

# **KP Aesthetics Monthly Google Performance Summary**

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

# Key Performance Indicators

08/01/2021 - 08/31/2021

Cost  
KP Aesthetics

**\$3,391.33**  
\$3,566.22 -4.90%

Conversions  
KP Aesthetics

**27**  
35.92 -24.83%

Clicks  
KP Aesthetics

**455**  
546 -16.67%

Conv. Rate  
KP Aesthetics

**5.93%**  
6.58% -9.88%

Avg CPC  
KP Aesthetics

**\$7.45**  
\$6.53 14.09%

Cost / Conv  
KP Aesthetics

**\$125.60**  
\$99.28 26.51%

## Month-Over-Month Performance Comparison

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

Overall Performance Summary  
KP Aesthetics

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$3,391.33	\$3,566.22	-4.90%
Impressions	8,418	9,956	-15.45%
Clicks	455	546	-16.67%
Avg CPC	\$7.45	\$6.53	14.09%
CTR	5.41%	5.48%	-1.28%
Conversions	27	35.92	-24.83%
Conv Rate	5.93%	6.58%	-9.88%
Cost / Conv	\$125.60	\$99.28	26.51%

## Budget Coverage

Search Impr. Share  
KP Aesthetics

**62.72%**  
56.01% 11.98%

Search IS Lost (due to Budget)  
KP Aesthetics

**13.94%**  
13.11% 6.33%

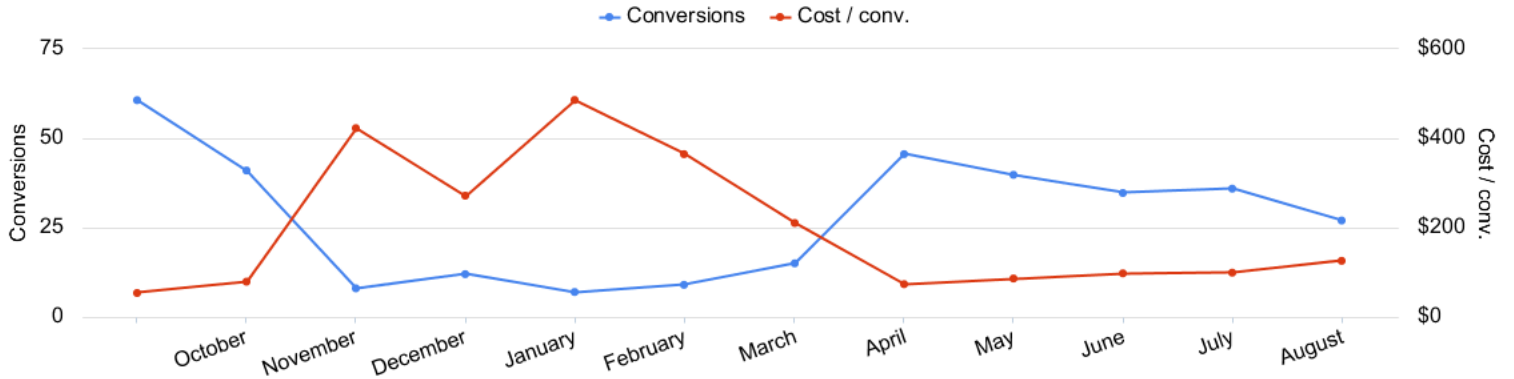
Search IS Lost (due to Rank)  
KP Aesthetics

**23.34%**  
30.88% -24.42%

# Monthly Performance Trends

09/01/2020 - 08/31/2021

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)
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%	35.92	6.58%	\$99.29	56.01%	13.11%
08/01/2021	\$3,391.33	8,418	455	\$7.45	5.41%	27	5.93%	\$125.60	62.72%	13.94%
<b>Total</b>	<b>\$40,104.97</b>	<b>138,977</b>	<b>6,111</b>	<b>\$6.56</b>	<b>4.40%</b>	<b>335.67</b>	<b>5.49%</b>	<b>\$119.48</b>	<b>30.09%</b>	<b>18.18%</b>

# Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)  
KP Aesthetics

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$2,506.42	5,036	315	\$7.96	6.25%	22	6.98%	\$113.93
search   beta   laser hair removal	\$512.18	2,385	89	\$5.75	3.73%	3	3.37%	\$170.73
search   beta   hydrfacial	\$372.73	997	51	\$7.31	5.12%	2	3.92%	\$186.37

# Top Search Terms (by Conversions)

08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)  
KP Aesthetics

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting	\$194.73	115	24	\$8.11	20.87%	3	12.50%	\$64.91
coolsculpting near me	\$169.70	46	13	\$13.05	28.26%	2	15.38%	\$84.85
coolsculpting cost	\$74.05	32	12	\$6.17	37.50%	1.5	12.50%	\$49.37
liposuction cost	\$98.73	108	16	\$6.17	14.81%	1.25	7.81%	\$78.98
mommy makeover cost	\$6.37	2	1	\$6.37	50.00%	1	100.00%	\$6.37
cost of cool sculpting	\$33.35	2	2	\$16.68	100.00%	1	50.00%	\$33.35
liposuction for double chin	\$7.35	1	1	\$7.35	100.00%	1	100.00%	\$7.35
lipo 360	\$11.54	27	3	\$3.85	11.11%	1	33.33%	\$11.54
coolsculpting	\$147.02	127	16	\$9.19	12.60%	1	6.25%	\$147.02
laser hair removal delaware county pa	\$9.87	1	1	\$9.87	100.00%	1	100.00%	\$9.87
liposuction near me	\$28.10	16	3	\$9.37	18.75%	1	33.33%	\$28.10
butt coolsculpting	\$4.14	1	1	\$4.14	100.00%	1	100.00%	\$4.14
cool sculptong	\$5.85	1	1	\$5.85	100.00%	1	100.00%	\$5.85
laser hair removal	\$88.97	234	18	\$4.94	7.69%	1	5.56%	\$88.97
laser hair removal butt	\$11.41	1	1	\$11.41	100.00%	1	100.00%	\$11.41
double chin treatment	\$4.43	1	1	\$4.43	100.00%	1	100.00%	\$4.43
coolsculpting newtown square pa	\$13.55	1	1	\$13.55	100.00%	1	100.00%	\$13.55
ultrasonic liposuction	\$6.79	2	1	\$6.79	50.00%	0.57	57.00%	\$11.91
liposuction	\$158.02	214	22	\$7.18	10.28%	0.5	2.27%	\$316.04
smart lipo near me	\$8.64	15	1	\$8.64	6.67%	0.43	43.00%	\$20.09

# Top Search Ads (by Conversions)

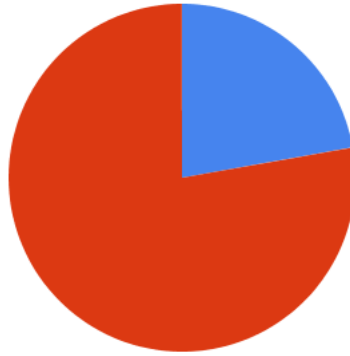
08/01/2021 - 08/31/2021

Top Responsive Search Ads (by Conversions)  
KP Aesthetics

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">KP Aesthetics   Fat Reduction   Newtown Square   Non-Surgical Fat Reduction</a> <a href="http://www.kpaesthetics.com/coolsculpting/newtown_square">www.kpaesthetics.com/coolsculpting/newtown_square</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	\$971.97	2,379	134	\$7.25	5.63%	7.75	5.78%	\$125.42
<a href="#">{Keyword:KP Aesthetics}   CoolSculpting Newtown Square   Fat Reduction Treatment</a> <a href="http://www.kpaesthetics.com/coolsculpting/newtown_square">www.kpaesthetics.com/coolsculpting/newtown_square</a> Leading CoolSculpting Provider in Newtown Square, PA. Schedule a Free Consultation   Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	search   beta   coolsculpting	\$361.05	670	42	\$8.60	6.27%	3	7.14%	\$120.35
<a href="#">{Keyword:Best Hydrating Facial}   Hydrating Facial Treatment   Cleanse + Exfoliate + Hydrate</a> <a href="http://www.kpaesthetics.com/hydrfacial/newtown_square">www.kpaesthetics.com/hydrfacial/newtown_square</a> 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	\$331.18	800	47	\$7.05	5.88%	2	4.26%	\$165.59
<a href="#">{Keyword:Best Laser Hair Removal}   20% Off Laser Hair Removal   Advanced Laser Technology</a> <a href="http://www.kpaesthetics.com/hair_removal/newtown_square">www.kpaesthetics.com/hair_removal/newtown_square</a> 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	\$219.51	1,484	42	\$5.23	2.83%	2	4.76%	\$109.75
<a href="#">{Keyword:KP Aesthetics}   CoolSculpting Newtown Square   Fat Reduction Treatment</a> <a href="http://www.kpaesthetics.com/coolsculpting/newtown_square">www.kpaesthetics.com/coolsculpting/newtown_square</a> Leading CoolSculpting Provider in Newtown Square, PA. Schedule a Free Consultation   Top Fat Reduction Treatment. Target Love Handles, Arms, Bra Bulge, Double Chin, & More	search   beta   coolsculpting	\$77.84	78	11	\$7.08	14.10%	1.5	13.64%	\$51.89

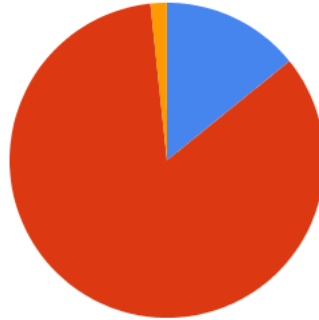
# Budget Utilization by Device

Conversions by Device  
KP Aesthetics



Computers - Conversions: 6 (22.22%)    Mobile devices with full browsers - Conversions: 21 (77.78%)

Cost by Device  
KP Aesthetics



Computers - Cost: \$480.59 (14.17%)    Mobile devices with full browsers - Cost: \$2,853.92 (84.15%)  
Tablets with full browsers - Cost: \$56.82 (1.68%)


Device Performance (by Conversions)  
KP Aesthetics

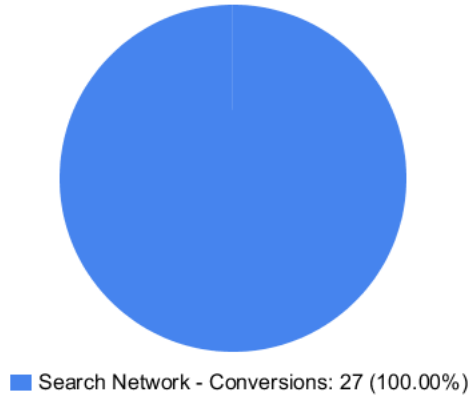
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	6,911	393	\$2,853.92	\$7.26	5.69%	21	5.34%	\$135.90
Computers	1,405	57	\$480.59	\$8.43	4.06%	6	10.53%	\$80.10
Tablets with full browsers	102	5	\$56.82	\$11.36	4.90%	0	0.00%	\$0.00


# 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	8,418	455	\$3,391.33	\$7.45	5.41%	27	5.93%	\$125.60

# Conversion Summary

08/01/2021 - 08/31/2021

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 Conversion Performance  
KP Aesthetics

Conversion name	All conv.
Submit lead form	25
Click to Call	1
Calls from Ads	1

# Geo-Targeting Summary

08/01/2021 - 08/31/2021

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 Top Locations  
KP Aesthetics

Region	Clicks	Conversions	Cost / conv.
Pennsylvania	453	27	\$124.77

# 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