

Rejuvenate Wellness Spa Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Rejuvenate Wellness Medpsa

\$5,068.78

\$1,544.83 **228.11%**

Clicks
Rejuvenate Wellness Medpsa

977

341 **186.51%**

Avg CPC
Rejuvenate Wellness Medpsa

\$5.19

\$4.53 **14.57%**

Conversions
Rejuvenate Wellness Medpsa

30

5 **500.00%**

Conv. Rate
Rejuvenate Wellness Medpsa

3.07%

1.47% **108.84%**

Cost / Conv
Rejuvenate Wellness Medpsa

\$168.96

\$308.97 **-45.32%**

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Rejuvenate Wellness Medpsa

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$5,068.78	\$1,544.83	228.11%
Impressions	16,426	7,371	122.85%
Clicks	977	341	186.51%
Avg CPC	\$5.19	\$4.53	14.57%
CTR	5.95%	4.63%	28.51%
Conversions	30	5	500.00%
Conv Rate	3.07%	1.47%	108.84%
Cost / Conv	\$168.96	\$308.97	-45.32%

Budget Coverage

Search Impr. Share
Rejuvenate Wellness Medpsa

38.19%

23.50% **62.51%**

Search IS Lost (due to Budget)
Rejuvenate Wellness Medpsa

10.61%

14.88% **-28.70%**

Search IS Lost (due to Rank)
Rejuvenate Wellness Medpsa

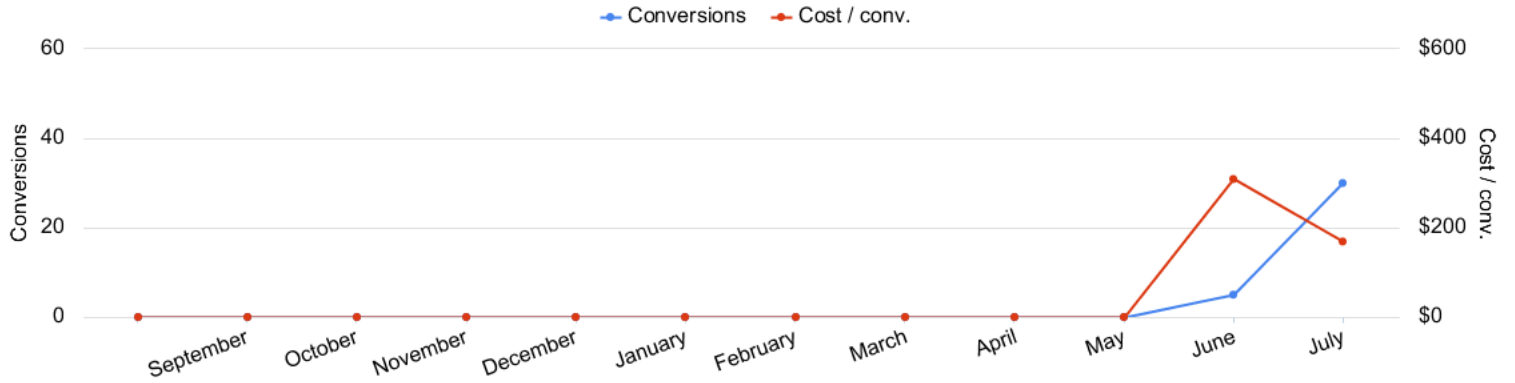
51.20%

61.62% **-16.91%**

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Rejuvenate Wellness Medpsa




Account Performance by Month
Rejuvenate Wellness Medpsa

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
06/01/2021	\$1,544.83	7,371	341	\$4.53	4.63%	5	1.47%	\$308.97	23.50%	14.88%
07/01/2021	\$5,068.78	16,426	977	\$5.19	5.95%	30	3.07%	\$168.96	38.19%	10.61%
Total	\$6,613.61	23,797	1,318	\$5.02	5.54%	35	2.66%	\$188.96	32.02%	12.40%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Rejuvenate Wellness Medpsa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$3,790.93	11,316	568	\$6.67	5.02%	22	3.87%	\$172.31
search beta dermal fillers	\$1,277.85	5,110	409	\$3.12	8.00%	8	1.96%	\$159.73

Top Search Terms (by Conversions)

07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
Rejuvenate Wellness Medpsa

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
arm fat removal	\$11.51	3	2	\$5.75	66.67%	2	100.00%	\$5.75
lip injections near me	\$60.86	31	9	\$6.76	29.03%	2	22.22%	\$30.43
invasive liposuction	\$3.64	1	1	\$3.64	100.00%	1	100.00%	\$3.64
non invasive lipo	\$10.93	23	2	\$5.46	8.70%	1	50.00%	\$10.93
lip filler for cleft lip	\$1.20	1	1	\$1.20	100.00%	1	100.00%	\$1.20
chin lipo cost	\$7.95	1	1	\$7.95	100.00%	1	100.00%	\$7.95
lip fillers annapolis	\$2.27	1	1	\$2.27	100.00%	1	100.00%	\$2.27
liposuction in memphis tn	\$3.96	1	1	\$3.96	100.00%	1	100.00%	\$3.96
coolsculpting near me	\$430.06	75	25	\$17.20	33.33%	1	4.00%	\$430.06
lip injections	\$26.22	83	11	\$2.38	13.25%	1	9.09%	\$26.22
liposuction cost stomach	\$3.89	2	1	\$3.89	50.00%	1	100.00%	\$3.89
cool sculpting	\$149.45	234	16	\$9.34	6.84%	1	6.25%	\$149.45
under eye filler	\$28.47	125	13	\$2.19	10.40%	1	7.69%	\$28.47
stages of losing belly fat	\$6.02	1	1	\$6.02	100.00%	1	100.00%	\$6.02
liposuction	\$143.29	234	23	\$6.23	9.83%	1	4.35%	\$143.29
laser lipo cost	\$26.76	5	4	\$6.69	80.00%	1	25.00%	\$26.76
laser fat removal reviews	\$4.25	1	1	\$4.25	100.00%	1	100.00%	\$4.25
lipotropic injections	\$3.32	9	1	\$3.32	11.11%	1	100.00%	\$3.32
coolsculpting	\$125.14	201	11	\$11.38	5.47%	1	9.09%	\$125.14
smart lipo near me	\$9.32	5	2	\$4.66	40.00%	1	50.00%	\$9.32

Top Search Ads (by Conversions)

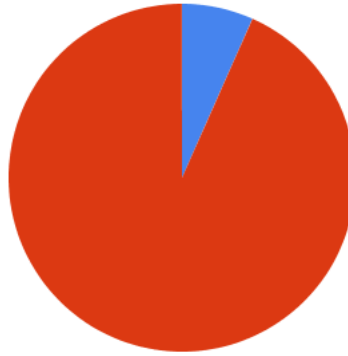
07/01/2021 - 07/31/2021

Top Responsive Search Ads (by Conversions)
Rejuvenate Wellness Medspa

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Rejuvenate Wellness Medspa Fat Reduction in Fulton, MD Non-Surgical Fat Reduction rejuvenate.beautysculpt.net/coolsculpting/fulton 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	\$899.46	3,844	172	\$5.23	4.47%	10	5.81%	\$89.95
{Keyword:Rejuvenate Wellness Medspa} Schedule A Free Consultation Dermal Fillers Near Me rejuvenate.beautysculpt.net/dermal_fillers/fulton Look Younger and More Energized with Dermal Fillers. Leading Provider in Fulton, MD Reverse the Signs of Aging + Stimulate Collagen Production. Schedule A Free Consultation.	search beta dermal fillers	\$846.85	3,738	295	\$2.87	7.89%	5.5	1.86%	\$153.97
Rejuvenate Wellness Medspa Fat Reduction in Fulton, MD Non-Surgical Fat Reduction rejuvenate.beautysculpt.net/coolsculpting/fulton 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	\$519.55	1,486	99	\$5.25	6.66%	5	5.05%	\$103.91
{Keyword:Rejuvenate Wellness Medspa} CoolSculpting in Fulton, MD Biggest CoolSculpting® Promo rejuvenate.beautysculpt.net/coolsculpting/fulton Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Fulton, MD Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$1,004.29	1,743	96	\$10.46	5.51%	2	2.08%	\$502.14
{Keyword:Rejuvenate Wellness Medspa} CoolSculpting in Fulton, MD Biggest CoolSculpting® Promo rejuvenate.beautysculpt.net/coolsculpting/fulton Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Fulton, MD Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00

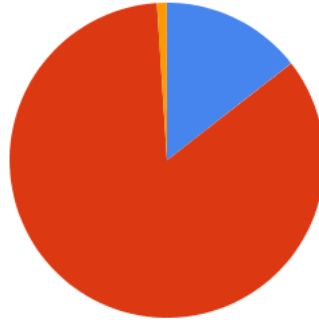
Budget Utilization by Device

Conversions by Device
Rejuvenate Wellness Medpsa



■ Computers - Conversions: 2 (6.67%) ■ Mobile devices with full browsers - Conversions: 28 (93.33%)

Cost by Device
Rejuvenate Wellness Medpsa




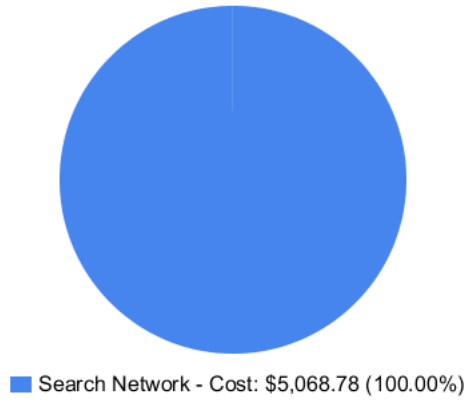
■ Computers - Cost: \$732.82 (14.46%) ■ Mobile devices with full browsers - Cost: \$4,284.69 (84.53%)
■ Tablets with full browsers - Cost: \$51.27 (1.01%)


Device Performance (by Conversions)
Rejuvenate Wellness Medpsa

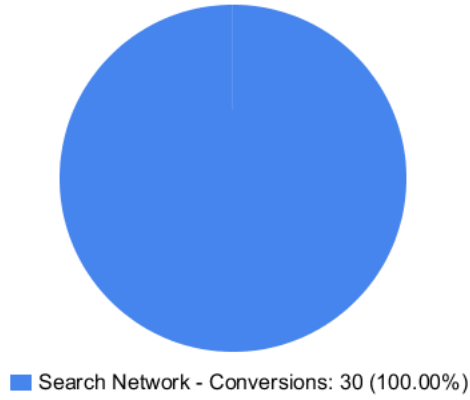
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	13,558	857	\$4,284.69	\$5.00	6.32%	28	3.27%	\$153.02
Computers	2,640	109	\$732.82	\$6.72	4.13%	2	1.83%	\$366.41
Tablets with full browsers	228	11	\$51.27	\$4.66	4.82%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
Rejuvenate Wellness Medpsa



 Conversions by Network
Rejuvenate Wellness Medpsa




 Network Performance
Rejuvenate Wellness Medpsa

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	16,426	977	\$5,068.78	\$5.19	5.95%	30	3.07%	\$168.96

Conversion Summary


07/01/2021 - 07/31/2021

 Conversion Performance
Rejuvenate Wellness Medpsa

Conversion name	All conv.
Submit lead form	23
Click to Call	7

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
Rejuvenate Wellness Medpsa

Region	Clicks	Conversions	Cost / conv.
Maryland	930	27	\$178.78
District of Columbia	47	3	\$80.55

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