

# **Spitale Laser Monthly Ad Performance Summary**

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

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# Overall Performance Summary

09/01/2021 - 09/30/2021

## Account Performance Summary (by Platform) Cross-platform

	Cost	Impressions	Clicks	CTR	Conversions	Cost / conv.
Google Ads						
09/01/2021 - 09/30/2021	\$2,714.68	12,422	567	4.56%	54.14	\$50.15
08/01/2021 - 08/31/2021	\$2,815.11	12,403	587	4.73%	32.61	\$86.31
% Change	-3.57%	0.15%	-3.41%	-3.59%	66.02%	-41.90%
Facebook Ads						
09/01/2021 - 09/30/2021	\$0.00	0	0	0.00%	0	\$0.00
08/01/2021 - 08/31/2021	\$0.00	0	0	0.00%	0	\$0.00
% Change	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%

# Google Ads | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost  
Spitale Laser -

**\$2,714.68**  
\$2,815.11 -3.57%

Clicks  
Spitale Laser -

**567**  
587 -3.41%

Avg. CPC  
Spitale Laser -

**\$4.79**  
\$4.80 -0.17%

Conversions  
Spitale Laser -

**54.14**  
32.61 66.02%

Conv. rate  
Spitale Laser -

**9.55%**  
5.56% 71.76%

Cost / Conv  
Spitale Laser -

**\$50.15**  
\$86.31 -41.90%

# Google Ads | Month-Over-Month Performance Comparison

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

Overall Performance Summary  
Spitale Laser -

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$2,714.68	\$2,815.11	-3.57%
Impressions	12,422	12,403	0.15%
Clicks	567	587	-3.41%
Avg CPC	\$4.79	\$4.80	-0.21%
CTR	4.56%	4.73%	-3.59%
Conversions	54.14	32.61	66.02%
Conv Rate	9.55%	5.56%	71.76%
Cost / Conv	\$50.14	\$86.33	-41.92%

# Google Ads | Budget Coverage

Search Impr. Share  
Spitale Laser -

**22.16%**  
22.08% 0.36%

Search IS Lost (due to Budget)  
Spitale Laser -

**17.55%**  
20.84% -15.79%

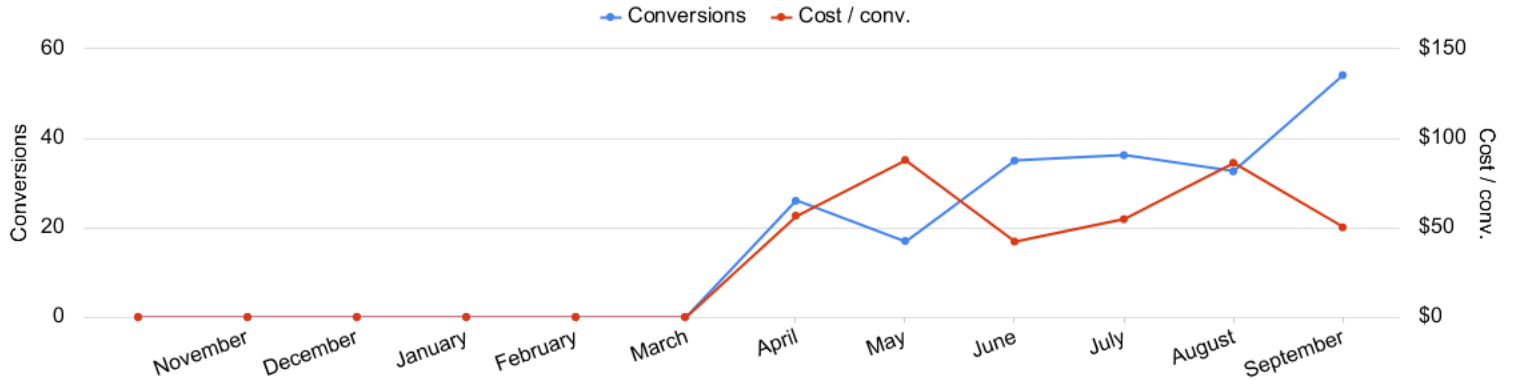
Search IS Lost (due to Rank)  
Spitale Laser -

**60.29%**  
57.08% 5.62%

# Google Ads | Monthly Performance Trends

10/01/2020 - 09/30/2021

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%	36.25	8.06%	\$54.77	19.64%	15.82%
08/01/2021	\$2,815.11	12,403	587	\$4.80	4.73%	32.61	5.56%	\$86.31	22.08%	20.84%
09/01/2021	\$2,714.68	12,422	567	\$4.79	4.56%	54.14	9.55%	\$50.15	22.16%	17.55%
<b>Total</b>	<b>\$12,002.97</b>	<b>53,835</b>	<b>2,980</b>	<b>\$4.03</b>	<b>5.54%</b>	<b>201</b>	<b>6.74%</b>	<b>\$59.72</b>	<b>20.44%</b>	<b>18.10%</b>

# Google Ads | Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)  
Spitale Laser -

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$1,995.15	8,601	421	\$4.74	4.89%	42	9.98%	\$47.50
search   beta   laser hair removal	\$719.53	3,821	146	\$4.93	3.82%	12.14	8.32%	\$59.27

# Google Ads | Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)  
Spitale Laser -

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
spitale laser spa	\$89.55	90	18	\$4.97	20.00%	4.14	23.00%	\$21.63
liposuction	\$52.50	144	12	\$4.38	8.33%	3	25.00%	\$17.50
cool sculpt prices	\$6.31	1	1	\$6.31	100.00%	2	200.00%	\$3.15
cool sculpting cost belly near me	\$15.20	1	1	\$15.20	100.00%	2	200.00%	\$7.60
coolsculpting rochester ny	\$58.79	55	6	\$9.80	10.91%	2	33.33%	\$29.39
cool sculpting com	\$24.70	1	2	\$12.35	200.00%	1.17	58.50%	\$21.11
deciding to lose weight	\$4.43	1	1	\$4.43	100.00%	1	100.00%	\$4.43
hair removal on chin	\$3.92	1	1	\$3.92	100.00%	1	100.00%	\$3.92
healthywager com	\$26.21	4	3	\$8.74	75.00%	1	33.33%	\$26.21
arm fat removal	\$19.57	3	3	\$6.52	100.00%	1	33.33%	\$19.57
coolsculpting cost	\$40.44	29	8	\$5.05	27.59%	1	12.50%	\$40.44
chinese medicine rapid weight loss	\$2.31	1	1	\$2.31	100.00%	1	100.00%	\$2.31
bare element	\$36.28	192	5	\$7.26	2.60%	1	20.00%	\$36.28
lose 20 pounds in one month	\$3.69	7	1	\$3.69	14.29%	1	100.00%	\$3.69
sea moss for weight loss	\$5.62	3	1	\$5.62	33.33%	1	100.00%	\$5.62
weight loss programs	\$10.46	8	2	\$5.23	25.00%	1	50.00%	\$10.46
laser spa	\$8.21	7	1	\$8.21	14.29%	1	100.00%	\$8.21
golo com	\$57.60	46	10	\$5.76	21.74%	1	10.00%	\$57.60
fat burner for women	\$3.47	3	1	\$3.47	33.33%	1	100.00%	\$3.47
fat loss extreme	\$2.41	6	1	\$2.41	16.67%	1	100.00%	\$2.41

# Google Ads | Top Search Ads (by Conversions)

09/01/2021 - 09/30/2021

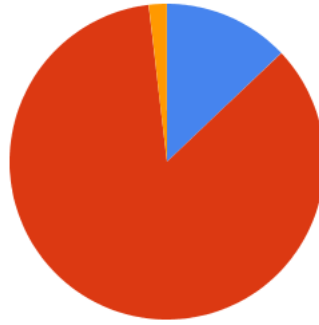
 Top Responsive Search Ads (by Conversions)  
Spitale Laser -

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">Spitale Laser Spa   Fat Reduction in Rochester   Non-Surgical Fat Reduction</a> <a href="https://spitalelaserspasalon.com/coolsculpting/rochester">spitalelaserspasalon.com/coolsculpting/rochester</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	\$794.45	3,639	182	\$4.37	5.00%	11.5	6.32%	\$69.08
<a href="#">{Keyword:Spitale Laser Spa}   CoolSculpting in Rochester   Biggest CoolSculpting® Promo</a> <a href="https://spitalelaserspasalon.com/coolsculpting/rochester">spitalelaserspasalon.com/coolsculpting/rochester</a> 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	\$410.08	949	64	\$6.41	6.74%	7.5	11.72%	\$54.68
<a href="#">{Keyword:Spitale Laser Spa}   CoolSculpting in Rochester   Biggest CoolSculpting® Promo</a> <a href="https://spitalelaserspasalon.com/coolsculpting/rochester">spitalelaserspasalon.com/coolsculpting/rochester</a> 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	\$98.92	108	18	\$5.50	16.67%	5.5	30.56%	\$17.99
<a href="#">Spitale Laser Spa   Best Price in Rochester, NY   Advanced Laser Technology</a> <a href="https://spitalelaserspasalon.com/hair_removal/rochester">spitalelaserspasalon.com/hair_removal/rochester</a> #1 Laser Hair Removal in Rochester, NY. Painless, Effective & Permanent Hair Removal.   Effectively Remove Hair on the Chest, Legs, Back, Arms, Face, Armpit, Bikini Area & More.	search   beta   laser hair removal	\$261.74	1,517	58	\$4.51	3.82%	3.2	5.52%	\$81.79
<a href="#">Spitale Laser Spa   Fat Reduction in Rochester   Non-Surgical Fat Reduction</a> <a href="https://spitalelaserspasalon.com/coolsculpting/rochester">spitalelaserspasalon.com/coolsculpting/rochester</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	\$73.64	174	15	\$4.91	8.62%	2	13.33%	\$36.82

# Google Ads | Budget Utilization by Device

## Conversions by Device

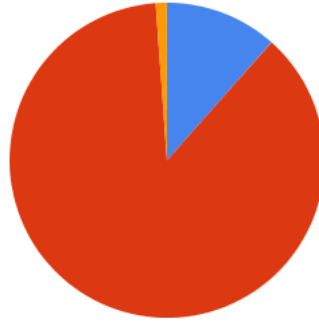
Spitale Laser -



■ Computers - Conversions: 7 (12.93%) 
 ■ Mobile devices with full browsers - Conversions: 46.14 (85.22%) 
 ■ Tablets with full browsers - Conversions: 1 (1.85%)

## Cost by Device

Spitale Laser -



■ Computers - Cost: \$313.60 (11.55%) 
 ■ Mobile devices with full browsers - Cost: \$2,370.38 (87.32%) 
 ■ Tablets with full browsers - Cost: \$30.70 (1.13%)

## Device Performance (by Conversions)

Spitale Laser -

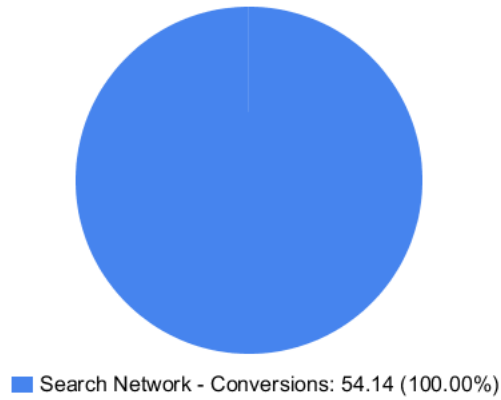
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	10,397	493	\$2,370.38	\$4.81	4.74%	46.14	9.36%	\$51.38
Computers	1,796	65	\$313.60	\$4.82	3.62%	7	10.77%	\$44.80
Tablets with full browsers	229	9	\$30.70	\$3.41	3.93%	1	11.11%	\$30.70

# Google Ads | 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	12,422	567	\$2,714.68	\$4.79	4.56%	54.14	9.55%	\$50.15

# Google Ads | Conversion Summary

09/01/2021 - 09/30/2021

 Conversion Performance  
Spitale Laser -

Conversion name	All conv.
Submit lead form	31.2
Click to Call	18
Calls From Ads (MS)	4.94

# Google Ads | Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations  
Spitale Laser -

Region	Clicks	Conversions	Cost / conv.
New York	567	54.14	\$50.14

# Facebook | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost  
Michael Spitale

**\$0.00**  
\$0.00 0.00%

Impressions  
Michael Spitale

**0**  
0 0.00%

Reach  
Michael Spitale

**0**  
0 0.00%

Clicks (Link)  
Michael Spitale

**0**  
0 0.00%

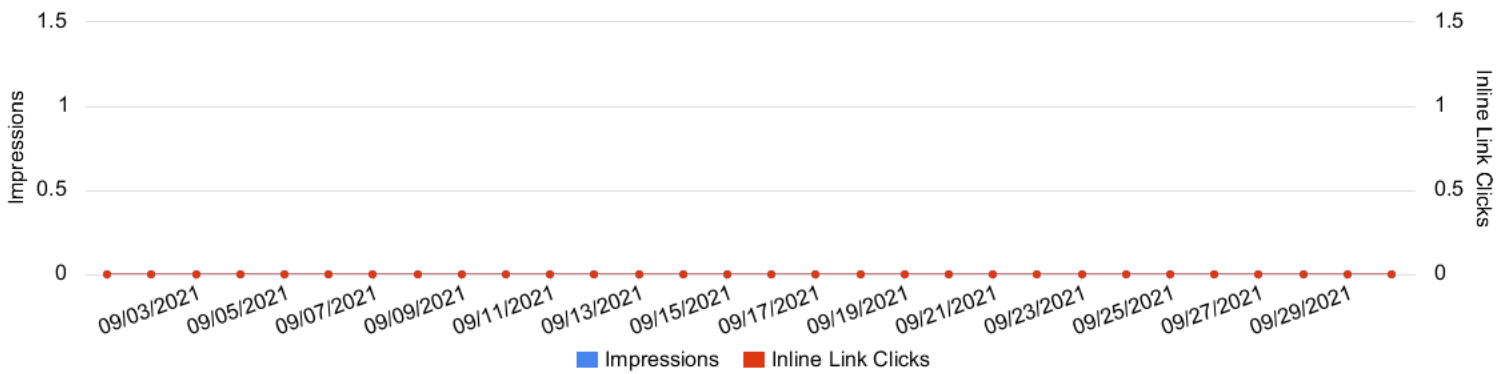
Leads  
Michael Spitale

**0**  
0 0.00%

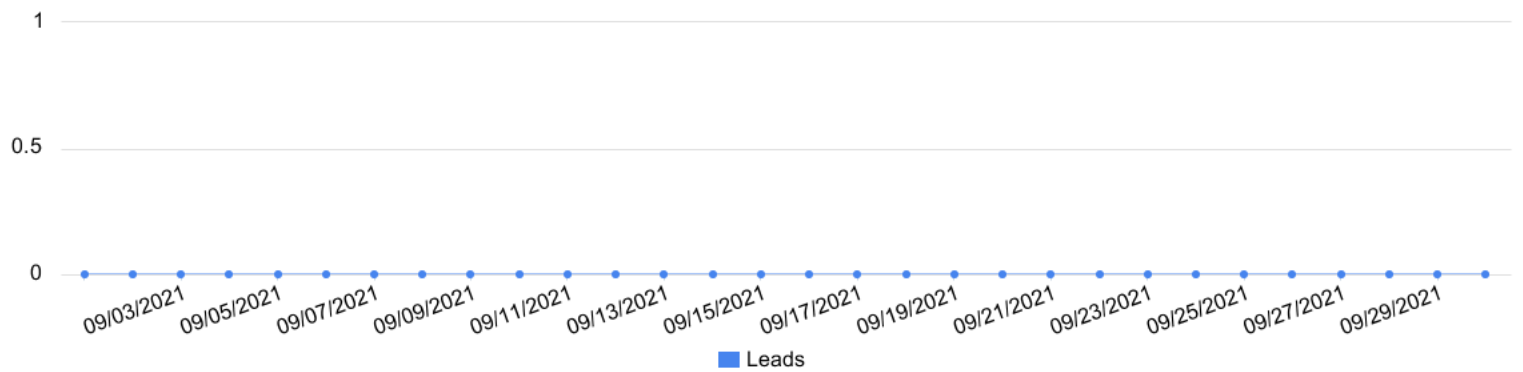
Cost / Lead  
Michael Spitale

**\$0.00**  
\$0.00 0.00%

Impressions vs Inline Link Clicks  
Michael Spitale



Conversions by day  
Michael Spitale



# Facebook | Month-Over-Month Performance Comparison

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

## Overall Performance Summary Michael Spitale

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$0.00	\$0.00	0.00%
Impressions	0	0	0.00%
Reach	0	0	0.00%
Clicks	0	0	0.00%
CTR	0.00%	0.00%	0.00%
Frequency	0	0	0.00%
Leads	0	0	0.00%
Cost / Lead	\$0.00	\$0.00	0.00%


## Engagement Summary Michael Spitale

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	0	0	0.00%
Post Reactions	0	0	0.00%
Post Shares	0	0	0.00%


# Facebook | Placement Performance Summary

09/01/2021 - 09/30/2021

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 Reach Summary (by Placement)  
Michael Spitale


There are no results

 Placement Performance (by Leads)  
Michael Spitale

There are no results

09/01/2021 - 09/30/2021

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 Device Performance Chart  
Michael Spitale

There are no results

 Device Platform Performance  
Michael Spitale


There are no results

09/01/2021 - 09/30/2021

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 Time of Day (Viewer)  
Michael Spitale

There are no results

 Time of Day (Ad Account)  
Michael Spitale

There are no results

## Facebook | Campaign Performance Summary (by Leads)

09/01/2021 - 09/30/2021

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### Campaign Performance Breakdown

Michael Spitale

There are no results

## Facebook | Ad Set Performance Summary (by Leads)

09/01/2021 - 09/30/2021

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### Top Performing Ad Sets


Michael Spitale

There are no results

# Facebook | Ad Performance Summary

09/01/2021 - 09/30/2021


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 Top Performing Ads (by Leads)  
Michael Spitale


There are no results

09/01/2021 - 09/30/2021

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 Age Performance Chart  
Michael Spitale

There are no results

 Age Performance Summary  
Michael Spitale


There are no results

09/01/2021 - 09/30/2021

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 Gender Performance Chart  
Michael Spitale

There are no results

 Gender Performance Summary  
Michael Spitale

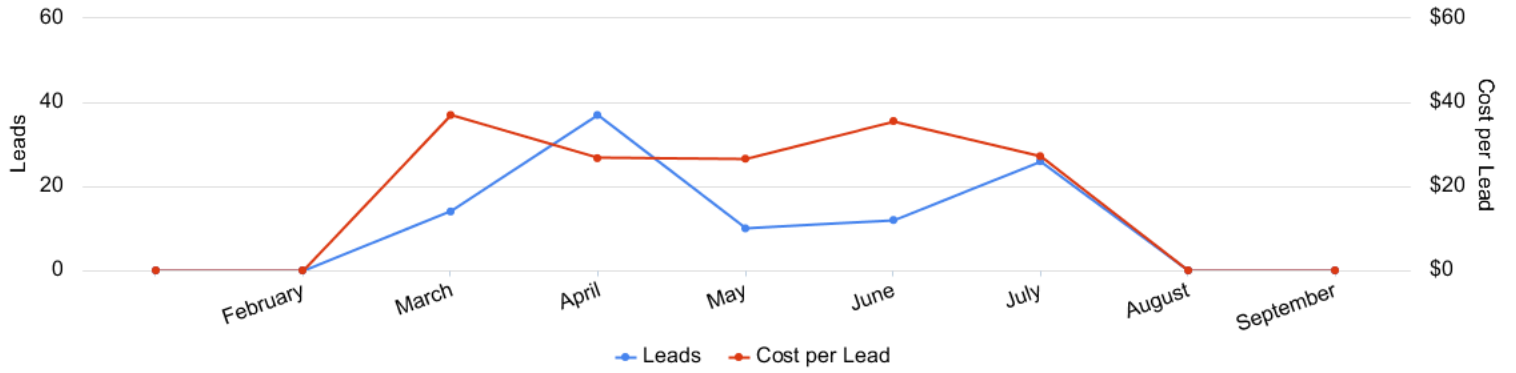
There are no results

# Facebook | Year-to-Date Performance

01/01/2021 - 09/30/2021

## Year-to-Date Trend

Michael Spitale



## Historical table (by month)

Michael Spitale

There was an error

# 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