

# **La Fleur Medical Spa Monthly Google Performance Summary**

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

# Key Performance Indicators

08/01/2021 - 08/31/2021

Cost  
La Fleur Medi Spa

**\$1,247.51**

\$1,240.94 0.53%

Clicks  
La Fleur Medi Spa

**382**

387 -1.29%

Avg CPC  
La Fleur Medi Spa

**\$3.27**

\$3.21 1.87%

Conversions  
La Fleur Medi Spa

**19**

20 -5.00%

Conv. Rate  
La Fleur Medi Spa

**4.97%**

5.17% -3.87%

Cost / Conv  
La Fleur Medi Spa

**\$65.66**

\$62.05 5.82%

## Month-Over-Month Performance Comparison

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

Overall Performance Summary  
La Fleur Medi Spa

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$1,247.51	\$1,240.94	0.53%
Impressions	7,863	8,596	-8.53%
Clicks	382	387	-1.29%
Avg CPC	\$3.27	\$3.21	1.87%
CTR	4.86%	4.50%	8.00%
Conversions	19	20	-5.00%
Conv Rate	4.97%	5.17%	-3.87%
Cost / Conv	\$65.66	\$62.05	5.82%

## Budget Coverage

Search Impr. Share  
La Fleur Medi Spa

**17.17%**

17.65% -2.72%

Search IS Lost (due to Budget)  
La Fleur Medi Spa

**17.09%**

15.39% 11.05%

Search IS Lost (due to Rank)  
La Fleur Medi Spa

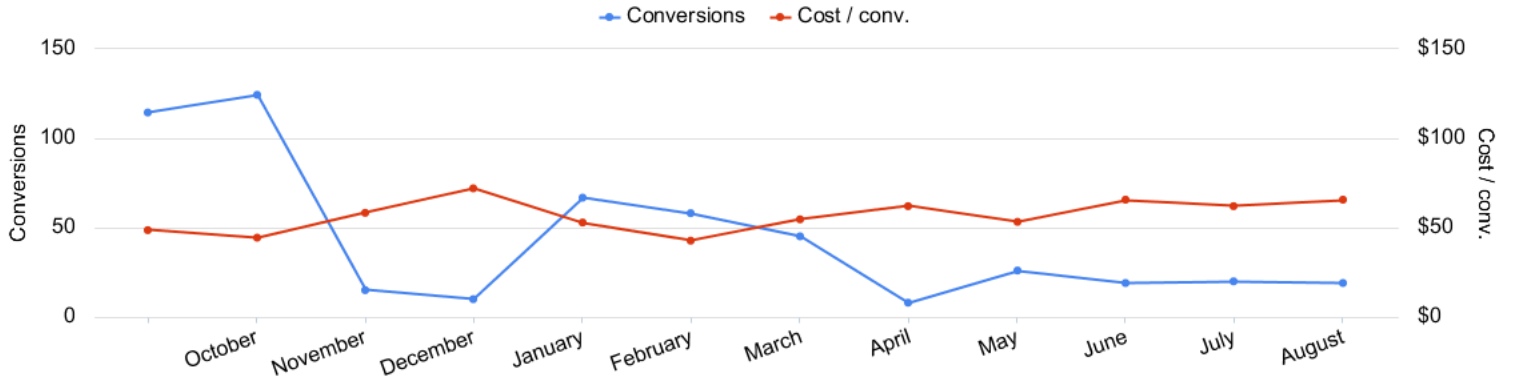
**65.74%**

66.96% -1.82%

# Monthly Performance Trends

09/01/2020 - 08/31/2021

Conversions vs Cost/ Conv  
La Fleur Medi Spa




Account Performance by Month  
La Fleur Medi Spa

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
09/01/2020	\$5,558.35	34,779	2,124	\$2.62	6.11%	114.42	5.39%	\$48.58	31.87%	12.17%
10/01/2020	\$5,522.84	31,614	1,950	\$2.83	6.17%	124.37	6.38%	\$44.41	30.01%	10.24%
11/01/2020	\$874.90	4,254	214	\$4.09	5.03%	15	7.01%	\$58.33	24.98%	26.27%
12/01/2020	\$720.03	5,223	263	\$2.74	5.04%	10	3.80%	\$72.00	26.72%	7.33%
01/01/2021	\$3,528.52	28,302	1,453	\$2.43	5.13%	66.76	4.59%	\$52.85	20.94%	21.20%
02/01/2021	\$2,481.91	19,016	922	\$2.69	4.85%	58.09	6.30%	\$42.73	19.54%	19.81%
03/01/2021	\$2,469.96	17,353	1,001	\$2.47	5.77%	45.15	4.51%	\$54.71	18.85%	19.11%
04/01/2021	\$495.99	3,327	163	\$3.04	4.90%	8	4.91%	\$62.00	21.51%	20.72%
05/01/2021	\$1,385.26	9,592	568	\$2.44	5.92%	26	4.58%	\$53.28	17.59%	21.29%
06/01/2021	\$1,247.65	8,939	424	\$2.94	4.74%	19	4.48%	\$65.67	17.57%	23.64%
07/01/2021	\$1,240.94	8,596	387	\$3.21	4.50%	20	5.17%	\$62.05	17.65%	15.39%
08/01/2021	\$1,247.51	7,863	382	\$3.27	4.86%	19	4.97%	\$65.66	17.17%	17.09%
<b>Total</b>	<b>\$26,773.86</b>	<b>178,858</b>	<b>9,851</b>	<b>\$2.72</b>	<b>5.51%</b>	<b>525.79</b>	<b>5.34%</b>	<b>\$50.92</b>	<b>22.56%</b>	<b>17.43%</b>

# Campaign Performance Summary (by Conversions)

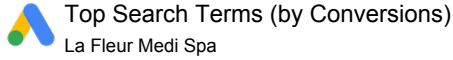
08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)  
La Fleur Medi Spa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$1,247.51	7,859	382	\$3.27	4.86%	19	4.97%	\$65.66
search   beta   ultherapy	\$0.00	4	0	\$0.00	0.00%	0	0.00%	\$0.00

# Top Search Terms (by Conversions)


08/01/2021 - 08/31/2021



Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
liposuction prices	\$1.54	1	1	\$1.54	100.00%	1	100.00%	\$1.54
how long do coolsculpting results last	\$4.60	1	1	\$4.60	100.00%	1	100.00%	\$4.60
lipo shrewsbury	\$10.90	2	1	\$10.90	50.00%	1	100.00%	\$10.90
fat reduction procedures	\$11.36	5	2	\$5.68	40.00%	1	50.00%	\$11.36
liposuction near me	\$3.31	19	2	\$1.66	10.53%	1	50.00%	\$3.31
golow com	\$2.74	2	1	\$2.74	50.00%	1	100.00%	\$2.74
how much does laser lipo cost	\$5.79	1	1	\$5.79	100.00%	1	100.00%	\$5.79
cryosculpting	\$8.35	4	1	\$8.35	25.00%	1	100.00%	\$8.35
coolsculpting near me	\$34.54	56	5	\$6.91	8.93%	1	20.00%	\$34.54
laser lipo near me	\$3.53	13	1	\$3.53	7.69%	1	100.00%	\$3.53
liposuction cost new jersey	\$25.89	53	7	\$3.70	13.21%	1	14.29%	\$25.89
lipo laser	\$1.84	3	1	\$1.84	33.33%	1	100.00%	\$1.84
liposuction cost stomach	\$2.15	4	1	\$2.15	25.00%	0.5	50.00%	\$4.30
liposuction cost	\$32.89	69	11	\$2.99	15.94%	0.5	4.55%	\$65.78
oxyshred	\$0.00	7	0	\$0.00	0.00%	0	0.00%	\$0.00
healthiest meals for weight loss	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
belly fat that won t go away	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
meal plan to lose belly fat	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
how do celebrities lose belly fat	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
smart liposuction	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00


# Top Search Ads (by Conversions)

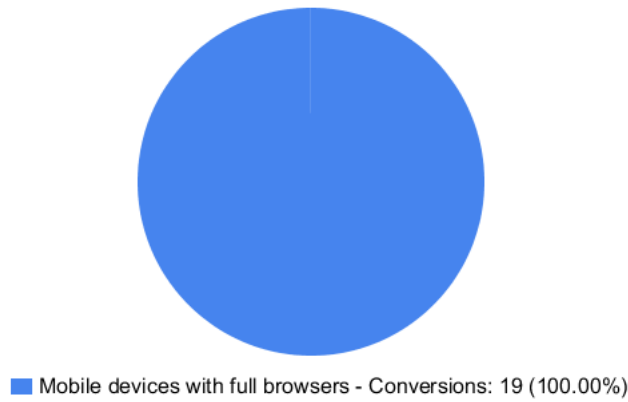
08/01/2021 - 08/31/2021


 Top Responsive Search Ads (by Conversions)  
La Fleur Medi Spa

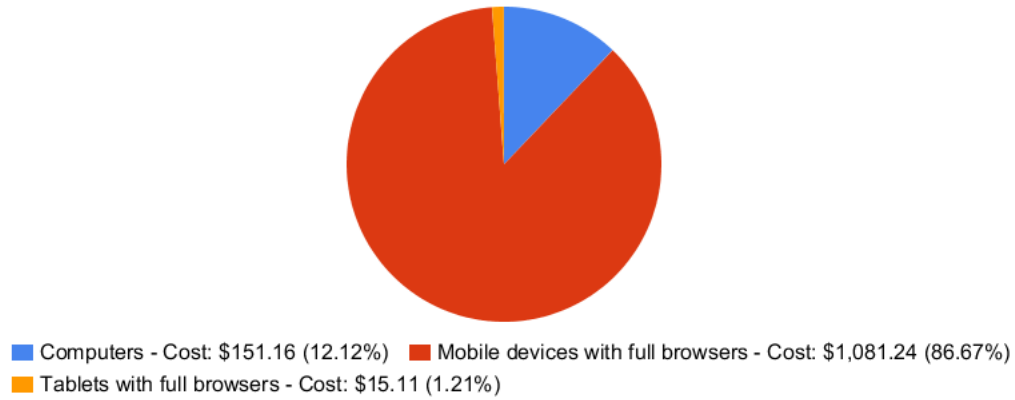
Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">La Fleur Medi Spa &amp; Aesthetics   Fat Reduction in Shrewsbury   Non-Surgical Fat Reduction</a> <a href="http://www.lafleurmedispa.com/coolsculpting/shrewsbury">www.lafleurmedispa.com/coolsculpting/shrewsbury</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.   Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search   beta   coolsculpting	\$141.63	838	47	\$3.01	5.61%	4.5	9.57%	\$31.47
<a href="#">La Fleur Medi Spa &amp; Aesthetics   Fat Reduction in Shrewsbury   Non-Surgical Fat Reduction</a> <a href="http://www.lafleurmedispa.com/coolsculpting/shrewsbury">www.lafleurmedispa.com/coolsculpting/shrewsbury</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.   Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search   beta   coolsculpting	\$126.74	1,131	36	\$3.52	3.18%	2	5.56%	\$63.37
<a href="#">{Keyword:La Fleur Medi Spa &amp; Aesthetics}   CoolSculpting in Shrewsbury   Biggest Coolsculpting® Promo</a> <a href="http://www.lafleurmedispa.com/coolsculpting/shrewsbury">www.lafleurmedispa.com/coolsculpting/shrewsbury</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Shrewsbury, NJ   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$92.56	257	20	\$4.63	7.78%	1	5.00%	\$92.56
<a href="#">{Keyword:La Fleur Medi Spa &amp; Aesthetics}   CoolSculpting in Shrewsbury   Biggest Coolsculpting® Promo</a> <a href="http://www.lafleurmedispa.com/coolsculpting/shrewsbury">www.lafleurmedispa.com/coolsculpting/shrewsbury</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Shrewsbury, NJ   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$3.66	43	2	\$1.83	4.65%	0	0.00%	\$0.00
<a href="#">{Keyword:La Fleur Medi Spa &amp; Aesthetics}   CoolSculpting in Shrewsbury   Biggest Coolsculpting® Promo</a> <a href="http://www.lafleurmedispa.com/coolsculpting/shrewsbury">www.lafleurmedispa.com/coolsculpting/shrewsbury</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Shrewsbury, NJ   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$9.09	41	4	\$2.27	9.76%	0	0.00%	\$0.00


# Budget Utilization by Device

 Conversions by Device  
La Fleur Medi Spa




 Cost by Device  
La Fleur Medi Spa




 Device Performance (by Conversions)  
La Fleur Medi Spa

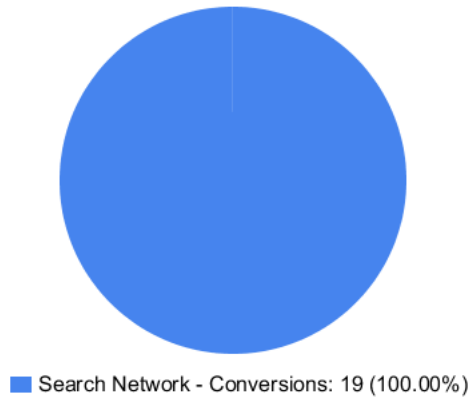
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	6,627	324	\$1,081.24	\$3.34	4.89%	19	5.86%	\$56.91
Tablets with full browsers	166	8	\$15.11	\$1.89	4.82%	0	0.00%	\$0.00
Computers	1,070	50	\$151.16	\$3.02	4.67%	0	0.00%	\$0.00

# Budget Utilization by Network

 Cost by Network  
La Fleur Medi Spa



 Conversions by Network  
La Fleur Medi Spa



 Network Performance  
La Fleur Medi Spa

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	7,863	382	\$1,247.51	\$3.27	4.86%	19	4.97%	\$65.66

# Conversion Summary

08/01/2021 - 08/31/2021

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 Conversion Performance  
La Fleur Medi Spa

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**Conversion name****All conv.**

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Form Submission19

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# Geo-Targeting Summary

08/01/2021 - 08/31/2021

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 Top Locations  
La Fleur Medi Spa

Region	Clicks	Conversions	Cost / conv.
New Jersey	382	19	\$65.66

# 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