

MD Body Spa Monthly Google Performance Summary

08/01/2021 - 08/31/2021

Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
MD Body & Medspa

\$5,920.00
\$4,001.67 **47.94%**

Conversions
MD Body & Medspa

19.5
19.5 0.00%

Clicks
MD Body & Medspa

208
239 **-12.97%**

Conv. Rate
MD Body & Medspa

9.38%
8.16% **14.95%**

Avg CPC
MD Body & Medspa

\$28.46
\$16.74 **70.01%**

Cost / Conv
MD Body & Medspa

\$303.59
\$205.21 **47.94%**

Month-Over-Month Performance Comparison

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

Overall Performance Summary
MD Body & Medspa

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$5,920.00	\$4,001.67	47.94%
Impressions	5,729	5,417	5.76%
Clicks	208	239	-12.97%
Avg CPC	\$28.46	\$16.74	70.01%
CTR	3.63%	4.41%	-17.69%
Conversions	19.5	19.5	0.00%
Conv Rate	9.38%	8.16%	14.95%
Cost / Conv	\$303.59	\$205.21	47.94%

Budget Coverage

Search Impr. Share
MD Body & Medspa

58.79%
64.29% **-8.55%**

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

15.26%
10.80% **41.30%**

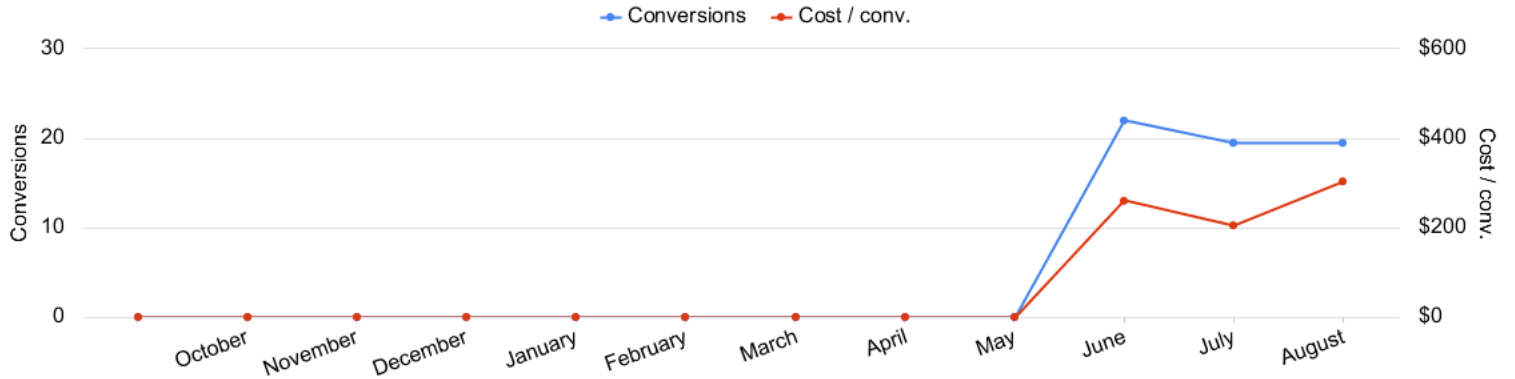
Search IS Lost (due to Rank)
MD Body & Medspa

25.95%
24.91% **4.18%**

Monthly Performance Trends

09/01/2020 - 08/31/2021

Conversions vs Cost/ Conv
MD Body & Medspa




Account Performance by Month
MD Body & Medspa

Month	Cost	Impression s	Clicks	Avg. CPC	CTR	Conver sions	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%	19.5	8.16%	\$205.21	64.29%	10.80%
08/01/2021	\$5,920.00	5,729	208	\$28.46	3.63%	19.5	9.38%	\$303.59	58.79%	15.26%
Total	\$15,647.00	23,121	770	\$20.32	3.33%	61	7.92%	\$256.51	47.77%	14.05%

Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)
MD Body & Medspa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting westminster	\$1,480.43	4,065	157	\$9.43	3.86%	14.5	9.24%	\$102.10
search beta coolsculpting greenwood	\$4,439.57	1,664	51	\$87.05	3.06%	5	9.80%	\$887.91

Top Search Terms (by Conversions)


08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)
MD Body & Medspa

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting	\$89.62	134	6	\$14.94	4.48%	2.5	41.67%	\$35.85
cool sculpting cost	\$250.44	18	3	\$83.48	16.67%	2	66.67%	\$125.22
lipo 360 near me	\$376.14	1	1	\$376.14	100.00%	1	100.00%	\$376.14
non invasive body sculpting	\$94.23	2	1	\$94.23	50.00%	1	100.00%	\$94.23
where to get coolsculpting near me	\$50.99	1	1	\$50.99	100.00%	1	100.00%	\$50.99
coolsculpting elite near me	\$19.54	2	1	\$19.54	50.00%	1	100.00%	\$19.54
coolsculpting prices near me	\$6.26	2	1	\$6.26	50.00%	1	100.00%	\$6.26
get rid of belly fat women	\$16.54	4	2	\$8.27	50.00%	1	50.00%	\$16.54
does coolsculpting work	\$2.56	22	1	\$2.56	4.55%	1	100.00%	\$2.56
liposuction cost denver	\$15.06	18	1	\$15.06	5.56%	1	100.00%	\$15.06
get rid of lower belly fat	\$10.97	4	1	\$10.97	25.00%	1	100.00%	\$10.97
cool sculpting	\$194.52	70	2	\$97.26	2.86%	1	50.00%	\$194.52
liposuction	\$20.17	99	3	\$6.72	3.03%	1	33.33%	\$20.17
stomach liposuction cost	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
alba 360 body sculpting	\$0.00	5	0	\$0.00	0.00%	0	0.00%	\$0.00
mons pubis liposuction prices	\$2.10	1	1	\$2.10	100.00%	0	0.00%	\$0.00
nushape lipo wrap reviews	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
lipo express	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
2 vegetables that kill belly fat	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
what is the average cost of chin liposuction	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00

Top Search Ads (by Conversions)

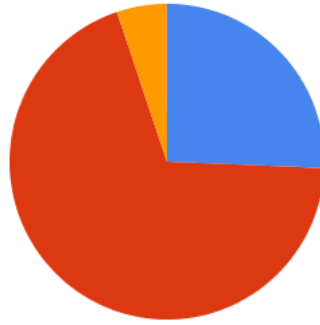
08/01/2021 - 08/31/2021

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

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
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	\$207.23	606	23	\$9.01	3.80%	4	17.39%	\$51.81
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	\$263.53	686	37	\$7.12	5.39%	1	2.70%	\$263.53
{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	\$130.18	349	12	\$10.85	3.44%	1	8.33%	\$130.18
MD Body & Medspa Non-Surgical Fat Reduction Freezing Fat Really Works 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	\$290.88	111	5	\$58.18	4.50%	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	\$18.60	70	3	\$6.20	4.29%	0	0.00%	\$0.00

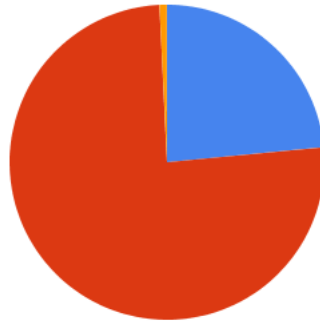
Budget Utilization by Device

Conversions by Device
MD Body & Medspa



■ Computers - Conversions: 5 (25.64%)
 ■ Mobile devices with full browsers - Conversions: 13.5 (69.23%)
 ■ Tablets with full browsers - Conversions: 1 (5.13%)

Cost by Device
MD Body & Medspa




■ Computers - Cost: \$1,389.16 (23.47%)
 ■ Mobile devices with full browsers - Cost: \$4,485.75 (75.77%)
 ■ Tablets with full browsers - Cost: \$45.09 (0.76%)


Device Performance (by Conversions)
MD Body & Medspa

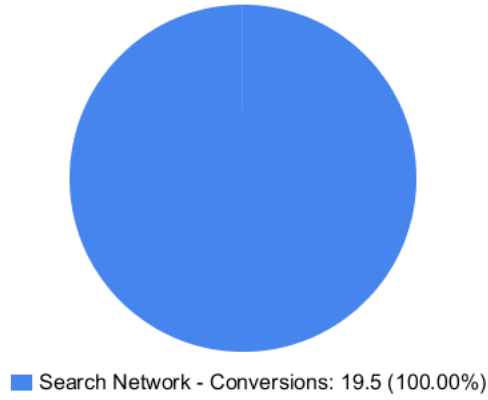
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	4,547	167	\$4,485.75	\$26.86	3.67%	13.5	8.08%	\$332.28
Computers	1,108	39	\$1,389.16	\$35.62	3.52%	5	12.82%	\$277.83
Tablets with full browsers	74	2	\$45.09	\$22.55	2.70%	1	50.00%	\$45.09


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	5,729	208	\$5,920.00	\$28.46	3.63%	19.5	9.38%	\$303.59

Conversion Summary


08/01/2021 - 08/31/2021

 Conversion Performance
MD Body & Medspa

Conversion name	All conv.
Submit lead form	16
Click to Call	3.5

Geo-Targeting Summary

08/01/2021 - 08/31/2021

 Top Locations
MD Body & Medspa

Region	Clicks	Conversions	Cost / conv.
Colorado	208	19.5	\$303.59

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