

Reno Regenerative Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Reno Regenerative Medicine -

\$2,209.45

\$663.86 **232.82%**

Conversions
Reno Regenerative Medicine -

11

5 **120.00%**

Clicks
Reno Regenerative Medicine -

126

48 **162.50%**

Conv. Rate
Reno Regenerative Medicine -

8.73%

10.42% **-16.22%**

Avg CPC
Reno Regenerative Medicine -

\$17.54

\$13.83 **26.83%**

Cost / Conv
Reno Regenerative Medicine -

\$200.86

\$132.77 **51.28%**

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Reno Regenerative Medicine -

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$2,209.45	\$663.86	232.82%
Impressions	1,818	802	126.68%
Clicks	126	48	162.50%
Avg CPC	\$17.54	\$13.83	26.83%
CTR	6.93%	5.99%	15.69%
Conversions	11	5	120.00%
Conv Rate	8.73%	10.42%	-16.22%
Cost / Conv	\$200.86	\$132.77	51.28%

Budget Coverage

Search Impr. Share
Reno Regenerative Medicine -

88.44%

78.85% **12.16%**

Search IS Lost (due to Budget)
Reno Regenerative Medicine -

4.08%

3.67% **11.17%**

Search IS Lost (due to Rank)
Reno Regenerative Medicine -

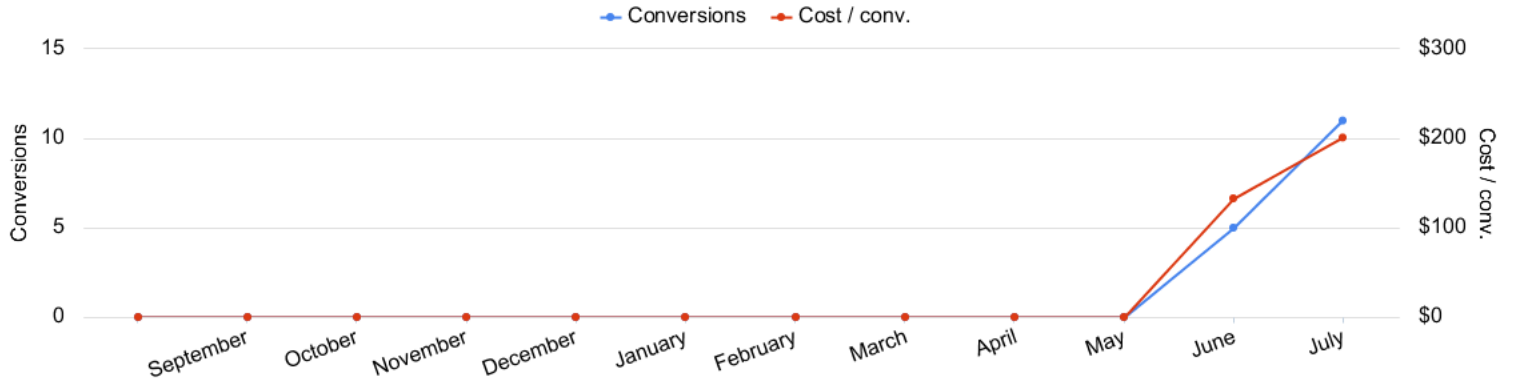
7.48%

17.48% **-57.21%**

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Reno Regenerative Medicine -




Account Performance by Month
Reno Regenerative Medicine -

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
06/01/2021	\$663.86	802	48	\$13.83	5.99%	5	10.42%	\$132.77	78.85%	3.67%
07/01/2021	\$2,209.45	1,818	126	\$17.54	6.93%	11	8.73%	\$200.86	88.44%	4.08%
Total	\$2,873.31	2,620	174	\$16.51	6.64%	16	9.20%	\$179.58	85.26%	3.95%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Reno Regenerative Medicine -

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta emsculpt neo	\$2,017.84	1,738	117	\$17.25	6.73%	11	9.40%	\$183.44
search beta emsella	\$191.61	80	9	\$21.29	11.25%	0	0.00%	\$0.00

Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
Reno Regenerative Medicine -

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
emsculpt	\$103.52	73	16	\$6.47	21.92%	2	12.50%	\$51.76
emsculpt reno	\$40.77	11	4	\$10.19	36.36%	1	25.00%	\$40.77
emsculpt near me	\$80.15	5	4	\$20.04	80.00%	1	25.00%	\$80.15
what's emsculpt	\$11.56	1	1	\$11.56	100.00%	1	100.00%	\$11.56
emsculpt neo near me	\$11.93	1	1	\$11.93	100.00%	1	100.00%	\$11.93
hot sculpting	\$62.27	3	2	\$31.14	66.67%	1	50.00%	\$62.27
red light therapy body contouring	\$16.27	1	1	\$16.27	100.00%	0	0.00%	\$0.00
m sculpting	\$1.22	1	1	\$1.22	100.00%	0	0.00%	\$0.00
tighten stomach	\$10.12	1	1	\$10.12	100.00%	0	0.00%	\$0.00
zerona body contouring reviews	\$6.35	1	1	\$6.35	100.00%	0	0.00%	\$0.00
emaculpt	\$7.37	2	1	\$7.37	50.00%	0	0.00%	\$0.00
ab stimulator	\$29.54	1	1	\$29.54	100.00%	0	0.00%	\$0.00
6 packs	\$12.18	1	1	\$12.18	100.00%	0	0.00%	\$0.00
neo emsculpt cost	\$2.77	1	1	\$2.77	100.00%	0	0.00%	\$0.00
ems sculpt	\$2.67	1	1	\$2.67	100.00%	0	0.00%	\$0.00
incontinence protection	\$33.28	2	1	\$33.28	50.00%	0	0.00%	\$0.00
emsculpt neo reviews	\$1.88	3	1	\$1.88	33.33%	0	0.00%	\$0.00
body sculpting	\$253.30	93	8	\$31.66	8.60%	0	0.00%	\$0.00
body contouring near me	\$112.67	4	4	\$28.17	100.00%	0	0.00%	\$0.00
emsculpt treatment near me	\$2.28	2	1	\$2.28	50.00%	0	0.00%	\$0.00

Top Search Ads (by Conversions)

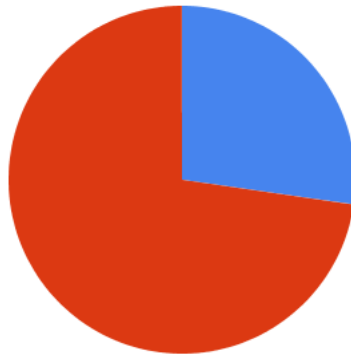
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)
Reno Regenerative Medicine -

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Reno Regenerative Medicine} Best Price in Reno, Nevada #1 Provider in Reno, Nevada btlreno.beautysculpt.net/emsculpt_neo/reno Leading Emsculpt Provider in Reno, Nevada. Build Muscle + Burn Fat. Free Consultation. What is the Price of Emsculpt? A Lot Less Than You Might Think. Our Lowest Pricing Ever.	search beta emsculpt neo	\$117.36	88	12	\$9.78	13.64%	1	8.33%	\$117.36
Reno Regenerative Medicine Best Price in Reno, Nevada #1 Provider in Reno, Nevada btlreno.beautysculpt.net/emsculpt_neo/reno Leading Emsculpt Provider in Reno, Nevada. Build Muscle + Burn Fat. Free Consultation. What is the Price of Emsculpt? A Lot Less Than You Might Think. Our Lowest Pricing Ever.	search beta emsculpt neo	\$60.06	207	5	\$12.01	2.42%	0	0.00%	\$0.00
{Keyword:Reno Regenerative Medicine} Best Price in Reno, Nevada #1 Provider in Reno, Nevada btlreno.beautysculpt.net/emsculpt_neo/reno Leading Emsculpt Provider in Reno, Nevada. Build Muscle + Burn Fat. Free Consultation. What is the Price of Emsculpt? A Lot Less Than You Might Think. Our Lowest Pricing Ever.	search beta emsculpt neo	\$30.39	10	5	\$6.08	50.00%	0	0.00%	\$0.00
{Keyword:Reno Regenerative Medicine} Best Price in Reno, Nevada #1 Provider in Reno, Nevada btlreno.beautysculpt.net/emsculpt_neo/reno Leading Emsculpt Provider in Reno, Nevada. Build Muscle + Burn Fat. Free Consultation. What is the Price of Emsculpt? A Lot Less Than You Might Think. Our Lowest Pricing Ever.	search beta emsculpt neo	\$232.93	137	10	\$23.29	7.30%	0	0.00%	\$0.00

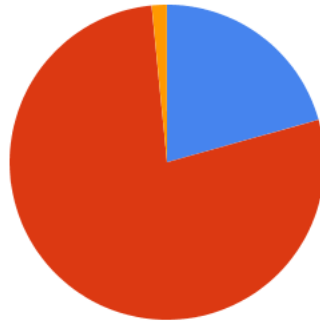
Budget Utilization by Device

Conversions by Device
Reno Regenerative Medicine -



■ Computers - Conversions: 3 (27.27%) ■ Mobile devices with full browsers - Conversions: 8 (72.73%)

Cost by Device
Reno Regenerative Medicine -




■ Computers - Cost: \$456.41 (20.66%) ■ Mobile devices with full browsers - Cost: \$1,718.65 (77.79%)
■ Tablets with full browsers - Cost: \$34.39 (1.56%)


Device Performance (by Conversions)
Reno Regenerative Medicine -

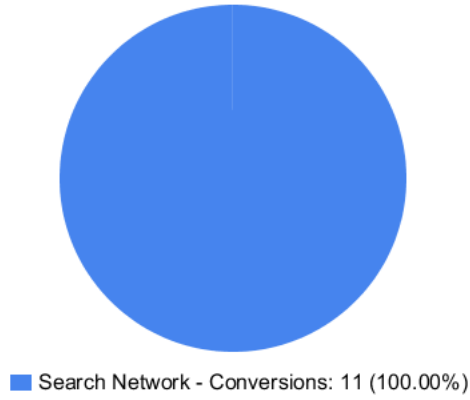
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	1,419	99	\$1,718.65	\$17.36	6.98%	8	8.08%	\$214.83
Computers	353	25	\$456.41	\$18.26	7.08%	3	12.00%	\$152.14
Tablets with full browsers	46	2	\$34.39	\$17.20	4.35%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
Reno Regenerative Medicine -



 Conversions by Network
Reno Regenerative Medicine -




 Network Performance
Reno Regenerative Medicine -

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	1,818	126	\$2,209.45	\$17.54	6.93%	11	8.73%	\$200.86

Conversion Summary


07/01/2021 - 07/31/2021

 Conversion Performance
Reno Regenerative Medicine -

Conversion name	All conv.
Submit lead form	9
Call From Ads (MS)	1
Click to Call	1

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
Reno Regenerative Medicine -

Region	Clicks	Conversions	Cost / conv.
Nevada	109	9	\$213.31
California	17	2	\$144.81

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