

# **Nava Center Monthly Google Performance Summary**

**07/01/2021 - 07/31/2021**

# Key Performance Indicators

07/01/2021 - 07/31/2021

Cost  
Nava Center

**\$7,891.53**  
\$6,416.23 **22.99%**

Conversions  
Nava Center

**221**  
202.28 **9.25%**

Clicks  
Nava Center

**2,343**  
2,116 **10.73%**

Conv. Rate  
Nava Center

**9.43%**  
9.56% **-1.36%**

Avg CPC  
Nava Center

**\$3.37**  
\$3.03 **11.22%**

Cost / Conv  
Nava Center

**\$35.71**  
\$31.72 **12.58%**

## Month-Over-Month Performance Comparison

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

Overall Performance Summary  
Nava Center

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$7,891.53	\$6,416.23	22.99%
Impressions	46,193	39,656	16.48%
Clicks	2,343	2,116	10.73%
Avg CPC	\$3.37	\$3.03	11.22%
CTR	5.07%	5.34%	-5.06%
Conversions	221	202.28	9.25%
Conv Rate	9.43%	9.56%	-1.36%
Cost / Conv	\$35.71	\$31.72	12.58%

## Budget Coverage

Search Impr. Share  
Nava Center

**19.17%**  
18.26% **4.98%**

Search IS Lost (due to Budget)  
Nava Center

**10.69%**  
10.43% **2.49%**

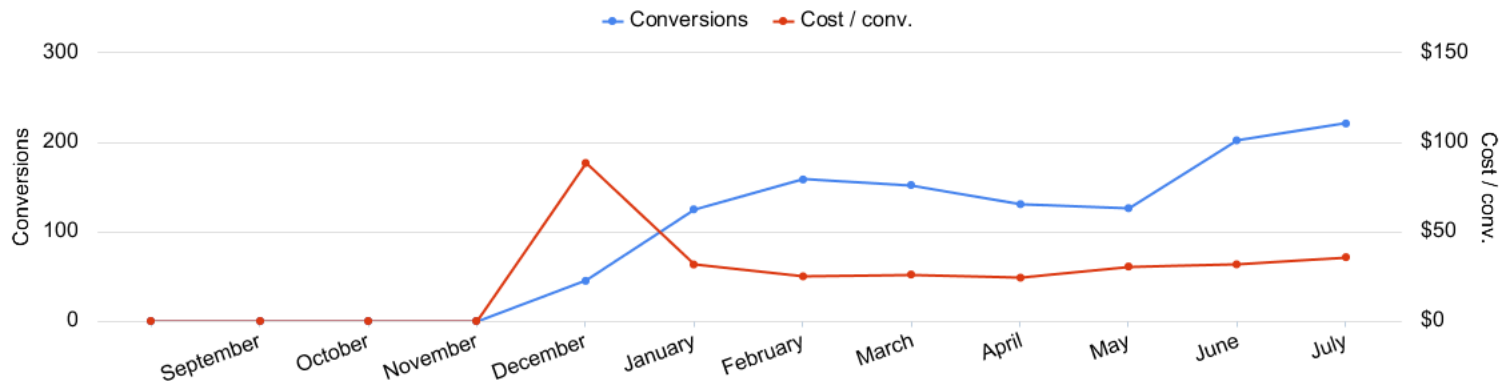
Search IS Lost (due to Rank)  
Nava Center

**70.14%**  
71.31% **-1.64%**

# Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv  
Nava Center




Account Performance by Month  
Nava Center

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
12/01/2020	\$3,981.32	17,530	899	\$4.43	5.13%	45	5.01%	\$88.47	21.27%	21.88%
01/01/2021	\$3,955.04	24,710	1,402	\$2.82	5.67%	125	8.92%	\$31.64	19.21%	12.21%
02/01/2021	\$3,966.46	24,961	1,481	\$2.68	5.93%	158.48	10.70%	\$25.03	19.43%	14.82%
03/01/2021	\$3,961.63	24,795	1,469	\$2.70	5.92%	152.22	10.36%	\$26.03	21.75%	24.40%
04/01/2021	\$3,174.42	18,853	1,184	\$2.68	6.28%	130.7	11.04%	\$24.29	20.59%	20.61%
05/01/2021	\$3,852.40	23,513	1,393	\$2.77	5.92%	126.32	9.07%	\$30.50	21.21%	11.55%
06/01/2021	\$6,416.23	39,656	2,116	\$3.03	5.34%	202.28	9.56%	\$31.72	18.26%	10.43%
07/01/2021	\$7,891.53	46,193	2,343	\$3.37	5.07%	221	9.43%	\$35.71	19.17%	10.69%
<b>Total</b>	<b>\$37,199.03</b>	<b>220,211</b>	<b>12,287</b>	<b>\$3.03</b>	<b>5.58%</b>	<b>1,161</b>	<b>9.45%</b>	<b>\$32.04</b>	<b>19.77%</b>	<b>14.42%</b>

# Campaign Performance Summary (by Conversions)

07/01/2021 - 07/31/2021



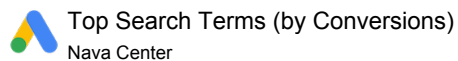
## Campaign Performance Breakdown (by Conversions)

Nava Center

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   dermal fillers	\$1,446.06	12,879	897	\$1.61	6.96%	73	8.14%	\$19.81
search   beta   coolsculpting	\$1,542.40	11,568	471	\$3.27	4.07%	63	13.38%	\$24.48
search   beta   emsulpt neo	\$2,893.10	9,222	482	\$6.00	5.23%	47.67	9.89%	\$60.69
search   beta   coolsculpting   exp reach	\$511.69	6,675	248	\$2.06	3.72%	20	8.06%	\$25.58
search   beta   hydrfacial	\$1,498.28	5,849	245	\$6.12	4.19%	17.33	7.07%	\$86.46

# Top Search Terms (by Conversions)

07/01/2021 - 07/31/2021



Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
emsculpt	\$322.40	534	60	\$5.37	11.24%	12.6	21.00%	\$25.59
coolsculpting near me	\$257.70	570	52	\$4.96	9.12%	10.5	20.19%	\$24.54
cool sculpting	\$98.14	705	31	\$3.17	4.40%	10	32.26%	\$9.81
emsculpt neo	\$149.13	218	20	\$7.46	9.17%	4	20.00%	\$37.28
emsculpt near me	\$102.00	73	11	\$9.27	15.07%	3	27.27%	\$34.00
cool sculpting cost	\$100.70	199	30	\$3.36	15.08%	3	10.00%	\$33.57
coolsculpting cost	\$23.98	89	8	\$3.00	8.99%	3	37.50%	\$7.99
lip fillers near me	\$61.20	279	22	\$2.78	7.89%	3	13.64%	\$20.40
hydrafacial near me	\$164.08	419	23	\$7.13	5.49%	2.5	10.87%	\$65.63
liposuction cost maryland	\$31.12	13	3	\$10.37	23.08%	2	66.67%	\$15.56
liposuction cost maryland	\$16.34	69	6	\$2.72	8.70%	2	33.33%	\$8.17
filler under eyes	\$16.46	59	11	\$1.50	18.64%	2	18.18%	\$8.23
hyaluronic acid fillers near me	\$2.10	1	1	\$2.10	100.00%	2	200.00%	\$1.05
how much is coolsculpting	\$18.72	72	8	\$2.34	11.11%	2	25.00%	\$9.36
lip injections near me	\$28.85	78	11	\$2.62	14.10%	2	18.18%	\$14.43
double chin removal	\$11.31	13	4	\$2.83	30.77%	2	50.00%	\$5.66
how quickly to lose 20 pounds	\$1.80	1	1	\$1.80	100.00%	2	200.00%	\$0.90
body contouring	\$78.63	204	15	\$5.24	7.35%	2	13.33%	\$39.31
best place for injectables near me	\$3.46	1	1	\$3.46	100.00%	2	200.00%	\$1.73
emsculpt neo near me	\$34.25	28	6	\$5.71	21.43%	2	33.33%	\$17.13

# Top Search Ads (by Conversions)

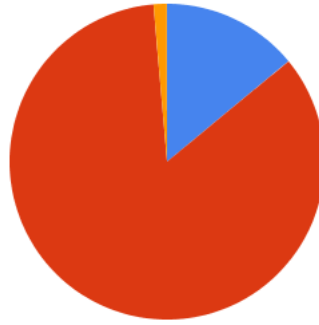
07/01/2021 - 07/31/2021

Top Responsive Search Ads (by Conversions)  
Nava Center

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<p><a href="#">{Keyword:Nava Health &amp; Vitality Center}   Schedule A Free Consultation   Dermal Fillers Near Me</a>  <a href="https://navacenter.mysculpt.net/dermal_fillers">navacenter.mysculpt.net/dermal_fillers</a>                      Look Younger and More Energized with Dermal Fillers. Leading Provider in {LOCATION(City)}   Reverse the Signs of Aging + Stimulate Collagen Production. Schedule A Free Consultation.</p>	search   beta   dermal fillers	\$1,051.97	9,408	665	\$1.58	7.07%	47.92	7.21%	\$21.95
<p><a href="#">{Keyword:Nava Health &amp; Vitality Center}   CoolSculpting in {LOCATION(City)}   Biggest CoolSculpting® Promo</a>  <a href="https://navacenter.mysculpt.net/coolsculpting">navacenter.mysculpt.net/coolsculpting</a>                      Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in {LOCATION(City)}.   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	search   beta   coolsculpting	\$869.43	5,929	260	\$3.34	4.39%	33	12.69%	\$26.35
<p><a href="#">{Keyword:Nava Health &amp; Vitality Center}   Best Price in Columbia, MD   #1 Provider in Columbia, MD</a>  <a href="https://navacenter.mysculpt.net/emsculpt_neo">navacenter.mysculpt.net/emsculpt_neo</a>                      Leading Emsculpt Neo Provider in Columbia, MD. Build Muscle + Burn Fat. Free Consultation.   What's the Price of Emsculpt Neo? A Lot Less Than You Might Think. Our Lowest Pricing Ever</p>	search   beta   emsculpt neo	\$1,135.02	1,839	158	\$7.18	8.59%	17.27	10.93%	\$65.72
<p><a href="#">{Keyword:Nava Health &amp; Vitality Center}   Hydrating Facial Treatment   Cleanse + Exfoliate + Hydrate</a>  <a href="https://navacenter.mysculpt.net/hydrating/facial">navacenter.mysculpt.net/hydrating/facial</a>                      Best Professional Facial Treatment from Nava Health &amp; Vitality Center. Book a Free Consult   Leave Skin Glowing. Reduces Wrinkles &amp; Refreshes Skin Tone. 3 Steps. 30 Minutes.</p>	search   beta   hydrafacial	\$998.07	3,563	162	\$6.16	4.55%	13.33	8.23%	\$74.87
<p><a href="#">Nava Health &amp; Vitality Center   Fat Reduction in {LOCATION(City)}   Non-Surgical Fat Reduction</a>  <a href="https://navacenter.mysculpt.net/coolsculpting">navacenter.mysculpt.net/coolsculpting</a>                      CoolSculpting® Reduces Fat. No Surgery &amp; Minimal Downtime. Learn More About Freezing Fat.   Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</p>	search   beta   coolsculpting   exp reach	\$268.31	3,305	135	\$1.99	4.08%	9	6.67%	\$29.81

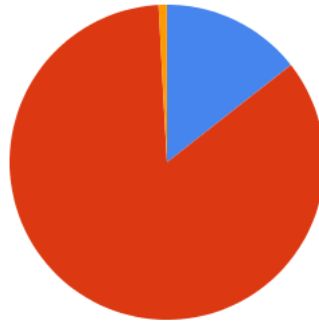
# Budget Utilization by Device

Conversions by Device  
Nava Center



■ Computers - Conversions: 31 (14.03%) 
 ■ Mobile devices with full browsers - Conversions: 187 (84.62%) 
 ■ Tablets with full browsers - Conversions: 3 (1.36%)

Cost by Device  
Nava Center



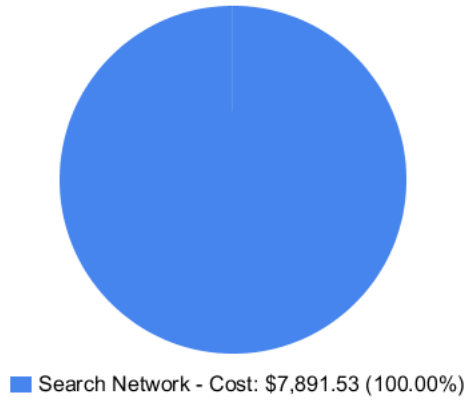
■ Computers - Cost: \$1,137.82 (14.42%) 
 ■ Mobile devices with full browsers - Cost: \$6,687.02 (84.74%) 
 ■ Tablets with full browsers - Cost: \$66.69 (0.85%)

Device Performance (by Conversions)  
Nava Center

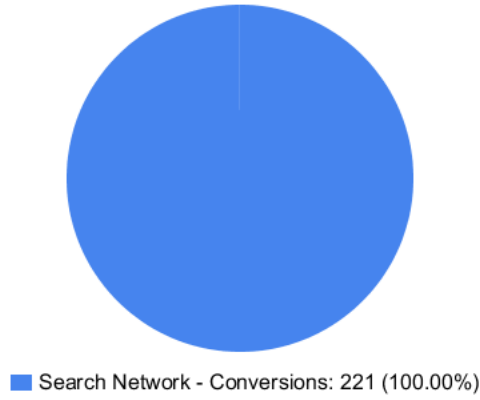
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	37,571	2,010	\$6,687.02	\$3.33	5.35%	187	9.30%	\$35.76
Computers	7,752	303	\$1,137.82	\$3.76	3.91%	31	10.23%	\$36.70
Tablets with full browsers	870	30	\$66.69	\$2.22	3.45%	3	10.00%	\$22.23

# Budget Utilization by Network

## Cost by Network Nava Center



## Conversions by Network Nava Center




## Network Performance Nava Center

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	46,193	2,343	\$7,891.53	\$3.37	5.07%	221	9.43%	\$35.71

# Conversion Summary

07/01/2021 - 07/31/2021

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 Conversion Performance  
Nava Center

Conversion name	All conv.
Click to Call	120
Submit lead form	101

# Geo-Targeting Summary

07/01/2021 - 07/31/2021

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 Top Locations  
Nava Center

Region	Clicks	Conversions	Cost / conv.
Virginia	575	44.5	\$37.68
District of Columbia	289	12.5	\$77.01
Maryland	1,479	164	\$32.02

# Glossary

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- 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