

KP Aesthetics Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
KP Aesthetics

\$3,566.22

\$3,387.81 5.27%

Clicks
KP Aesthetics

546

546 0.00%

Avg CPC
KP Aesthetics

\$6.53

\$6.20 5.32%

Conversions
KP Aesthetics

32.92

34.72 -5.18%

Conv. Rate
KP Aesthetics

6.03%

6.36% -5.19%

Cost / Conv
KP Aesthetics

\$108.33

\$97.58 11.02%

Month-Over-Month Performance Comparison

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

Overall Performance Summary
KP Aesthetics

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$3,566.22	\$3,387.81	5.27%
Impressions	9,956	10,156	-1.97%
Clicks	546	546	0.00%
Avg CPC	\$6.53	\$6.20	5.32%
CTR	5.48%	5.38%	1.86%
Conversions	32.92	34.72	-5.18%
Conv Rate	6.03%	6.36%	-5.19%
Cost / Conv	\$108.33	\$97.58	11.02%

Budget Coverage

Search Impr. Share
KP Aesthetics

56.01%

49.09% 14.10%

Search IS Lost (due to Budget)
KP Aesthetics

13.12%

19.17% -31.56%

Search IS Lost (due to Rank)
KP Aesthetics

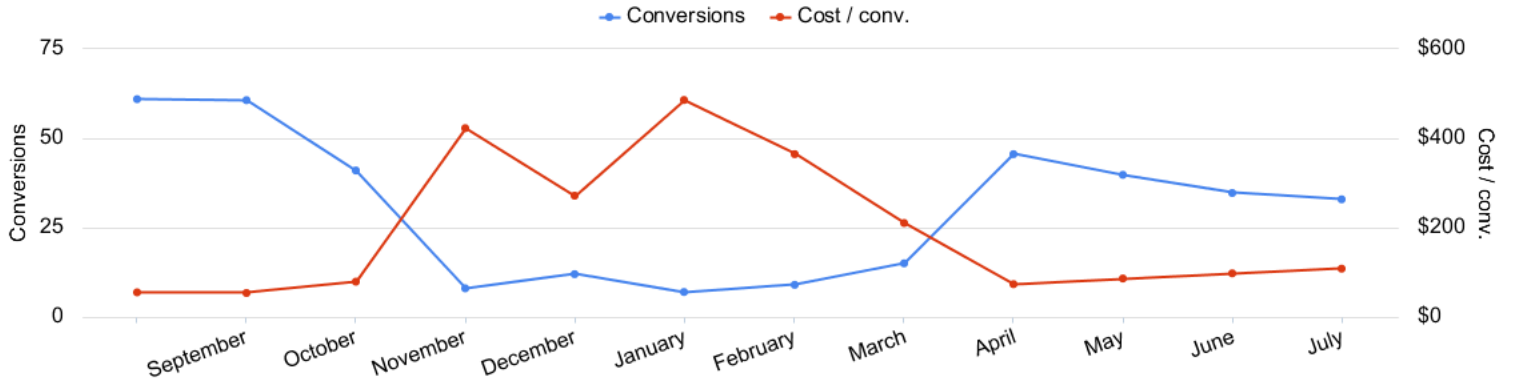
30.87%

31.74% -2.74%

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
KP Aesthetics




Account Performance by Month
KP Aesthetics

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$3,377.46	19,483	720	\$4.69	3.70%	60.95	8.46%	\$55.42	27.00%	14.33%
09/01/2020	\$3,265.06	16,987	630	\$5.18	3.71%	60.67	9.63%	\$53.82	30.20%	12.24%
10/01/2020	\$3,239.80	13,143	513	\$6.32	3.90%	41	7.99%	\$79.02	25.73%	14.00%
11/01/2020	\$3,382.39	14,831	457	\$7.40	3.08%	8	1.75%	\$422.80	20.65%	25.95%
12/01/2020	\$3,257.92	16,254	515	\$6.33	3.17%	12	2.33%	\$271.49	20.34%	19.19%
01/01/2021	\$3,401.12	13,503	483	\$7.04	3.58%	7	1.45%	\$485.87	21.13%	16.72%
02/01/2021	\$3,279.92	6,660	324	\$10.12	4.86%	9	2.78%	\$364.44	34.00%	22.49%
03/01/2021	\$3,154.47	8,486	440	\$7.17	5.19%	15	3.41%	\$210.30	39.68%	20.63%
04/01/2021	\$3,347.28	9,840	585	\$5.72	5.95%	45.58	7.79%	\$73.43	42.58%	21.15%
05/01/2021	\$3,431.65	10,743	617	\$5.56	5.74%	39.78	6.45%	\$86.27	46.96%	14.89%
06/01/2021	\$3,387.81	10,156	546	\$6.20	5.38%	34.72	6.36%	\$97.57	49.09%	19.17%
07/01/2021	\$3,566.22	9,956	546	\$6.53	5.48%	32.92	6.03%	\$108.34	56.01%	13.12%
Total	\$40,091.10	150,042	6,376	\$6.29	4.25%	366.62	5.75%	\$109.35	28.83%	17.76%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
KP Aesthetics

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$2,554.09	6,095	398	\$6.42	6.53%	28.92	7.27%	\$88.32
search beta laser hair removal	\$536.37	3,046	107	\$5.01	3.51%	3	2.80%	\$178.79
search beta hydrfacial	\$475.76	815	41	\$11.60	5.03%	1	2.44%	\$475.76

Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
KP Aesthetics

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting near me	\$374.77	72	29	\$12.92	40.28%	5.43	18.72%	\$69.02
cool sculpting	\$260.56	111	36	\$7.24	32.43%	4	11.11%	\$65.14
coolsculpting cost	\$12.89	3	2	\$6.45	66.67%	1	50.00%	\$12.89
laser hair removal near me	\$41.71	158	4	\$10.43	2.53%	1	25.00%	\$41.71
cool sculpting cost	\$94.31	33	16	\$5.89	48.48%	1	6.25%	\$94.31
lipo 360	\$31.52	61	7	\$4.50	11.48%	1	14.29%	\$31.52
what is liposuction	\$1.73	3	1	\$1.73	33.33%	1	100.00%	\$1.73
freeze away fat	\$8.25	1	1	\$8.25	100.00%	1	100.00%	\$8.25
coolsculpting	\$116.28	78	16	\$7.27	20.51%	1	6.25%	\$116.28
cavi lipo near me	\$19.63	4	3	\$6.54	75.00%	1	33.33%	\$19.63
liposuction cost	\$61.55	179	15	\$4.10	8.38%	1	6.67%	\$61.55
rid of double chin	\$2.69	1	1	\$2.69	100.00%	0.92	92.00%	\$2.92
liposuction	\$160.51	425	32	\$5.02	7.53%	0.57	1.78%	\$281.60
sculpting belly fat	\$2.60	1	1	\$2.60	100.00%	0.57	57.00%	\$4.56
liposuction cost miami	\$2.51	1	1	\$2.51	100.00%	0.53	53.00%	\$4.74
fat cell freezing	\$9.73	1	1	\$9.73	100.00%	0.5	50.00%	\$19.46
laser hair removal	\$77.86	451	13	\$5.99	2.88%	0.5	3.85%	\$155.72
coolsculpting coupon	\$11.44	1	1	\$11.44	100.00%	0.5	50.00%	\$22.88
cost of liposuction	\$6.47	5	2	\$3.23	40.00%	0.47	23.50%	\$13.77
cool sculpting vs liposuction	\$4.82	1	1	\$4.82	100.00%	0.2	20.00%	\$24.10

Top Search Ads (by Conversions)

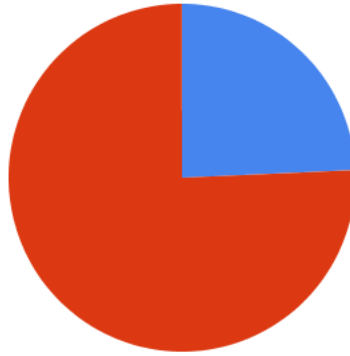
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)
KP Aesthetics

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
KP Aesthetics Fat Reduction Newtown Square Non-Surgical Fat Reduction www.kpaesthetics.com/coolsculpting/newtown_square 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	\$823.44	2,597	159	\$5.18	6.12%	10.07	6.33%	\$81.77
{Keyword:Best Laser Hair Removal} 20% Off Laser Hair Removal Advanced Laser Technology www.kpaesthetics.com/hair_removal/newtown_square Laser Hair Removal Treatments are Quick, Safe & Permanent. Safe with All Skin Types. Effectively Remove Hair on the Chest, Legs, Back, Arms, Face, Armpit, Bikini Area & More	search beta laser hair removal	\$237.66	1,681	47	\$5.06	2.80%	2	4.26%	\$118.83
{Keyword:Best Hydrating Facial} Hydrating Facial Treatment Cleanse + Exfoliate + Hydrate www.kpaesthetics.com/hydrfacial/newtown_square Best Professional Facial Treatments from KP Aesthetics. Schedule a Free Consult. Leave Skin Glowing, Reduces Wrinkles & Refreshes Skin Tone. 3 Steps. 30 Minutes.	search beta hydrfacial	\$299.17	570	25	\$11.97	4.39%	1	4.00%	\$299.17
{Keyword:KP Aesthetics} CoolSculpting® Elite Fat Reduction Treatment www.kpaesthetics.com/coolsculpting/elite Leading CoolSculpting® Elite Provider in Newtown Square, PA. Schedule a Free Consultation CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Butt & More	search beta coolsculpting	\$3.90	16	1	\$3.90	6.25%	0	0.00%	\$0.00
{Keyword:Best Price in Newtown Square} 20% Off Laser Hair Removal Advanced Laser Technology www.kpaesthetics.com/hair_removal/newtown_square Laser Hair Removal Treatments are Quick, Safe & Permanent. Safe with All Skin Types. Effectively Remove Hair on the Chest, Legs, Back, Arms, Face, Armpit, Bikini Area & More	search beta laser hair removal	\$94.51	435	21	\$4.50	4.83%	0	0.00%	\$0.00

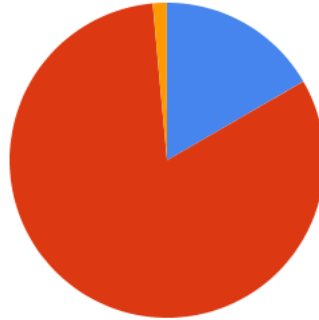
Budget Utilization by Device

Conversions by Device
KP Aesthetics



■ Computers - Conversions: 8 (24.30%) ■ Mobile devices with full browsers - Conversions: 24.92 (75.70%)

Cost by Device
KP Aesthetics



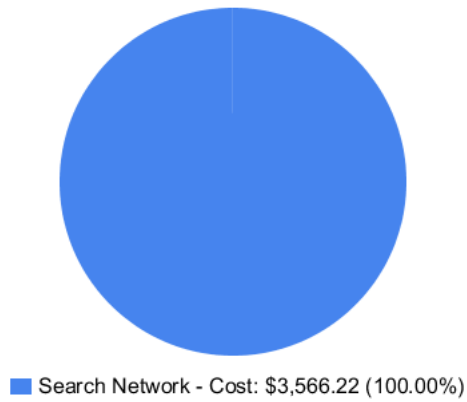
■ Computers - Cost: \$593.97 (16.66%) ■ Mobile devices with full browsers - Cost: \$2,920.93 (81.91%)
■ Tablets with full browsers - Cost: \$51.32 (1.44%)


Device Performance (by Conversions)
KP Aesthetics

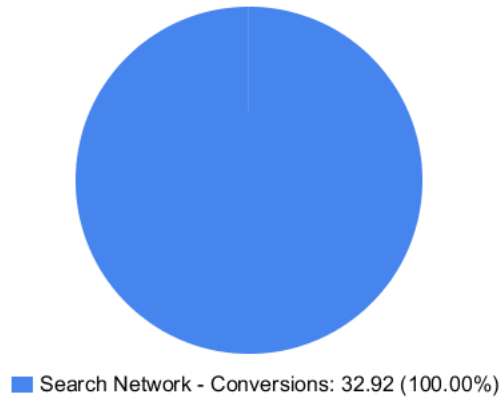
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	8,329	455	\$2,920.93	\$6.42	5.46%	24.92	5.48%	\$117.22
Computers	1,521	83	\$593.97	\$7.16	5.46%	8	9.64%	\$74.25
Tablets with full browsers	106	8	\$51.32	\$6.42	7.55%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
KP Aesthetics



 Conversions by Network
KP Aesthetics




 Network Performance
KP Aesthetics

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	9,956	546	\$3,566.22	\$6.53	5.48%	32.92	6.03%	\$108.34

Conversion Summary

07/01/2021 - 07/31/2021

 Conversion Performance
KP Aesthetics

Conversion name	All conv.
Submit lead form	30.92
Calls from Ads	1
Click to Call	1

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
KP Aesthetics

Region	Clicks	Conversions	Cost / conv.
Pennsylvania	541	32.92	\$107.15

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