

KP Aesthetics Monthly Google Performance Summary

09/01/2021 - 09/30/2021

Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
KP Aesthetics

\$3,513.86

\$3,391.33 **3.61%**

Clicks
KP Aesthetics

378

455 **-16.92%**

Avg CPC
KP Aesthetics

\$9.30

\$7.45 **24.83%**

Conversions
KP Aesthetics

22

28 **-21.43%**

Conv. Rate
KP Aesthetics

5.82%

6.15% **-5.37%**

Cost / Conv
KP Aesthetics

\$159.72

\$121.12 **31.87%**

Month-Over-Month Performance Comparison

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

Overall Performance Summary
KP Aesthetics

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$3,513.86	\$3,391.33	3.61%
Impressions	12,706	8,418	50.94%
Clicks	378	455	-16.92%
Avg CPC	\$9.30	\$7.45	24.83%
CTR	2.97%	5.41%	-45.10%
Conversions	22	28	-21.43%
Conv Rate	5.82%	6.15%	-5.37%
Cost / Conv	\$159.72	\$121.12	31.87%

Budget Coverage

Search Impr. Share
KP Aesthetics

31.90%

62.73% **-49.15%**

Search IS Lost (due to Budget)
KP Aesthetics

26.08%

14.05% **85.62%**

Search IS Lost (due to Rank)
KP Aesthetics

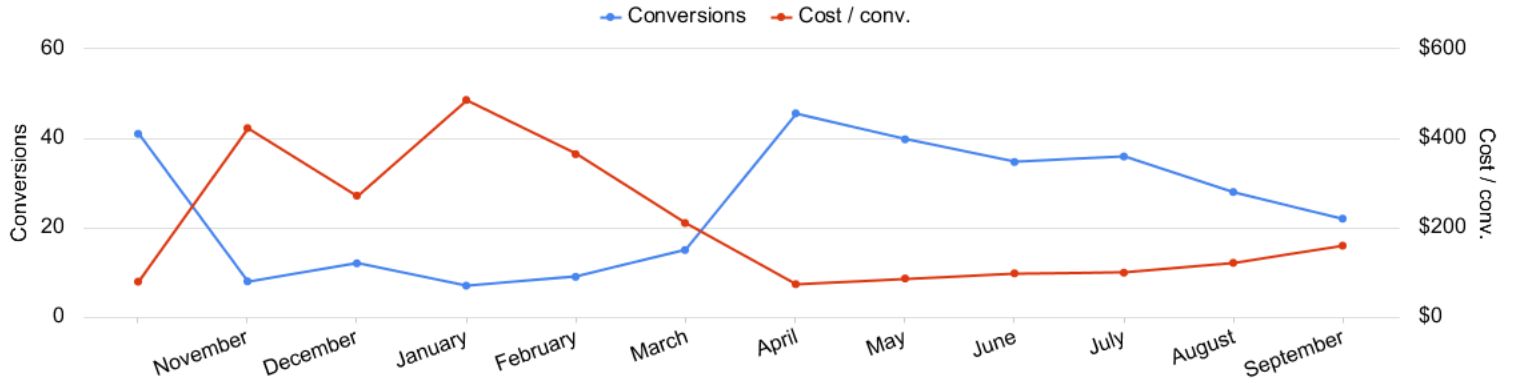
42.02%

23.22% **80.96%**

Monthly Performance Trends

10/01/2020 - 09/30/2021

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)
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%	28	6.15%	\$121.12	62.73%	14.05%
09/01/2021	\$3,513.86	12,706	378	\$9.30	2.97%	22	5.82%	\$159.72	31.90%	26.08%
Total	\$40,353.77	134,696	5,859	\$6.89	4.35%	298	5.09%	\$135.42	30.25%	19.63%

Campaign Performance Summary (by Conversions)

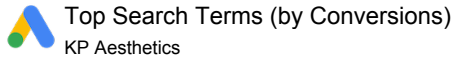
09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
KP Aesthetics

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$2,523.68	10,499	295	\$8.55	2.81%	14	4.75%	\$180.26
search beta laser hair removal	\$506.78	1,452	47	\$10.78	3.24%	7	14.89%	\$72.40
search beta hydrfacial	\$483.40	755	36	\$13.43	4.77%	1	2.78%	\$483.40

Top Search Terms (by Conversions)

09/01/2021 - 09/30/2021



Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
laser hair removal	\$104.57	190	8	\$13.07	4.21%	3	37.50%	\$34.86
best weight loss program 2021	\$30.88	5	2	\$15.44	40.00%	1.52	76.00%	\$20.32
best metabolism booster for women	\$7.38	2	1	\$7.38	50.00%	1	100.00%	\$7.38
hydrafacial near me	\$71.17	73	6	\$11.86	8.22%	1	16.67%	\$71.17
cool sculpting near me	\$15.02	8	1	\$15.02	12.50%	1	100.00%	\$15.02
coolsculpting exton pa	\$35.65	2	1	\$35.65	50.00%	1	100.00%	\$35.65
appetite suppressant	\$16.34	25	1	\$16.34	4.00%	1	100.00%	\$16.34
cool sculpting	\$134.38	247	15	\$8.96	6.07%	1	6.67%	\$134.38
how much is permanent hair removal	\$11.56	1	1	\$11.56	100.00%	1	100.00%	\$11.56
coolsculpting	\$167.51	214	12	\$13.96	5.61%	1	8.33%	\$167.51
laser hair removal chin cost	\$10.09	4	1	\$10.09	25.00%	1	100.00%	\$10.09
facial hair removal laser	\$6.44	1	1	\$6.44	100.00%	1	100.00%	\$6.44
non invasive lipo	\$16.09	12	2	\$8.04	16.67%	1	50.00%	\$16.09
payment plans for lipo	\$35.53	1	1	\$35.53	100.00%	1	100.00%	\$35.53
smart lipo	\$4.27	2	1	\$4.27	50.00%	1	100.00%	\$4.27
how much is laser hair removal	\$10.47	25	2	\$5.24	8.00%	1	50.00%	\$10.47
golo llc	\$14.63	28	2	\$7.32	7.14%	1	50.00%	\$14.63
coolsculpting on arms	\$6.91	3	1	\$6.91	33.33%	0.5	50.00%	\$13.82
lipo on arms	\$7.55	1	1	\$7.55	100.00%	0.5	50.00%	\$15.10
nutrisystem	\$96.20	240	9	\$10.69	3.75%	0.48	5.33%	\$200.42

Top Search Ads (by Conversions)

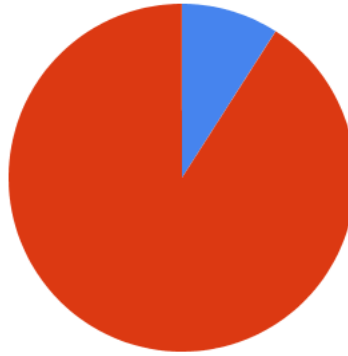
09/01/2021 - 09/30/2021

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	\$579.13	1,447	67	\$8.64	4.63%	3.5	5.22%	\$165.47
{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	\$242.32	827	23	\$10.54	2.78%	3	13.04%	\$80.77
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	\$603.11	3,739	82	\$7.36	2.19%	3	3.66%	\$201.04
{Keyword:KP Aesthetics} CoolSculpting Newtown Square Fat Reduction Treatment www.kpaesthetics.com/coolsculpting/newtown_square 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	\$152.63	138	11	\$13.88	7.97%	2	18.18%	\$76.31
{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	\$19.54	75	3	\$6.51	4.00%	1	33.33%	\$19.54

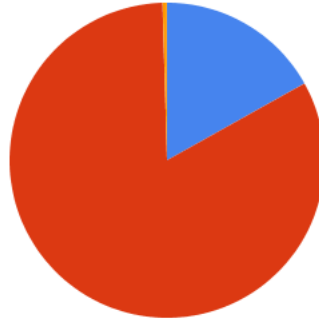
Budget Utilization by Device

Conversions by Device
KP Aesthetics



■ Computers - Conversions: 2 (9.09%) ■ Mobile devices with full browsers - Conversions: 20 (90.91%)

Cost by Device
KP Aesthetics



■ Computers - Cost: \$593.88 (16.90%) ■ Mobile devices with full browsers - Cost: \$2,904.52 (82.66%)
■ Tablets with full browsers - Cost: \$15.46 (0.44%)


Device Performance (by Conversions)
KP Aesthetics

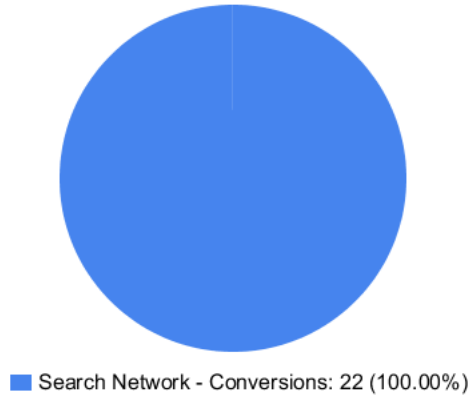
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	10,045	327	\$2,904.52	\$8.88	3.26%	20	6.12%	\$145.23
Computers	2,446	48	\$593.88	\$12.37	1.96%	2	4.17%	\$296.94
Tablets with full browsers	215	3	\$15.46	\$5.15	1.40%	0	0.00%	\$0.00


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	12,706	378	\$3,513.86	\$9.30	2.97%	22	5.82%	\$159.72

Conversion Summary

09/01/2021 - 09/30/2021

 Conversion Performance
KP Aesthetics

Conversion name	All conv.	% Change
Submit lead form	22	-15.38%

Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
KP Aesthetics

Region	Clicks	Conversions	Cost / conv.
Pennsylvania	376	22	\$159.35

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