


Eternal Medical Monthly Google Performance Summary


08/01/2021 - 08/31/2021

Key Performance Indicators


08/01/2021 - 08/31/2021

 Cost
Eternal Medical Spa


\$7,439.40
\$3,877.54 **91.86%**

 Conversions
Eternal Medical Spa


79
52.88 **49.39%**

 Clicks
Eternal Medical Spa


1,230
735 **67.35%**

 Conv. Rate
Eternal Medical Spa

6.42%
7.19% **-10.71%**

 Avg CPC
Eternal Medical Spa


\$6.05
\$5.28 **14.58%**

 Cost / Conv
Eternal Medical Spa

\$94.17
\$73.33 **28.42%**


Month-Over-Month Performance Comparison

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

 Overall Performance Summary
Eternal Medical Spa

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$7,439.40	\$3,877.54	91.86%
Impressions	21,875	11,746	86.23%
Clicks	1,230	735	67.35%
Avg CPC	\$6.05	\$5.28	14.58%
CTR	5.62%	6.26%	-10.22%
Conversions	79	52.88	49.39%
Conv Rate	6.42%	7.19%	-10.71%
Cost / Conv	\$94.17	\$73.33	28.42%


Budget Coverage

 Search Impr. Share
Eternal Medical Spa

20.41%
16.76% **21.78%**

 Search IS Lost (due to Budget)
Eternal Medical Spa

12.11%
46.42% **-73.91%**

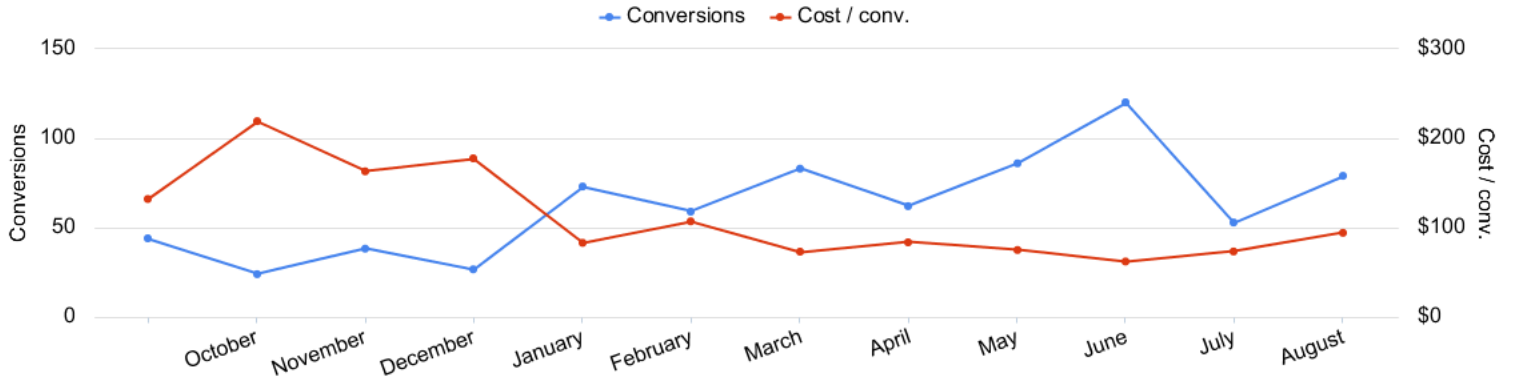
 Search IS Lost (due to Rank)
Eternal Medical Spa

67.48%
36.83% **83.22%**

Monthly Performance Trends

09/01/2020 - 08/31/2021

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)
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%
08/01/2021	\$7,439.40	21,875	1,230	\$6.05	5.62%	79	6.42%	\$94.17	20.41%	12.11%
Total	\$70,915.85	178,821	10,861	\$6.53	6.07%	748	6.89%	\$94.77	26.54%	24.82%

Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)
Eternal Medical Spa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$5,510.59	19,017	996	\$5.53	5.24%	70	7.03%	\$78.72
search beta emsculpt	\$961.56	1,872	166	\$5.79	8.87%	7	4.22%	\$137.37
search beta qwo cellulite	\$967.25	986	68	\$14.22	6.90%	2	2.94%	\$483.63

Top Search Terms (by Conversions)

08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)
Eternal Medical Spa

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
golo com	\$81.96	102	15	\$5.46	14.71%	2	13.33%	\$40.98
coolsculpting near me	\$191.09	114	17	\$11.24	14.91%	2	11.76%	\$95.55
coolsculpting	\$59.24	230	6	\$9.87	2.61%	1.65	27.50%	\$35.90
cool sculpting nj	\$90.34	10	5	\$18.07	50.00%	1	20.00%	\$90.34
cool sculpting cost	\$83.55	83	11	\$7.60	13.25%	1	9.09%	\$83.55
freeze fat off stomach	\$9.08	2	1	\$9.08	50.00%	1	100.00%	\$9.08
arm liposuction	\$3.41	14	1	\$3.41	7.14%	1	100.00%	\$3.41
i weigh 260 pounds and want to lose weight	\$5.87	2	1	\$5.87	50.00%	1	100.00%	\$5.87
trisculpt micro laser lipo	\$1.94	5	1	\$1.94	20.00%	1	100.00%	\$1.94
ice body sculpting	\$12.79	5	2	\$6.39	40.00%	1	50.00%	\$12.79
weight watchers	\$42.24	150	4	\$10.56	2.67%	1	25.00%	\$42.24
best fruit for weight loss	\$3.82	2	1	\$3.82	50.00%	1	100.00%	\$3.82
fat sculpting near me	\$18.89	1	1	\$18.89	100.00%	1	100.00%	\$18.89
losing weight at 37 years old man	\$5.28	1	1	\$5.28	100.00%	1	100.00%	\$5.28
obesity com	\$12.80	1	1	\$12.80	100.00%	1	100.00%	\$12.80
i really need to lose weight help	\$4.00	1	1	\$4.00	100.00%	1	100.00%	\$4.00
body sculpting	\$7.98	2	1	\$7.98	50.00%	1	100.00%	\$7.98
chin liposuction	\$11.44	22	2	\$5.72	9.09%	1	50.00%	\$11.44
arm wraps to lose inches	\$2.18	1	1	\$2.18	100.00%	1	100.00%	\$2.18
smsculpt	\$19.51	1	1	\$19.51	100.00%	1	100.00%	\$19.51

Top Search Ads (by Conversions)

08/01/2021 - 08/31/2021

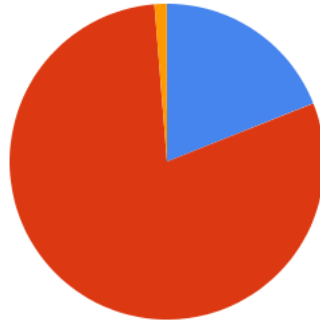
Top Responsive Search Ads (by Conversions)
Eternal Medical Spa

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
CoolSculpting® Fat Reduction CoolSculpting in Totowa Biggest CoolSculpting® Promo eternalmedicalspa.com/coolsculpting/totowa 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	\$687.40	930	73	\$9.42	7.85%	9	12.33%	\$76.38
Eternal Medical Spa Fat Reduction in Totowa Non-Surgical Fat Reduction eternalmedicalspa.com/coolsculpting/totowa 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	\$844.21	2,194	188	\$4.49	8.57%	9	4.79%	\$93.80
{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	\$470.34	843	84	\$5.60	9.96%	4	4.76%	\$117.58
CoolSculpting® Fat Reduction CoolSculpting in Totowa Biggest CoolSculpting® Promo eternalmedicalspa.com/coolsculpting/totowa 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	\$103.88	144	12	\$8.66	8.33%	1	8.33%	\$103.88
{Keyword:Eternal Medical Spa} Reduce Cellulite On The Butt Reduce Cellulite & Smooth Skin eternalmedicalspa.com/qwo_cellulite/totowa New Cosmetic Injection Proven To Dissolve Cellulite And Smooth Skin On The Buttocks. QWO Is The First And Only FDA Cleared Injectable For Reducing Cellulite In The Buttocks.	search beta qwo cellulite	\$727.18	619	51	\$14.26	8.24%	1	1.96%	\$727.18

Budget Utilization by Device

Conversions by Device

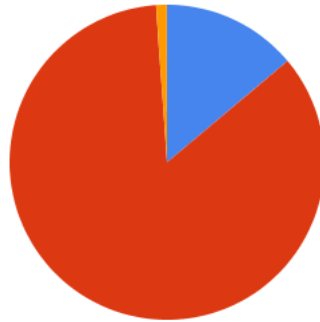
Eternal Medical Spa



■ Computers - Conversions: 15 (18.99%)
 ■ Mobile devices with full browsers - Conversions: 63 (79.75%)
 ■ Tablets with full browsers - Conversions: 1 (1.27%)

Cost by Device

Eternal Medical Spa




■ Computers - Cost: \$1,033.35 (13.89%)
 ■ Mobile devices with full browsers - Cost: \$6,324.46 (85.01%)
 ■ Tablets with full browsers - Cost: \$81.59 (1.10%)

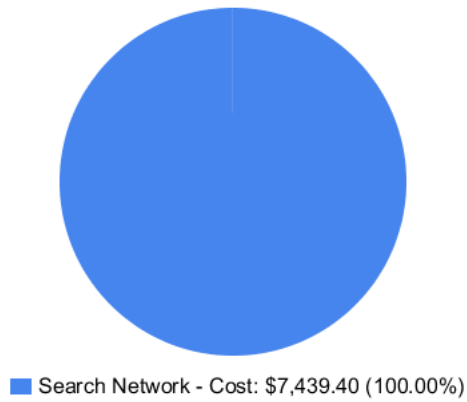
Device Performance (by Conversions)


Eternal Medical Spa

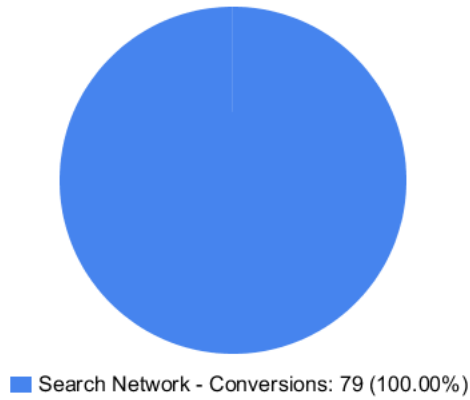
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	18,565	1,049	\$6,324.46	\$6.03	5.65%	63	6.01%	\$100.39
Computers	2,972	165	\$1,033.35	\$6.26	5.55%	15	9.09%	\$68.89
Tablets with full browsers	338	16	\$81.59	\$5.10	4.73%	1	6.25%	\$81.59


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	21,875	1,230	\$7,439.40	\$6.05	5.62%	79	6.42%	\$94.17

Conversion Summary


08/01/2021 - 08/31/2021

 Conversion Performance
Eternal Medical Spa

Conversion name	All conv.
Form Submit	48
Phone Call	24
Calls From Ads (MS)	4
Click to Call	3
Clicks to call	1

Geo-Targeting Summary

08/01/2021 - 08/31/2021

 Top Locations
Eternal Medical Spa

Region	Clicks	Conversions	Cost / conv.
New Jersey	1,229	79	\$94.07

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