

Skin Suite RX Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Skin Suite Rx Medical Spa -

\$3,800.37

\$2,496.72 **52.21%**

Conversions
Skin Suite Rx Medical Spa -

39.5

20.5 **92.68%**

Clicks
Skin Suite Rx Medical Spa -

592

353 **67.71%**

Conv. Rate
Skin Suite Rx Medical Spa -

6.67%

5.81% **14.80%**

Avg CPC
Skin Suite Rx Medical Spa -

\$6.42

\$7.07 **-9.19%**

Cost / Conv
Skin Suite Rx Medical Spa -

\$96.21

\$121.79 **-21.00%**

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Skin Suite Rx Medical Spa -

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$3,800.37	\$2,496.72	52.21%
Impressions	16,428	8,619	90.60%
Clicks	592	353	67.71%
Avg CPC	\$6.42	\$7.07	-9.19%
CTR	3.60%	4.10%	-12.20%
Conversions	39.5	20.5	92.68%
Conv Rate	6.67%	5.81%	14.80%
Cost / Conv	\$96.21	\$121.79	-21.00%

Budget Coverage

Search Impr. Share
Skin Suite Rx Medical Spa -

29.25%

28.90% **1.21%**

Search IS Lost (due to Budget)
Skin Suite Rx Medical Spa -

18.32%

27.98% **-34.52%**

Search IS Lost (due to Rank)
Skin Suite Rx Medical Spa -

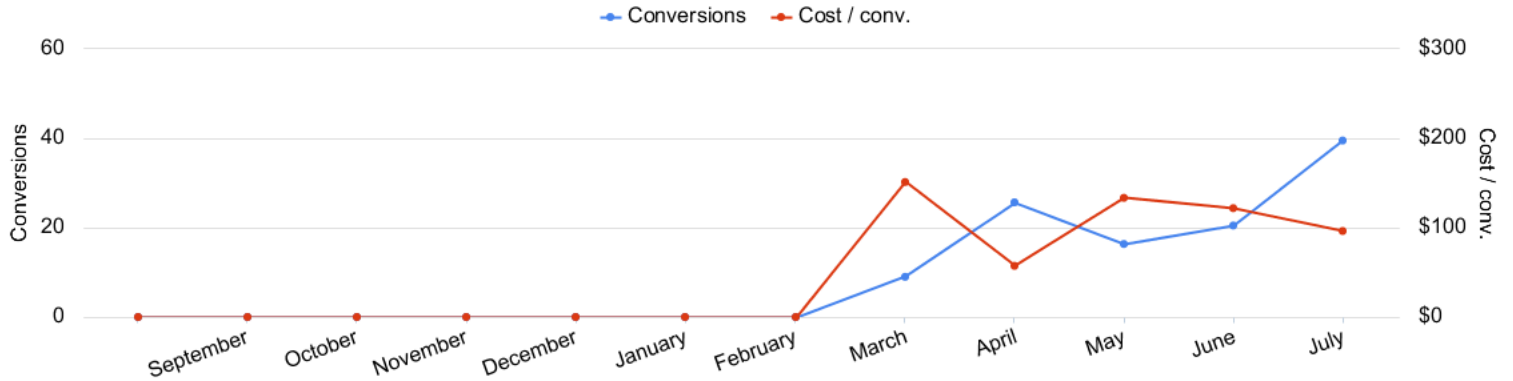
52.42%

43.13% **21.54%**

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Skin Suite Rx Medical Spa -




Account Performance by Month
Skin Suite Rx Medical Spa -

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
03/01/2021	\$1,360.56	4,910	227	\$5.99	4.62%	9	3.96%	\$151.17	21.33%	17.88%
04/01/2021	\$1,469.67	8,234	349	\$4.21	4.24%	25.67	7.35%	\$57.26	17.29%	19.27%
05/01/2021	\$2,178.35	10,207	400	\$5.45	3.92%	16.33	4.08%	\$133.37	20.70%	14.21%
06/01/2021	\$2,496.72	8,619	353	\$7.07	4.10%	20.5	5.81%	\$121.79	28.90%	27.98%
07/01/2021	\$3,800.37	16,428	592	\$6.42	3.60%	39.5	6.67%	\$96.21	29.25%	18.32%
Total	\$11,305.67	48,398	1,921	\$5.89	3.97%	111	5.78%	\$101.85	23.44%	18.88%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Skin Suite Rx Medical Spa -

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$3,800.37	16,428	592	\$6.42	3.60%	39.5	6.67%	\$96.21

Top Search Terms (by Conversions)

07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
Skin Suite Rx Medical Spa -

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
coolsculpting near me	\$155.80	60	10	\$15.58	16.67%	3.5	35.00%	\$44.51
coolsculpting	\$144.42	96	13	\$11.11	13.54%	2.5	19.23%	\$57.77
body sculpting near me	\$50.69	30	6	\$8.45	20.00%	2	33.33%	\$25.34
coolsculpting chino	\$30.16	3	3	\$10.05	100.00%	2	66.67%	\$15.08
cool sculoting	\$15.68	1	1	\$15.68	100.00%	1.83	183.00%	\$8.57
coolsculpting cost	\$98.43	67	16	\$6.15	23.88%	1.5	9.38%	\$65.62
fat freezing near me	\$46.78	5	5	\$9.36	100.00%	1	20.00%	\$46.78
fastes way to loose weight	\$6.95	1	1	\$6.95	100.00%	1	100.00%	\$6.95
weight loss shots	\$10.28	6	2	\$5.14	33.33%	1	50.00%	\$10.28
socal body institute	\$2.89	2	1	\$2.89	50.00%	1	100.00%	\$2.89
coolsculpting glendora	\$33.03	4	3	\$11.01	75.00%	1	33.33%	\$33.03
body contouring near me	\$17.02	15	3	\$5.67	20.00%	1	33.33%	\$17.02
ozempic weight loss	\$6.28	1	1	\$6.28	100.00%	1	100.00%	\$6.28
fat arms skinny body	\$4.31	1	1	\$4.31	100.00%	1	100.00%	\$4.31
how much is coolsculpting in california	\$4.04	1	1	\$4.04	100.00%	1	100.00%	\$4.04
sculpting body	\$8.05	1	1	\$8.05	100.00%	1	100.00%	\$8.05
non surgical weight loss options	\$12.47	2	2	\$6.24	100.00%	1	50.00%	\$12.47
how much is buccal fat removal	\$7.63	1	1	\$7.63	100.00%	1	100.00%	\$7.63
fat freezing	\$15.41	2	2	\$7.71	100.00%	1	50.00%	\$15.41
keto burn	\$7.70	1	1	\$7.70	100.00%	1	100.00%	\$7.70

Top Search Ads (by Conversions)

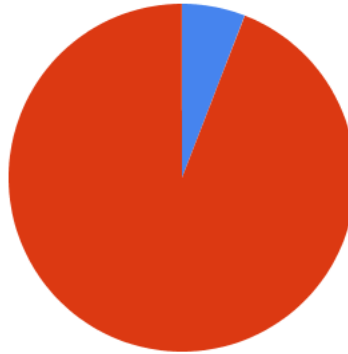
07/01/2021 - 07/31/2021

Top Responsive Search Ads (by Conversions)
Skin Suite Rx Medical Spa -

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
CoolSculpting® Fat Reduction CoolSculpting in Chino Biggest CoolSculpting® Promo skinsuiterx.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Chino, CA Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$489.91	852	48	\$10.21	5.63%	9.33	19.44%	\$52.51
Skin Suite Rx Fat Reduction in Chino Non-Surgical Fat Reduction skinsuiterx.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	\$795.61	4,589	154	\$5.17	3.36%	7	4.55%	\$113.66
CoolSculpting® Fat Reduction CoolSculpting in Chino Biggest CoolSculpting® Promo skinsuiterx.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Chino, CA Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$174.42	246	25	\$6.98	10.16%	2.5	10.00%	\$69.77
Skin Suite Rx Fat Reduction in Chino Non-Surgical Fat Reduction skinsuiterx.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	\$500.65	2,372	101	\$4.96	4.26%	1	0.99%	\$500.65
{Keyword:Skin Suite Rx} CoolSculpting® Elite Fat Reduction Treatment skinsuiterx.com/coolsculpting/elite Leading CoolSculpting® Elite Provider in Chino, CA. Schedule a Free Consultation CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Butt & More	search beta coolsculpting	\$8.48	6	1	\$8.48	16.67%	0.33	33.00%	\$25.70

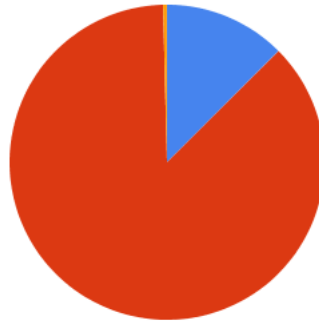
Budget Utilization by Device

Conversions by Device
Skin Suite Rx Medical Spa -



■ Computers - Conversions: 2.33 (5.90%) ■ Mobile devices with full browsers - Conversions: 37.17 (94.10%)

Cost by Device
Skin Suite Rx Medical Spa -




■ Computers - Cost: \$476.61 (12.54%) ■ Mobile devices with full browsers - Cost: \$3,308.97 (87.07%)
■ Tablets with full browsers - Cost: \$14.79 (0.39%)


Device Performance (by Conversions)
Skin Suite Rx Medical Spa -

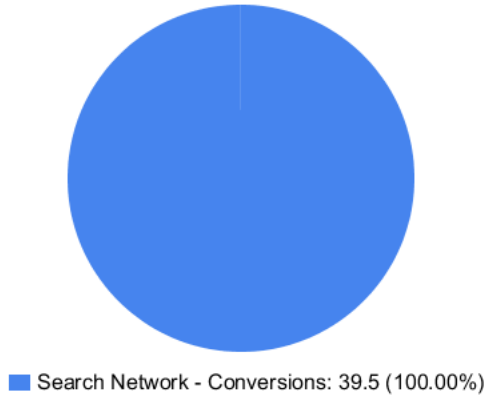
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	13,622	522	\$3,308.97	\$6.34	3.83%	37.17	7.12%	\$89.03
Computers	2,487	66	\$476.61	\$7.22	2.65%	2.33	3.54%	\$204.26
Tablets with full browsers	319	4	\$14.79	\$3.70	1.25%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
Skin Suite Rx Medical Spa -



 Conversions by Network
Skin Suite Rx Medical Spa -




 Network Performance
Skin Suite Rx Medical Spa -

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	16,428	592	\$3,800.37	\$6.42	3.60%	39.5	6.67%	\$96.21

Conversion Summary


07/01/2021 - 07/31/2021

 Conversion Performance
Skin Suite Rx Medical Spa -

Conversion name	All conv.
Submit lead form	32.5
Local actions - Other engagements	24
Local actions - Website visits	7
Calls from Website	5
Call From Ads (MS)	2

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
Skin Suite Rx Medical Spa -

Region	Clicks	Conversions	Cost / conv.
California	592	39.5	\$96.21

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