

# **Rejuvenate Wellness Spa Monthly Google Performance Summary**

**09/01/2021 - 09/30/2021**

# Key Performance Indicators

09/01/2021 - 09/30/2021

Cost  
Rejuvenate Wellness Medpsa

**\$2,975.25**

\$675.69 **340.33%**

Clicks  
Rejuvenate Wellness Medpsa

**739**

230 **221.30%**

Avg CPC  
Rejuvenate Wellness Medpsa

**\$4.03**

\$2.94 **37.07%**

Conversions  
Rejuvenate Wellness Medpsa

**51**

9 **466.67%**

Conv. Rate  
Rejuvenate Wellness Medpsa

**6.90%**

3.91% **76.47%**

Cost / Conv  
Rejuvenate Wellness Medpsa

**\$58.34**

\$75.08 **-22.30%**

## Month-Over-Month Performance Comparison

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

Overall Performance Summary  
Rejuvenate Wellness Medpsa

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$2,975.25	\$675.69	<b>340.33%</b>
Impressions	14,172	4,226	<b>235.35%</b>
Clicks	739	230	<b>221.30%</b>
Avg CPC	\$4.03	\$2.94	<b>37.07%</b>
CTR	5.21%	5.44%	<b>-4.23%</b>
Conversions	51	9	<b>466.67%</b>
Conv Rate	6.90%	3.91%	<b>76.47%</b>
Cost / Conv	\$58.34	\$75.08	<b>-22.30%</b>

## Budget Coverage

Search Impr. Share  
Rejuvenate Wellness Medpsa

**34.20%**

21.50% **59.07%**

Search IS Lost (due to Budget)  
Rejuvenate Wellness Medpsa

**15.81%**

31.21% **-49.34%**

Search IS Lost (due to Rank)  
Rejuvenate Wellness Medpsa

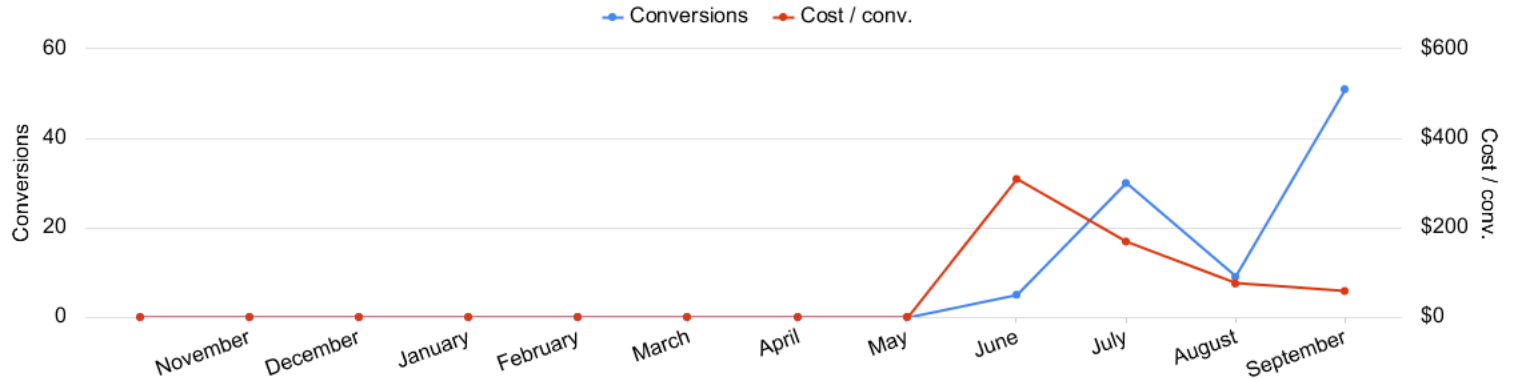
**49.99%**

47.29% **5.71%**

# Monthly Performance Trends

10/01/2020 - 09/30/2021

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	38.17%	10.68%
08/01/2021	\$675.69	4,226	230	\$2.94	5.44%	9	3.91%	\$75.08	21.50%	31.21%
09/01/2021	\$2,975.25	14,172	739	\$4.03	5.21%	51	6.90%	\$58.34	34.20%	15.81%
<b>Total</b>	<b>\$10,264.55</b>	<b>42,195</b>	<b>2,287</b>	<b>\$4.49</b>	<b>5.42%</b>	<b>95</b>	<b>4.15%</b>	<b>\$108.05</b>	<b>31.15%</b>	<b>16.21%</b>

# Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)  
Rejuvenate Wellness Medpsa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$2,226.99	8,804	363	\$6.13	4.12%	28	7.71%	\$79.54
search   beta   dermal fillers	\$748.26	5,368	376	\$1.99	7.00%	23	6.12%	\$32.53

# Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)  
Rejuvenate Wellness Medpsa

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
chin sculpting injections	\$3.94	1	1	\$3.94	100.00%	2	200.00%	\$1.97
coolsculpting near me	\$267.50	186	24	\$11.15	12.90%	2	8.33%	\$133.75
groupon lip filler	\$4.08	2	1	\$4.08	50.00%	2	200.00%	\$2.04
cool sculpting	\$125.52	429	15	\$8.37	3.50%	2	13.33%	\$62.76
coolsculpting for men	\$5.34	3	1	\$5.34	33.33%	1.33	133.00%	\$4.02
cool sculpting cost	\$48.92	141	7	\$6.99	4.96%	1	14.29%	\$48.92
body sculpting	\$8.58	76	2	\$4.29	2.63%	1	50.00%	\$8.58
liposuction cost maryland	\$52.66	173	10	\$5.27	5.78%	1	10.00%	\$52.66
comprar juvederm online	\$5.20	1	1	\$5.20	100.00%	1	100.00%	\$5.20
non surgical jawline contouring	\$4.30	7	2	\$2.15	28.57%	1	50.00%	\$4.30
dermal filler injections	\$1.62	3	1	\$1.62	33.33%	1	100.00%	\$1.62
coolsculpting vs liposuction	\$6.07	5	1	\$6.07	20.00%	1	100.00%	\$6.07
weight loss non surgical procedures	\$3.29	1	1	\$3.29	100.00%	1	100.00%	\$3.29
cool sculpting near me	\$18.13	4	1	\$18.13	25.00%	1	100.00%	\$18.13
lip flip	\$27.21	161	17	\$1.60	10.56%	1	5.88%	\$27.21
jawline contouring cost	\$2.63	4	1	\$2.63	25.00%	1	100.00%	\$2.63
stomach fat removal	\$10.93	17	2	\$5.46	11.76%	1	50.00%	\$10.93
how much is coolsculpting for stomach	\$2.57	5	1	\$2.57	20.00%	1	100.00%	\$2.57
get rid of stomach fat	\$10.08	8	1	\$10.08	12.50%	1	100.00%	\$10.08
lip injections virginia	\$2.53	1	1	\$2.53	100.00%	1	100.00%	\$2.53

# Top Search Ads (by Conversions)

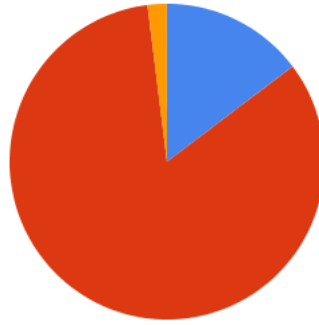
09/01/2021 - 09/30/2021

 Top Responsive Search Ads (by Conversions)  
Rejuvenate Wellness Medspa

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">{Keyword:Rejuvenate Wellness Medspa}   Schedule A Free Consultation   Dermal Fillers Near Me</a> <a href="https://rejuvenate.beautysculpt.net/dermal_fillers/fulton">rejuvenate.beautysculpt.net/dermal_fillers/fulton</a> 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	\$525.34	4,134	300	\$1.75	7.26%	17.5	5.83%	\$30.02
<a href="#">{Keyword:Rejuvenate Wellness Medspa}   CoolSculpting in Fulton, MD   Biggest CoolSculpting® Promo</a> <a href="https://rejuvenate.beautysculpt.net/coolsculpting/fulton">rejuvenate.beautysculpt.net/coolsculpting/fulton</a> 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	\$709.58	1,883	81	\$8.76	4.30%	10.33	12.75%	\$68.69
<a href="#">Rejuvenate Wellness Medspa   Fat Reduction in Fulton, MD   Non-Surgical Fat Reduction</a> <a href="https://rejuvenate.beautysculpt.net/coolsculpting/fulton">rejuvenate.beautysculpt.net/coolsculpting/fulton</a> 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	\$495.04	2,528	108	\$4.58	4.27%	8.33	7.71%	\$59.43
<a href="#">Rejuvenate Wellness Medspa   Fat Reduction in Fulton, MD   Non-Surgical Fat Reduction</a> <a href="https://rejuvenate.beautysculpt.net/coolsculpting/fulton">rejuvenate.beautysculpt.net/coolsculpting/fulton</a> 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	\$289.89	956	51	\$5.68	5.33%	2.33	4.57%	\$124.42
<a href="#">{Keyword:Rejuvenate Wellness Medspa}   CoolSculpting in Fulton, MD   Biggest CoolSculpting® Promo</a> <a href="https://rejuvenate.beautysculpt.net/coolsculpting/fulton">rejuvenate.beautysculpt.net/coolsculpting/fulton</a> 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	\$11.94	53	1	\$11.94	1.89%	0	0.00%	\$0.00

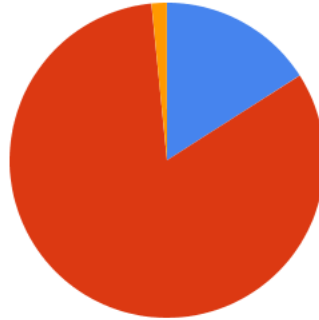
# Budget Utilization by Device

Conversions by Device  
Rejuvenate Wellness Medpsa



■ Computers - Conversions: 7.5 (14.71%) 
 ■ Mobile devices with full browsers - Conversions: 42.5 (83.33%) 
 ■ Tablets with full browsers - Conversions: 1 (1.96%)

Cost by Device  
Rejuvenate Wellness Medpsa




■ Computers - Cost: \$475.04 (15.97%) 
 ■ Mobile devices with full browsers - Cost: \$2,453.47 (82.46%) 
 ■ Tablets with full browsers - Cost: \$46.74 (1.57%)


Device Performance (by Conversions)  
Rejuvenate Wellness Medpsa

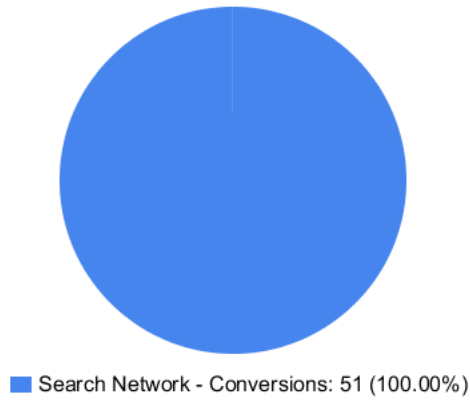
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	11,674	617	\$2,453.47	\$3.98	5.29%	42.5	6.89%	\$57.73
Computers	2,332	113	\$475.04	\$4.20	4.85%	7.5	6.64%	\$63.34
Tablets with full browsers	166	9	\$46.74	\$5.19	5.42%	1	11.11%	\$46.74


# 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	14,172	739	\$2,975.25	\$4.03	5.21%	51	6.90%	\$58.34

# Conversion Summary

09/01/2021 - 09/30/2021

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 Conversion Performance  
Rejuvenate Wellness Medpsa

Conversion name	All conv.	% Change
Submit lead form	39	457.14%
Click to Call	12	1,100.00%

# Geo-Targeting Summary

09/01/2021 - 09/30/2021

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 Top Locations  
Rejuvenate Wellness Medpsa

Region	Clicks	Conversions	Cost / conv.
District of Columbia	50	3	\$41.08
Maryland	688	48	\$59.40

# 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