

MD Body Spa Monthly Google Performance Summary

09/01/2021 - 09/30/2021

Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
MD Body & Medspa

\$4,076.96
\$5,920.00 **-31.13%**

Conversions
MD Body & Medspa

27.5
20 **37.50%**

Clicks
MD Body & Medspa

314
208 **50.96%**

Conv. Rate
MD Body & Medspa

8.76%
9.62% **-8.94%**

Avg CPC
MD Body & Medspa

\$12.98
\$28.46 **-54.39%**

Cost / Conv
MD Body & Medspa

\$148.25
\$296.00 **-49.92%**

Month-Over-Month Performance Comparison

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

Overall Performance Summary
MD Body & Medspa

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$4,076.96	\$5,920.00	-31.13%
Impressions	8,936	5,729	55.98%
Clicks	314	208	50.96%
Avg CPC	\$12.98	\$28.46	-54.39%
CTR	3.51%	3.63%	-3.31%
Conversions	27.5	20	37.50%
Conv Rate	8.76%	9.62%	-8.94%
Cost / Conv	\$148.25	\$296.00	-49.92%

Budget Coverage

Search Impr. Share
MD Body & Medspa

37.76%
59.04% **-36.04%**

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

35.55%
15.01% **136.84%**

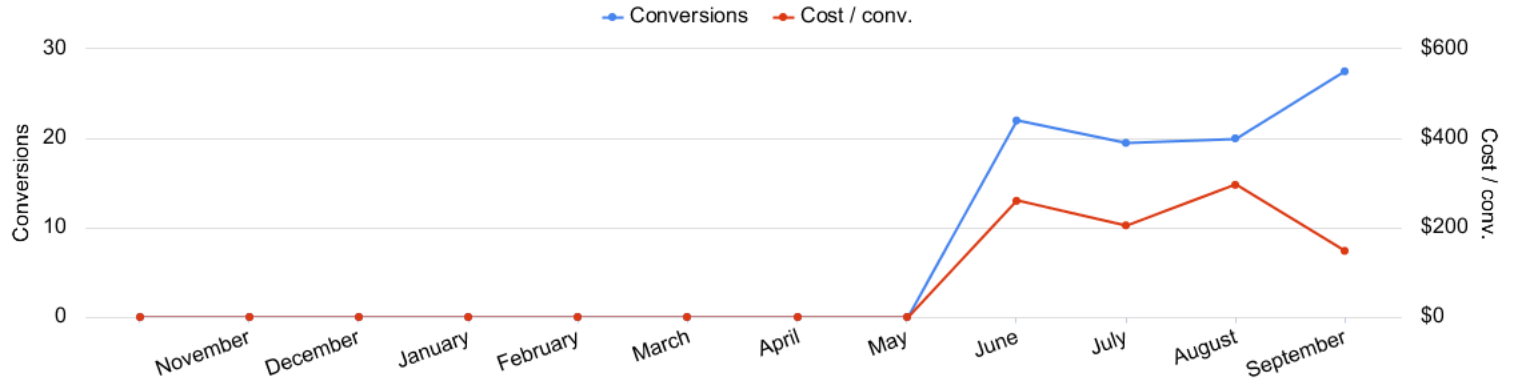
Search IS Lost (due to Rank)
MD Body & Medspa

26.69%
25.94% **2.89%**

Monthly Performance Trends

10/01/2020 - 09/30/2021

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%	19.5	8.16%	\$205.21	64.29%	10.80%
08/01/2021	\$5,920.00	5,729	208	\$28.46	3.63%	20	9.62%	\$296.00	59.04%	15.01%
09/01/2021	\$4,076.96	8,936	314	\$12.98	3.51%	27.5	8.76%	\$148.25	37.76%	35.55%
Total	\$19,723.96	32,057	1,084	\$18.20	3.38%	89	8.21%	\$221.62	44.56%	21.03%

Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
MD Body & Medspa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting westminster	\$1,482.93	5,680	214	\$6.93	3.77%	22	10.28%	\$67.41
search beta coolsculpting greenwood	\$2,594.03	3,256	100	\$25.94	3.07%	5.5	5.50%	\$471.64

Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
MD Body & Medspa

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting cost	\$61.03	63	6	\$10.17	9.52%	3	50.00%	\$20.34
freezing fat cells	\$18.80	4	2	\$9.40	50.00%	2	100.00%	\$9.40
mommy makeover cost	\$15.34	40	4	\$3.83	10.00%	2	50.00%	\$7.67
liposuction cost	\$31.19	56	5	\$6.24	8.93%	1	20.00%	\$31.19
coolsculpting cost	\$12.72	56	1	\$12.72	1.79%	1	100.00%	\$12.72
coolsculpting detroit mi	\$10.45	2	1	\$10.45	50.00%	1	100.00%	\$10.45
dr freeze coolsculpting	\$21.40	2	1	\$21.40	50.00%	1	100.00%	\$21.40
cool sculpting cost	\$110.58	28	4	\$27.64	14.29%	1	25.00%	\$110.58
coolsculpting near me	\$81.11	44	5	\$16.22	11.36%	1	20.00%	\$81.11
lipo near me	\$7.70	4	1	\$7.70	25.00%	1	100.00%	\$7.70
md body and med spa westminster	\$5.60	1	1	\$5.60	100.00%	1	100.00%	\$5.60
cool sculpting for the face	\$7.00	1	1	\$7.00	100.00%	1	100.00%	\$7.00
how much does body sculpting cost	\$5.69	1	1	\$5.69	100.00%	1	100.00%	\$5.69
sculpsure cost 2021	\$8.98	2	1	\$8.98	50.00%	1	100.00%	\$8.98
cool sculpting	\$323.36	88	8	\$40.42	9.09%	1	12.50%	\$323.36
cool sculpting	\$29.07	140	4	\$7.27	2.86%	1	25.00%	\$29.07
is there anything better than coolsculpting	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
what is j plasma	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
zlem weight loss	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
workouts for belly fat	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00


Top Search Ads (by Conversions)

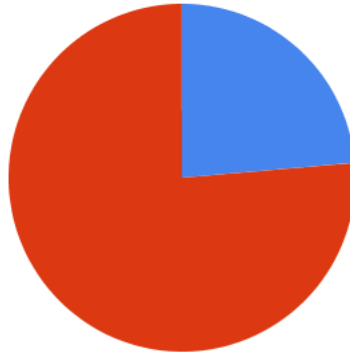
09/01/2021 - 09/30/2021

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


Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<p>MD Body & Medspa Fat Reduction in Westminster Non-Surgical Fat Reduction</p> <p>mbody.beautysculpt.net/coolsculpting</p> <p>Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</p>	search beta coolsculpting westminster	\$370.37	1,330	61	\$6.07	4.59%	5	8.20%	\$74.07
<p>{Keyword:MD Body & Medspa} CoolSculpting in {LOCATION(City)} Freeze Away Body Fat</p> <p>mbody.beautysculpt.net/coolsculpting</p> <p>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.</p>	search beta coolsculpting westminster	\$181.49	808	22	\$8.25	2.72%	4	18.18%	\$45.37
<p>{Keyword:MD Body & Medspa} CoolSculpting in {LOCATION(City)} Freeze Away Body Fat</p> <p>mbody.beautysculpt.net/coolsculpting</p> <p>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Greenwood Village, CO Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	search beta coolsculpting greenwood	\$895.10	552	31	\$28.87	5.62%	2.5	8.06%	\$358.04
<p>{Keyword:MD Body & Medspa} CoolSculpting in {LOCATION(City)} Freeze Away Body Fat</p> <p>mbody.beautysculpt.net/coolsculpting</p> <p>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.</p>	search beta coolsculpting westminster	\$55.53	72	6	\$9.26	8.33%	2	33.33%	\$27.77
<p>MD Body & Medspa Fat Reduction in Westminster Non-Surgical Fat Reduction</p> <p>mbody.beautysculpt.net/coolsculpting/westminster</p> <p>CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</p>	search beta coolsculpting westminster	\$44.42	90	4	\$11.11	4.44%	2	50.00%	\$22.21

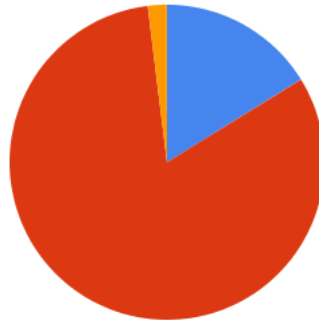
Budget Utilization by Device

 Conversions by Device
MD Body & Medspa




■ Computers - Conversions: 6.5 (23.64%) ■ Mobile devices with full browsers - Conversions: 21 (76.36%)

 Cost by Device
MD Body & Medspa




■ Computers - Cost: \$660.50 (16.20%) ■ Mobile devices with full browsers - Cost: \$3,337.33 (81.86%)
■ Tablets with full browsers - Cost: \$79.13 (1.94%)


 Device Performance (by Conversions)
MD Body & Medspa

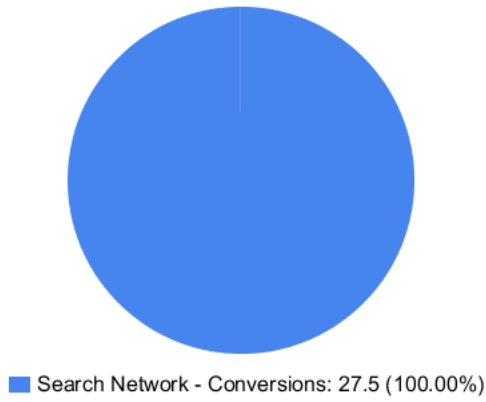
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	7,419	268	\$3,337.33	\$12.45	3.61%	21	7.84%	\$158.92
Computers	1,335	39	\$660.50	\$16.94	2.92%	6.5	16.67%	\$101.62
Tablets with full browsers	182	7	\$79.13	\$11.30	3.85%	0	0.00%	\$0.00


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	8,936	314	\$4,076.96	\$12.98	3.51%	27.5	8.76%	\$148.25

Conversion Summary


09/01/2021 - 09/30/2021

 Conversion Performance
MD Body & Medspa

Conversion name	All conv.	% Change
Submit lead form	25.5	54.55%
Click to Call	2	-42.86%

Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
MD Body & Medspa

Region	Clicks	Conversions	Cost / conv.
Colorado	314	27.5	\$148.25

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