

Eternal Medical Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Eternal Medical Spa

\$3,877.54
\$7,470.46 **-48.10%**

Conversions
Eternal Medical Spa

52.88
120.12 **-55.98%**

Clicks
Eternal Medical Spa

735
1,352 **-45.64%**

Conv. Rate
Eternal Medical Spa

7.19%
8.88% **-19.03%**

Avg CPC
Eternal Medical Spa

\$5.28
\$5.53 **-4.52%**

Cost / Conv
Eternal Medical Spa

\$73.33
\$62.19 **17.91%**

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Eternal Medical Spa

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$3,877.54	\$7,470.46	-48.10%
Impressions	11,746	20,194	-41.83%
Clicks	735	1,352	-45.64%
Avg CPC	\$5.28	\$5.53	-4.52%
CTR	6.26%	6.70%	-6.57%
Conversions	52.88	120.12	-55.98%
Conv Rate	7.19%	8.88%	-19.03%
Cost / Conv	\$73.33	\$62.19	17.91%

Budget Coverage

Search Impr. Share
Eternal Medical Spa

16.76%
20.87% **-19.69%**

Search IS Lost (due to Budget)
Eternal Medical Spa

46.42%
38.86% **19.45%**

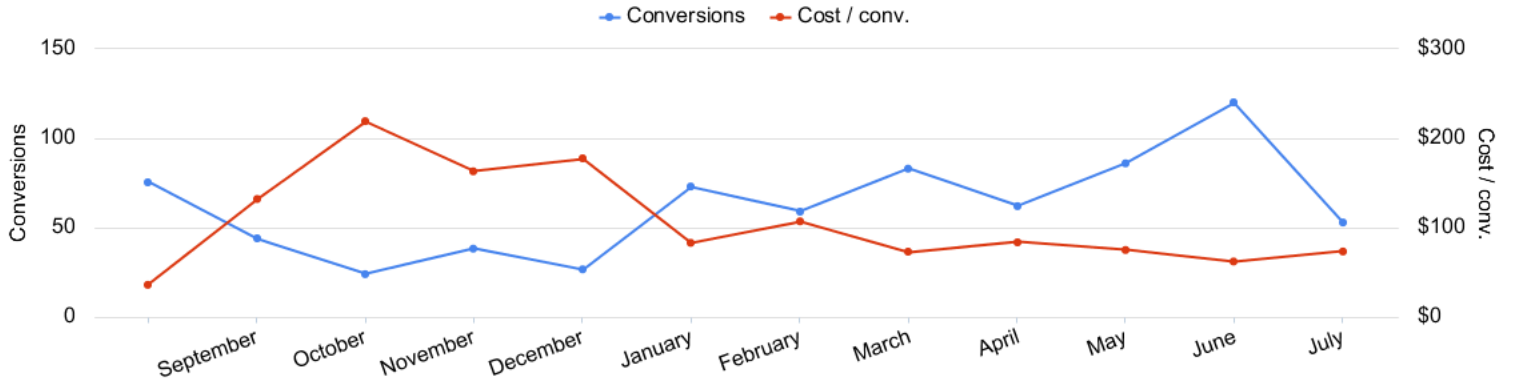
Search IS Lost (due to Rank)
Eternal Medical Spa

36.83%
40.27% **-8.54%**

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Eternal Medical Spa




Account Performance by Month
Eternal Medical Spa

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$2,714.29	27,552	914	\$2.97	3.32%	75.38	8.25%	\$36.01	14.70%	3.72%
09/01/2020	\$5,813.44	22,887	859	\$6.77	3.75%	44	5.13%	\$131.93	25.88%	5.63%
10/01/2020	\$5,260.82	10,770	624	\$8.43	5.79%	24	3.85%	\$219.20	33.52%	13.91%
11/01/2020	\$6,241.94	13,626	724	\$8.62	5.31%	38.29	5.30%	\$162.71	41.87%	17.55%
12/01/2020	\$4,744.05	9,229	508	\$9.34	5.50%	26.71	5.27%	\$177.31	37.25%	22.14%
01/01/2021	\$6,057.11	13,318	890	\$6.81	6.68%	73	8.20%	\$82.97	34.78%	15.34%
02/01/2021	\$6,315.80	13,192	940	\$6.72	7.13%	59	6.28%	\$107.05	34.20%	17.23%
03/01/2021	\$6,065.13	13,539	1,010	\$6.01	7.46%	83	8.22%	\$73.07	32.38%	28.56%
04/01/2021	\$5,185.12	10,174	775	\$6.69	7.62%	62	8.00%	\$83.63	27.88%	45.01%
05/01/2021	\$6,445.04	18,271	1,214	\$5.31	6.64%	86	7.08%	\$74.94	27.87%	31.93%
06/01/2021	\$7,470.46	20,194	1,352	\$5.53	6.70%	120.12	8.88%	\$62.19	20.87%	38.86%
07/01/2021	\$3,877.54	11,746	735	\$5.28	6.26%	52.88	7.19%	\$73.33	16.76%	46.42%
Total	\$66,190.74	184,498	10,545	\$6.28	5.72%	744.38	7.06%	\$88.88	24.66%	21.71%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Eternal Medical Spa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$3,021.24	9,804	556	\$5.43	5.67%	43.88	7.89%	\$68.85
search beta emsculpt	\$442.86	1,026	117	\$3.79	11.40%	8	6.84%	\$55.36
search beta qwo cellulite	\$413.44	916	62	\$6.67	6.77%	1	1.61%	\$413.44

Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
Eternal Medical Spa

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting cost	\$58.61	21	11	\$5.33	52.38%	3	27.27%	\$19.54
coolsculpting near me	\$122.23	13	8	\$15.28	61.54%	2	25.00%	\$61.12
golo com	\$43.73	53	9	\$4.86	16.98%	2	22.22%	\$21.86
emsculpt	\$111.15	173	36	\$3.09	20.81%	2	5.56%	\$55.58
face liposuction cost	\$3.79	1	1	\$3.79	100.00%	1	100.00%	\$3.79
cool sculpting cost belly	\$6.58	1	1	\$6.58	100.00%	1	100.00%	\$6.58
body contouring nj	\$2.86	1	1	\$2.86	100.00%	1	100.00%	\$2.86
laser liposuction cost nj	\$4.60	1	1	\$4.60	100.00%	1	100.00%	\$4.60
how much is liposuction nj	\$3.52	1	1	\$3.52	100.00%	1	100.00%	\$3.52
liposuction	\$69.26	107	17	\$4.07	15.89%	1	5.88%	\$69.26
cool sculpting cost	\$67.51	30	11	\$6.14	36.67%	1	9.09%	\$67.51
liposuction nj	\$4.14	1	1	\$4.14	100.00%	1	100.00%	\$4.14
where can i get emsculpt near me	\$12.57	1	1	\$12.57	100.00%	1	100.00%	\$12.57
is apple cider vinegar to lose weight	\$2.38	1	1	\$2.38	100.00%	1	100.00%	\$2.38
medi loss reviews	\$4.04	1	1	\$4.04	100.00%	1	100.00%	\$4.04
fat removal procedures	\$3.20	1	1	\$3.20	100.00%	1	100.00%	\$3.20
coolsculpting precio	\$5.23	1	1	\$5.23	100.00%	1	100.00%	\$5.23
foods that attack belly fat	\$2.85	2	1	\$2.85	50.00%	1	100.00%	\$2.85
removing fat from arms	\$4.35	1	1	\$4.35	100.00%	1	100.00%	\$4.35
body contouring	\$21.59	11	5	\$4.32	45.45%	1	20.00%	\$21.59

Top Search Ads (by Conversions)

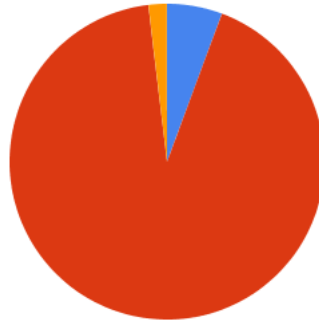
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)
Eternal Medical Spa

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Eternal Medical Spa Fat Reduction in Totowa Non-Surgical Fat Reduction eternalmedicalspa.com/ 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	\$618.63	2,017	138	\$4.48	6.84%	9.67	7.01%	\$63.97
Eternal Medical Spa Fat Reduction in Totowa Non-Surgical Fat Reduction eternalmedicalspa.com/ 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	\$291.41	1,070	64	\$4.55	5.98%	5	7.81%	\$58.28
CoolSculpting® Fat Reduction CoolSculpting in Totowa Biggest CoolSculpting® Promo eternalmedicalspa.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Totowa, NJ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$134.12	176	23	\$5.83	13.07%	4	17.39%	\$33.53
{Keyword:Eternal Medspa Emsculpting} Best Emsculpt Price in Totowa Top Provider in Totowa eternalmedicalspa.com/emsculpting/totowa Emsculpt is a Non-Surgical Alternative to Liposuction That Reduces Fat and Builds Muscles Frustrated By Stubborn Bulges? Melt Them Away and Build Muscle with Emsculpting.	search beta emsulpt	\$262.98	474	69	\$3.81	14.56%	4	5.80%	\$65.75
CoolSculpting® Fat Reduction CoolSculpting in Totowa Biggest CoolSculpting® Promo eternalmedicalspa.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Totowa, NJ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$32.47	58	5	\$6.49	8.62%	2	40.00%	\$16.23

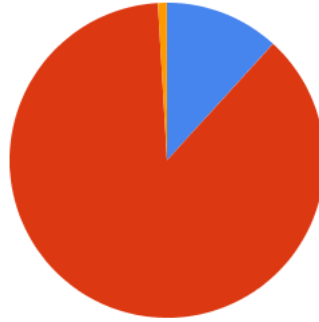
Budget Utilization by Device

Conversions by Device
Eternal Medical Spa



■ Computers - Conversions: 3 (5.67%)
 ■ Mobile devices with full browsers - Conversions: 48.88 (92.44%)
 ■ Tablets with full browsers - Conversions: 1 (1.89%)

Cost by Device
Eternal Medical Spa




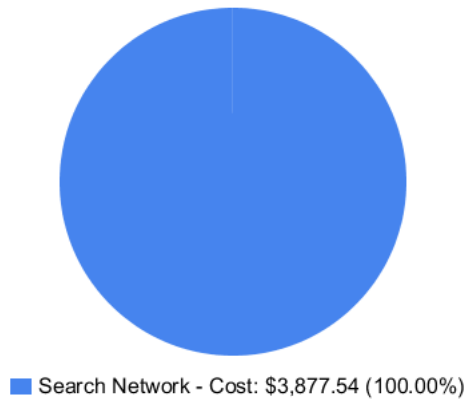
■ Computers - Cost: \$456.02 (11.76%)
 ■ Mobile devices with full browsers - Cost: \$3,386.35 (87.33%)
 ■ Tablets with full browsers - Cost: \$35.17 (0.91%)


Device Performance (by Conversions)
Eternal Medical Spa

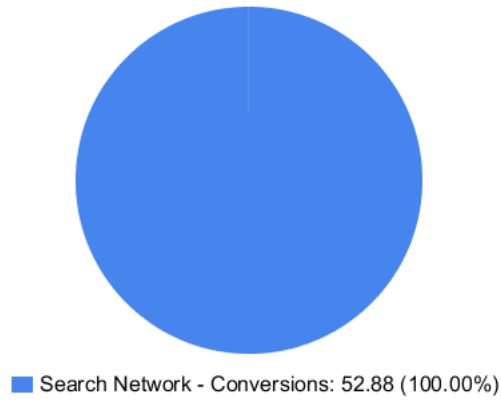
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	10,123	644	\$3,386.35	\$5.26	6.36%	48.88	7.59%	\$69.28
Computers	1,450	83	\$456.02	\$5.49	5.72%	3	3.61%	\$152.01
Tablets with full browsers	173	8	\$35.17	\$4.40	4.62%	1	12.50%	\$35.17


Budget Utilization by Network

 Cost by Network
Eternal Medical Spa



 Conversions by Network
Eternal Medical Spa



 Network Performance
Eternal Medical Spa

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	11,746	735	\$3,877.54	\$5.28	6.26%	52.88	7.19%	\$73.33

Conversion Summary


07/01/2021 - 07/31/2021

 Conversion Performance
Eternal Medical Spa

Conversion name	All conv.
Form Submit	24.88
Phone Call	23
Local actions - Directions	5
Click to Call	3
Clicks to call	2
Calls From Ads (MS)	2

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
Eternal Medical Spa

Region	Clicks	Conversions	Cost / conv.
New Jersey	735	52.88	\$73.33

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