

# **Eternal Medical Monthly Google Performance Summary**

**09/01/2021 - 09/30/2021**

# Key Performance Indicators

09/01/2021 - 09/30/2021

Cost  
Eternal Medical Spa

**\$7,846.09**

\$7,439.40 **5.47%**

Clicks  
Eternal Medical Spa

**1,290**

1,230 **4.88%**

Avg CPC  
Eternal Medical Spa

**\$6.08**

\$6.05 **0.50%**

Conversions  
Eternal Medical Spa

**89**

80 **11.25%**

Conv. Rate  
Eternal Medical Spa

**6.90%**

6.50% **6.15%**

Cost / Conv  
Eternal Medical Spa

**\$88.16**

\$92.99 **-5.19%**

## Month-Over-Month Performance Comparison

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

Overall Performance Summary  
Eternal Medical Spa

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$7,846.09	\$7,439.40	<b>5.47%</b>
Impressions	29,876	21,875	<b>36.58%</b>
Clicks	1,290	1,230	<b>4.88%</b>
Avg CPC	\$6.08	\$6.05	<b>0.50%</b>
CTR	4.32%	5.62%	<b>-23.13%</b>
Conversions	89	80	<b>11.25%</b>
Conv Rate	6.90%	6.50%	<b>6.15%</b>
Cost / Conv	\$88.16	\$92.99	<b>-5.19%</b>

## Budget Coverage

Search Impr. Share  
Eternal Medical Spa

**20.16%**

20.39% **-1.13%**

Search IS Lost (due to Budget)  
Eternal Medical Spa

**12.44%**

11.93% **4.27%**

Search IS Lost (due to Rank)  
Eternal Medical Spa

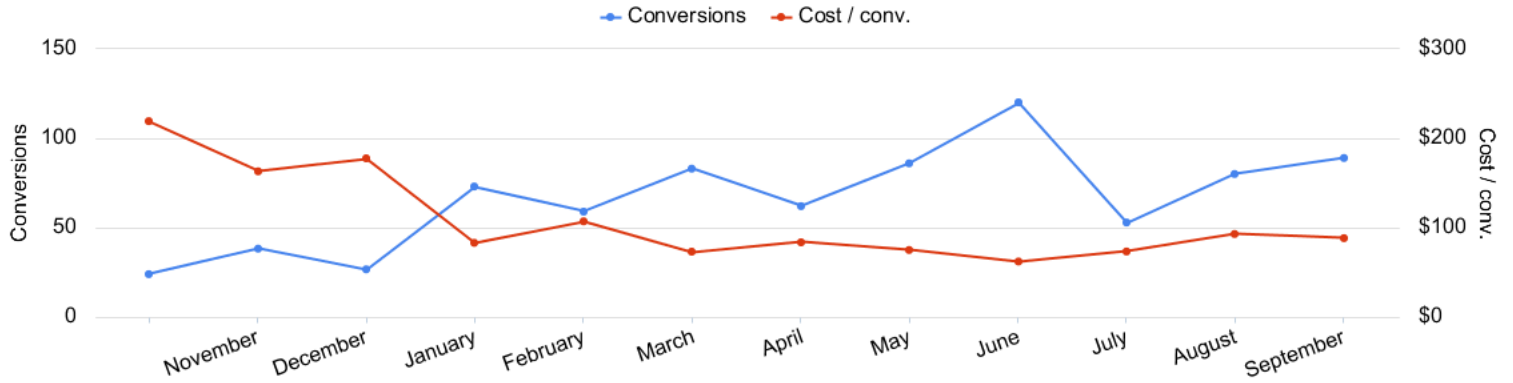
**67.40%**

67.68% **-0.41%**

# Monthly Performance Trends

10/01/2020 - 09/30/2021

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)
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%	80	6.50%	\$92.99	20.39%	11.93%
09/01/2021	\$7,846.09	29,876	1,290	\$6.08	4.32%	89	6.90%	\$88.16	20.16%	12.44%
<b>Total</b>	<b>\$72,948.49</b>	<b>185,810</b>	<b>11,292</b>	<b>\$6.46</b>	<b>6.08%</b>	<b>794</b>	<b>7.03%</b>	<b>\$91.85</b>	<b>25.32%</b>	<b>24.50%</b>

# Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)  
Eternal Medical Spa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$6,112.38	27,142	1,073	\$5.70	3.95%	77.5	7.22%	\$78.87
search   beta   emsculpt	\$991.05	2,210	184	\$5.39	8.33%	10.5	5.71%	\$94.39
search   beta   qwo cellulite	\$742.66	524	33	\$22.50	6.30%	1	3.03%	\$742.66

# Top Search Terms (by Conversions)

09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)  
Eternal Medical Spa

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
emsculpt	\$320.49	476	62	\$5.17	13.03%	4	6.45%	\$80.12
coolsculpting near me	\$128.87	139	10	\$12.89	7.19%	3	30.00%	\$42.96
coolsculpting	\$133.10	418	14	\$9.51	3.35%	2	14.29%	\$66.55
flab remover	\$8.45	2	1	\$8.45	50.00%	2	200.00%	\$4.22
liposuction cost new jersey	\$87.01	149	19	\$4.58	12.75%	2	10.53%	\$43.51
truuburn keto	\$11.56	22	2	\$5.78	9.09%	2	100.00%	\$5.78
body sculpting near me	\$164.61	90	16	\$10.29	17.78%	2	12.50%	\$82.31
golo com	\$125.18	127	16	\$7.82	12.60%	2	12.50%	\$62.59
fat removal laser	\$25.63	7	2	\$12.81	28.57%	1.5	75.00%	\$17.09
how much is coolsculpting	\$30.89	43	4	\$7.72	9.30%	1.36	34.00%	\$22.71
lipo 360	\$13.85	48	3	\$4.62	6.25%	1	33.33%	\$13.85
endomorph workout plan	\$3.50	1	1	\$3.50	100.00%	1	100.00%	\$3.50
em scupt	\$4.84	1	1	\$4.84	100.00%	1	100.00%	\$4.84
burn fat off chest	\$2.38	2	1	\$2.38	50.00%	1	100.00%	\$2.38
fat dissolving injections near me	\$12.31	8	1	\$12.31	12.50%	1	100.00%	\$12.31
lipo 360 cost	\$9.76	6	2	\$4.88	33.33%	1	50.00%	\$9.76
ear piercing for weight loss	\$2.35	2	1	\$2.35	50.00%	1	100.00%	\$2.35
body contouring	\$15.24	85	5	\$3.05	5.88%	1	20.00%	\$15.24
normal weight for 5 2 female	\$7.39	2	1	\$7.39	50.00%	1	100.00%	\$7.39
stubborn lower belly fat	\$2.19	1	1	\$2.19	100.00%	1	100.00%	\$2.19

# Top Search Ads (by Conversions)

09/01/2021 - 09/30/2021

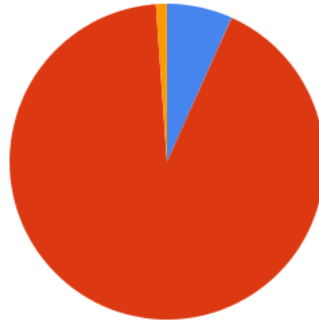
Top Responsive Search Ads (by Conversions)  
Eternal Medical Spa

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">CoolSculpting® Fat Reduction   CoolSculpting in Totowa   Biggest CoolSculpting® Promo</a> <a href="https://eternalmedicalspa.com/coolsculpting/totowa">eternalmedicalspa.com/coolsculpting/totowa</a> 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	\$829.64	2,130	97	\$8.55	4.55%	8.01	8.26%	\$103.58
<a href="#">Eternal Medical Spa   Fat Reduction in Totowa   Non-Surgical Fat Reduction</a> <a href="https://eternalmedicalspa.com/coolsculpting/totowa">eternalmedicalspa.com/coolsculpting/totowa</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	\$603.66	1,790	135	\$4.47	7.54%	7	5.19%	\$86.24
<a href="#">CoolSculpting® Fat Reduction   CoolSculpting in Totowa   Biggest CoolSculpting® Promo</a> <a href="https://eternalmedicalspa.com/coolsculpting/totowa">eternalmedicalspa.com/coolsculpting/totowa</a> 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	\$304.71	426	42	\$7.25	9.86%	5.36	12.76%	\$56.85
<a href="#">{Keyword:Eternal Medspa   Emsculpting}   Best Emsculpt Price in Totowa   Top Provider in Totowa</a> <a href="https://eternalmedicalspa.com/emsculpting/totowa">eternalmedicalspa.com/emsculpting/totowa</a> 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	\$626.99	958	114	\$5.50	11.90%	5	4.39%	\$125.40
<a href="#">Eternal Medical Spa   Fat Reduction in Totowa   Non-Surgical Fat Reduction</a> <a href="https://eternalmedicalspa.com/coolsculpting/totowa">eternalmedicalspa.com/coolsculpting/totowa</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	\$424.56	1,778	84	\$5.05	4.72%	4.5	5.36%	\$94.35

# Budget Utilization by Device

## Conversions by Device

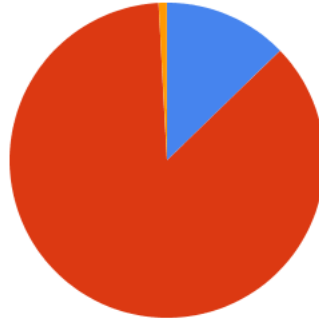
Eternal Medical Spa



■ Computers - Conversions: 6 (6.74%) 
 ■ Mobile devices with full browsers - Conversions: 82 (92.13%) 
 ■ Tablets with full browsers - Conversions: 1 (1.12%)

## Cost by Device

Eternal Medical Spa




■ Computers - Cost: \$1,001.00 (12.76%) 
 ■ Mobile devices with full browsers - Cost: \$6,778.51 (86.39%) 
 ■ Tablets with full browsers - Cost: \$66.58 (0.85%)

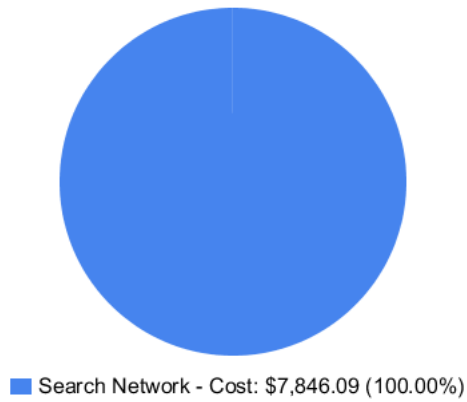
## Device Performance (by Conversions)


Eternal Medical Spa

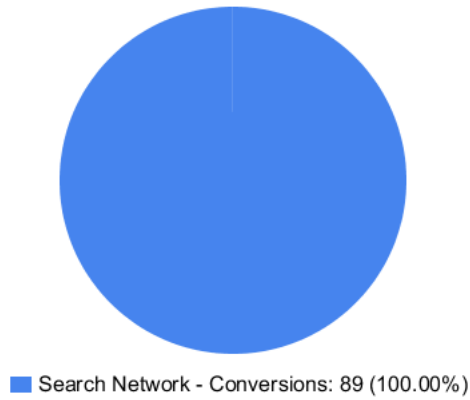
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	25,465	1,142	\$6,778.51	\$5.94	4.48%	82	7.18%	\$82.66
Computers	4,010	135	\$1,001.00	\$7.41	3.37%	6	4.44%	\$166.83
Tablets with full browsers	401	13	\$66.58	\$5.12	3.24%	1	7.69%	\$66.58


# 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	29,876	1,290	\$7,846.09	\$6.08	4.32%	89	6.90%	\$88.16

# Conversion Summary

09/01/2021 - 09/30/2021


 Conversion Performance  
Eternal Medical Spa

Conversion name	All conv.	% Change
Form Submit	55	12.24%
Phone Call	21	-12.50%
Calls From Ads (MS)	10	150.00%
Click to Call	3	0.00%
Local actions - Directions	1	100.00%
Clicks to call	1	0.00%

# Geo-Targeting Summary

09/01/2021 - 09/30/2021

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 Top Locations  
Eternal Medical Spa

Region	Clicks	Conversions	Cost / conv.
New Jersey	1,290	89	\$88.16

# 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