

# **Seamist Medspa Monthly Google Performance Summary**

**09/01/2021 - 09/30/2021**

# Key Performance Indicators

09/01/2021 - 09/30/2021

Cost  
SeaMist Medspa

**\$1,987.12**

\$2,124.45 -6.46%

Conversions  
SeaMist Medspa

**18**

16 12.50%

Clicks  
SeaMist Medspa

**276**

88 213.64%

Conv. Rate  
SeaMist Medspa

**6.52%**

18.18% -64.14%

Avg CPC  
SeaMist Medspa

**\$7.20**

\$24.14 -70.17%

Cost / Conv  
SeaMist Medspa

**\$110.40**

\$132.78 -16.85%

## Month-Over-Month Performance Comparison

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

Overall Performance Summary  
SeaMist Medspa

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$1,987.12	\$2,124.45	<span style="color: green;">-6.46%</span>
Impressions	8,913	769	<span style="color: green;">1,059.04%</span>
Clicks	276	88	<span style="color: green;">213.64%</span>
Avg CPC	\$7.20	\$24.14	<span style="color: green;">-70.17%</span>
CTR	3.10%	11.44%	<span style="color: red;">-72.90%</span>
Conversions	18	16	<span style="color: green;">12.50%</span>
Conv Rate	6.52%	18.18%	<span style="color: red;">-64.14%</span>
Cost / Conv	\$110.40	\$132.78	<span style="color: green;">-16.85%</span>

## Budget Coverage

Search Impr. Share  
SeaMist Medspa

**29.24%**

83.13% -64.83%

Search IS Lost (due to Budget)  
SeaMist Medspa

**19.29%**

12.99% 48.50%

Search IS Lost (due to Rank)  
SeaMist Medspa

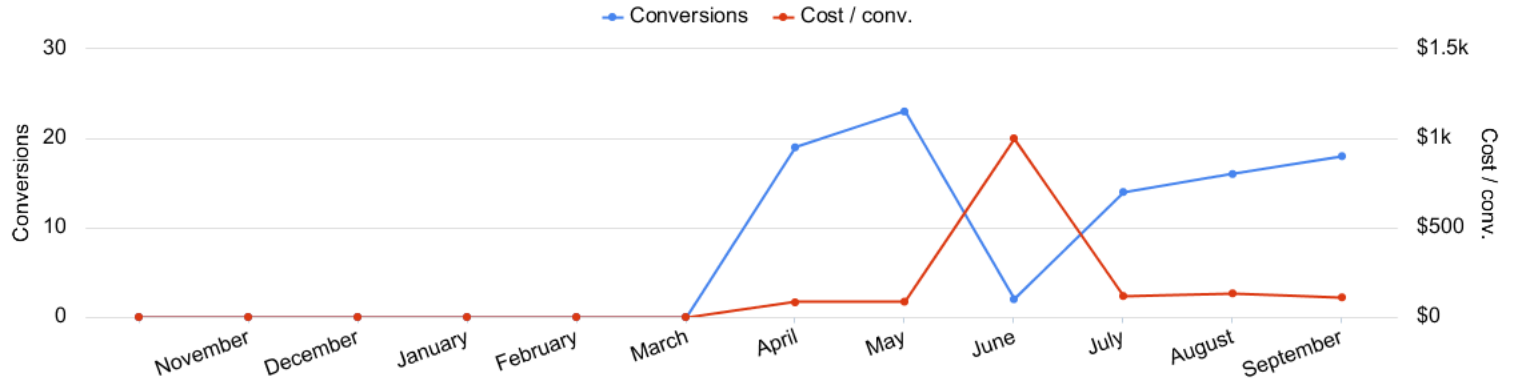
**51.47%**

3.88% 1,226.55%

# Monthly Performance Trends

10/01/2020 - 09/30/2021

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)
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%	14	12.17%	\$117.93	63.46%	13.91%
08/01/2021	\$2,124.45	769	88	\$24.14	11.44%	16	18.18%	\$132.78	83.13%	12.99%
09/01/2021	\$1,987.12	8,913	276	\$7.20	3.10%	18	6.52%	\$110.40	29.24%	19.29%
<b>Total</b>	<b>\$11,309.36</b>	<b>24,035</b>	<b>1,347</b>	<b>\$8.40</b>	<b>5.60%</b>	<b>92</b>	<b>6.83%</b>	<b>\$122.93</b>	<b>36.27%</b>	<b>17.59%</b>

# Campaign Performance Summary (by Conversions)

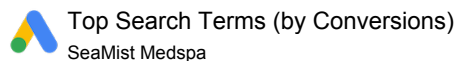
09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)  
SeaMist Medspa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$1,987.12	8,913	276	\$7.20	3.10%	18	6.52%	\$110.40

# Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021



Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
liposuction in rhode island	\$9.56	6	1	\$9.56	16.67%	3	300.00%	\$3.19
coolsculpting near me	\$99.25	36	6	\$16.54	16.67%	2	33.33%	\$49.63
coolsculpting rhode island	\$26.14	21	2	\$13.07	9.52%	1	50.00%	\$26.14
weight loss	\$11.83	76	2	\$5.92	2.63%	1	50.00%	\$11.83
senju patch for weight loss	\$5.27	2	1	\$5.27	50.00%	1	100.00%	\$5.27
nushape lipo wrap reviews	\$6.09	2	1	\$6.09	50.00%	1	100.00%	\$6.09
medi weight loss warwick	\$13.07	4	1	\$13.07	25.00%	1	100.00%	\$13.07
cold sculpting near me	\$40.60	2	2	\$20.30	100.00%	1	50.00%	\$40.60
coolsculpting process	\$5.76	1	1	\$5.76	100.00%	1	100.00%	\$5.76
loose weight fast	\$3.83	3	1	\$3.83	33.33%	1	100.00%	\$3.83
liposuction full body cost	\$4.67	1	1	\$4.67	100.00%	1	100.00%	\$4.67
weight loss programs covered by medicare	\$11.82	3	1	\$11.82	33.33%	0.5	50.00%	\$23.64
workouts to lose belly fat	\$4.47	4	1	\$4.47	25.00%	0.5	50.00%	\$8.94
coolsculpting	\$96.69	113	9	\$10.74	7.96%	0.5	5.56%	\$193.38
nutrisystem reviews	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
weight watchers weigh in locations	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
fat loss foods	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
belly flab	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
psychology of weight loss pdf	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
2 types of belly fat	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00

# Top Search Ads (by Conversions)

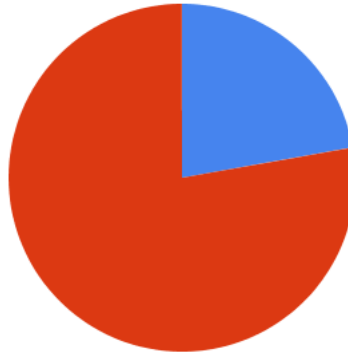
09/01/2021 - 09/30/2021

 Top Responsive Search Ads (by Conversions)  
SeaMist Medspa

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">{Keyword:SeaMist Medspa}   CoolSculpting South Kingstown   Biggest CoolSculpting® Promo</a> <a href="https://seamistmedspa.com/coolsculpting/south_kingstown">seamistmedspa.com/coolsculpting/south_kingstown</a> 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	\$586.21	897	59	\$9.94	6.58%	7	11.86%	\$83.74
<a href="#">SeaMist Medspa   Fat Reduction South Kingstown   Non-Surgical Fat Reduction</a> <a href="https://seamistmedspa.com/">seamistmedspa.com/</a> 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	\$755.58	5,059	121	\$6.24	2.39%	7	5.79%	\$107.94
<a href="#">SeaMist Medspa   Fat Reduction South Kingstown   Non-Surgical Fat Reduction</a> <a href="https://seamistmedspa.com/coolsculpting/south_kingstown">seamistmedspa.com/coolsculpting/south_kingstown</a> 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	\$95.83	176	16	\$5.99	9.09%	2	12.50%	\$47.91
<a href="#">{Keyword:SeaMist Medspa}   CoolSculpting South Kingstown   Biggest CoolSculpting® Promo</a> <a href="https://seamistmedspa.com/coolsculpting/south_kingstown">seamistmedspa.com/coolsculpting/south_kingstown</a> 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	\$139.67	64	4	\$34.92	6.25%	0	0.00%	\$0.00

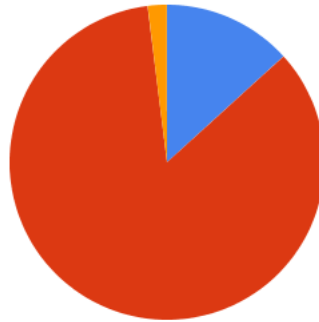
# Budget Utilization by Device

Conversions by Device  
SeaMist Medspa



Computers - Conversions: 4 (22.22%)    Mobile devices with full browsers - Conversions: 14 (77.78%)

Cost by Device  
SeaMist Medspa




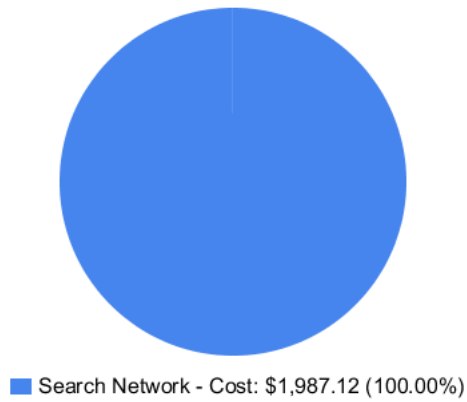
Computers - Cost: \$263.55 (13.26%)    Mobile devices with full browsers - Cost: \$1,684.55 (84.77%)  
Tablets with full browsers - Cost: \$39.02 (1.96%)


Device Performance (by Conversions)  
SeaMist Medspa

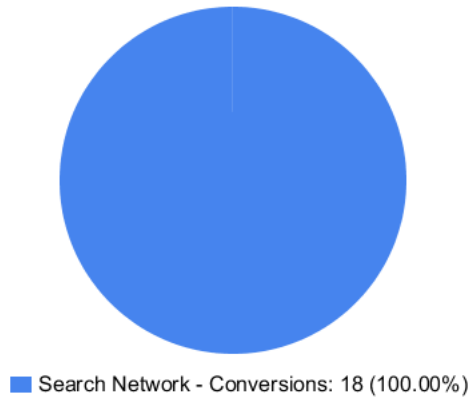
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	6,864	234	\$1,684.55	\$7.20	3.41%	14	5.98%	\$120.33
Computers	1,695	33	\$263.55	\$7.99	1.95%	4	12.12%	\$65.89
Tablets with full browsers	354	9	\$39.02	\$4.34	2.54%	0	0.00%	\$0.00


# 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	8,913	276	\$1,987.12	\$7.20	3.10%	18	6.52%	\$110.40

# Conversion Summary

09/01/2021 - 09/30/2021




Conversion name	All conv.	% Change
Lead Form	91	89.58%
Form Submission	10	11.11%
Click to Call	7	16.67%
Clicks to call	1	-66.67%
Local actions - Directions	1	-75.00%
Calls From Ads (MS)	1	0.00%

# Geo-Targeting Summary

09/01/2021 - 09/30/2021

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 Top Locations  
SeaMist Medspa

Region	Clicks	Conversions	Cost / conv.
Rhode Island	260	18	\$104.46

# 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