

Sculpt DTLA Monthly Google Performance Summary

08/01/2021 - 08/31/2021

Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
Sculpt DTLA - Nat

\$1,008.92

\$997.75 1.12%

Clicks
Sculpt DTLA - Nat

912

891 2.36%

Avg CPC
Sculpt DTLA - Nat

\$1.11

\$1.12 -0.89%

Conversions
Sculpt DTLA - Nat

20

17 17.65%

Conv. Rate
Sculpt DTLA - Nat

2.19%

1.91% 14.66%

Cost / Conv
Sculpt DTLA - Nat

\$50.45

\$58.69 -14.04%

Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Overall Performance Summary
Sculpt DTLA - Nat

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$1,008.92	\$997.75	1.12%
Impressions	17,060	16,753	1.83%
Clicks	912	891	2.36%
Avg CPC	\$1.11	\$1.12	-0.89%
CTR	5.35%	5.32%	0.56%
Conversions	20	17	17.65%
Conv Rate	2.19%	1.91%	14.66%
Cost / Conv	\$50.45	\$58.69	-14.04%

Budget Coverage

Search Impr. Share
Sculpt DTLA - Nat

19.78%

19.40% 1.96%

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

10.52%

15.10% -30.33%

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

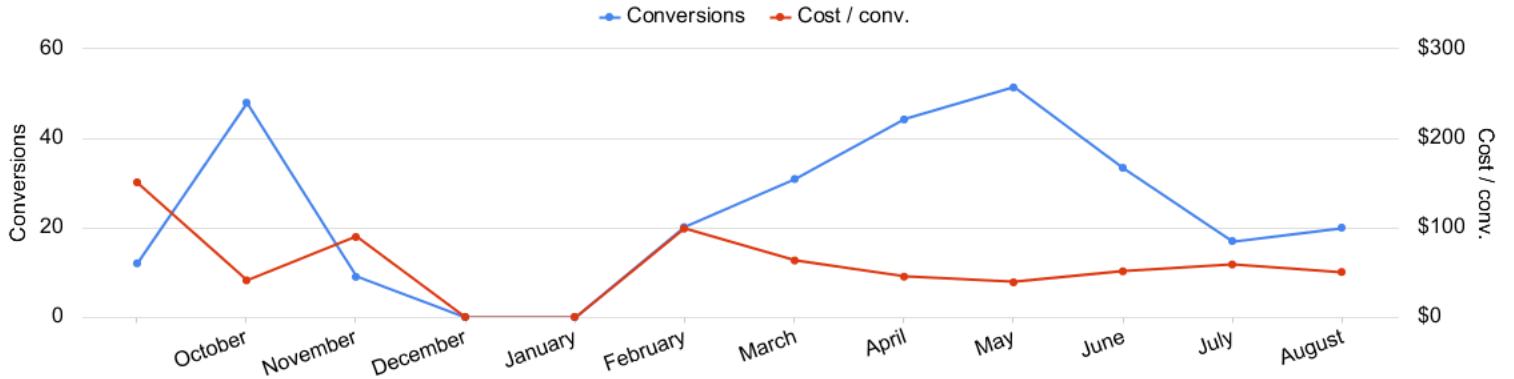
69.69%

65.50% 6.40%

Monthly Performance Trends

09/01/2020 - 08/31/2021

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	19.40%	15.10%
08/01/2021	\$1,008.92	17,060	912	\$1.11	5.35%	20	2.19%	\$50.45	19.78%	10.52%
Total	\$16,239.73	145,159	6,532	\$2.49	4.50%	286	4.38%	\$56.78	17.54%	28.27%

Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)
Sculpt DTLA - Nat

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta dermal fillers	\$1,008.92	17,060	912	\$1.11	5.35%	20	2.19%	\$50.45

Top Search Terms (by Conversions)

08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)
Sculpt DTLA - Nat

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
fillers near me	\$0.97	23	1	\$0.97	4.35%	2	200.00%	\$0.48
non surgical chin augmentation beverly hills	\$1.24	1	1	\$1.24	100.00%	2	200.00%	\$0.62
juvederm before and after	\$3.81	18	3	\$1.27	16.67%	1	33.33%	\$3.81
juvederm injectable gel	\$1.06	1	1	\$1.06	100.00%	1	100.00%	\$1.06
hyaluronic acid fillers	\$1.07	30	1	\$1.07	3.33%	1	100.00%	\$1.07
plastic surgeon fillers	\$0.00	1	0	\$0.00	0.00%	1	0.00%	\$0.00
difference between voluma and juvederm	\$1.41	1	1	\$1.41	100.00%	1	100.00%	\$1.41
juvederm ultra xc	\$18.12	212	20	\$0.91	9.43%	1	5.00%	\$18.12
fillers	\$3.23	59	4	\$0.81	6.78%	1	25.00%	\$3.23
lip fillers near me	\$3.76	118	2	\$1.88	1.69%	1	50.00%	\$3.76
injections for bags under eyes	\$2.00	2	2	\$1.00	100.00%	1	50.00%	\$2.00
nose filler cost los angeles	\$2.71	9	2	\$1.35	22.22%	1	50.00%	\$2.71
nasolabial fold treatment	\$1.95	11	2	\$0.97	18.18%	1	50.00%	\$1.95
which is the best filler for nasolabial folds	\$1.04	1	1	\$1.04	100.00%	1	100.00%	\$1.04
latina med spa	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
getting cheeks done	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
bellafill vs juvederm	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
no needle lip filler	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
mid cheek line filler	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
lip injection price	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00

Top Search Ads (by Conversions)

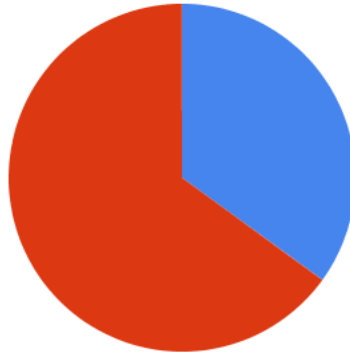
08/01/2021 - 08/31/2021

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

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:Sculpt DTLA} Dermal Fillers Los Angeles Smooth Wrinkles Restore Volume www.sculptdtla.com/dermal_fillers/los_angeles 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	\$333.39	6,213	315	\$1.06	5.07%	7	2.22%	\$47.63
{Keyword:Sculpt DTLA} Dermal Fillers Los Angeles Smooth Wrinkles Restore Volume www.sculptdtla.com/juvederm/los_angeles 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	\$335.80	5,623	299	\$1.12	5.32%	6	2.01%	\$55.97
{Keyword:Sculpt DTLA} Dermal Fillers Los Angeles Smooth Wrinkles Restore Volume www.sculptdtla.com/restylane/los_angeles 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	\$173.26	2,603	151	\$1.15	5.80%	2	1.32%	\$86.63
{Keyword:Sculpt DTLA} Dermal Fillers Los Angeles Smooth Wrinkles Restore Volume www.sculptdtla.com/revanesse_versa/los_angeles 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	\$17.36	260	19	\$0.91	7.31%	0	0.00%	\$0.00
{Keyword:Sculpt DTLA} Dermal Fillers Los Angeles Smooth Wrinkles Restore Volume www.sculptdtla.com/belotero/los_angeles 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	\$0.60	34	1	\$0.60	2.94%	0	0.00%	\$0.00

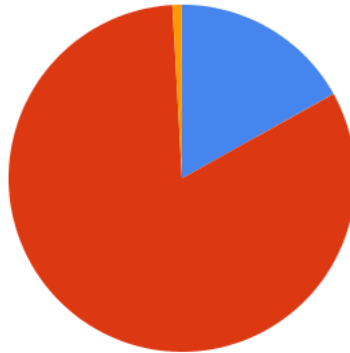
Budget Utilization by Device

Conversions by Device
Sculpt DTLA - Nat



Computers - Conversions: 7 (35.00%) Mobile devices with full browsers - Conversions: 13 (65.00%)

Cost by Device
Sculpt DTLA - Nat




Computers - Cost: \$170.62 (16.91%) Mobile devices with full browsers - Cost: \$829.53 (82.22%) Tablets with full browsers - Cost: \$8.77 (0.87%)


Device Performance (by Conversions)
Sculpt DTLA - Nat

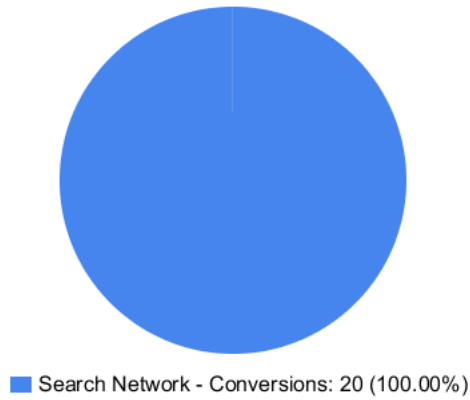
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	13,047	768	\$829.53	\$1.08	5.89%	13	1.69%	\$63.81
Computers	3,808	133	\$170.62	\$1.28	3.49%	7	5.26%	\$24.37
Tablets with full browsers	205	11	\$8.77	\$0.80	5.37%	0	0.00%	\$0.00


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	17,060	912	\$1,008.92	\$1.11	5.35%	20	2.19%	\$50.45

Conversion Summary


08/01/2021 - 08/31/2021

 Conversion Performance
Sculpt DTLA - Nat

Conversion name	All conv.
Submit lead form	10
Click to Call	4
Call From Ads (MS)	3
Email Form (All Web Site Data)	2
Clicks to call	1
Contact Us Form (All Web Site Data)	1

Geo-Targeting Summary

08/01/2021 - 08/31/2021

 Top Locations
Sculpt DTLA - Nat

Region	Clicks	Conversions	Cost / conv.
California	912	20	\$50.45

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