

Key Laser Institute Monthly Google Performance Summary

09/01/2021 - 09/30/2021

Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Key Laser Institute -

\$2,027.11

\$2,021.17 **0.29%**

Clicks
Key Laser Institute -

279

331 **-15.71%**

Avg CPC
Key Laser Institute -

\$7.27

\$6.11 **18.99%**

Conversions
Key Laser Institute -

22

19 **15.79%**

Conv. Rate
Key Laser Institute -

7.89%

5.74% **37.46%**

Cost / Conv
Key Laser Institute -

\$92.14

\$106.38 **-13.39%**

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Key Laser Institute -

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$2,027.11	\$2,021.17	0.29%
Impressions	5,742	5,966	-3.75%
Clicks	279	331	-15.71%
Avg CPC	\$7.27	\$6.11	18.99%
CTR	4.86%	5.55%	-12.43%
Conversions	22	19	15.79%
Conv Rate	7.89%	5.74%	37.46%
Cost / Conv	\$92.14	\$106.38	-13.39%

Budget Coverage

Search Impr. Share
Key Laser Institute -

47.42%

49.86% **-4.89%**

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

19.56%

12.64% **54.75%**

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

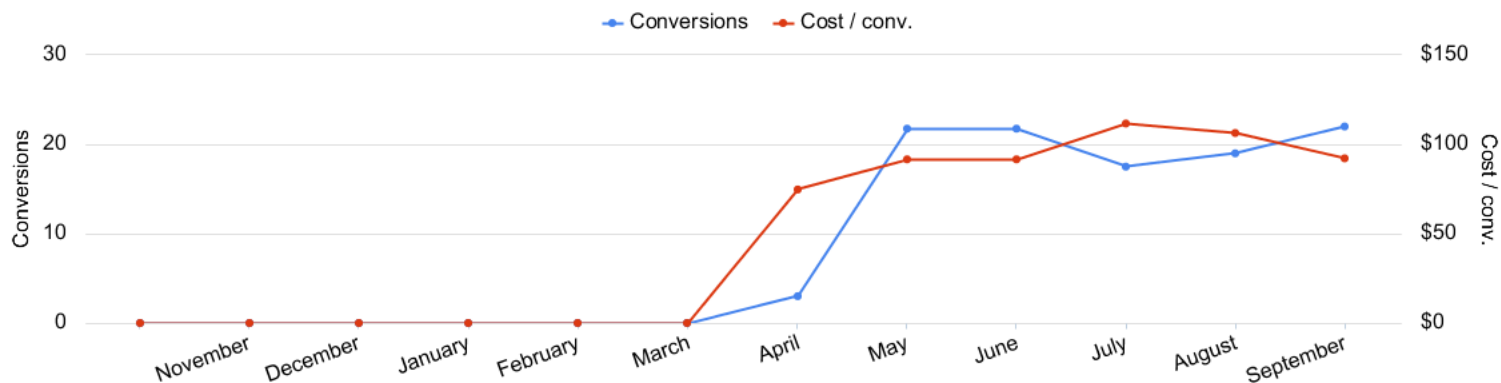
33.02%

37.50% **-11.95%**

Monthly Performance Trends

10/01/2020 - 09/30/2021

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	49.86%	12.64%
09/01/2021	\$2,027.11	5,742	279	\$7.27	4.86%	22	7.89%	\$92.14	47.42%	19.56%
Total	\$10,211.53	34,832	1,692	\$6.04	4.86%	105	6.21%	\$97.25	33.07%	21.76%

Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Key Laser Institute -

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$2,027.11	5,742	279	\$7.27	4.86%	22	7.89%	\$92.14

Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
Key Laser Institute -

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting	\$61.30	229	9	\$6.81	3.93%	4	44.44%	\$15.32
cool sculpting	\$130.79	206	15	\$8.72	7.28%	2.33	15.53%	\$56.13
sculpting body	\$5.53	2	1	\$5.53	50.00%	2	200.00%	\$2.77
coolsculpting events near me	\$30.89	2	2	\$15.45	100.00%	1	50.00%	\$30.89
best way to get rid of subcutaneous fat	\$6.43	1	1	\$6.43	100.00%	1	100.00%	\$6.43
liposuction cost portland	\$21.45	33	2	\$10.72	6.06%	1	50.00%	\$21.45
coolsculpting portland prices	\$14.76	4	2	\$7.38	50.00%	1	50.00%	\$14.76
coolsculpting boise	\$14.64	1	1	\$14.64	100.00%	1	100.00%	\$14.64
freezing fat cells price	\$11.10	1	1	\$11.10	100.00%	1	100.00%	\$11.10
lipotropic shots	\$5.98	1	1	\$5.98	100.00%	1	100.00%	\$5.98
sculpsure	\$2.08	12	1	\$2.08	8.33%	1	100.00%	\$2.08
cryosculpt	\$6.67	3	1	\$6.67	33.33%	0.67	67.00%	\$9.96
liposuction for men	\$4.05	2	1	\$4.05	50.00%	0	0.00%	\$0.00
how many calories should i eat to lose body fat and gain muscle	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
ultraslim vs coolsculpting	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
freeze the fat	\$0.00	3	0	\$0.00	0.00%	0	0.00%	\$0.00
pah from coolsculpting	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
bichectomia cost	\$0.00	3	0	\$0.00	0.00%	0	0.00%	\$0.00
removal of apron stomach	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
athenix	\$4.43	38	1	\$4.43	2.63%	0	0.00%	\$0.00

Top Search Ads (by Conversions)

09/01/2021 - 09/30/2021

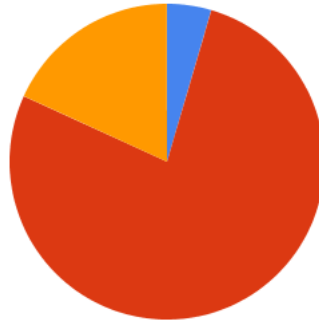
 Top Responsive Search Ads (by Conversions)
Key Laser Institute -

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Key Laser Institute} CoolSculpting in Portland, OR Biggest CoolSculpting® Promo keylaser.beautysculpt.net/coolsculpting/portland 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	\$895.22	1,609	90	\$9.95	5.59%	13	14.44%	\$68.86
Key Laser Institute Fat Reduction in Portland, OR Non-Surgical Fat Reduction keylaser.beautysculpt.net/coolsculpting/portland 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	\$365.69	1,204	52	\$7.03	4.32%	2	3.85%	\$182.84
Key Laser Institute Fat Reduction in Portland, OR Non-Surgical Fat Reduction keylaser.beautysculpt.net/coolsculpting/portland 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	\$223.51	1,114	54	\$4.14	4.85%	2	3.70%	\$111.75
{Keyword:Key Laser Institute} CoolSculpting in Portland, OR Biggest CoolSculpting® Promo keylaser.beautysculpt.net/coolsculpting/portland 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	\$116.60	150	13	\$8.97	8.67%	0	0.00%	\$0.00

Budget Utilization by Device

Conversions by Device

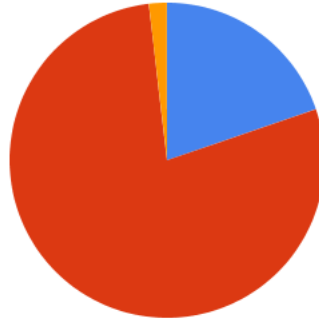
Key Laser Institute -



■ Computers - Conversions: 1 (4.55%)
 ■ Mobile devices with full browsers - Conversions: 17 (77.27%)
 ■ Tablets with full browsers - Conversions: 4 (18.18%)

Cost by Device

Key Laser Institute -




■ Computers - Cost: \$400.24 (19.74%)
 ■ Mobile devices with full browsers - Cost: \$1,589.73 (78.42%)
 ■ Tablets with full browsers - Cost: \$37.14 (1.83%)

Device Performance (by Conversions)


Key Laser Institute -

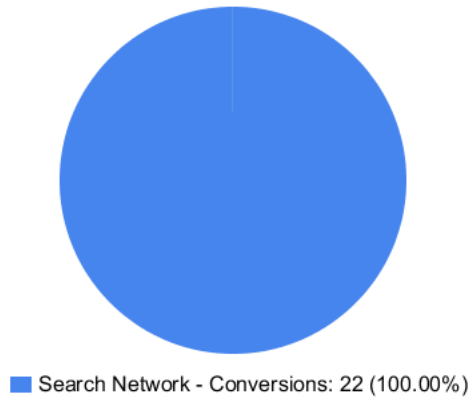
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	4,418	223	\$1,589.73	\$7.13	5.05%	17	7.62%	\$93.51
Tablets with full browsers	92	5	\$37.14	\$7.43	5.43%	4	80.00%	\$9.29
Computers	1,232	51	\$400.24	\$7.85	4.14%	1	1.96%	\$400.24


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	5,742	279	\$2,027.11	\$7.27	4.86%	22	7.89%	\$92.14

Conversion Summary


09/01/2021 - 09/30/2021

 Conversion Performance
Key Laser Institute -

Conversion name	All conv.	% Change
Submit lead form	14	-22.22%
Click to Call	7	100.00%
Calls From Ads (MS)	1	100.00%

Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
Key Laser Institute -

Region	Clicks	Conversions	Cost / conv.
Oregon	268	19	\$103.35
Washington	11	3	\$21.16

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