

Ranch & Coast Plastic Surgery Monthly Ad Performance Summary

09/01/2021 - 09/30/2021

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Overall Performance Summary

09/01/2021 - 09/30/2021

Account Performance Summary (by Platform) Cross-platform

	Cost	Impressions	Clicks	CTR	Conversions	Cost / conv.
Google Ads						
09/01/2021 - 09/30/2021	\$2,992.88	17,862	409	2.29%	18	\$166.27
08/01/2021 - 08/31/2021	\$3,038.30	11,553	294	2.54%	13	\$233.72
% Change	-1.49%	54.61%	39.12%	-9.84%	38.46%	-28.86%
Facebook Ads						
09/01/2021 - 09/30/2021	\$0.00	0	0	0.00%	0	\$0.00
08/01/2021 - 08/31/2021	\$0.00	0	0	0.00%	0	\$0.00
% Change	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

Google Ads | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Ranch & Coast Plastic Surgery

\$2,992.88

\$3,038.30 -1.49%

Clicks
Ranch & Coast Plastic Surgery

409

294 39.12%

Avg. CPC
Ranch & Coast Plastic Surgery

\$7.32

\$10.33 -29.19%

Conversions
Ranch & Coast Plastic Surgery

18

13 38.46%

Conv. rate
Ranch & Coast Plastic Surgery

4.40%

4.42% -0.45%

Cost / Conv
Ranch & Coast Plastic Surgery

\$166.27

\$233.72 -28.86%

Google Ads | Month-Over-Month Performance Comparison

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

Overall Performance Summary
Ranch & Coast Plastic Surgery

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$2,992.88	\$3,038.30	-1.49%
Impressions	17,862	11,553	54.61%
Clicks	409	294	39.12%
Avg CPC	\$7.32	\$10.33	-29.14%
CTR	2.29%	2.54%	-9.84%
Conversions	18	13	38.46%
Conv Rate	4.40%	4.42%	-0.45%
Cost / Conv	\$166.27	\$233.72	-28.86%

Google Ads | Budget Coverage

Search Impr. Share
Ranch & Coast Plastic Surgery

22.82%

32.11% -28.93%

Search IS Lost (due to Budget)
Ranch & Coast Plastic Surgery

15.20%

20.40% -25.49%

Search IS Lost (due to Rank)
Ranch & Coast Plastic Surgery

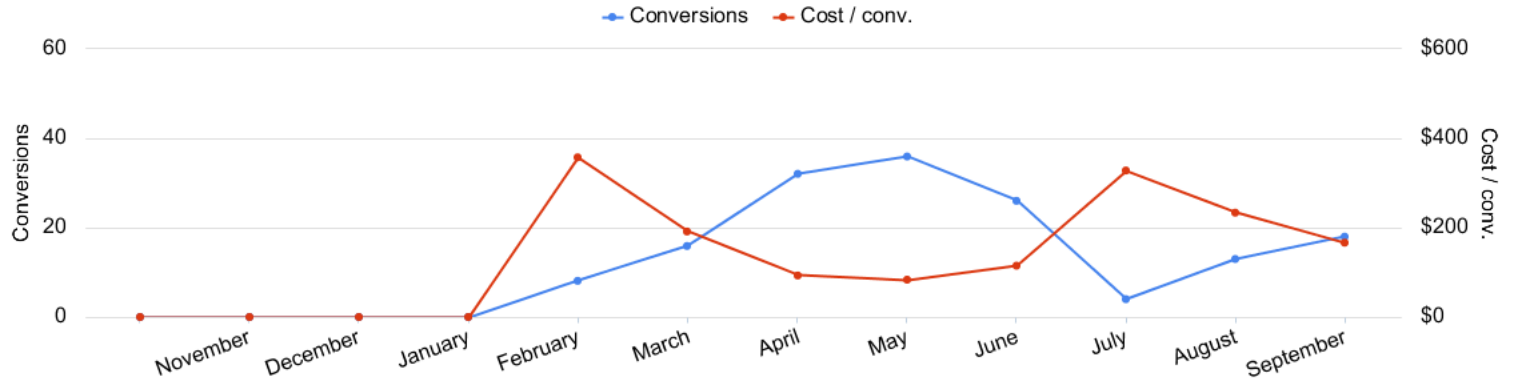
61.98%

47.49% 30.51%

Google Ads | Monthly Performance Trends

10/01/2020 - 09/30/2021

Conversions vs Cost/ Conv
Ranch & Coast Plastic Surgery




Account Performance by Month
Ranch & Coast Plastic Surgery

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
02/01/2021	\$2,893.20	5,154	237	\$12.21	4.60%	8.09	3.41%	\$357.51	36.97%	24.26%
03/01/2021	\$3,046.78	11,518	379	\$8.04	3.29%	15.91	4.20%	\$191.53	11.58%	42.54%
04/01/2021	\$2,978.09	17,088	594	\$5.01	3.48%	32.05	5.40%	\$92.91	19.61%	19.40%
05/01/2021	\$2,999.86	17,972	560	\$5.36	3.12%	35.95	6.42%	\$83.46	19.40%	17.62%
06/01/2021	\$2,989.77	16,285	470	\$6.36	2.89%	26	5.53%	\$114.99	19.34%	23.69%
07/01/2021	\$1,312.15	7,641	229	\$5.73	3.00%	4	1.75%	\$328.04	20.79%	11.91%
08/01/2021	\$3,038.30	11,553	294	\$10.33	2.54%	13	4.42%	\$233.72	32.11%	20.40%
09/01/2021	\$2,992.88	17,862	409	\$7.32	2.29%	18	4.40%	\$166.27	22.82%	15.20%
Total	\$22,251.03	105,073	3,172	\$7.01	3.02%	153	4.82%	\$145.43	19.88%	23.22%

Google Ads | Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Ranch & Coast Plastic Surgery

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$2,992.88	17,862	409	\$7.32	2.29%	18	4.40%	\$166.27

Google Ads | Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
Ranch & Coast Plastic Surgery

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
how much is coolsculpting	\$15.90	30	1	\$15.90	3.33%	1	100.00%	\$15.90
coolsculpting	\$84.08	309	7	\$12.01	2.27%	1	14.29%	\$84.08
body freezing fat	\$15.75	1	1	\$15.75	100.00%	1	100.00%	\$15.75
best weight loss cleanse	\$7.94	1	1	\$7.94	100.00%	1	100.00%	\$7.94
coolsculpting near me	\$43.90	48	3	\$14.63	6.25%	1	33.33%	\$43.90
liposuction san diego	\$48.05	78	5	\$9.61	6.41%	1	20.00%	\$48.05
fat removal	\$17.30	6	2	\$8.65	33.33%	1	50.00%	\$17.30
coolsculpting body areas	\$15.52	1	2	\$7.76	200.00%	1	50.00%	\$15.52
average coolsculpting cost	\$5.15	2	1	\$5.15	50.00%	1	100.00%	\$5.15
fast weight loss	\$10.18	5	1	\$10.18	20.00%	1	100.00%	\$10.18
body sculpting	\$41.09	73	4	\$10.27	5.48%	1	25.00%	\$41.09
coolsculpting san diego	\$111.20	131	7	\$15.89	5.34%	0.5	7.14%	\$222.40
armpit fat removal	\$8.96	5	2	\$4.48	40.00%	0.5	25.00%	\$17.92
melt belly fat	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
full body sculpt	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
best way to get rid of chin fat	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
panniculectomy near me	\$19.24	5	1	\$19.24	20.00%	0	0.00%	\$0.00
dr emer beverly hills	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
canyon ranch weight loss	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
meal time schedule for weight loss	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00

Google Ads | Top Search Ads (by Conversions)

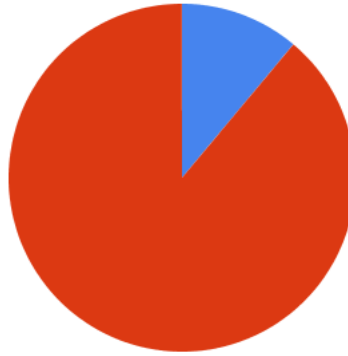
09/01/2021 - 09/30/2021

 Top Responsive Search Ads (by Conversions)
Ranch & Coast Plastic Surgery

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Ranch & Coast} CoolSculpting in San Diego, CA Biggest CoolSculpting® Promo drchasan.mysculpt.net/coolsculpting/san_diego Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in San Diego, CA. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$559.69	1,553	53	\$10.56	3.41%	4	7.55%	\$139.92
Ranch & Coast Fat Reduction in San Diego, CA Non-Surgical Fat Reduction drchasan.mysculpt.net/coolsculpting/san_diego 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	\$521.88	2,582	75	\$6.96	2.90%	2.5	3.33%	\$208.75
{Keyword:Ranch & Coast} CoolSculpting in San Diego, CA Biggest CoolSculpting® Promo drchasan.mysculpt.net/coolsculpting/san_diego Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in San Diego, CA. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$178.14	207	20	\$8.91	9.66%	1	5.00%	\$178.14
{Keyword:Ranch & Coast} CoolSculpting in San Diego, CA Biggest CoolSculpting® Promo drchasan.mysculpt.net/coolsculpting/san_diego Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in San Diego, CA. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$44.91	204	8	\$5.61	3.92%	0	0.00%	\$0.00
Ranch & Coast Fat Reduction in San Diego, CA Non-Surgical Fat Reduction drchasan.mysculpt.net/coolsculpting/san_diego 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	\$736.62	5,346	126	\$5.85	2.36%	0	0.00%	\$0.00

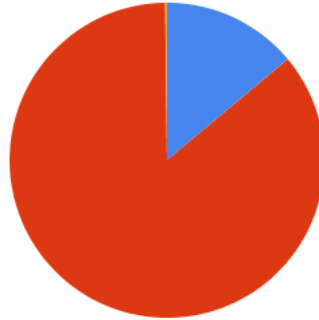
Google Ads | Budget Utilization by Device

Conversions by Device
Ranch & Coast Plastic Surgery



■ Computers - Conversions: 2 (11.11%)
 ■ Mobile devices with full browsers - Conversions: 16 (88.89%)

Cost by Device
Ranch & Coast Plastic Surgery




■ Computers - Cost: \$416.35 (13.91%)
 ■ Mobile devices with full browsers - Cost: \$2,571.35 (85.92%)
 ■ Tablets with full browsers - Cost: \$5.18 (0.17%)


Device Performance (by Conversions)
Ranch & Coast Plastic Surgery

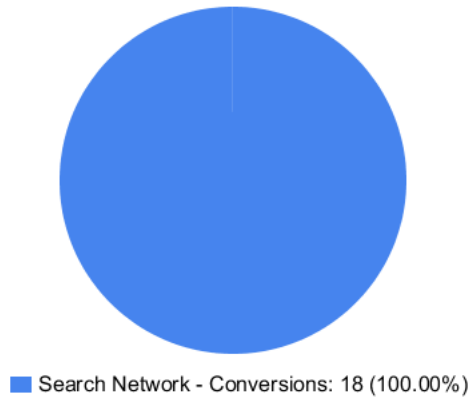
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	14,767	350	\$2,571.35	\$7.35	2.37%	16	4.57%	\$160.71
Computers	2,911	58	\$416.35	\$7.18	1.99%	2	3.45%	\$208.18
Tablets with full browsers	184	1	\$5.18	\$5.18	0.54%	0	0.00%	\$0.00


Google Ads | Budget Utilization by Network

 Cost by Network
Ranch & Coast Plastic Surgery



 Conversions by Network
Ranch & Coast Plastic Surgery




 Network Performance
Ranch & Coast Plastic Surgery

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	17,862	409	\$2,992.88	\$7.32	2.29%	18	4.40%	\$166.27

Google Ads | Conversion Summary


09/01/2021 - 09/30/2021

 Conversion Performance
Ranch & Coast Plastic Surgery

Conversion name	All conv.
Submit lead form	15
Click to Call	3

Google Ads | Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
Ranch & Coast Plastic Surgery

Region	Clicks	Conversions	Cost / conv.
California	409	18	\$166.27

Facebook | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Ranch and Coast

\$0.00
\$0.00 0.00%

Impressions
Ranch and Coast

0
0 0.00%

Reach
Ranch and Coast

0
0 0.00%

Clicks (Link)
Ranch and Coast

0
0 0.00%

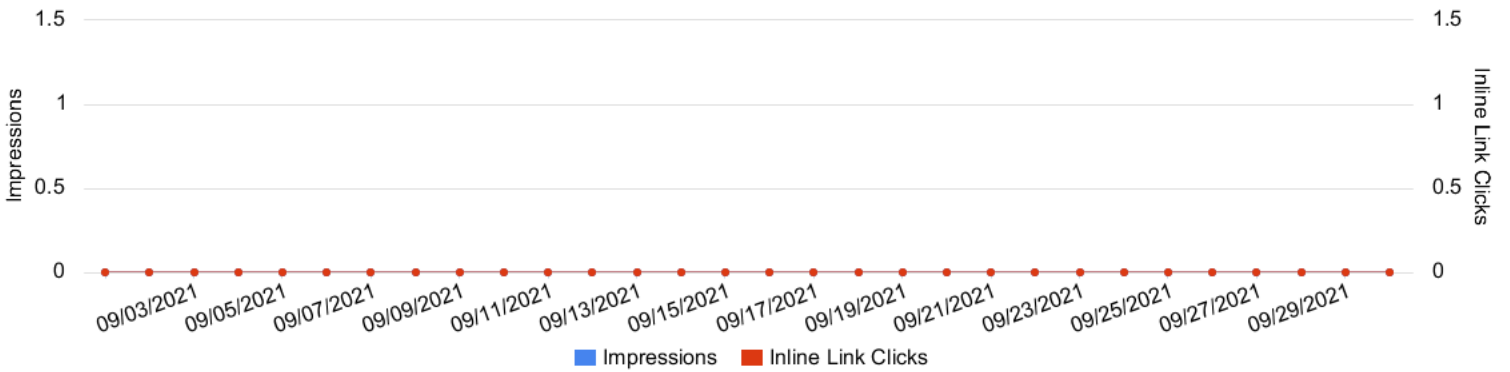
Leads
Ranch and Coast

0
0 0.00%

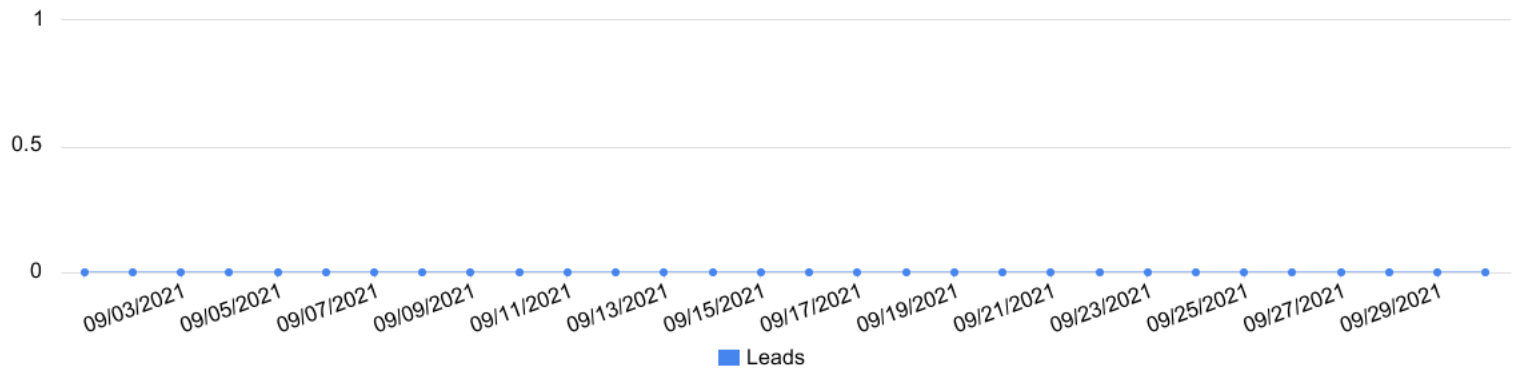
Cost / Lead
Ranch and Coast

\$0.00
\$0.00 0.00%

Impressions vs Inline Link Clicks
Ranch and Coast



Conversions by day
Ranch and Coast



Facebook | Month-Over-Month Performance Comparison

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

Overall Performance Summary Ranch and Coast


Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$0.00	\$0.00	0.00%
Impressions	0	0	0.00%
Reach	0	0	0.00%
Clicks	0	0	0.00%
CTR	0.00%	0.00%	0.00%
Frequency	0	0	0.00%
Leads	0	0	0.00%
Cost / Lead	\$0.00	\$0.00	0.00%

Engagement Summary Ranch and Coast


Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	0	0	0.00%
Post Reactions	0	0	0.00%
Post Shares	0	0	0.00%

Facebook | Placement Performance Summary

09/01/2021 - 09/30/2021


 Reach Summary (by Placement)
Ranch and Coast

There are no results

 Placement Performance (by Leads)
Ranch and Coast

There are no results

09/01/2021 - 09/30/2021


 Device Performance Chart
Ranch and Coast

There are no results


 Device Platform Performance
Ranch and Coast

There are no results

09/01/2021 - 09/30/2021

 Time of Day (Viewer)
Ranch and Coast

There are no results

 Time of Day (Ad Account)
Ranch and Coast

There are no results

Facebook | Campaign Performance Summary (by Leads)

09/01/2021 - 09/30/2021



Campaign Performance Breakdown
Ranch and Coast

There are no results

Facebook | Ad Set Performance Summary (by Leads)

09/01/2021 - 09/30/2021




Top Performing Ad Sets
Ranch and Coast

There are no results


Facebook | Ad Performance Summary

09/01/2021 - 09/30/2021


 Top Performing Ads (by Leads)
Ranch and Coast

There are no results

09/01/2021 - 09/30/2021


 Age Performance Chart
Ranch and Coast

There are no results


 Age Performance Summary
Ranch and Coast

There are no results

09/01/2021 - 09/30/2021

 Gender Performance Chart
Ranch and Coast

There are no results

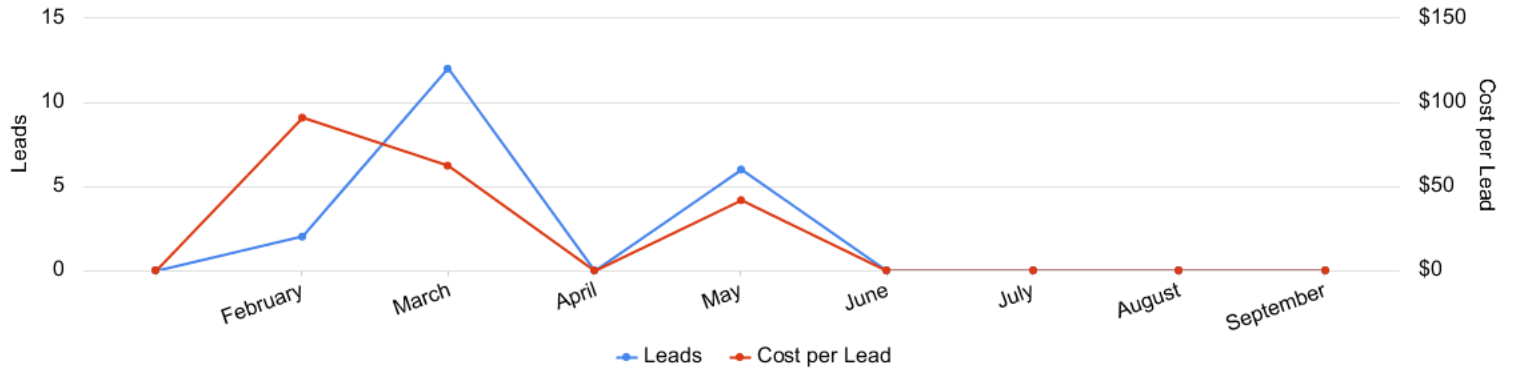
 Gender Performance Summary
Ranch and Coast

There are no results

Facebook | Year-to-Date Performance

01/01/2021 - 09/30/2021

Year-to-Date Trend Ranch and Coast



Historical table (by month) Ranch and Coast

There was an error

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