

Rejuvenate Wellness Monthly Google Performance Summary

01 July 2021 - 31 August 2021

Key Performance Indicators

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Cost
Rejuvenate Wellness Medpsa

\$675.69

\$5,068.78 -86.67%

Clicks
Rejuvenate Wellness Medpsa

230

977 -76.46%

Avg CPC
Rejuvenate Wellness Medpsa

\$2.94

\$5.19 -43.35%

Conversions
Rejuvenate Wellness Medpsa

9

30 -70.00%

Conv. Rate
Rejuvenate Wellness Medpsa

3.91%

3.07% 27.36%

Cost / Conv
Rejuvenate Wellness Medpsa

\$75.08

\$168.96 -55.56%

Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Overall Performance Summary
Rejuvenate Wellness Medpsa

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$675.69	\$5,068.78	-86.67%
Impressions	4,226	16,426	-74.27%
Clicks	230	977	-76.46%
Avg CPC	\$2.94	\$5.19	-43.35%
CTR	5.44%	5.95%	-8.57%
Conversions	9	30	-70.00%
Conv Rate	3.91%	3.07%	27.36%
Cost / Conv	\$75.08	\$168.96	-55.56%

Budget Coverage

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Search Impr. Share
Rejuvenate Wellness Medpsa

21.50%

38.17% -43.67%

Search IS Lost (due to Budget)
Rejuvenate Wellness Medpsa

31.21%

10.68% 192.23%

Search IS Lost (due to Rank)
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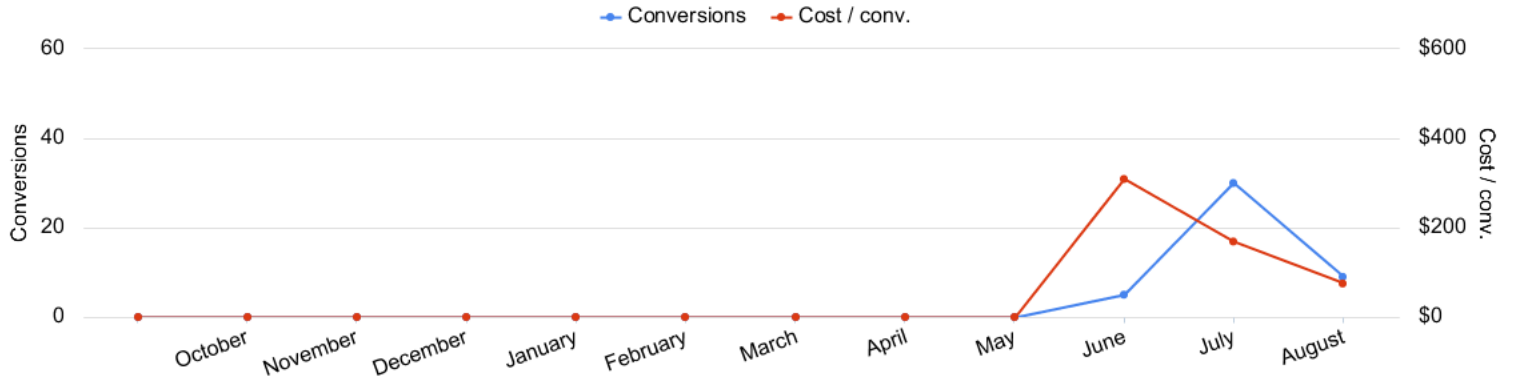
47.29%

51.15% -7.55%

Monthly Performance Trends

07/01/2021 - 08/31/2021

Conversions vs Cost/ Conv
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Account Performance by Month
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Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
07/01/2021	\$5,068.78	16,426	977	\$5.19	5.95%	30	3.07%	\$168.96	38.17%	10.68%
08/01/2021	\$675.69	4,226	230	\$2.94	5.44%	9	3.91%	\$75.08	21.50%	31.21%
Total	\$5,744.47	20,652	1,207	\$4.76	5.84%	39	3.23%	\$147.29	32.94%	17.13%

Campaign Performance Summary (by Conversions)


07/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)
Rejuvenate Wellness Medpsa

Campaign	Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	07/01/2021	\$3,790.93	11,316	568	\$6.67	5.02%	22	3.87%	\$172.31
search beta dermal fillers	07/01/2021	\$1,277.85	5,110	409	\$3.12	8.00%	8	1.96%	\$159.73
search beta dermal fillers	08/01/2021	\$253.15	2,228	148	\$1.71	6.64%	5	3.38%	\$50.63
search beta coolsculpting	08/01/2021	\$422.54	1,998	82	\$5.15	4.10%	4	4.88%	\$105.64

Top Search Terms (by Conversions)


07/01/2021 - 08/31/2021

 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
coolsculpting near me	\$463.48	79	29	\$15.98	36.71%	2	6.90%	\$231.74
lip injections near me	\$75.76	33	12	\$6.31	36.36%	2	16.67%	\$37.88
lipotropic injections	\$3.32	9	1	\$3.32	11.11%	1	100.00%	\$3.32
lip filler for cleft lip	\$1.20	1	1	\$1.20	100.00%	1	100.00%	\$1.20
lip fillers annapolis	\$2.27	1	1	\$2.27	100.00%	1	100.00%	\$2.27
invasive liposuction	\$3.64	1	1	\$3.64	100.00%	1	100.00%	\$3.64
chin lipo cost	\$7.95	1	1	\$7.95	100.00%	1	100.00%	\$7.95
liposuction in memphis tn	\$3.96	1	1	\$3.96	100.00%	1	100.00%	\$3.96
lips filler near me	\$6.67	1	1	\$6.67	100.00%	1	100.00%	\$6.67
cool sculpting	\$182.36	241	21	\$8.68	8.71%	1	4.76%	\$182.36
laser fat removal reviews	\$4.25	1	1	\$4.25	100.00%	1	100.00%	\$4.25
stages of losing belly fat	\$6.02	1	1	\$6.02	100.00%	1	100.00%	\$6.02
new coolsculpting applicators	\$3.34	1	1	\$3.34	100.00%	1	100.00%	\$3.34
lose stomach fat quickly	\$4.08	1	1	\$4.08	100.00%	1	100.00%	\$4.08
revanesse vs juvederm	\$1.88	1	1	\$1.88	100.00%	1	100.00%	\$1.88
liposuction cost stomach	\$3.89	2	1	\$3.89	50.00%	1	100.00%	\$3.89
lip injections	\$31.66	89	14	\$2.26	15.73%	1	7.14%	\$31.66
liposuction	\$143.29	234	23	\$6.23	9.83%	1	4.35%	\$143.29
lip filler shape guide	\$0.97	1	1	\$0.97	100.00%	1	100.00%	\$0.97

Top Search Ads (by Conversions)

07/01/2021 - 08/31/2021

 Top Responsive Search Ads (by Conversions)
Rejuvenate Wellness Medspa

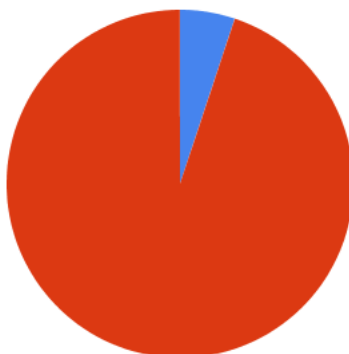
Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Rejuvenate Wellness Medspa Fat Reduction in Fulton, MD Non-Surgical Fat Reduction rejuvenate.beautysculpt.net/coolsculpting/fulton CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting	\$998.98	4,451	193	\$5.18	4.34%	11	5.70%	\$90.82
{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	\$1,003.35	5,204	399	\$2.51	7.67%	7.5	1.88%	\$133.78
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	\$525.98	1,554	101	\$5.21	6.50%	5	4.95%	\$105.20
{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	\$1,029.51	1,870	102	\$10.09	5.45%	4	3.92%	\$257.38

Budget Utilization by Device

07/01/2021 - 08/31/2021

Conversions by Device

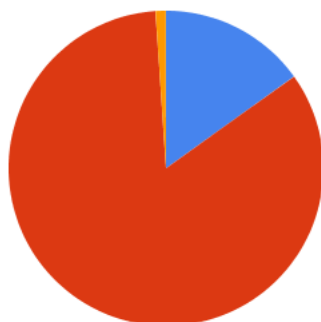
Rejuvenate Wellness Medpsa



Computers - Conversions: 2 (5.13%) Mobile devices with full browsers - Conversions: 37 (94.87%)

Cost by Device

Rejuvenate Wellness Medpsa



Computers - Cost: \$868.12 (15.11%) Mobile devices with full browsers - Cost: \$4,815.47 (83.83%)
 Tablets with full browsers - Cost: \$60.88 (1.06%)

Device Performance (by Conversions)

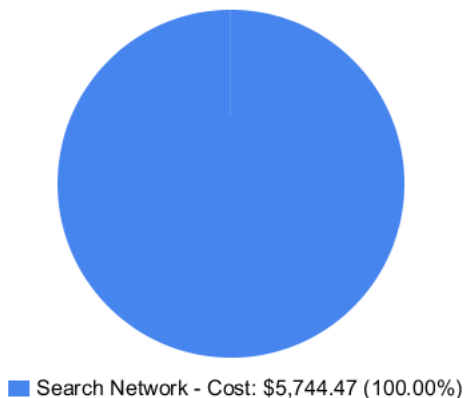
Rejuvenate Wellness Medpsa

Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	17,008	1,051	\$4,815.47	\$4.58	6.18%	37	3.52%	\$130.15
Computers	3,357	142	\$868.12	\$6.11	4.23%	2	1.41%	\$434.06
Tablets with full browsers	287	14	\$60.88	\$4.35	4.88%	0	0.00%	\$0.00

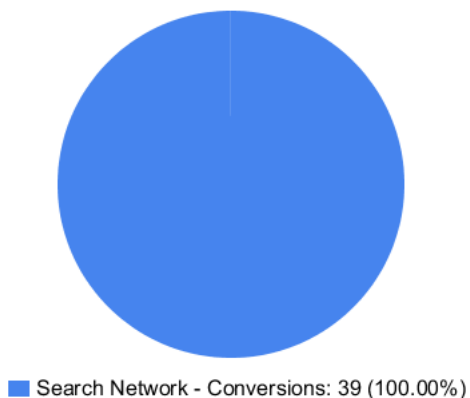
Budget Utilization by Network

07/01/2021 - 08/31/2021

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	20,652	1,207	\$5,744.47	\$4.76	5.84%	39	3.23%	\$147.29

Conversion Summary


07/01/2021 - 08/31/2021

 Conversion Performance
Rejuvenate Wellness Medpsa

Conversion name	All conv.
Submit lead form	30
Click to Call	8
Call From Ads (MS)	1

Geo-Targeting Summary

07/01/2021 - 08/31/2021

 Top Locations
Rejuvenate Wellness Medpsa

Region	Clicks	Conversions	Cost / conv.
District of Columbia	65	3	\$96.27
Maryland	1,142	36	\$151.55

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