

Metro Laser Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Metro Laser

\$8,915.11
\$8,964.22 -0.55%

Conversions
Metro Laser

142.5
174.5 -18.34%

Clicks
Metro Laser

2,378
2,538 -6.30%

Conv. Rate
Metro Laser

5.99%
6.88% -12.94%

Avg CPC
Metro Laser

\$3.75
\$3.53 6.23%

Cost / Conv
Metro Laser

\$62.56
\$51.37 21.78%

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Metro Laser

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$8,915.11	\$8,964.22	-0.55%
Impressions	49,413	49,504	-0.18%
Clicks	2,378	2,538	-6.30%
Avg CPC	\$3.75	\$3.53	6.23%
CTR	4.81%	5.13%	-6.24%
Conversions	142.5	174.5	-18.34%
Conv Rate	5.99%	6.88%	-12.94%
Cost / Conv	\$62.56	\$51.37	21.78%

Budget Coverage

Search Impr. Share
Metro Laser

21.35%
20.23% 5.54%

Search IS Lost (due to Budget)
Metro Laser

20.53%
21.62% -5.04%

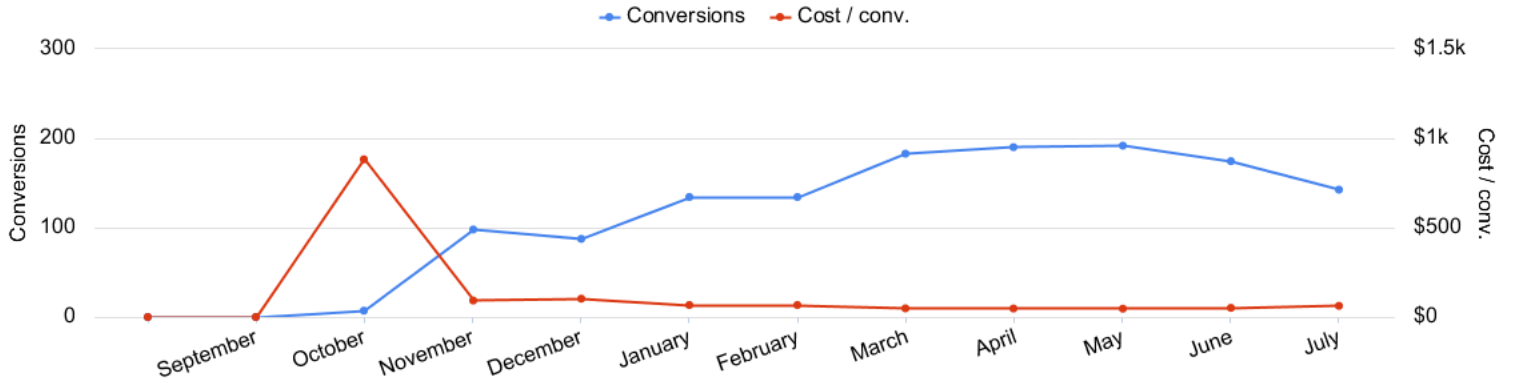
Search IS Lost (due to Rank)
Metro Laser

58.13%
58.15% -0.03%

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv




Account Performance by Month

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
10/01/2020	\$6,176.36	10,123	455	\$13.57	4.49%	7	1.54%	\$882.34	35.47%	16.70%
11/01/2020	\$9,009.73	36,640	1,488	\$6.05	4.06%	98	6.59%	\$91.94	18.45%	48.29%
12/01/2020	\$8,980.93	42,518	1,991	\$4.51	4.68%	87.57	4.40%	\$102.56	19.70%	25.29%
01/01/2021	\$8,978.87	51,849	2,680	\$3.35	5.17%	134.26	5.02%	\$66.77	17.47%	21.44%
02/01/2021	\$8,984.10	48,346	2,406	\$3.73	4.98%	134.27	5.58%	\$66.91	17.83%	21.98%
03/01/2021	\$8,892.76	48,823	2,733	\$3.25	5.60%	182.9	6.69%	\$48.62	17.75%	22.01%
04/01/2021	\$8,974.77	51,163	2,829	\$3.17	5.53%	190.18	6.72%	\$47.19	19.45%	19.53%
05/01/2021	\$8,932.76	51,614	2,832	\$3.15	5.49%	191.82	6.77%	\$46.57	19.80%	19.03%
06/01/2021	\$8,964.22	49,504	2,538	\$3.53	5.13%	174.5	6.88%	\$51.37	20.23%	21.62%
07/01/2021	\$8,915.11	49,413	2,378	\$3.75	4.81%	142.5	5.99%	\$62.56	21.35%	20.53%
Total	\$86,809.61	439,993	22,330	\$3.89	5.08%	1,343	6.02%	\$64.63	19.27%	23.78%

Campaign Performance Summary (by Conversions)

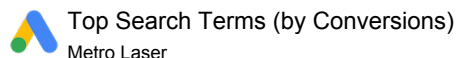
07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Metro Laser

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting philadelphia	\$1,984.50	11,613	555	\$3.58	4.78%	47	8.47%	\$42.22
search beta coolsculpting plymouth	\$1,976.14	10,559	460	\$4.30	4.36%	32	6.96%	\$61.75
search beta laser hair removal philadelphia	\$666.40	5,750	296	\$2.25	5.15%	21	7.09%	\$31.73
search beta coolsculpting exton	\$1,990.19	6,951	276	\$7.21	3.97%	17	6.16%	\$117.07
search beta laser hair removal plymouth	\$666.82	5,497	198	\$3.37	3.60%	10	5.05%	\$66.68
search beta laser hair removal exton	\$638.56	3,107	152	\$4.20	4.89%	8.5	5.59%	\$75.12
search beta skin tightening philadelphia	\$333.24	2,476	183	\$1.82	7.39%	5	2.73%	\$66.65
search beta skin tightening exton	\$332.33	682	70	\$4.75	10.26%	1	1.43%	\$332.33
search beta skin tightening plymouth	\$326.93	2,778	188	\$1.74	6.77%	1	0.53%	\$326.93

Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021



Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting philadelphia	\$77.19	16	13	\$5.94	81.25%	5	38.46%	\$15.44
cool sculpting	\$133.90	30	17	\$7.88	56.67%	4	23.53%	\$33.48
liposuction cost	\$18.66	7	7	\$2.67	100.00%	3	42.86%	\$6.22
laser hair removal	\$57.31	43	16	\$3.58	37.21%	2	12.50%	\$28.66
laser hair removal	\$142.71	663	49	\$2.91	7.39%	2	4.08%	\$71.36
laser hair removal	\$115.19	137	23	\$5.01	16.79%	2	8.70%	\$57.59
cool sculpting	\$172.00	21	17	\$10.12	80.95%	2	11.76%	\$86.00
cool sculpting	\$61.35	32	11	\$5.58	34.38%	2	18.18%	\$30.68
laser hair removal philadelphia	\$39.46	61	11	\$3.59	18.03%	2	18.18%	\$19.73
laser hair removal near me	\$50.41	115	25	\$2.02	21.74%	2	8.00%	\$25.20
liposuction cost philadelphia	\$36.33	25	11	\$3.30	44.00%	2	18.18%	\$18.16
coolsculpting in philadelphia	\$14.21	2	2	\$7.11	100.00%	1.5	75.00%	\$9.47
cool sculpting cost	\$49.79	22	12	\$4.15	54.55%	1.5	12.50%	\$33.19
best way to lose belly fat	\$56.53	7	7	\$8.08	100.00%	1.5	21.43%	\$37.69
does coolsculpting work	\$35.07	4	3	\$11.69	75.00%	1.5	50.00%	\$23.38
fasting to lose weight	\$16.50	1	2	\$8.25	200.00%	1.33	66.50%	\$12.41
body sculpting in philadelphia pa	\$8.70	2	2	\$4.35	100.00%	1	50.00%	\$8.70
pubic hair laser removal cost	\$0.93	1	1	\$0.93	100.00%	1	100.00%	\$0.93
laser hair removal brazilian	\$5.37	1	1	\$5.37	100.00%	1	100.00%	\$5.37
electrolysis facial hair removal	\$1.75	1	1	\$1.75	100.00%	1	100.00%	\$1.75

Top Search Ads (by Conversions)

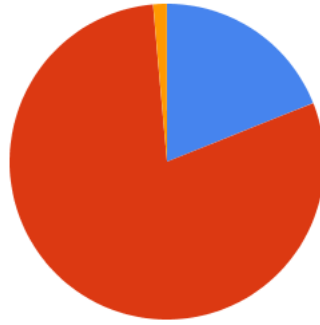
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)
Metro Laser

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Metro Laser} Best Price in Philadelphia Advanced Laser Technology www.metrolaserphilly.com/laser_hair/removal #1 Laser Hair Removal in Philadelphia. Painless Effective & Permanent Hair Removal. Effectively Remove Hair on the Chest, Legs, Back, Arms, Face, Armpit, Bikini Area & More	search beta laser hair removal philadelphia	\$355.98	2,778	155	\$2.30	5.58%	17	10.97%	\$20.94
Metro Laser Non-Surgical Fat Reduction Fat Reduction Treatment www.metrolaserphilly.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Philadelphia, PA. Schedule a Free Consultation	search beta coolsculpting philadelphia	\$305.56	2,424	95	\$3.22	3.92%	10	10.53%	\$30.56
Huge CoolSculpting Promotion CoolSculpting in Philadelphia 2021 CoolSculpting Discount www.metrolaserphilly.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Philadelphia, PA. Schedule a Free Consultation	search beta coolsculpting philadelphia	\$297.76	1,218	58	\$5.13	4.76%	9.5	16.38%	\$31.34
{Keyword:Metro Laser} Best Price in Plymouth Meeting Advanced Laser Technology www.metrolaserphilly.com/laser_hair/removal #1 Laser Hair Removal in Plymouth Meeting. Painless Effective & Permanent Hair Removal. Effectively Remove Hair on the Chest, Legs, Back, Arms, Face, Armpit, Bikini Area & More	search beta laser hair removal plymouth	\$481.53	3,484	134	\$3.59	3.85%	6	4.48%	\$80.25
Huge CoolSculpting Promotion CoolSculpting in Exton 2021 CoolSculpting Discount www.metrolaserphilly.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Exton, PA. Schedule a Free Consultation.	search beta coolsculpting exton	\$360.20	347	35	\$10.29	10.09%	5.5	15.71%	\$65.49

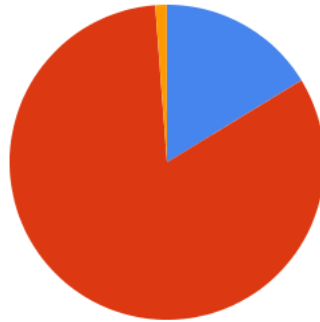
Budget Utilization by Device

Conversions by Device
Metro Laser



■ Computers - Conversions: 27 (18.95%)
 ■ Mobile devices with full browsers - Conversions: 113.5 (79.65%)
 ■ Tablets with full browsers - Conversions: 2 (1.40%)

Cost by Device
Metro Laser




■ Computers - Cost: \$1,453.05 (16.30%)
 ■ Mobile devices with full browsers - Cost: \$7,356.04 (82.51%)
 ■ Tablets with full browsers - Cost: \$106.02 (1.19%)


Device Performance (by Conversions)
Metro Laser

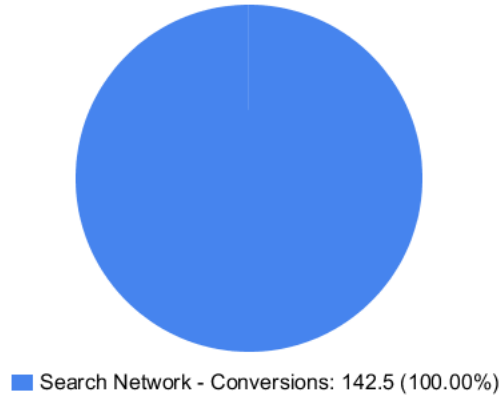
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	40,472	2,029	\$7,356.04	\$3.63	5.01%	113.5	5.59%	\$64.81
Computers	8,086	326	\$1,453.05	\$4.46	4.03%	27	8.28%	\$53.82
Tablets with full browsers	855	23	\$106.02	\$4.61	2.69%	2	8.70%	\$53.01


Budget Utilization by Network

 Cost by Network
Metro Laser



 Conversions by Network
Metro Laser

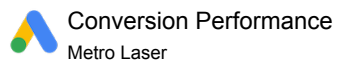


 Network Performance
Metro Laser

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	49,413	2,378	\$8,915.11	\$3.75	4.81%	142.5	5.99%	\$62.56

Conversion Summary


07/01/2021 - 07/31/2021



Conversion name	All conv.
Submit lead form	84
Click to Call	40.5
Local actions - Directions	12
Clicks to call	8
Calls from ads	8
Call From Ads (MS)	7
Calls from Website	3

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
Metro Laser

Region	Clicks	Conversions	Cost / conv.
Pennsylvania	2,233	137.5	\$62.15
New Jersey	145	5	\$73.79

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