

Sculpt DTLA Monthly Google Performance Summary

09/01/2021 - 09/30/2021

Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Sculpt DTLA - Nat

\$2,480.76

\$1,008.92 **145.88%**

Clicks
Sculpt DTLA - Nat

1,146

912 **25.66%**

Avg CPC
Sculpt DTLA - Nat

\$2.16

\$1.11 **94.59%**

Conversions
Sculpt DTLA - Nat

41

20 **105.00%**

Conv. Rate
Sculpt DTLA - Nat

3.58%

2.19% **63.47%**

Cost / Conv
Sculpt DTLA - Nat

\$60.51

\$50.45 **19.94%**

Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary
Sculpt DTLA - Nat

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$2,480.76	\$1,008.92	145.88%
Impressions	24,596	17,060	44.17%
Clicks	1,146	912	25.66%
Avg CPC	\$2.16	\$1.11	94.59%
CTR	4.66%	5.35%	-12.90%
Conversions	41	20	105.00%
Conv Rate	3.58%	2.19%	63.47%
Cost / Conv	\$60.51	\$50.45	19.94%

Budget Coverage

Search Impr. Share
Sculpt DTLA - Nat

19.64%

19.75% **-0.56%**

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

8.36%

11.15% **-25.02%**

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

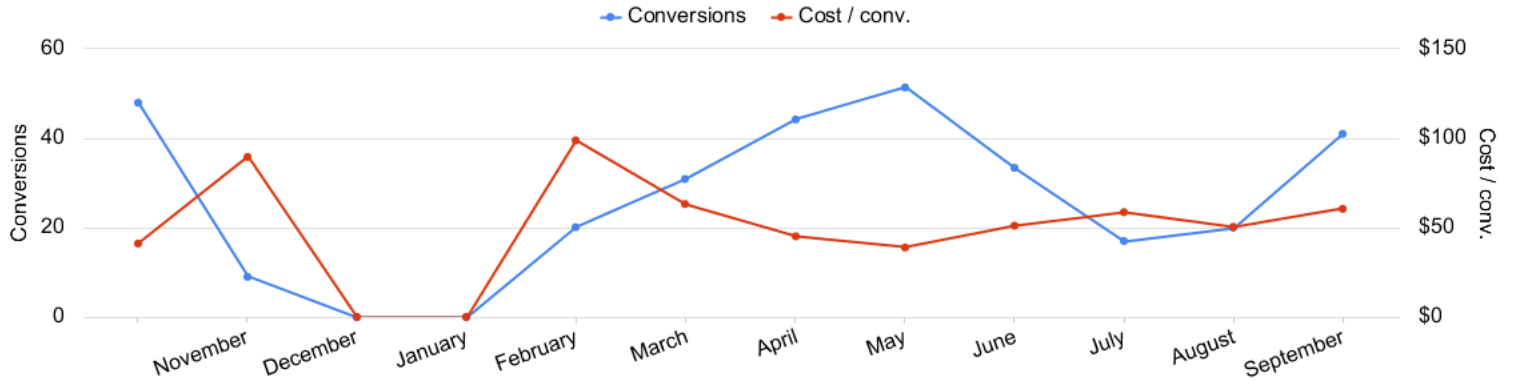
72.00%

69.09% **4.21%**

Monthly Performance Trends

10/01/2020 - 09/30/2021

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)
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	19.75%	11.15%
09/01/2021	\$2,480.76	24,596	1,146	\$2.16	4.66%	41	3.58%	\$60.51	19.64%	8.36%
Total	\$16,911.93	160,045	7,337	\$2.31	4.58%	315	4.29%	\$53.69	17.67%	25.89%

Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Sculpt DTLA - Nat

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search coolsculpting	\$1,476.61	7,200	229	\$6.45	3.18%	23	10.04%	\$64.20
search dermal fillers	\$1,004.15	17,396	917	\$1.10	5.27%	18	1.96%	\$55.79

Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
Sculpt DTLA - Nat

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
get rid of belly fat fast	\$4.85	1	1	\$4.85	100.00%	2	200.00%	\$2.42
fat freezing	\$4.95	12	2	\$2.48	16.67%	2	100.00%	\$2.48
coolsculpting near me	\$97.84	43	7	\$13.98	16.28%	2	28.57%	\$48.92
fillers for deep set eyes	\$1.08	1	1	\$1.08	100.00%	1	100.00%	\$1.08
coolsculpting	\$49.63	309	7	\$7.09	2.27%	1	14.29%	\$49.63
under eye filler	\$7.69	137	8	\$0.96	5.84%	1	12.50%	\$7.69
facial fillers cost	\$1.21	1	1	\$1.21	100.00%	1	100.00%	\$1.21
b12 shots for weight loss near me	\$10.73	11	2	\$5.37	18.18%	1	50.00%	\$10.73
cool sculpting cost	\$7.14	52	1	\$7.14	1.92%	1	100.00%	\$7.14
get rid of lip lines permanently	\$0.69	1	1	\$0.69	100.00%	1	100.00%	\$0.69
round face cheek fillers before and after	\$0.92	1	1	\$0.92	100.00%	1	100.00%	\$0.92
fillers under eye	\$14.31	62	11	\$1.30	17.74%	1	9.09%	\$14.31
coolsculpting los angeles	\$5.11	19	1	\$5.11	5.26%	1	100.00%	\$5.11
lindora glendale	\$33.31	5	1	\$33.31	20.00%	1	100.00%	\$33.31
body sculpting	\$14.47	70	4	\$3.62	5.71%	1	25.00%	\$14.47
liposuction consultation	\$13.50	1	1	\$13.50	100.00%	1	100.00%	\$13.50
derma fillers	\$0.50	10	1	\$0.50	10.00%	1	100.00%	\$0.50
squeeze com weight loss	\$3.93	2	1	\$3.93	50.00%	1	100.00%	\$3.93
weight loss	\$23.20	44	3	\$7.73	6.82%	1	33.33%	\$23.20
freeze the fat dr	\$7.96	5	1	\$7.96	20.00%	1	100.00%	\$7.96

Top Search Ads (by Conversions)

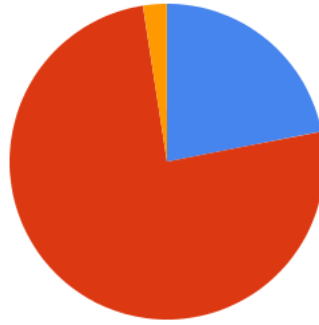
09/01/2021 - 09/30/2021

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

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<p>{Keyword:Sculpt DTLA} Dermal Fillers Los Angeles Smooth Wrinkles Restore Volume</p> <p>www.sculptdtla.com/dermal_fillers/los_angeles</p> <p>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</p>	search dermal fillers	\$389.72	6,441	353	\$1.10	5.48%	7	1.98%	\$55.67
<p>{Keyword:Sculpt DTLA} CoolSculpting in {LOCATION(City)} Freeze Away Body Fat</p> <p>www.sculptdtla.com/coolsculpting/los_angeles</p> <p>Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Los Angeles, CA Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.</p>	search coolsculpting	\$230.46	790	29	\$7.95	3.67%	5	17.24%	\$46.09
<p>Sculpt DTLA Fat Reduction in Los Angeles Non-Surgical Fat Reduction</p> <p>www.sculptdtla.com/coolsculpting</p> <p>Is Freezing Fat Right For You? Book a Free CoolSculpting Consultation Today Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</p>	search coolsculpting	\$259.82	1,161	44	\$5.91	3.79%	4	9.09%	\$64.96
<p>{Keyword:Sculpt DTLA} Dermal Fillers Los Angeles Smooth Wrinkles Restore Volume</p> <p>www.sculptdtla.com/restylane/los_angeles</p> <p>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</p>	search dermal fillers	\$184.75	2,937	159	\$1.16	5.41%	4	2.52%	\$46.19
<p>{Keyword:Sculpt DTLA} Dermal Fillers Los Angeles Smooth Wrinkles Restore Volume</p> <p>www.sculptdtla.com/juvederm/los_angeles</p> <p>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</p>	search dermal fillers	\$244.38	5,479	236	\$1.04	4.31%	4	1.69%	\$61.09

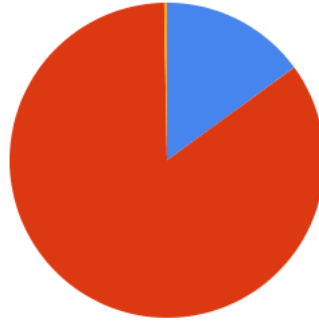
Budget Utilization by Device

Conversions by Device
Sculpt DTLA - Nat



■ Computers - Conversions: 9 (21.95%)
 ■ Mobile devices with full browsers - Conversions: 31 (75.61%)
 ■ Tablets with full browsers - Conversions: 1 (2.44%)

Cost by Device
Sculpt DTLA - Nat




■ Computers - Cost: \$371.56 (14.98%)
 ■ Mobile devices with full browsers - Cost: \$2,102.48 (84.75%)
 ■ Tablets with full browsers - Cost: \$6.72 (0.27%)


Device Performance (by Conversions)
Sculpt DTLA - Nat

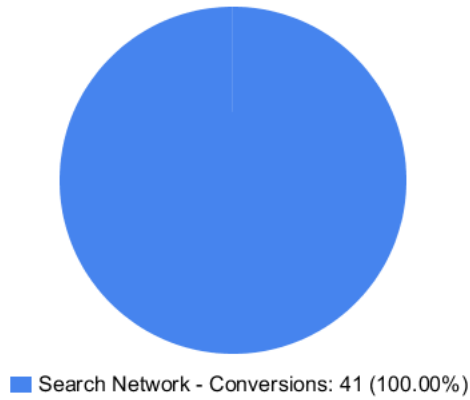
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	19,091	959	\$2,102.48	\$2.19	5.02%	31	3.23%	\$67.82
Computers	5,195	180	\$371.56	\$2.06	3.46%	9	5.00%	\$41.28
Tablets with full browsers	310	7	\$6.72	\$0.96	2.26%	1	14.29%	\$6.72


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	24,596	1,146	\$2,480.76	\$2.16	4.66%	41	3.58%	\$60.51

Conversion Summary


09/01/2021 - 09/30/2021

 Conversion Performance
Sculpt DTLA - Nat

Conversion name	All conv.	% Change
Submit lead form	26	160.00%
Click to Call	8	100.00%
Call From Ads (MS)	5	66.67%
Clicks to call	1	0.00%
Contact Us Form (All Web Site Data)	1	0.00%
Calls from ads	1	100.00%
Local actions - Menu views	1	100.00%

Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
Sculpt DTLA - Nat

Region	Clicks	Conversions	Cost / conv.
California	1,146	41	\$60.51

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