

MD Body Spa Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
MD Body & Medspa

\$4,001.67
\$5,725.33 -30.11%

Conversions
MD Body & Medspa

19
22 -13.64%

Clicks
MD Body & Medspa

239
323 -26.01%

Conv. Rate
MD Body & Medspa

7.95%
6.81% 16.74%

Avg CPC
MD Body & Medspa

\$16.74
\$17.73 -5.58%

Cost / Conv
MD Body & Medspa

\$210.61
\$260.24 -19.07%

Month-Over-Month Performance Comparison

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

Overall Performance Summary
MD Body & Medspa

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$4,001.67	\$5,725.33	-30.11%
Impressions	5,417	11,975	-54.76%
Clicks	239	323	-26.01%
Avg CPC	\$16.74	\$17.73	-5.58%
CTR	4.41%	2.70%	63.33%
Conversions	19	22	-13.64%
Conv Rate	7.95%	6.81%	16.74%
Cost / Conv	\$210.61	\$260.24	-19.07%

Budget Coverage

Search Impr. Share
MD Body & Medspa

64.14%
39.62% 61.89%

Search IS Lost (due to Budget)
MD Body & Medspa

10.67%
14.58% -26.82%

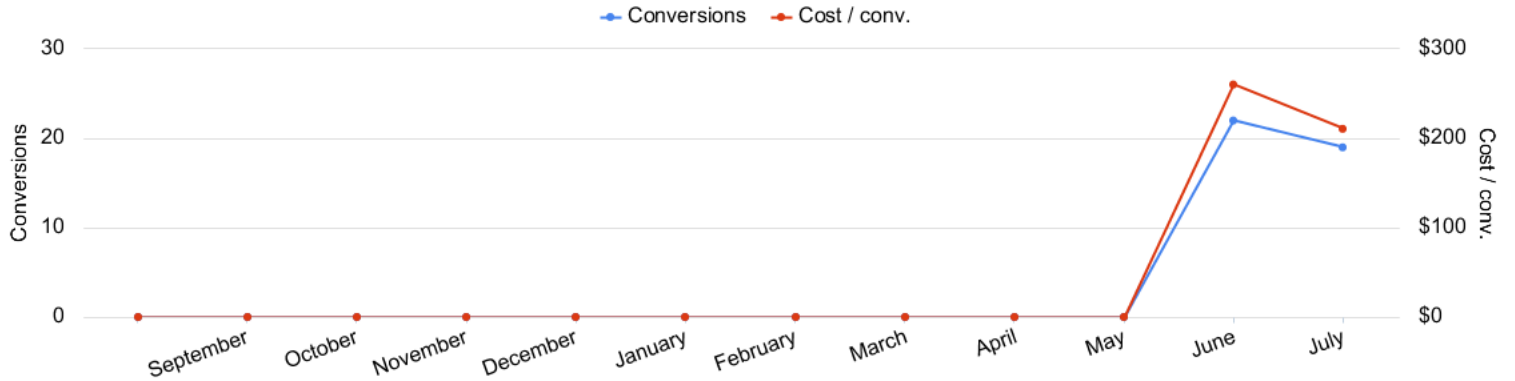
Search IS Lost (due to Rank)
MD Body & Medspa

25.20%
45.80% -44.98%

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
MD Body & Medspa




Account Performance by Month
MD Body & Medspa

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
06/01/2021	\$5,725.33	11,975	323	\$17.73	2.70%	22	6.81%	\$260.24	39.62%	14.58%
07/01/2021	\$4,001.67	5,417	239	\$16.74	4.41%	19	7.95%	\$210.61	64.14%	10.67%
Total	\$9,727.00	17,392	562	\$17.31	3.23%	41	7.30%	\$237.24	44.96%	13.73%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
MD Body & Medspa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting westminster	\$1,818.12	4,113	180	\$10.10	4.38%	17	9.44%	\$106.95
search beta coolsculpting greenwood	\$2,183.55	1,304	59	\$37.01	4.52%	2	3.39%	\$1,091.78

Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
MD Body & Medspa

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting	\$219.28	86	15	\$14.62	17.44%	6	40.00%	\$36.55
coolsculpting near me	\$187.19	33	9	\$20.80	27.27%	2.5	27.78%	\$74.88
coolsculpting	\$104.85	57	8	\$13.11	14.04%	1	12.50%	\$104.85
coolsculpting cost	\$21.62	19	3	\$7.21	15.79%	1	33.33%	\$21.62
laser fat removal	\$5.75	2	1	\$5.75	50.00%	1	100.00%	\$5.75
laser lipo near me	\$8.96	2	1	\$8.96	50.00%	1	100.00%	\$8.96
cool sculpting cost	\$89.53	30	11	\$8.14	36.67%	1	9.09%	\$89.53
how much is coolsculpting for chin	\$29.52	1	1	\$29.52	100.00%	1	100.00%	\$29.52
best way to get rid of belly fat	\$52.00	1	1	\$52.00	100.00%	1	100.00%	\$52.00
does coolsculpting actually work	\$7.50	1	1	\$7.50	100.00%	1	100.00%	\$7.50
denver liposuction	\$5.83	1	1	\$5.83	100.00%	0.5	50.00%	\$11.66
how much is liposuction in colorado	\$5.40	1	1	\$5.40	100.00%	0	0.00%	\$0.00
laser lipo	\$15.45	1	1	\$15.45	100.00%	0	0.00%	\$0.00
laser lipo	\$3.44	13	1	\$3.44	7.69%	0	0.00%	\$0.00
coolsculpting reviews yelp	\$11.56	1	1	\$11.56	100.00%	0	0.00%	\$0.00
how much is coolsculpting	\$71.63	2	2	\$35.81	100.00%	0	0.00%	\$0.00
how much is coolsculpting	\$19.93	4	3	\$6.64	75.00%	0	0.00%	\$0.00
evolve fat reduction	\$5.88	2	1	\$5.88	50.00%	0	0.00%	\$0.00
laser belly fat removal cost	\$20.63	1	1	\$20.63	100.00%	0	0.00%	\$0.00
how much for 360 lipo	\$4.97	2	1	\$4.97	50.00%	0	0.00%	\$0.00

Top Search Ads (by Conversions)

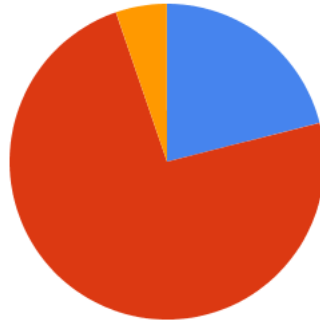
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)
MD Body & Medspa

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:MD Body & Medspa} CoolSculpting in Westminster Biggest CoolSculpting® Promo mbody.beautysculpt.net/coolsculpting/westminster Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminster, CO Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting westminster	\$595.32	846	43	\$13.84	5.08%	6	13.95%	\$99.22
MD Body & Medspa Fat Reduction in Westminster Non-Surgical Fat Reduction mbody.beautysculpt.net/coolsculpting/westminster 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 westminster	\$174.77	593	28	\$6.24	4.72%	2.5	8.93%	\$69.91
MD Body & Medspa Fat Reduction in Westminster Non-Surgical Fat Reduction mbody.beautysculpt.net/coolsculpting/westminster 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 westminster	\$209.69	729	31	\$6.76	4.25%	1	3.23%	\$209.69
MD Body & Medspa Fat Reduction in Greenwood VLG Non-Surgical Fat Reduction mbody.beautysculpt.net/coolsculpting 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 greenwood	\$383.66	216	14	\$27.40	6.48%	0	0.00%	\$0.00
{Keyword:MD Body & Medspa} CoolSculpting in Westminster Biggest CoolSculpting® Promo mbody.beautysculpt.net/coolsculpting/westminster Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Westminster, CO Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting westminster	\$91.51	81	10	\$9.15	12.35%	0	0.00%	\$0.00

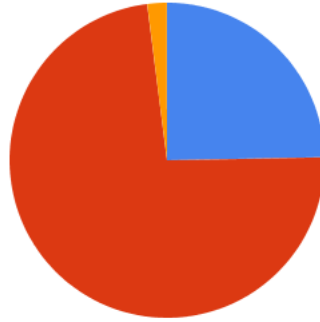
Budget Utilization by Device

Conversions by Device
MD Body & Medspa



■ Computers - Conversions: 4 (21.05%)
 ■ Mobile devices with full browsers - Conversions: 14 (73.68%)
 ■ Tablets with full browsers - Conversions: 1 (5.26%)

Cost by Device
MD Body & Medspa



■ Computers - Cost: \$988.60 (24.70%)
 ■ Mobile devices with full browsers - Cost: \$2,932.67 (73.29%)
 ■ Tablets with full browsers - Cost: \$80.40 (2.01%)

Device Performance (by Conversions)
MD Body & Medspa

Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	4,369	191	\$2,932.67	\$15.35	4.37%	14	7.33%	\$209.48
Computers	971	42	\$988.60	\$23.54	4.33%	4	9.52%	\$247.15
Tablets with full browsers	77	6	\$80.40	\$13.40	7.79%	1	16.67%	\$80.40

Budget Utilization by Network

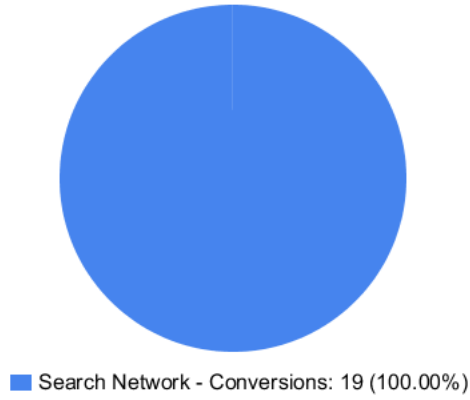
Cost by Network

MD Body & Medspa



Conversions by Network

MD Body & Medspa




Network Performance

MD Body & Medspa

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	5,417	239	\$4,001.67	\$16.74	4.41%	19	7.95%	\$210.61

Conversion Summary


07/01/2021 - 07/31/2021

 Conversion Performance
MD Body & Medspa

Conversion name	All conv.
Submit lead form	14
Click to Call	5

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
MD Body & Medspa

Region	Clicks	Conversions	Cost / conv.
Colorado	239	19	\$210.61

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