00%	1	100.00%	\$3.38
double chin reduction	\$4.95	1	1	\$4.95	100.00%	1	100.00%	\$4.95
liposuction cost portland	\$7.51	2	2	\$3.75	100.00%	1	50.00%	\$7.51
cool sculpting portland oregon	\$65.57	5	5	\$13.11	100.00%	1	20.00%	\$65.57
cool sculpt	\$17.58	1	1	\$17.58	100.00%	1	100.00%	\$17.58
best coolsculpting near me	\$10.85	1	1	\$10.85	100.00%	1	100.00%	\$10.85
how do i lose my lower belly fat	\$5.36	1	1	\$5.36	100.00%	1	100.00%	\$5.36
double chin removal	\$2.65	1	1	\$2.65	100.00%	1	100.00%	\$2.65
zerna near me	\$3.82	1	1	\$3.82	100.00%	1	100.00%	\$3.82
getting rid of fat on thighs	\$4.53	1	1	\$4.53	100.00%	0	0.00%	\$0.00
cost of cool sculpting	\$16.18	2	2	\$8.09	100.00%	0	0.00%	\$0.00
non invasive lipo	\$4.82	2	1	\$4.82	50.00%	0	0.00%	\$0.00
how long is the healing process for liposuction	\$2.44	1	1	\$2.44	100.00%	0	0.00%	\$0.00
how much for coolsculpting	\$3.94	1	1	\$3.94	100.00%	0	0.00%	\$0.00

# Top Search Ads (by Conversions)

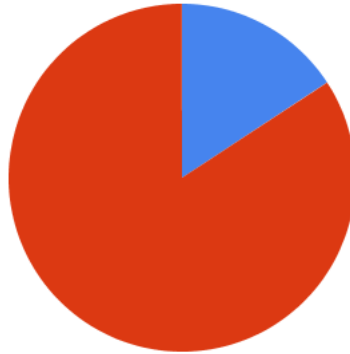
08/01/2021 - 08/31/2021

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

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">{Keyword:Key Laser Institute}   CoolSculpting in Portland, OR   Biggest CoolSculpting® Promo</a> <a href="https://keylaser.beautysculpt.net/coolsculpting/portland">keylaser.beautysculpt.net/coolsculpting/portland</a> 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	\$310.68	465	33	\$9.41	7.10%	4	12.12%	\$77.67
<a href="#">Key Laser Institute   Fat Reduction in Portland, OR   Non-Surgical Fat Reduction</a> <a href="https://keylaser.beautysculpt.net/coolsculpting/portland">keylaser.beautysculpt.net/coolsculpting/portland</a> 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	\$480.34	1,498	82	\$5.86	5.47%	1	1.22%	\$480.34
<a href="#">Key Laser Institute   Fat Reduction in Portland, OR   Non-Surgical Fat Reduction</a> <a href="https://keylaser.beautysculpt.net/coolsculpting/portland">keylaser.beautysculpt.net/coolsculpting/portland</a> 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	\$371.25	1,442	83	\$4.47	5.76%	1	1.20%	\$371.25
<a href="#">{Keyword:Key Laser Institute}   CoolSculpting in Portland, OR   Biggest CoolSculpting® Promo</a> <a href="https://keylaser.beautysculpt.net/coolsculpting/portland">keylaser.beautysculpt.net/coolsculpting/portland</a> 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	\$60.76	100	7	\$8.68	7.00%	0	0.00%	\$0.00

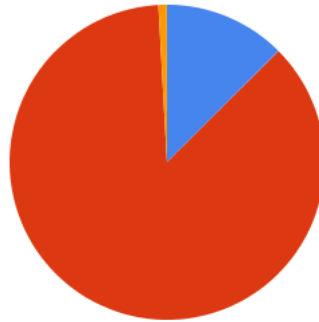
# Budget Utilization by Device

Conversions by Device  
Key Laser Institute -



Computers - Conversions: 3 (15.79%)    Mobile devices with full browsers - Conversions: 16 (84.21%)

Cost by Device  
Key Laser Institute -




Computers - Cost: \$253.28 (12.53%)    Mobile devices with full browsers - Cost: \$1,750.27 (86.60%)  
Tablets with full browsers - Cost: \$17.62 (0.87%)


Device Performance (by Conversions)  
Key Laser Institute -

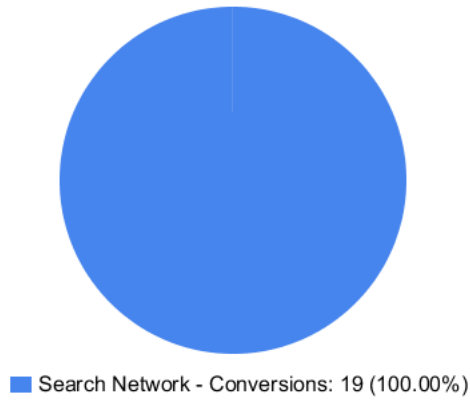
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	4,735	286	\$1,750.27	\$6.12	6.04%	16	5.59%	\$109.39
Computers	1,142	41	\$253.28	\$6.18	3.59%	3	7.32%	\$84.43
Tablets with full browsers	89	4	\$17.62	\$4.41	4.49%	0	0.00%	\$0.00


# 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	5,966	331	\$2,021.17	\$6.11	5.55%	19	5.74%	\$106.38

# Conversion Summary

08/01/2021 - 08/31/2021

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 Conversion Performance  
Key Laser Institute -

Conversion name	All conv.
Submit lead form	18
Calls from Website	1

# Geo-Targeting Summary

08/01/2021 - 08/31/2021

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 Top Locations  
Key Laser Institute -

Region	Clicks	Conversions	Cost / conv.
Oregon	318	19	\$102.77

# 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