

# **Reston Dermatology Monthly Google Performance Summary**

**07/01/2021 - 07/31/2021**

# Key Performance Indicators

07/01/2021 - 07/31/2021

Cost  
Reston Dermatology

**\$7,049.49**

\$4,598.75 **53.29%**

Conversions  
Reston Dermatology

**24.63**

45.37 **-45.71%**

Clicks  
Reston Dermatology

**1,297**

1,362 **-4.77%**

Conv. Rate  
Reston Dermatology

**1.90%**

3.33% **-42.94%**

Avg CPC  
Reston Dermatology

**\$5.44**

\$3.38 **60.95%**

Cost / Conv  
Reston Dermatology

**\$286.22**

\$101.36 **182.38%**

## Month-Over-Month Performance Comparison

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

Overall Performance Summary  
Reston Dermatology

| Metric      | 07/01/2021 - 07/31/2021 | 06/01/2021 - 06/30/2021 | % Change       |
|-------------|-------------------------|-------------------------|----------------|
| Cost        | \$7,049.49              | \$4,598.75              | <b>53.29%</b>  |
| Impressions | 26,363                  | 24,134                  | <b>9.24%</b>   |
| Clicks      | 1,297                   | 1,362                   | <b>-4.77%</b>  |
| Avg CPC     | \$5.44                  | \$3.38                  | <b>60.95%</b>  |
| CTR         | 4.92%                   | 5.64%                   | <b>-12.77%</b> |
| Conversions | 24.63                   | 45.37                   | <b>-45.71%</b> |
| Conv Rate   | 1.90%                   | 3.33%                   | <b>-42.94%</b> |
| Cost / Conv | \$286.22                | \$101.36                | <b>182.38%</b> |

## Budget Coverage

Search Impr. Share  
Reston Dermatology

**30.37%**

11.13% **172.87%**

Search IS Lost (due to Budget)  
Reston Dermatology

**10.31%**

70.82% **-85.44%**

Search IS Lost (due to Rank)  
Reston Dermatology

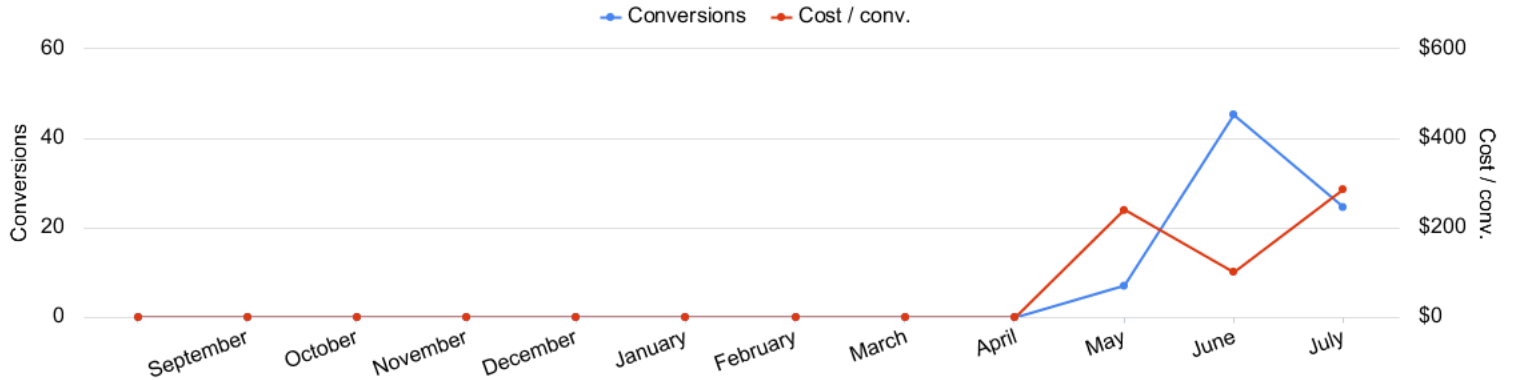
**59.32%**

18.05% **228.64%**

# Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv  
Reston Dermatology

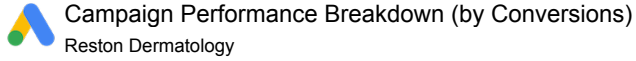


Account Performance by Month  
Reston Dermatology

| Month        | Cost               | Impressions    | Clicks       | Avg. CPC      | CTR          | Conversions | Conv. rate   | Cost / conv.    | Search Impr. share | Search Lost IS (budget) |
|--------------|--------------------|----------------|--------------|---------------|--------------|-------------|--------------|-----------------|--------------------|-------------------------|
| 02/01/2021   | \$92.70            | 40,984         | 241          | \$0.38        | 0.59%        | 0           | 0.00%        | \$0.00          | --                 | --                      |
| 03/01/2021   | \$412.84           | 153,570        | 1,218        | \$0.34        | 0.79%        | 0           | 0.00%        | \$0.00          | --                 | --                      |
| 05/01/2021   | \$1,677.22         | 6,143          | 371          | \$4.52        | 6.04%        | 7           | 1.89%        | \$239.60        | 18.74%             | 22.63%                  |
| 06/01/2021   | \$4,598.75         | 24,134         | 1,362        | \$3.38        | 5.64%        | 45.37       | 3.33%        | \$101.37        | 11.13%             | 70.82%                  |
| 07/01/2021   | \$7,049.49         | 26,363         | 1,297        | \$5.44        | 4.92%        | 24.63       | 1.90%        | \$286.17        | 30.37%             | 10.31%                  |
| <b>Total</b> | <b>\$13,831.00</b> | <b>251,194</b> | <b>4,489</b> | <b>\$3.08</b> | <b>1.79%</b> | <b>77</b>   | <b>1.72%</b> | <b>\$179.62</b> | <b>16.82%</b>      | <b>50.54%</b>           |

# Campaign Performance Summary (by Conversions)

07/01/2021 - 07/31/2021




Campaign Performance Breakdown (by Conversions)  
Reston Dermatology

| Campaign                       | Cost       | Impressions | Clicks | Avg. CPC | CTR   | Conversions | Conv. rate | Cost / conv. |
|--------------------------------|------------|-------------|--------|----------|-------|-------------|------------|--------------|
| search   beta   emsulpt neo    | \$2,526.90 | 14,118      | 535    | \$4.72   | 3.79% | 12.63       | 2.36%      | \$200.07     |
| search   beta   dermal fillers | \$1,049.60 | 4,950       | 339    | \$3.10   | 6.85% | 9           | 2.65%      | \$116.62     |
| search   beta   coolsculpting  | \$2,666.56 | 6,280       | 341    | \$7.82   | 5.43% | 3           | 0.88%      | \$888.85     |
| search   beta   emtone         | \$296.33   | 435         | 37     | \$8.01   | 8.51% | 0           | 0.00%      | \$0.00       |
| search   beta   emsella        | \$510.10   | 580         | 45     | \$11.34  | 7.76% | 0           | 0.00%      | \$0.00       |

# Top Search Terms (by Conversions)

07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)  
Reston Dermatology

| Search term                           | Cost     | Impressions | Clicks | Avg. CPC | CTR     | Conversions | Conv. rate | Cost / conv. |
|---------------------------------------|----------|-------------|--------|----------|---------|-------------|------------|--------------|
| fat blocking code mineral             | \$1.19   | 1           | 1      | \$1.19   | 100.00% | 1           | 100.00%    | \$1.19       |
| best way to lose belly fat            | \$2.63   | 1           | 1      | \$2.63   | 100.00% | 1           | 100.00%    | \$2.63       |
| emaculpt neo                          | \$4.92   | 2           | 1      | \$4.92   | 50.00%  | 1           | 100.00%    | \$4.92       |
| cost of dermal filler                 | \$3.50   | 1           | 1      | \$3.50   | 100.00% | 1           | 100.00%    | \$3.50       |
| warm sculpting near me                | \$6.92   | 1           | 1      | \$6.92   | 100.00% | 1           | 100.00%    | \$6.92       |
| sculpsure                             | \$19.44  | 44          | 4      | \$4.86   | 9.09%   | 1           | 25.00%     | \$19.44      |
| non invasive fat reduction            | \$12.78  | 4           | 2      | \$6.39   | 50.00%  | 1           | 50.00%     | \$12.78      |
| reducing arm fat                      | \$4.12   | 1           | 1      | \$4.12   | 100.00% | 1           | 100.00%    | \$4.12       |
| my body refuses to lose weight        | \$4.63   | 1           | 1      | \$4.63   | 100.00% | 1           | 100.00%    | \$4.63       |
| mclean body contouring & laser center | \$11.52  | 4           | 2      | \$5.76   | 50.00%  | 1           | 50.00%     | \$11.52      |
| nose fat reduction                    | \$3.12   | 1           | 1      | \$3.12   | 100.00% | 1           | 100.00%    | \$3.12       |
| under eye filler                      | \$4.33   | 65          | 3      | \$1.44   | 4.62%   | 1           | 33.33%     | \$4.33       |
| how much are under eye fillers        | \$2.23   | 1           | 1      | \$2.23   | 100.00% | 1           | 100.00%    | \$2.23       |
| cheek fillers                         | \$4.02   | 4           | 1      | \$4.02   | 25.00%  | 1           | 100.00%    | \$4.02       |
| lip injections                        | \$4.92   | 39          | 5      | \$0.98   | 12.82%  | 1           | 20.00%     | \$4.92       |
| emsculpt                              | \$149.15 | 330         | 30     | \$4.97   | 9.09%   | 0.63        | 2.10%      | \$236.75     |
| fillers for cortisone atrophy         | \$1.52   | 1           | 1      | \$1.52   | 100.00% | 0           | 0.00%      | \$0.00       |
| nutrisystem drink fat burner          | \$2.82   | 1           | 1      | \$2.82   | 100.00% | 0           | 0.00%      | \$0.00       |
| physiq body contouring cost           | \$2.65   | 2           | 1      | \$2.65   | 50.00%  | 0           | 0.00%      | \$0.00       |
| mculpt                                | \$0.00   | 1           | 0      | \$0.00   | 0.00%   | 0           | 0.00%      | \$0.00       |

# Top Search Ads (by Conversions)

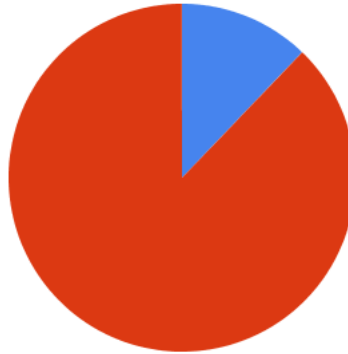
07/01/2021 - 07/31/2021

Top Responsive Search Ads (by Conversions)  
Reston Dermatology

| Ad   | Campaign                       | Cost     | Impressions | Clicks | Avg. CPC | CTR   | Conversions | Conv. rate | Cost / conv. |
|--|--------------------------------|----------|-------------|--------|----------|-------|-------------|------------|--------------|
| <p><a href="#">{Keyword:Reston Dermatology}   Schedule A Free Consultation   Dermal Fillers Near Me</a><br/> <a href="http://bodylab.restondermatology.com/dermal_fillers/reston">bodylab.restondermatology.com/dermal_fillers/reston</a><br/>                     Look Younger and More Energized with Dermal Fillers. Leading Provider in {LOCATION(City)}   Reverse the Signs of Aging + Stimulate Collagen Production. Schedule A Free Consultation.</p> | search   beta   dermal fillers | \$755.91 | 3,443       | 247    | \$3.06   | 7.17% | 7           | 2.83%      | \$107.99     |
| <p><a href="#">Reston Dermatology   Emsculpt NEO   Reston, VA   #1 Provider in Reston, VA</a><br/> <a href="http://bodylab.restondermatology.com/">bodylab.restondermatology.com/</a><br/>                     RF + HIFEM Energy Reduces Belly Fat, Strengthens Your Core &amp; Sculpts Your Abdominals   One 30-min Treatment Induces 24,000 Contractions (= 24,000 Situps) for a Slim, Strong Core</p>   | search   beta   emsculpt neo   | \$697.66 | 4,112       | 167    | \$4.18   | 4.06% | 2           | 1.20%      | \$348.83     |
| <p><a href="#">Reston Dermatology   Fat Reduction in Reston, VA   Non-Surgical Fat Reduction</a><br/> <a href="http://bodylab.restondermatology.com/coolsculpting/reston">bodylab.restondermatology.com/coolsculpting/reston</a><br/>                     CoolSculpting® Reduces Fat. No Surgery &amp; Minimal Downtime. Learn More About Freezing Fat   Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</p>          | search   beta   coolsculpting  | \$538.43 | 1,605       | 79     | \$6.82   | 4.92% | 1           | 1.27%      | \$538.43     |
| <p><a href="#">{Keyword:Reston Dermatology}   Dermal Fillers in {LOCATION(City)}   Smooth Wrinkles Restore Volume</a><br/> <a href="http://bodylab.restondermatology.com/juvederm/reston">bodylab.restondermatology.com/juvederm/reston</a><br/>                     Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.   Juvederm is the #1 Line of Hyaluronic Acid Fillers &amp; a Leading Anti Aging Treatment</p>   | search   beta   dermal fillers | \$93.87  | 383         | 33     | \$2.84   | 8.62% | 1           | 3.03%      | \$93.87      |
| <p><a href="#">{Keyword:Reston Dermatology}   Emsculpt NEO   Reston, VA   #1 Provider in Reston, VA</a><br/> <a href="http://bodylab.restondermatology.com/">bodylab.restondermatology.com/</a><br/>                     RF + HIFEM Energy Reduces Belly Fat, Strengthens Your Core &amp; Sculpts Your Abdominals   One 30-min Treatment Induces 24,000 Contractions (= 24,000 Situps) for a Slim, Strong Core</p>   | search   beta   emsculpt neo   | \$413.80 | 1,099       | 86     | \$4.81   | 7.83% | 1           | 1.16%      | \$413.80     |

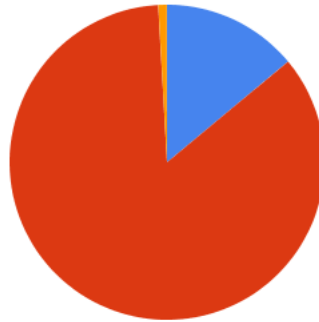
# Budget Utilization by Device

Conversions by Device  
Reston Dermatology



■ Computers - Conversions: 3 (12.18%) ■ Mobile devices with full browsers - Conversions: 21.63 (87.82%)

Cost by Device  
Reston Dermatology



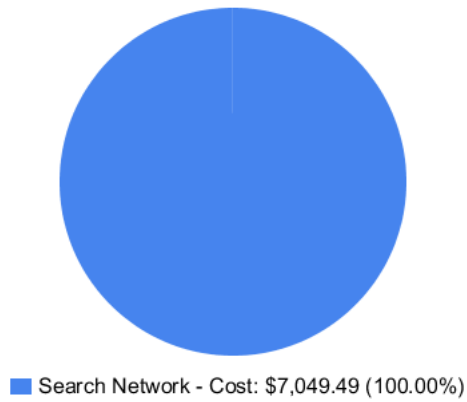
■ Computers - Cost: \$984.92 (13.97%) ■ Mobile devices with full browsers - Cost: \$6,002.54 (85.15%)  
■ Tablets with full browsers - Cost: \$62.03 (0.88%)

Device Performance (by Conversions)  
Reston Dermatology

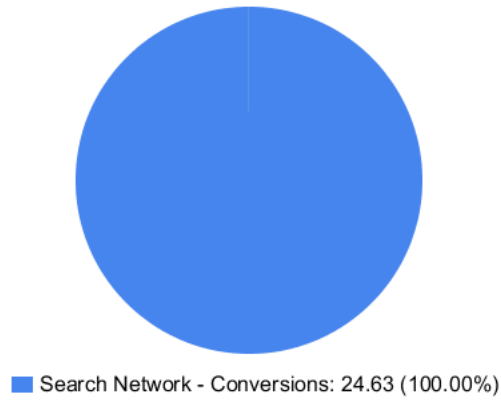
| Device                            | Impressions | Clicks | Cost       | Avg. CPC | CTR   | Conversions | Conv. rate | Cost / conv. |
|-----------------------------------|-------------|--------|------------|----------|-------|-------------|------------|--------------|
| Mobile devices with full browsers | 21,808      | 1,102  | \$6,002.54 | \$5.45   | 5.05% | 21.63       | 1.96%      | \$277.46     |
| Computers                         | 4,143       | 177    | \$984.92   | \$5.56   | 4.27% | 3           | 1.69%      | \$328.31     |
| Tablets with full browsers        | 412         | 18     | \$62.03    | \$3.45   | 4.37% | 0           | 0.00%      | \$0.00       |

# Budget Utilization by Network

## Cost by Network Reston Dermatology



## Conversions by Network Reston Dermatology




## Network Performance Reston Dermatology

| Network        | Impressions | Clicks | Cost       | Avg. CPC | CTR   | Conversions | Conv. rate | Cost / conv. |
|----------------|-------------|--------|------------|----------|-------|-------------|------------|--------------|
| Search Network | 26,363      | 1,297  | \$7,049.49 | \$5.44   | 4.92% | 24.63       | 1.90%      | \$286.17     |

# Conversion Summary

07/01/2021 - 07/31/2021

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 Conversion Performance  
Reston Dermatology

| Conversion name    | All conv. |
|--------------------|-----------|
| Click to Call      | 13        |
| Submit Lead Form   | 7         |
| Call From Ads (MS) | 3.63      |
| Calls from ads     | 1         |

# Geo-Targeting Summary

07/01/2021 - 07/31/2021

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 Top Locations  
Reston Dermatology

| Region   | Clicks | Conversions | Cost / conv. |
|----------|--------|-------------|--------------|
| Virginia | 1,232  | 23.63       | \$284.25     |
| Maryland | 65     | 1           | \$332.78     |

# 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