

Seamist Medspa Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
SeaMist Medspa

\$1,651.03

\$1,999.91 -17.44%

Clicks
SeaMist Medspa

115

257 -55.25%

Avg CPC
SeaMist Medspa

\$14.36

\$7.78 84.58%

Conversions
SeaMist Medspa

11

2 450.00%

Conv. Rate
SeaMist Medspa

9.57%

0.78% 1,126.92%

Cost / Conv
SeaMist Medspa

\$150.09

\$999.96 -84.99%

Month-Over-Month Performance Comparison

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

Overall Performance Summary
SeaMist Medspa

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$1,651.03	\$1,999.91	-17.44%
Impressions	1,251	3,431	-63.54%
Clicks	115	257	-55.25%
Avg CPC	\$14.36	\$7.78	84.58%
CTR	9.19%	7.49%	22.70%
Conversions	11	2	450.00%
Conv Rate	9.57%	0.78%	1,126.92%
Cost / Conv	\$150.09	\$999.96	-84.99%

Budget Coverage

Search Impr. Share
SeaMist Medspa

63.42%

60.70% 4.48%

Search IS Lost (due to Budget)
SeaMist Medspa

13.93%

14.02% -0.64%

Search IS Lost (due to Rank)
SeaMist Medspa

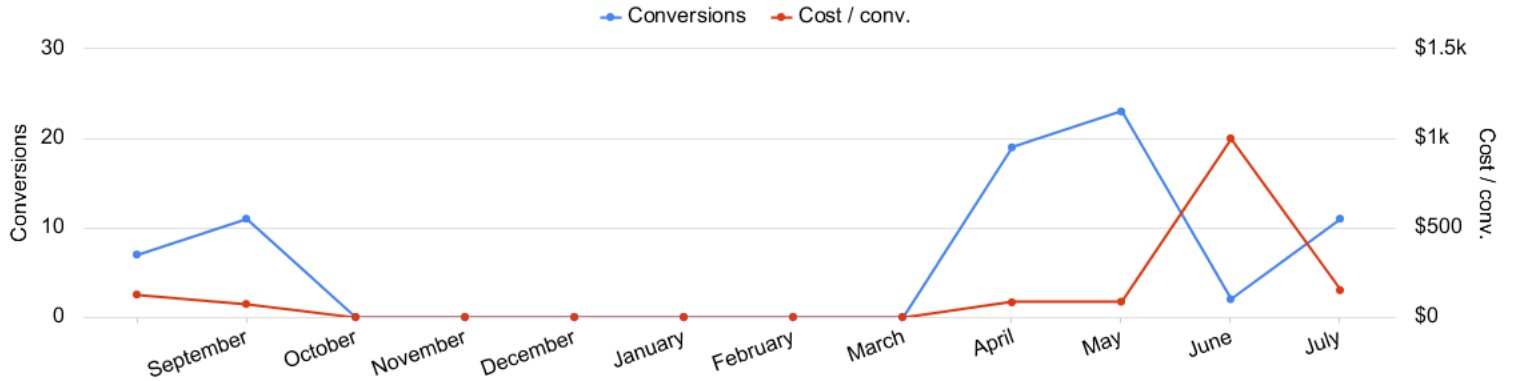
22.65%

25.28% -10.40%

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
SeaMist Medspa




Account Performance by Month
SeaMist Medspa

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$881.84	2,747	128	\$6.89	4.66%	7	5.47%	\$125.98	45.61%	31.55%
09/01/2020	\$796.88	25,115	316	\$2.52	1.26%	11	3.48%	\$72.44	34.95%	37.56%
04/01/2021	\$1,567.50	5,703	314	\$4.99	5.51%	19	6.05%	\$82.50	27.52%	17.90%
05/01/2021	\$1,979.35	3,968	297	\$6.66	7.48%	23	7.74%	\$86.06	62.87%	13.19%
06/01/2021	\$1,999.91	3,431	257	\$7.78	7.49%	2	0.78%	\$999.96	60.70%	14.02%
07/01/2021	\$1,651.03	1,251	115	\$14.36	9.19%	11	9.57%	\$150.09	63.42%	13.93%
Total	\$8,876.51	42,215	1,427	\$6.22	3.38%	73	5.12%	\$121.60	41.09%	20.57%

Campaign Performance Summary (by Conversions)

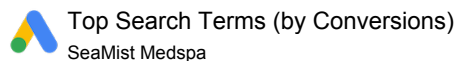
07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
SeaMist Medspa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$1,651.03	1,251	115	\$14.36	9.19%	11	9.57%	\$150.09

Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021



Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting cost	\$29.85	4	3	\$9.95	75.00%	2	66.67%	\$14.93
coolsculpting near me	\$33.28	3	3	\$11.09	100.00%	2	66.67%	\$16.64
coolsculpting ri	\$106.06	3	3	\$35.35	100.00%	1	33.33%	\$106.06
liposuction non invasive	\$1.90	1	1	\$1.90	100.00%	1	100.00%	\$1.90
how much is liposuction	\$1.85	1	1	\$1.85	100.00%	1	100.00%	\$1.85
liposuction near me	\$9.87	4	2	\$4.93	50.00%	1	50.00%	\$9.87
average cost of fat freezing	\$5.29	1	1	\$5.29	100.00%	0	0.00%	\$0.00
fat dissolving injections near me	\$3.13	1	1	\$3.13	100.00%	0	0.00%	\$0.00
coolsculpting price	\$19.73	1	1	\$19.73	100.00%	0	0.00%	\$0.00
liposuction cost	\$5.05	1	1	\$5.05	100.00%	0	0.00%	\$0.00
doctors that do liposuction near me	\$6.15	1	1	\$6.15	100.00%	0	0.00%	\$0.00
coolsculpting	\$55.77	7	4	\$13.94	57.14%	0	0.00%	\$0.00
coolsculpting cost	\$39.05	6	7	\$5.58	116.67%	0	0.00%	\$0.00
does cool sculpting really work	\$5.42	1	1	\$5.42	100.00%	0	0.00%	\$0.00
coolsculpting on chin cost	\$13.85	1	1	\$13.85	100.00%	0	0.00%	\$0.00
is liposuction safe	\$8.75	1	1	\$8.75	100.00%	0	0.00%	\$0.00
cryolipolysis	\$20.37	1	1	\$20.37	100.00%	0	0.00%	\$0.00
how much does coolsculpting cost	\$3.18	1	1	\$3.18	100.00%	0	0.00%	\$0.00
laser fat sculpting	\$6.33	1	1	\$6.33	100.00%	0	0.00%	\$0.00
liposuction	\$69.68	10	7	\$9.95	70.00%	0	0.00%	\$0.00

Top Search Ads (by Conversions)

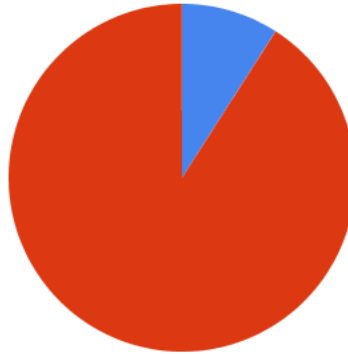
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)
SeaMist Medspa

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
SeaMist Medspa Fat Reduction South Kingstown Non-Surgical Fat Reduction seamistmedspa.com/ CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting	\$51.89	148	13	\$3.99	8.78%	2	15.38%	\$25.95
CoolSculpting® Fat Reduction CoolSculpting South Kingstown Biggest CoolSculpting® Promo seamistmedspa.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in South Kingstown, RI Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$68.59	29	7	\$9.80	24.14%	2	28.57%	\$34.30
CoolSculpting® Fat Reduction CoolSculpting South Kingstown Biggest CoolSculpting® Promo seamistmedspa.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in South Kingstown, RI Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$651.13	310	24	\$27.13	7.74%	1.5	6.25%	\$434.09
SeaMist Medspa Fat Reduction South Kingstown Non-Surgical Fat Reduction seamistmedspa.com/ CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting	\$92.83	272	14	\$6.63	5.15%	1	7.14%	\$92.83

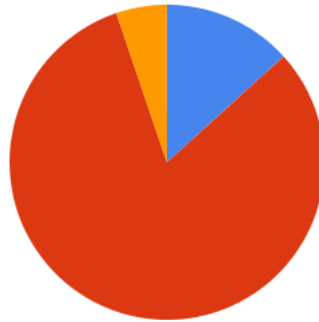
Budget Utilization by Device

Conversions by Device
SeaMist Medspa



■ Computers - Conversions: 1 (9.09%) ■ Mobile devices with full browsers - Conversions: 10 (90.91%)

Cost by Device
SeaMist Medspa




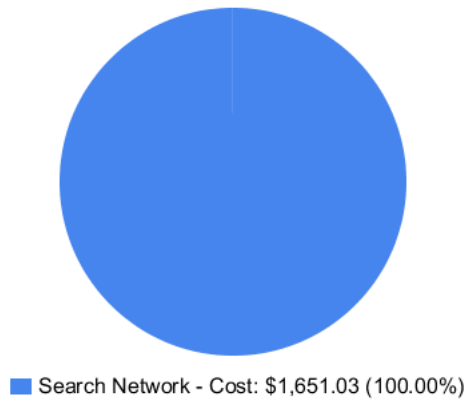
■ Computers - Cost: \$219.02 (13.27%) ■ Mobile devices with full browsers - Cost: \$1,346.07 (81.53%)
■ Tablets with full browsers - Cost: \$85.94 (5.21%)


Device Performance (by Conversions)
SeaMist Medspa

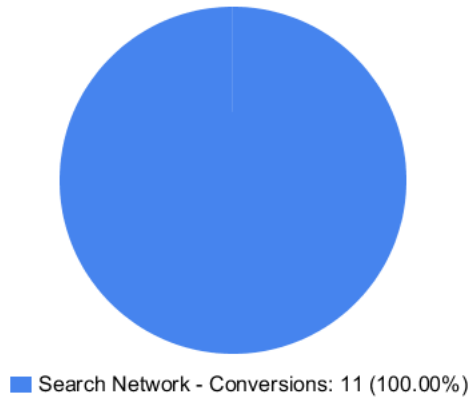
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	1,028	97	\$1,346.07	\$13.88	9.44%	10	10.31%	\$134.61
Computers	195	15	\$219.02	\$14.60	7.69%	1	6.67%	\$219.02
Tablets with full browsers	28	3	\$85.94	\$28.65	10.71%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
SeaMist Medspa



 Conversions by Network
SeaMist Medspa



 Network Performance
SeaMist Medspa

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	1,251	115	\$1,651.03	\$14.36	9.19%	11	9.57%	\$150.09

Conversion Summary


07/01/2021 - 07/31/2021



Conversion name	All conv.
Lead Form	32
Form Submission	7
Local actions - Directions	2
Click to Call	2
Clicks to call	1
Calls From Ads (MS)	1
New Call Conversion	1

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
SeaMist Medspa

Region	Clicks	Conversions	Cost / conv.
Massachusetts	2	1	\$49.40
Rhode Island	113	10	\$160.16

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