


My Spa Society Monthly Google Performance Summary


09/01/2021 - 09/30/2021

Key Performance Indicators


09/01/2021 - 09/30/2021

 Cost
My Spa Society


\$4,593.12
\$3,035.54 **51.31%**

 Conversions
My Spa Society


84
17 **394.12%**

 Clicks
My Spa Society

975
313 **211.50%**

 Conv. Rate
My Spa Society

8.62%
5.43% **58.75%**

 Avg CPC
My Spa Society


\$4.71
\$9.70 **-51.44%**

 Cost / Conv
My Spa Society

\$54.68
\$178.56 **-69.38%**


Month-Over-Month Performance Comparison

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


 Overall Performance Summary
My Spa Society

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$4,593.12	\$3,035.54	51.31%
Impressions	31,886	16,488	93.39%
Clicks	975	313	211.50%
Avg CPC	\$4.71	\$9.70	-51.44%
CTR	3.06%	1.90%	61.05%
Conversions	84	17	394.12%
Conv Rate	8.62%	5.43%	58.75%
Cost / Conv	\$54.68	\$178.56	-69.38%


Budget Coverage

 Search Impr. Share
My Spa Society

14.29%
19.51% **-26.76%**

 Search IS Lost (due to Budget)
My Spa Society

28.27%
26.44% **6.92%**

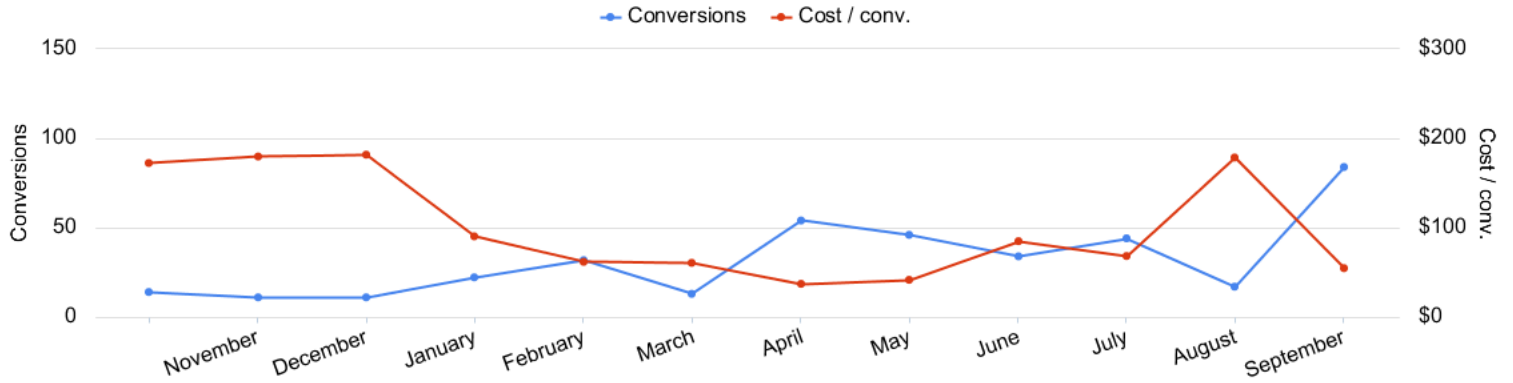
 Search IS Lost (due to Rank)
My Spa Society

57.44%
54.04% **6.29%**

Monthly Performance Trends

10/01/2020 - 09/30/2021

Conversions vs Cost/ Conv
My Spa Society




Account Performance by Month
My Spa Society

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
10/01/2020	\$2,413.43	10,940	362	\$6.67	3.31%	14	3.87%	\$172.39	26.84%	12.39%
11/01/2020	\$1,975.98	8,089	290	\$6.81	3.59%	11	3.79%	\$179.63	24.77%	22.87%
12/01/2020	\$1,999.41	11,722	346	\$5.78	2.95%	11	3.18%	\$181.76	21.34%	25.53%
01/01/2021	\$1,999.99	20,736	519	\$3.85	2.50%	22.17	4.27%	\$90.19	12.01%	41.77%
02/01/2021	\$1,964.81	17,332	574	\$3.42	3.31%	31.83	5.54%	\$61.74	10.69%	46.23%
03/01/2021	\$789.26	7,098	228	\$3.46	3.21%	13	5.70%	\$60.71	11.81%	52.37%
04/01/2021	\$1,999.92	12,693	496	\$4.03	3.91%	54	10.89%	\$37.04	13.19%	56.81%
05/01/2021	\$1,913.89	12,378	503	\$3.80	4.06%	46	9.15%	\$41.61	11.64%	60.66%
06/01/2021	\$2,885.15	16,051	560	\$5.15	3.49%	34	6.07%	\$84.86	16.08%	71.41%
07/01/2021	\$3,003.54	15,326	559	\$5.37	3.65%	44	7.87%	\$68.26	15.34%	70.29%
08/01/2021	\$3,035.54	16,488	313	\$9.70	1.90%	17	5.43%	\$178.56	19.51%	26.44%
09/01/2021	\$4,593.12	31,886	975	\$4.71	3.06%	84	8.62%	\$54.68	14.29%	28.27%
Total	\$28,574.04	180,739	5,725	\$4.99	3.17%	382	6.67%	\$74.80	15.31%	43.81%

Campaign Performance Summary (by Conversions)

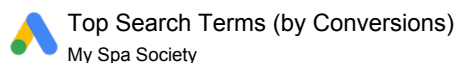
09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
My Spa Society

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search coolsculpting	\$4,515.07	30,063	972	\$4.65	3.23%	84	8.64%	\$53.75
Call Only - Search	\$78.05	1,823	3	\$26.02	0.16%	0	0.00%	\$0.00

Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021



Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting near me	\$90.80	95	10	\$9.08	10.53%	3	30.00%	\$30.27
liposuction	\$91.59	276	14	\$6.54	5.07%	3	21.43%	\$30.53
coolsculpting cost	\$54.87	137	12	\$4.57	8.76%	2.67	22.25%	\$20.55
reduction massages	\$3.51	6	1	\$3.51	16.67%	2	200.00%	\$1.75
rybelsus oral for weight loss easy prescription	\$69.46	276	21	\$3.31	7.61%	2	9.52%	\$34.73
weight watchers	\$45.62	256	5	\$9.12	1.95%	2	40.00%	\$22.81
coolsculpting new jersey	\$7.71	10	1	\$7.71	10.00%	2	200.00%	\$3.85
chin fat freezing	\$5.17	1	1	\$5.17	100.00%	2	200.00%	\$2.58
cool sculpting reviews	\$2.38	39	1	\$2.38	2.56%	1	100.00%	\$2.38
lipo 360 with bbl price	\$2.95	1	1	\$2.95	100.00%	1	100.00%	\$2.95
easy weight loss drink recipes	\$1.82	1	1	\$1.82	100.00%	1	100.00%	\$1.82
how much does it cost for liposuction	\$1.83	1	1	\$1.83	100.00%	1	100.00%	\$1.83
fat dissolving injections near me	\$4.89	12	2	\$2.44	16.67%	1	50.00%	\$4.89
men lyposuction	\$3.07	1	1	\$3.07	100.00%	1	100.00%	\$3.07
new weight loss drug just approved	\$21.17	31	6	\$3.53	19.35%	1	16.67%	\$21.17
weightloss	\$1.88	24	1	\$1.88	4.17%	1	100.00%	\$1.88
liposuction clinical trials 2021	\$6.53	1	1	\$6.53	100.00%	1	100.00%	\$6.53
smartlipo near me	\$14.61	16	3	\$4.87	18.75%	1	33.33%	\$14.61
lose 10lbs in 5 days	\$3.55	1	1	\$3.55	100.00%	1	100.00%	\$3.55
non surgical fat removal from stomach near me	\$5.34	2	1	\$5.34	50.00%	1	100.00%	\$5.34

Top Search Ads (by Conversions)

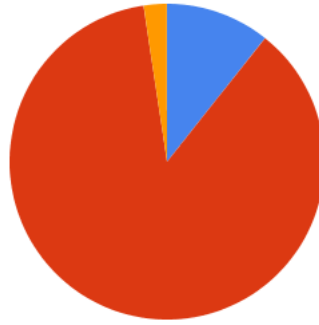
09/01/2021 - 09/30/2021

 Top Responsive Search Ads (by Conversions)
My Spa Society

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Spa Society Fat Reduction in Weehawken Non-Surgical Fat Reduction www.myspasociety.com/coolsculpting/weehawken Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search coolsculpting	\$549.47	2,992	163	\$3.37	5.45%	20.33	12.47%	\$27.03
Spa Society Fat Reduction in Weehawken Non-Surgical Fat Reduction www.myspasociety.com/coolsculpting/weehawken Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search coolsculpting	\$659.12	5,861	208	\$3.17	3.55%	10	4.81%	\$65.91
{Keyword:Spa Society} CoolSculpting in {LOCATION(City)} Freeze Away Body Fat www.myspasociety.com/coolsculpting/weehawken Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Weehawken, NJ. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search coolsculpting	\$284.21	1,277	64	\$4.44	5.01%	8	12.50%	\$35.53
My Spa Society Fat Reduction in Weehawken Non-Surgical Fat Reduction www.myspasociety.com/ 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 coolsculpting	\$523.89	933	46	\$11.39	4.93%	3	6.52%	\$174.63
My Spa Society Fat Reduction in Weehawken Non-Surgical Fat Reduction www.myspasociety.com/ 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 coolsculpting	\$639.56	3,659	98	\$6.53	2.68%	2	2.04%	\$319.78

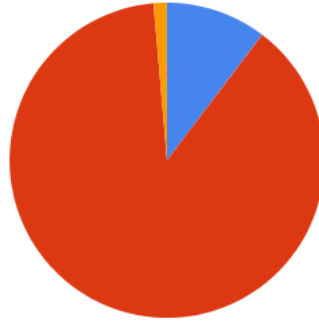
Budget Utilization by Device

Conversions by Device
My Spa Society



■ Computers - Conversions: 9 (10.71%)
 ■ Mobile devices with full browsers - Conversions: 73 (86.90%)
 ■ Tablets with full browsers - Conversions: 2 (2.38%)

Cost by Device
My Spa Society



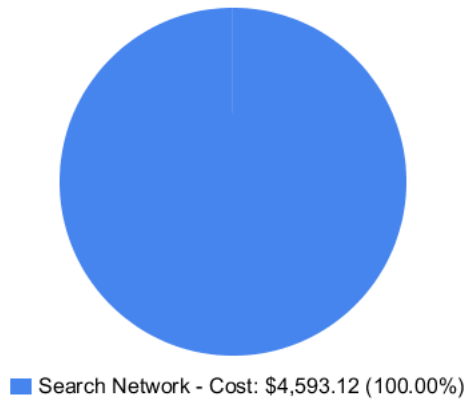
■ Computers - Cost: \$474.40 (10.33%)
 ■ Mobile devices with full browsers - Cost: \$4,056.99 (88.33%)
 ■ Tablets with full browsers - Cost: \$61.73 (1.34%)

Device Performance (by Conversions)
My Spa Society

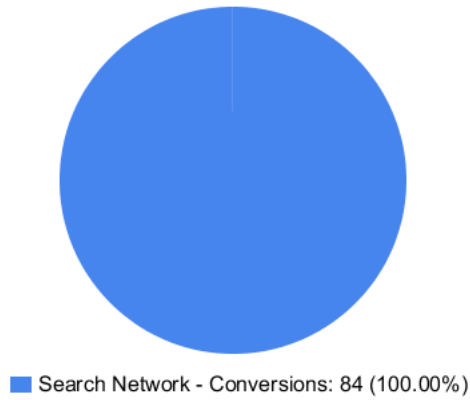
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	27,351	884	\$4,056.99	\$4.59	3.23%	73	8.26%	\$55.58
Computers	4,205	78	\$474.40	\$6.08	1.85%	9	11.54%	\$52.71
Tablets with full browsers	330	13	\$61.73	\$4.75	3.94%	2	15.38%	\$30.86

Budget Utilization by Network

Cost by Network
My Spa Society



Conversions by Network
My Spa Society



Network Performance
My Spa Society

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	31,886	975	\$4,593.12	\$4.71	3.06%	84	8.62%	\$54.68

Conversion Summary


09/01/2021 - 09/30/2021



Conversion name	All conv.	% Change
Submit lead form	54	350.00%
Click to Call	28	600.00%
Calls from ads	2	100.00%

Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
My Spa Society

Region	Clicks	Conversions	Cost / conv.
New York	235	13	\$76.31
New Jersey	740	71	\$50.72

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