

Pelle Medical Spa Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Pelle Medical Spa

\$2,119.22

\$1,980.66 **7.00%**

Clicks
Pelle Medical Spa

529

532 **-0.56%**

Avg CPC
Pelle Medical Spa

\$4.01

\$3.72 **7.80%**

Conversions
Pelle Medical Spa

26

33.66 **-22.76%**

Conv. Rate
Pelle Medical Spa

4.91%

6.33% **-22.43%**

Cost / Conv
Pelle Medical Spa

\$81.51

\$58.84 **38.53%**

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Pelle Medical Spa

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$2,119.22	\$1,980.66	7.00%
Impressions	7,612	6,502	17.07%
Clicks	529	532	-0.56%
Avg CPC	\$4.01	\$3.72	7.80%
CTR	6.95%	8.18%	-15.04%
Conversions	26	33.66	-22.76%
Conv Rate	4.91%	6.33%	-22.43%
Cost / Conv	\$81.51	\$58.84	38.53%

Budget Coverage

Search Impr. Share
Pelle Medical Spa

25.20%

23.50% **7.23%**

Search IS Lost (due to Budget)
Pelle Medical Spa

8.88%

14.92% **-40.48%**

Search IS Lost (due to Rank)
Pelle Medical Spa

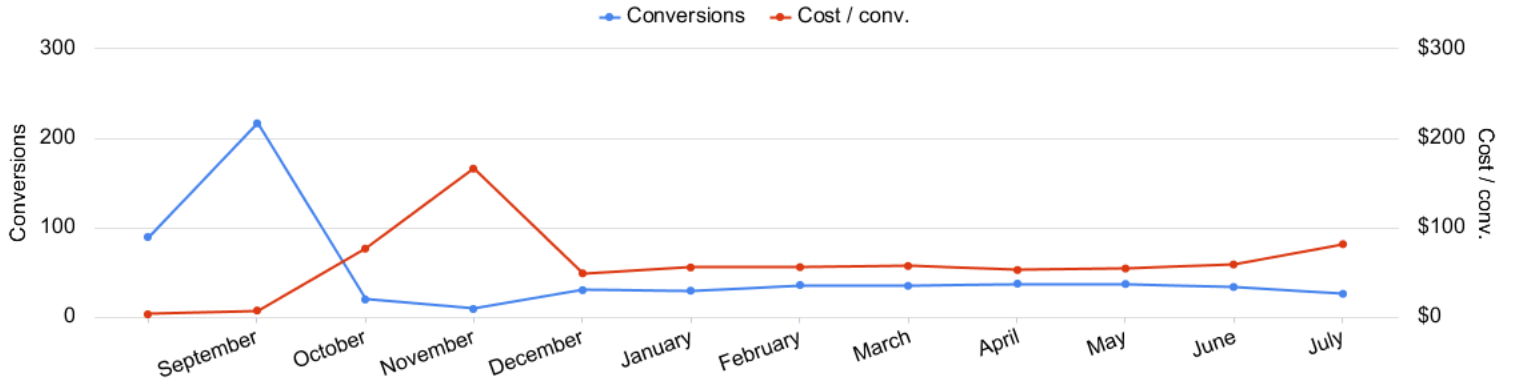
65.92%

61.58% **7.05%**

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Pelle Medical Spa




Account Performance by Month
Pelle Medical Spa

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$269.19	15,075	105	\$2.56	0.70%	89.5	85.24%	\$3.01	62.12%	19.79%
09/01/2020	\$1,575.23	51,874	398	\$3.96	0.77%	216.83	54.48%	\$7.26	36.38%	25.80%
10/01/2020	\$1,502.97	3,025	185	\$8.12	6.12%	19.67	10.63%	\$76.42	35.26%	22.03%
11/01/2020	\$1,495.02	5,790	255	\$5.86	4.40%	9	3.53%	\$166.11	37.92%	25.89%
12/01/2020	\$1,465.67	7,703	371	\$3.95	4.82%	30	8.09%	\$48.86	29.25%	19.69%
01/01/2021	\$1,636.19	9,863	497	\$3.29	5.04%	29.53	5.94%	\$55.41	27.90%	11.81%
02/01/2021	\$1,995.66	10,617	500	\$3.99	4.71%	35.76	7.15%	\$55.81	30.15%	20.15%
03/01/2021	\$1,989.83	10,222	514	\$3.87	5.03%	34.86	6.78%	\$57.08	26.89%	20.44%
04/01/2021	\$1,958.32	6,643	481	\$4.07	7.24%	37.23	7.74%	\$52.60	23.58%	18.90%
05/01/2021	\$2,003.34	7,799	552	\$3.63	7.08%	36.96	6.70%	\$54.20	24.03%	15.57%
06/01/2021	\$1,980.66	6,502	532	\$3.72	8.18%	33.66	6.33%	\$58.85	23.50%	14.92%
07/01/2021	\$2,119.22	7,612	529	\$4.01	6.95%	26	4.91%	\$81.51	25.20%	8.88%
Total	\$19,991.30	142,725	4,919	\$4.06	3.45%	599	12.18%	\$33.37	27.90%	17.54%

Campaign Performance Summary (by Conversions)

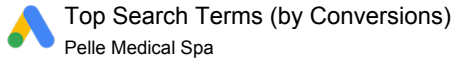
07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Pelle Medical Spa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$2,045.61	7,252	505	\$4.05	6.96%	22	4.36%	\$92.98
search beta dermal fillers	\$73.61	360	24	\$3.07	6.67%	4	16.67%	\$18.40

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 near me	\$110.88	37	11	\$10.08	29.73%	3	27.27%	\$36.96
lip injections near me	\$4.38	3	2	\$2.19	66.67%	2	100.00%	\$2.19
cool sculpting	\$62.62	59	13	\$4.82	22.03%	1.7	13.08%	\$36.84
how to lose belly fat in 2 weeks	\$5.68	2	1	\$5.68	50.00%	1	100.00%	\$5.68
cold fat removal	\$8.83	1	1	\$8.83	100.00%	1	100.00%	\$8.83
best pre workout for weight loss	\$2.42	1	1	\$2.42	100.00%	1	100.00%	\$2.42
cool sculpting cost	\$79.57	28	17	\$4.68	60.71%	1	5.88%	\$79.57
venus bliss treatment	\$2.10	1	1	\$2.10	100.00%	1	100.00%	\$2.10
how to get rid of arm fat	\$5.45	1	1	\$5.45	100.00%	1	100.00%	\$5.45
how to slim my belly fat	\$5.87	1	1	\$5.87	100.00%	1	100.00%	\$5.87
how much is a lip flip	\$2.42	1	1	\$2.42	100.00%	1	100.00%	\$2.42
cool sculpting nh	\$13.69	2	3	\$4.56	150.00%	1	33.33%	\$13.69
how to get lipo	\$10.40	1	2	\$5.20	200.00%	1	50.00%	\$10.40
easiest and fastest way to lose weight	\$2.92	1	1	\$2.92	100.00%	1	100.00%	\$2.92
juvaferm	\$2.19	1	1	\$2.19	100.00%	1	100.00%	\$2.19
scientifically proven ways to lose belly fat	\$7.90	1	2	\$3.95	200.00%	1	50.00%	\$7.90
how much is cool tone	\$1.14	1	1	\$1.14	100.00%	1	100.00%	\$1.14
cost of coolsculpting near me	\$10.32	1	2	\$5.16	200.00%	0.67	33.50%	\$15.40
fat cooler	\$1.06	1	1	\$1.06	100.00%	0.33	33.00%	\$3.21
goli weight loss	\$7.84	2	2	\$3.92	100.00%	0	0.00%	\$0.00

Top Search Ads (by Conversions)

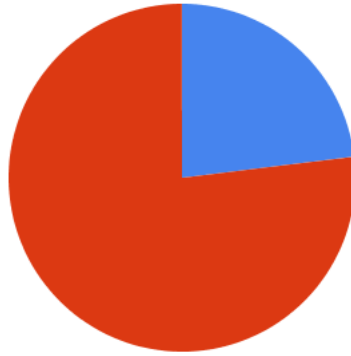
07/01/2021 - 07/31/2021

Top Responsive Search Ads (by Conversions)
Pelle Medical Spa

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
CoolSculpting® Fat Reduction CoolSculpting in Manchester Biggest CoolSculpting® Promo pellemedicalspa.com/coolsculpting/manchester Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Manchester, NH Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$524.90	947	105	\$5.00	11.09%	12.67	12.07%	\$41.43
{Keyword:Pelle Medical Spa} Dermal Fillers in {LOCATION(City)} Smooth Wrinkles Restore Volume pellemedicalspa.com/juvederm/manchester Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results. Juvederm is the #1 Line of Hyaluronic Acid Fillers & a Leading Anti Aging Treatment.	search beta dermal fillers	\$28.59	131	9	\$3.18	6.87%	1	11.11%	\$28.59
{Keyword:Pelle Medical Spa} Schedule A Free Consultation Dermal Fillers Near Me pellemedicalspa.com/dermal_fillers/manchester 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.	search beta dermal fillers	\$9.62	63	5	\$1.92	7.94%	1	20.00%	\$9.62
Pelle Medical Spa Fat Reduction in Manchester Non-Surgical Fat Reduction pellemedicalspa.com/coolsculpting/manchester 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	\$394.19	936	106	\$3.72	11.32%	1	0.94%	\$394.19
CoolSculpting® Fat Reduction CoolSculpting in Manchester Biggest CoolSculpting® Promo pellemedicalspa.com/coolsculpting/manchester Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Manchester, NH Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$6.13	17	1	\$6.13	5.88%	0	0.00%	\$0.00

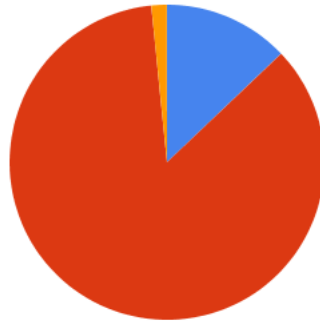
Budget Utilization by Device

Conversions by Device
Pelle Medical Spa



■ Computers - Conversions: 6 (23.08%)
 ■ Mobile devices with full browsers - Conversions: 20 (76.92%)

Cost by Device
Pelle Medical Spa




■ Computers - Cost: \$273.34 (12.90%)
 ■ Mobile devices with full browsers - Cost: \$1,812.20 (85.51%)
 ■ Tablets with full browsers - Cost: \$33.68 (1.59%)


Device Performance (by Conversions)
Pelle Medical Spa

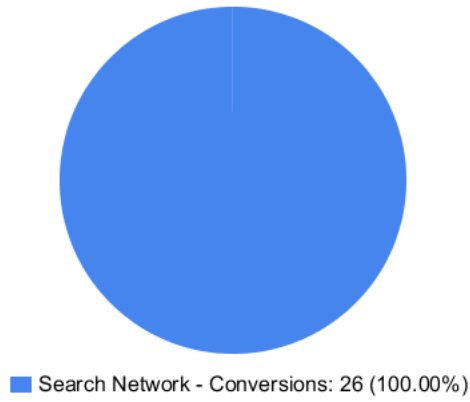
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	6,348	459	\$1,812.20	\$3.95	7.23%	20	4.36%	\$90.61
Computers	1,119	58	\$273.34	\$4.71	5.18%	6	10.34%	\$45.56
Tablets with full browsers	145	12	\$33.68	\$2.81	8.28%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
Pelle Medical Spa



 Conversions by Network
Pelle Medical Spa




 Network Performance
Pelle Medical Spa

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	7,612	529	\$2,119.22	\$4.01	6.95%	26	4.91%	\$81.51

Conversion Summary

07/01/2021 - 07/31/2021

 Conversion Performance
Pelle Medical Spa

Conversion name

All conv.

Submit lead form

26

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
Pelle Medical Spa

Region	Clicks	Conversions	Cost / conv.
New Hampshire	529	26	\$81.51

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