

Renovo MD Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
RenovoMD -

\$1,887.29
\$1,993.15 -5.31%

Conversions
RenovoMD -

39.25
38.75 1.29%

Clicks
RenovoMD -

459
519 -11.56%

Conv. Rate
RenovoMD -

8.55%
7.47% 14.46%

Avg CPC
RenovoMD -

\$4.11
\$3.84 7.03%

Cost / Conv
RenovoMD -

\$48.08
\$51.44 -6.53%

Month-Over-Month Performance Comparison

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

Overall Performance Summary
RenovoMD -

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$1,887.29	\$1,993.15	-5.31%
Impressions	10,549	10,627	-0.73%
Clicks	459	519	-11.56%
Avg CPC	\$4.11	\$3.84	7.03%
CTR	4.35%	4.88%	-10.86%
Conversions	39.25	38.75	1.29%
Conv Rate	8.55%	7.47%	14.46%
Cost / Conv	\$48.08	\$51.44	-6.53%

Budget Coverage

Search Impr. Share
RenovoMD -

25.69%
24.44% 5.11%

Search IS Lost (due to Budget)
RenovoMD -

13.41%
17.95% -25.29%

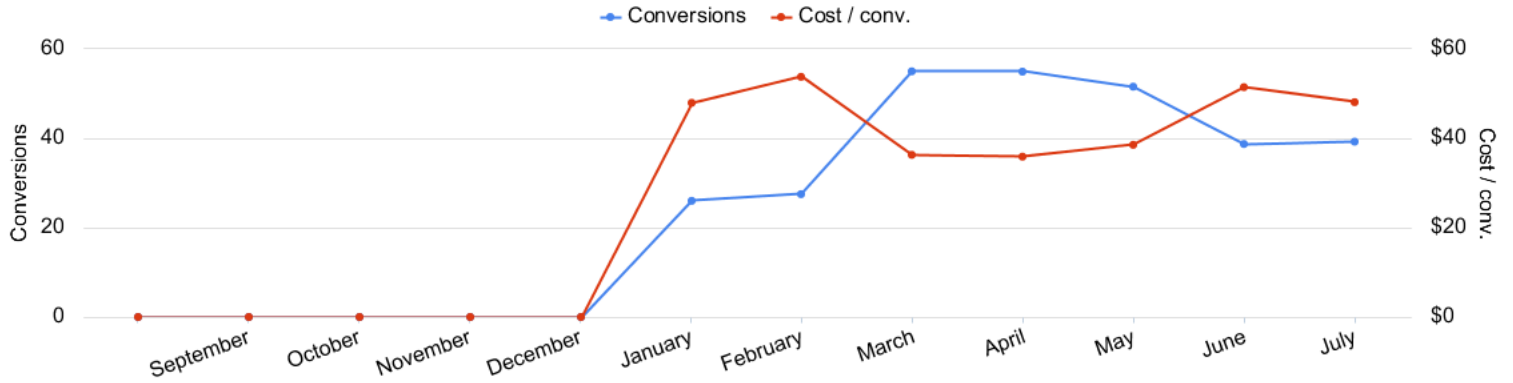
Search IS Lost (due to Rank)
RenovoMD -

60.91%
57.62% 5.71%

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
RenovoMD -




Account Performance by Month
RenovoMD -

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
01/01/2021	\$1,246.07	5,914	264	\$4.72	4.46%	26	9.85%	\$47.93	23.32%	21.75%
02/01/2021	\$1,478.71	8,564	362	\$4.08	4.23%	27.5	7.60%	\$53.77	21.22%	15.82%
03/01/2021	\$1,996.44	10,819	526	\$3.80	4.86%	55	10.46%	\$36.30	19.06%	20.80%
04/01/2021	\$1,972.74	10,140	576	\$3.42	5.68%	54.93	9.54%	\$35.91	20.96%	16.63%
05/01/2021	\$1,988.47	10,836	565	\$3.52	5.21%	51.57	9.13%	\$38.56	21.81%	17.93%
06/01/2021	\$1,993.15	10,627	519	\$3.84	4.88%	38.75	7.47%	\$51.44	24.44%	17.95%
07/01/2021	\$1,887.29	10,549	459	\$4.11	4.35%	39.25	8.55%	\$48.08	25.69%	13.41%
Total	\$12,562.87	67,449	3,271	\$3.84	4.85%	293	8.96%	\$42.88	22.11%	17.69%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
RenovoMD -

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$1,887.29	10,549	459	\$4.11	4.35%	39.25	8.55%	\$48.08

Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
RenovoMD -

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
fastest way to lose belly fat	\$3.27	1	1	\$3.27	100.00%	1.5	150.00%	\$2.18
coolsculpting near me	\$27.59	4	4	\$6.90	100.00%	1.25	31.25%	\$22.07
liposuction worcester	\$7.98	2	2	\$3.99	100.00%	1	50.00%	\$7.98
sonobell	\$9.16	1	1	\$9.16	100.00%	1	100.00%	\$9.16
fat removal	\$11.34	2	2	\$5.67	100.00%	1	50.00%	\$11.34
coolsculpting massachusetts	\$6.12	1	1	\$6.12	100.00%	1	100.00%	\$6.12
non surgical liposuction	\$8.11	1	1	\$8.11	100.00%	1	100.00%	\$8.11
weight loss drinks that work	\$5.04	1	1	\$5.04	100.00%	1	100.00%	\$5.04
lipo papada near me	\$7.80	1	2	\$3.90	200.00%	1	50.00%	\$7.80
chin liposuction cost	\$3.86	2	1	\$3.86	50.00%	1	100.00%	\$3.86
coolsculpting turkey neck	\$4.54	1	1	\$4.54	100.00%	1	100.00%	\$4.54
how much does coolsculpting cost	\$18.10	6	6	\$3.02	100.00%	1	16.67%	\$18.10
coolsculpting elite	\$3.19	1	1	\$3.19	100.00%	1	100.00%	\$3.19
metabolife	\$18.15	5	4	\$4.54	80.00%	1	25.00%	\$18.15
double chin dissolver	\$2.61	1	1	\$2.61	100.00%	1	100.00%	\$2.61
abdominal fat	\$1.47	1	1	\$1.47	100.00%	1	100.00%	\$1.47
lose belly fat workout	\$1.91	1	1	\$1.91	100.00%	1	100.00%	\$1.91
stomach wrap for weight loss	\$5.09	2	2	\$2.54	100.00%	1	50.00%	\$5.09
foods to flatten stomach quickly	\$4.82	1	1	\$4.82	100.00%	1	100.00%	\$4.82
liposuction cost	\$15.32	8	5	\$3.06	62.50%	1	20.00%	\$15.32

Top Search Ads (by Conversions)

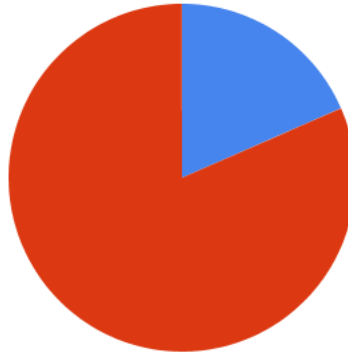
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)
RenovoMD -

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
RenovoMD Medical Aesthetics Fat Reduction in Northborough Non-Surgical Fat Reduction renovomd.com/coolsculpting/northborough Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting	\$304.14	1,229	79	\$3.85	6.43%	4	5.06%	\$76.03
RenovoMD Medical Aesthetics Fat Reduction in Northborough Non-Surgical Fat Reduction renovomd.com/coolsculpting/northborough Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting	\$103.56	757	32	\$3.24	4.23%	1	3.13%	\$103.56

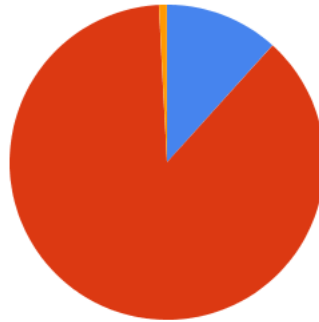
Budget Utilization by Device

Conversions by Device
RenovoMD -



■ Computers - Conversions: 7.25 (18.47%) ■ Mobile devices with full browsers - Conversions: 32 (81.53%)

Cost by Device
RenovoMD -




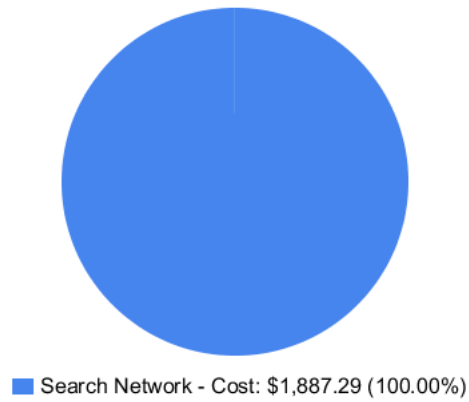
■ Computers - Cost: \$220.72 (11.70%) ■ Mobile devices with full browsers - Cost: \$1,651.08 (87.48%)
■ Tablets with full browsers - Cost: \$15.49 (0.82%)


Device Performance (by Conversions)
RenovoMD -

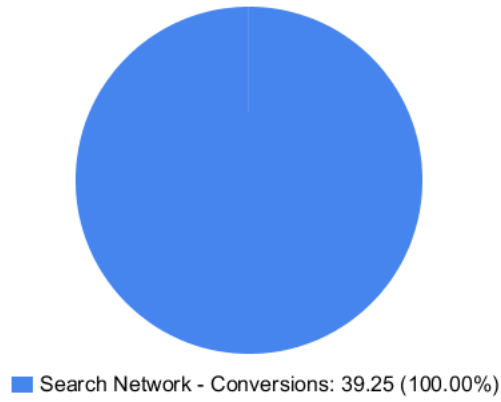
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	8,524	397	\$1,651.08	\$4.16	4.66%	32	8.06%	\$51.60
Computers	1,734	56	\$220.72	\$3.94	3.23%	7.25	12.95%	\$30.44
Tablets with full browsers	291	6	\$15.49	\$2.58	2.06%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
RenovoMD -



 Conversions by Network
RenovoMD -




 Network Performance
RenovoMD -

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	10,549	459	\$1,887.29	\$4.11	4.35%	39.25	8.55%	\$48.08

Conversion Summary


07/01/2021 - 07/31/2021

 Conversion Performance
RenovoMD -

Conversion name	All conv.
Click to Call	19
Submit lead form	18.25
Call From Ads (MS)	2

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
RenovoMD -

Region	Clicks	Conversions	Cost / conv.
Massachusetts	459	39.25	\$48.08

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