

Spitale Laser Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Spitale Laser -

\$1,985.27
\$1,478.92 **34.24%**

Conversions
Spitale Laser -

35
35 0.00%

Clicks
Spitale Laser -

450
356 **26.40%**

Conv. Rate
Spitale Laser -

7.78%
9.83% **-20.85%**

Avg CPC
Spitale Laser -

\$4.41
\$4.15 **6.27%**

Cost / Conv
Spitale Laser -

\$56.72
\$42.25 **34.25%**

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Spitale Laser -

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$1,985.27	\$1,478.92	34.24%
Impressions	8,556	5,789	47.80%
Clicks	450	356	26.40%
Avg CPC	\$4.41	\$4.15	6.27%
CTR	5.26%	6.15%	-14.47%
Conversions	35	35	0.00%
Conv Rate	7.78%	9.83%	-20.85%
Cost / Conv	\$56.72	\$42.25	34.25%

Budget Coverage

Search Impr. Share
Spitale Laser -

19.58%
19.31% **1.40%**

Search IS Lost (due to Budget)
Spitale Laser -

15.90%
19.38% **-17.96%**

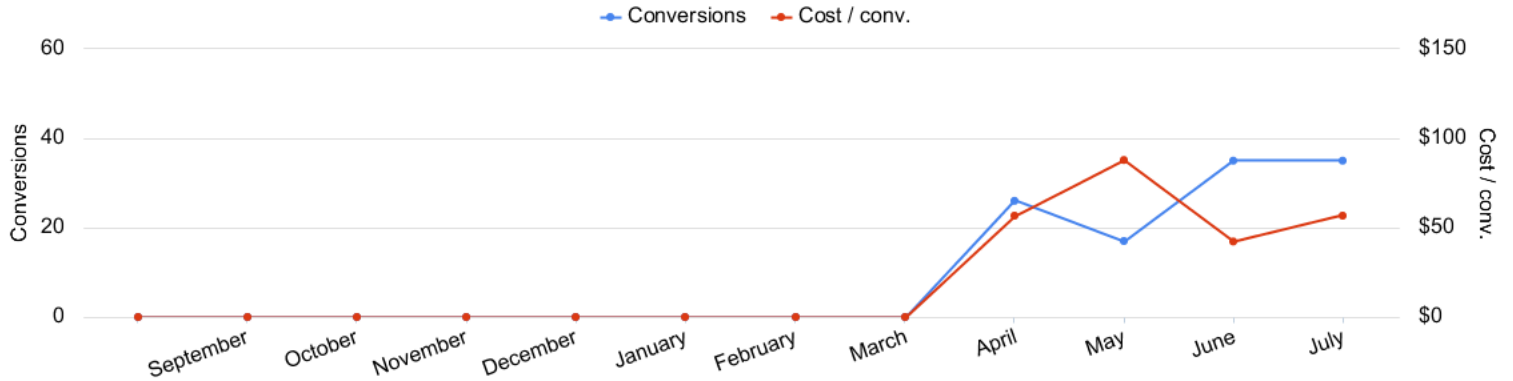
Search IS Lost (due to Rank)
Spitale Laser -

64.52%
61.31% **5.24%**

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Spitale Laser -




Account Performance by Month
Spitale Laser -

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
03/01/2021	\$41.74	235	9	\$4.64	3.83%	0	0.00%	\$0.00	26.03%	0.00%
04/01/2021	\$1,473.97	7,197	539	\$2.73	7.49%	26	4.82%	\$56.69	18.18%	16.48%
05/01/2021	\$1,493.28	7,233	472	\$3.16	6.53%	17	3.60%	\$87.84	19.47%	18.57%
06/01/2021	\$1,478.92	5,789	356	\$4.15	6.15%	35	9.83%	\$42.25	19.31%	19.38%
07/01/2021	\$1,985.27	8,556	450	\$4.41	5.26%	35	7.78%	\$56.72	19.58%	15.90%
Total	\$6,473.18	29,010	1,826	\$3.55	6.29%	113	6.19%	\$57.28	19.17%	17.30%

Campaign Performance Summary (by Conversions)

07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Spitale Laser -

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$1,985.27	8,556	450	\$4.41	5.26%	35	7.78%	\$56.72

Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021

Top Search Terms (by Conversions)
Spitale Laser -

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting rochester ny	\$204.67	23	22	\$9.30	95.65%	3.5	15.91%	\$58.48
freeze off fat near me	\$5.11	1	1	\$5.11	100.00%	2	200.00%	\$2.56
coolsculpting rochester ny	\$78.64	13	11	\$7.15	84.62%	2	18.18%	\$39.32
liposuction cost	\$5.78	1	1	\$5.78	100.00%	1	100.00%	\$5.78
smart lipo rochester ny	\$25.83	5	6	\$4.30	120.00%	1	16.67%	\$25.83
coolsculpting tummy	\$9.59	1	1	\$9.59	100.00%	1	100.00%	\$9.59
coolsculpting stomach reviews	\$1.63	1	1	\$1.63	100.00%	1	100.00%	\$1.63
how much does it cost to get fat removed	\$1.66	1	1	\$1.66	100.00%	1	100.00%	\$1.66
laser lipo near me	\$9.97	4	3	\$3.32	75.00%	1	33.33%	\$9.97
average cost of cool sculpting	\$2.68	1	1	\$2.68	100.00%	1	100.00%	\$2.68
how much is cool sculpting	\$3.03	1	1	\$3.03	100.00%	1	100.00%	\$3.03
golo com	\$42.77	33	14	\$3.06	42.42%	1	7.14%	\$42.77
coolsculpting rochester ny cost	\$3.41	2	2	\$1.71	100.00%	1	50.00%	\$3.41
liposuction	\$40.39	39	11	\$3.67	28.21%	1	9.09%	\$40.39
non surgical way to lose belly fat	\$6.42	1	1	\$6.42	100.00%	1	100.00%	\$6.42
sculpsure near me	\$14.92	3	3	\$4.97	100.00%	1	33.33%	\$14.92
lose fat with dr matt cost	\$6.09	2	2	\$3.04	100.00%	1	50.00%	\$6.09
losing 50 pounds in 5 months	\$5.46	1	1	\$5.46	100.00%	1	100.00%	\$5.46
cellulite treatment rochester ny	\$7.89	4	3	\$2.63	75.00%	1	33.33%	\$7.89
what is coolsculpting	\$7.77	2	2	\$3.88	100.00%	1	50.00%	\$7.77

Top Search Ads (by Conversions)

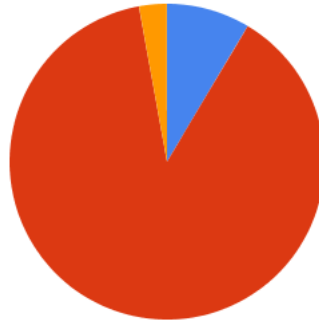
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)
Spitale Laser -

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Spitale Laser Spa Fat Reduction in Rochester Non-Surgical Fat Reduction spitalelaserspasalon.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	\$908.44	4,379	235	\$3.87	5.37%	15	6.38%	\$60.56
CoolSculpting® Fat Reduction CoolSculpting in Rochester Biggest CoolSculpting® Promo spitalelaserspasalon.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Rochester, NY Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$467.36	931	82	\$5.70	8.81%	12	14.63%	\$38.95
Spitale Laser Spa Fat Reduction in Rochester Non-Surgical Fat Reduction spitalelaserspasalon.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	\$111.39	253	24	\$4.64	9.49%	2	8.33%	\$55.70
CoolSculpting® Fat Reduction CoolSculpting in Rochester Biggest CoolSculpting® Promo spitalelaserspasalon.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Rochester, NY Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$10.86	65	6	\$1.81	9.23%	1	16.67%	\$10.86
CoolSculpting® Fat Reduction CoolSculpting in Rochester Biggest CoolSculpting® Promo spitalelaserspasalon.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Rochester, NY Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00

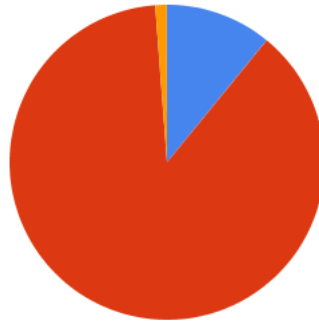
Budget Utilization by Device

Conversions by Device
Spitale Laser -



■ Computers - Conversions: 3 (8.57%)
 ■ Mobile devices with full browsers - Conversions: 31 (88.57%)
 ■ Tablets with full browsers - Conversions: 1 (2.86%)

Cost by Device
Spitale Laser -




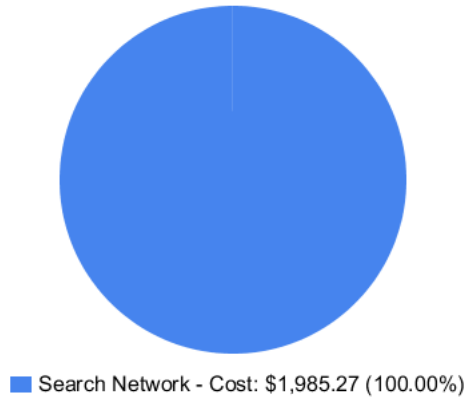
■ Computers - Cost: \$216.79 (10.92%)
 ■ Mobile devices with full browsers - Cost: \$1,744.83 (87.89%)
 ■ Tablets with full browsers - Cost: \$23.65 (1.19%)


Device Performance (by Conversions)
Spitale Laser -

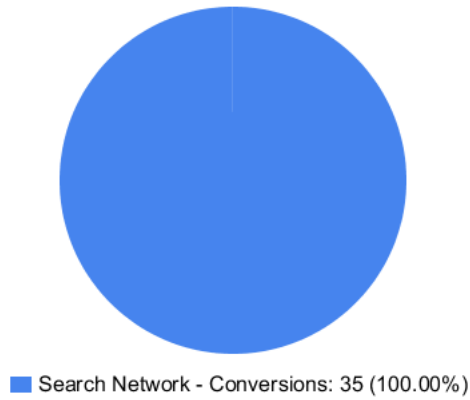
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	7,342	402	\$1,744.83	\$4.34	5.48%	31	7.71%	\$56.28
Computers	1,013	38	\$216.79	\$5.71	3.75%	3	7.89%	\$72.26
Tablets with full browsers	201	10	\$23.65	\$2.37	4.98%	1	10.00%	\$23.65


Budget Utilization by Network

 Cost by Network
Spitale Laser -



 Conversions by Network
Spitale Laser -




 Network Performance
Spitale Laser -

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	8,556	450	\$1,985.27	\$4.41	5.26%	35	7.78%	\$56.72

Conversion Summary

07/01/2021 - 07/31/2021

 Conversion Performance
Spitale Laser -

Conversion name	All conv.
Submit lead form	21
Click to Call	11
Calls From Ads (MS)	3

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
Spitale Laser -

Region	Clicks	Conversions	Cost / conv.
New York	450	35	\$56.72

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