

# **Sculpt DTLA Monthly Google Performance Summary**

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

# Key Performance Indicators

07/01/2021 - 07/31/2021

Cost  
Sculpt DTLA - Nat

**\$997.75**

\$1,707.52 -41.57%

Clicks  
Sculpt DTLA - Nat

**891**

1,008 -11.61%

Avg CPC  
Sculpt DTLA - Nat

**\$1.12**

\$1.69 -33.73%

Conversions  
Sculpt DTLA - Nat

**17**

33.41 -49.12%

Conv. Rate  
Sculpt DTLA - Nat

**1.91%**

3.31% -42.30%

Cost / Conv  
Sculpt DTLA - Nat

**\$58.69**

\$51.11 14.83%

## Month-Over-Month Performance Comparison

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

Overall Performance Summary  
Sculpt DTLA - Nat

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$997.75	\$1,707.52	<span style="color: green;">-41.57%</span>
Impressions	16,753	20,019	<span style="color: red;">-16.31%</span>
Clicks	891	1,008	<span style="color: red;">-11.61%</span>
Avg CPC	\$1.12	\$1.69	<span style="color: green;">-33.73%</span>
CTR	5.32%	5.04%	<span style="color: green;">5.56%</span>
Conversions	17	33.41	<span style="color: red;">-49.12%</span>
Conv Rate	1.91%	3.31%	<span style="color: red;">-42.30%</span>
Cost / Conv	\$58.69	\$51.11	<span style="color: red;">14.83%</span>

## Budget Coverage

Search Impr. Share  
Sculpt DTLA - Nat

**19.41%**

18.32% 5.95%

Search IS Lost (due to Budget)  
Sculpt DTLA - Nat

**15.13%**

38.56% -60.76%

Search IS Lost (due to Rank)  
Sculpt DTLA - Nat

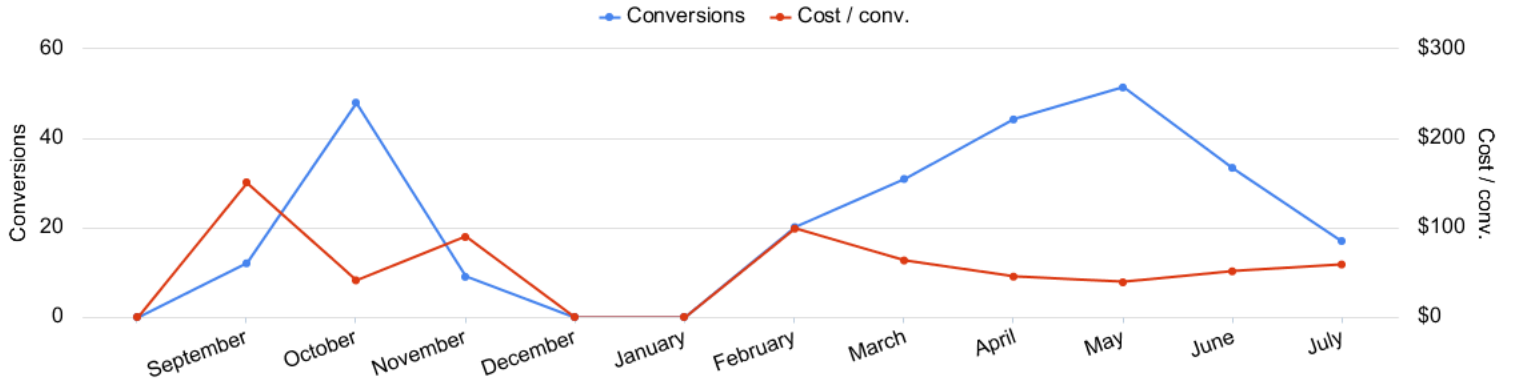
**65.46%**

43.12% 51.81%

# Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv  
Sculpt DTLA - Nat




Account Performance by Month  
Sculpt DTLA - Nat

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
09/01/2020	\$1,808.56	9,710	341	\$5.30	3.51%	12	3.52%	\$150.71	20.66%	23.68%
10/01/2020	\$1,973.82	15,695	709	\$2.78	4.52%	48	6.77%	\$41.12	33.07%	18.35%
11/01/2020	\$806.14	5,352	199	\$4.05	3.72%	9	4.52%	\$89.57	19.84%	15.82%
02/01/2021	\$1,990.07	12,052	465	\$4.28	3.86%	20.12	4.33%	\$98.91	15.24%	19.01%
03/01/2021	\$1,952.97	16,062	634	\$3.08	3.95%	30.88	4.87%	\$63.24	15.30%	19.16%
04/01/2021	\$1,997.14	17,170	739	\$2.70	4.30%	44.22	5.98%	\$45.16	14.14%	24.54%
05/01/2021	\$1,996.85	15,286	634	\$3.15	4.15%	51.37	8.10%	\$38.87	12.93%	66.81%
06/01/2021	\$1,707.52	20,019	1,008	\$1.69	5.04%	33.41	3.31%	\$51.11	18.32%	38.56%
07/01/2021	\$997.75	16,753	891	\$1.12	5.32%	17	1.91%	\$58.69	19.41%	15.13%
<b>Total</b>	<b>\$15,230.81</b>	<b>128,099</b>	<b>5,620</b>	<b>\$2.71</b>	<b>4.39%</b>	<b>266</b>	<b>4.73%</b>	<b>\$57.26</b>	<b>17.29%</b>	<b>30.35%</b>

# Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)  
Sculpt DTLA - Nat

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   dermal fillers	\$997.75	16,753	891	\$1.12	5.32%	17	1.91%	\$58.69

# Top Search Terms (by Conversions)

07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)  
Sculpt DTLA - Nat

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
lip fillers cost los angeles	\$3.50	3	3	\$1.17	100.00%	1	33.33%	\$3.50
chick fillers	\$1.16	1	1	\$1.16	100.00%	1	100.00%	\$1.16
filler removal near me	\$2.18	1	1	\$2.18	100.00%	1	100.00%	\$2.18
lip filler near me	\$0.26	1	2	\$0.13	200.00%	1	50.00%	\$0.26
dermal fillers los angeles	\$4.23	2	1	\$4.23	50.00%	1	100.00%	\$4.23
average cost for juvederm	\$0.77	1	1	\$0.77	100.00%	1	100.00%	\$0.77
filler under eyes	\$4.62	14	5	\$0.92	35.71%	1	20.00%	\$4.62
lip injections	\$4.72	24	7	\$0.67	29.17%	1	14.29%	\$4.72
derma evolution for buttocks	\$1.30	1	1	\$1.30	100.00%	1	100.00%	\$1.30
fillers under eye	\$8.87	20	10	\$0.89	50.00%	1	10.00%	\$8.87
under eye fillers	\$24.41	77	22	\$1.11	28.57%	0	0.00%	\$0.00
jaw and chin sculpting	\$1.56	1	1	\$1.56	100.00%	0	0.00%	\$0.00
how much are lip fillers	\$0.79	1	1	\$0.79	100.00%	0	0.00%	\$0.00
lip filler surgery	\$1.44	1	1	\$1.44	100.00%	0	0.00%	\$0.00
getting lip fillers	\$1.90	1	1	\$1.90	100.00%	0	0.00%	\$0.00
derma fillers	\$0.53	1	1	\$0.53	100.00%	0	0.00%	\$0.00
best lip injections near me	\$2.17	1	1	\$2.17	100.00%	0	0.00%	\$0.00
what's the difference between juvederm and juvederm ultra	\$0.18	1	1	\$0.18	100.00%	0	0.00%	\$0.00
calcium hydroxylapatite radiesse	\$1.04	1	1	\$1.04	100.00%	0	0.00%	\$0.00
facial fillers cost	\$0.88	1	1	\$0.88	100.00%	0	0.00%	\$0.00

# Top Search Ads (by Conversions)

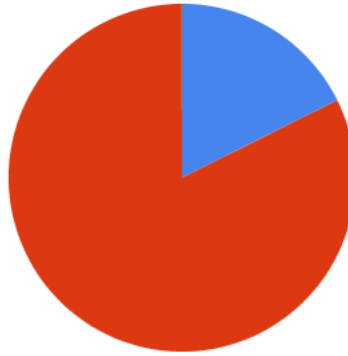
07/01/2021 - 07/31/2021

Top Responsive Search Ads (by Conversions)  
Sculpt DTLA - Nat

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">{Keyword:Sculpt DTLA}   Dermal Fillers Los Angeles   Smooth Wrinkles Restore Volume</a> <a href="http://www.sculptdtla.com/dermal_fillers/los_angeles">www.sculptdtla.com/dermal_fillers/los_angeles</a> Look Younger and More Energized with Dermal Fillers. Leading Provider in Los Angeles   Reverse the Signs of Aging + Stimulate Collagen Production. Schedule A Free Consultation	search   beta   dermal fillers	\$471.79	8,313	423	\$1.12	5.09%	9	2.13%	\$52.42
<a href="#">{Keyword:Sculpt DTLA}   Dermal Fillers Los Angeles   Smooth Wrinkles Restore Volume</a> <a href="http://www.sculptdtla.com/juvederm/los_angeles">www.sculptdtla.com/juvederm/los_angeles</a> Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.   Juvederm is the #1 Line of Hyaluronic Acid Fillers & a Leading Anti Aging Treatment	search   beta   dermal fillers	\$143.26	3,324	148	\$0.97	4.45%	4	2.70%	\$35.81
<a href="#">{Keyword:Sculpt DTLA}   Dermal Fillers Los Angeles   Smooth Wrinkles Restore Volume</a> <a href="http://www.sculptdtla.com/restylane/los_angeles">www.sculptdtla.com/restylane/los_angeles</a> Restylane Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.   Restylane Decreases Signs of Aging and Fills in Smile and Laugh Lines. Feel Younger	search   beta   dermal fillers	\$141.88	2,221	129	\$1.10	5.81%	3	2.33%	\$47.29
<a href="#">{Keyword:Sculpt DTLA}   Dermal Fillers Los Angeles   Smooth Wrinkles Restore Volume</a> <a href="http://www.sculptdtla.com/revanesse_versa/los_angeles">www.sculptdtla.com/revanesse_versa/los_angeles</a> Versa: A Long-Lasting Dermal Filler That Treats Wrinkles & Skin Folds for Up to 12 Months   Turn Back the Clock. Fill in Smile Lines (Nasial Labial Folds). Look Younger, for Longer.	search   beta   dermal fillers	\$29.78	258	26	\$1.15	10.08%	0	0.00%	\$0.00
<a href="#">{Keyword:Sculpt DTLA}   Dermal Fillers Los Angeles   Smooth Wrinkles Restore Volume</a> <a href="http://www.sculptdtla.com/belotero/los_angeles">www.sculptdtla.com/belotero/los_angeles</a> Belotero is a Fine, Light Hyaluronic Acid Filler Ideal for Erasing Fine Lines   Smooth Wrinkles, Restore Volume, and Stimulate Collagen Production for Long-Term Results	search   beta   dermal fillers	\$0.00	35	0	\$0.00	0.00%	0	0.00%	\$0.00

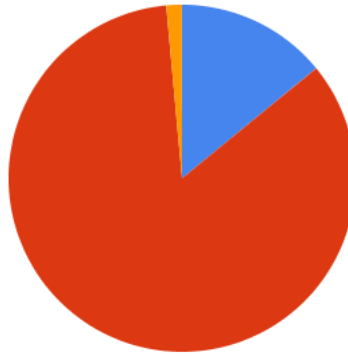
# Budget Utilization by Device

Conversions by Device  
Sculpt DTLA - Nat



Computers - Conversions: 3 (17.65%) Mobile devices with full browsers - Conversions: 14 (82.35%)

Cost by Device  
Sculpt DTLA - Nat




Computers - Cost: \$140.51 (14.08%) Mobile devices with full browsers - Cost: \$842.81 (84.47%) Tablets with full browsers - Cost: \$14.43 (1.45%)


Device Performance (by Conversions)  
Sculpt DTLA - Nat

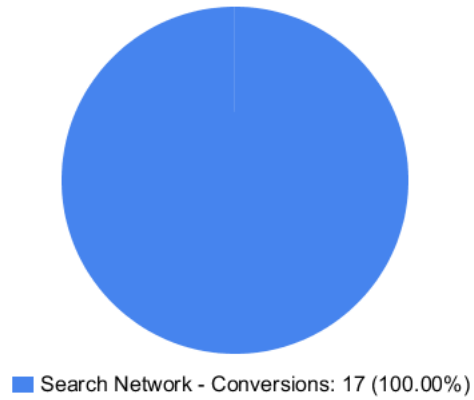
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	13,425	777	\$842.81	\$1.08	5.79%	14	1.80%	\$60.20
Computers	3,065	103	\$140.51	\$1.36	3.36%	3	2.91%	\$46.84
Tablets with full browsers	263	11	\$14.43	\$1.31	4.18%	0	0.00%	\$0.00


# Budget Utilization by Network

 Cost by Network  
Sculpt DTLA - Nat



 Conversions by Network  
Sculpt DTLA - Nat




 Network Performance  
Sculpt DTLA - Nat

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	16,753	891	\$997.75	\$1.12	5.32%	17	1.91%	\$58.69

# Conversion Summary

07/01/2021 - 07/31/2021

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 Conversion Performance  
Sculpt DTLA - Nat

Conversion name	All conv.
Submit lead form	10
Click to Call	6
Local actions - Directions	1
Calls from ads	1

# Geo-Targeting Summary

07/01/2021 - 07/31/2021

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 Top Locations  
Sculpt DTLA - Nat

Region	Clicks	Conversions	Cost / conv.
California	891	17	\$58.69

# 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