Medspa MD Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

reportingninja

Cost
The Medspa MD - Delamar Medspa

$2,579.17
$3,704.68 -30.38%

Clicks
The Medspa MD - Delamar Medspa

820
1,022 -19.77%

Avg CPC
The Medspa MD - Delamar Medspa

$3.15
$3.62 -12.98%

Conversions
The Medspa MD - Delamar Medspa

44.95
61.83 -27.30%

Conv. Rate
The Medspa MD - Delamar Medspa

5.48%
6.05% -9.42%

Cost / Conv
The Medspa MD - Delamar Medspa

$57.38
$59.92 -4.24%

Month-Over-Month Performance Comparison

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

Overall Performance Summary
The Medspa MD - Delamar Medspa

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	$2,579.17	$3,704.68	-30.38%
Impressions	12,725	15,020	-15.28%
Clicks	820	1,022	-19.77%
Avg CPC	$3.15	$3.62	-12.98%
CTR	6.44%	6.80%	-5.29%
Conversions	44.95	61.83	-27.30%
Conv Rate	5.48%	6.05%	-9.42%
Cost / Conv	$57.38	$59.92	-4.24%

Budget Coverage

Search Impr. Share
The Medspa MD - Delamar Medspa

23.51%
29.25% -19.62%

Search IS Lost (due to Budget)
The Medspa MD - Delamar Medspa

0.00%
13.11% -100.00%

Search IS Lost (due to Rank)
The Medspa MD - Delamar Medspa

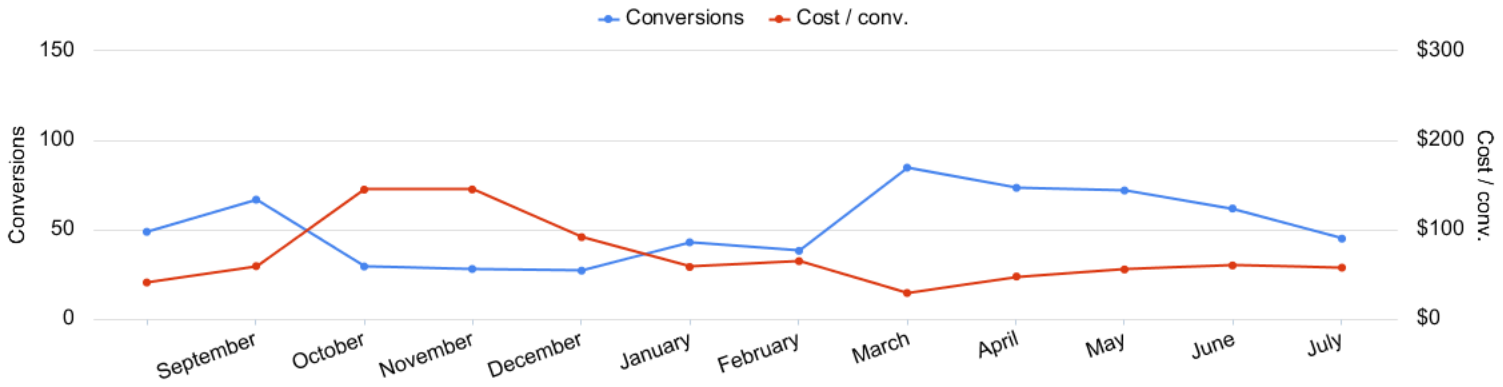
76.49%
57.65% 32.68%

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv

The Medspa MD - Delamar Medspa



Account Performance by Month

The Medspa MD - Delamar Medspa

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	$1,990.76	10,994	628	$3.17	5.71%	48.83	7.78%	$40.77	27.59%	8.43%
09/01/2020	$3,949.41	15,667	738	$5.35	4.71%	66.75	9.06%	$59.17	38.09%	4.46%
10/01/2020	$4,254.53	8,248	374	$11.38	4.53%	29.37	7.85%	$144.85	43.74%	3.11%
11/01/2020	$4,050.78	8,615	430	$9.42	4.99%	27.94	6.50%	$145.00	40.98%	19.94%
12/01/2020	$2,482.78	2,692	276	$9.00	10.25%	27.08	9.81%	$91.70	82.48%	13.12%
01/01/2021	$2,497.00	3,947	446	$5.60	11.30%	42.89	9.62%	$58.22	81.75%	11.70%
02/01/2021	$2,466.79	4,033	458	$5.39	11.36%	38.15	8.33%	$64.67	82.55%	8.88%
03/01/2021	$2,458.76	14,179	909	$2.70	6.41%	84.7	9.32%	$29.03	18.80%	19.90%
04/01/2021	$3,495.16	18,122	1,011	$3.46	5.58%	73.39	7.26%	$47.62	21.60%	17.96%
05/01/2021	$3,988.62	16,698	1,060	$3.76	6.35%	71.96	6.79%	$55.43	22.88%	36.48%
06/01/2021	$3,704.68	15,020	1,022	$3.62	6.80%	61.83	6.05%	$59.92	29.25%	13.11%
07/01/2021	$2,579.17	12,725	820	$3.15	6.44%	44.95	5.48%	$57.37	23.51%	0.00%
Total	**$37,918.44**	**130,940**	**8,172**	**$4.64**	**6.24%**	**617.83**	**7.56%**	**$61.37**	**27.89%**	**15.58%**

Campaign Performance Summary (by Conversions)

07/01/2021 - 07/31/2021

Campaign Performance Breakdown (by Conversions)

The Medspa MD - Delamar Medspa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search | beta | coolsculpting	$2,579.17	12,725	820	$3.15	6.44%	44.95	5.48%	$57.38

Top Search Terms (by Conversions)

07/01/2021 - 07/31/2021

reportingninja

Top Search Terms (by Conversions)

The Medspa MD - Delamar Medspa

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
body sculpting near me	$34.16	8	6	$5.69	75.00%	4	66.67%	$8.54
cool sculpting in ct	$74.64	12	12	$6.22	100.00%	2	16.67%	$37.32
medspa west hartford	$145.17	29	26	$5.58	89.66%	1.57	6.04%	$92.46
cool sculpting	$69.08	38	20	$3.45	52.63%	1.43	7.15%	$48.31
cool sculpting cost	$70.49	23	18	$3.92	78.26%	1.33	7.39%	$53.00
lipo 360 near me	$31.26	2	3	$10.42	150.00%	1	33.33%	$31.26
best coolsculpting near me	$2.84	1	1	$2.84	100.00%	1	100.00%	$2.84
cost of tummy liposuction	$1.60	1	1	$1.60	100.00%	1	100.00%	$1.60
double chin removal near me	$1.70	1	1	$1.70	100.00%	1	100.00%	$1.70
non surgical lipo	$3.29	2	2	$1.65	100.00%	1	50.00%	$3.29
what is cool sculpting	$6.02	3	3	$2.01	100.00%	1	33.33%	$6.02
places that do liposuction	$13.55	1	1	$13.55	100.00%	1	100.00%	$13.55
west hartford weight loss	$11.91	3	2	$5.96	66.67%	1	50.00%	$11.91
liposuction cost	$56.20	38	24	$2.34	63.16%	1	4.17%	$56.20
double chin reducer	$5.18	1	1	$5.18	100.00%	1	100.00%	$5.18
med spa west hartford ct	$2.75	2	2	$1.38	100.00%	1	50.00%	$2.75
body sculpting ct	$33.48	7	8	$4.18	114.29%	1	12.50%	$33.48
sculpsure near me	$7.08	3	3	$2.36	100.00%	1	33.33%	$7.08
fat reduction	$2.13	1	1	$2.13	100.00%	1	100.00%	$2.13
coolsculpting	$61.25	29	13	$4.71	44.83%	1	7.69%	$61.25

Top Search Ads (by Conversions)

07/01/2021 - 07/31/2021

reportingninja

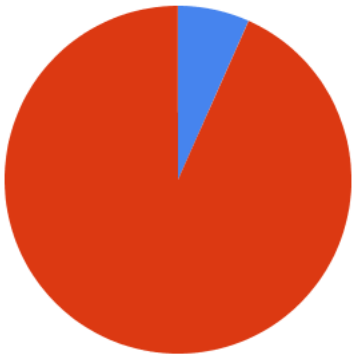
Top Responsive Search Ads (by Conversions)

The Medspa MD - Delamar Medspa

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
The Medspa West Hartford | Fat Reduction in West Hartford | Non-Surgical Fat Reduction www.themedspamd.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	$572.42	2,963	239	$2.40	8.07%	9	3.77%	$63.60
The Medspa West Hartford | Fat Reduction in West Hartford | Non-Surgical Fat Reduction www.themedspamd.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	$462.80	2,995	154	$3.01	5.14%	6.5	4.22%	$71.20
CoolSculpting® Fat Reduction | CoolSculpting in West Hartford | Biggest CoolSculpting® Promo www.themedspamd.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hartford, CT | Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search | beta | coolsculpting	$72.02	238	15	$4.80	6.30%	1.57	10.47%	$45.87
CoolSculpting® Fat Reduction | CoolSculpting in West Hartford | Biggest CoolSculpting® Promo www.themedspamd.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hartford, CT | Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search | beta | coolsculpting	$29.65	88	14	$2.12	15.91%	0	0.00%	$0.00
CoolSculpting® Fat Reduction | CoolSculpting in West Hartford | Biggest CoolSculpting® Promo www.themedspamd.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in West Hartford, CT | 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

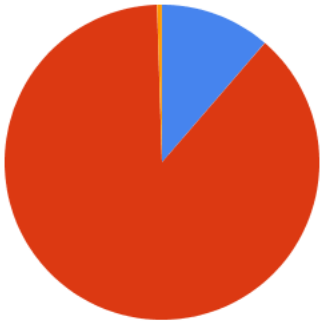
Budget Utilization by Device

Conversions by Device
The Medspa MD - Delamar Medspa



Computers - Conversions: 3 (6.67%) Mobile devices with full browsers - Conversions: 41.95 (93.33%)

Cost by Device
The Medspa MD - Delamar Medspa



Computers - Cost: $292.09 (11.32%) Mobile devices with full browsers - Cost: $2,274.58 (88.19%)
Tablets with full browsers - Cost: $12.50 (0.48%)

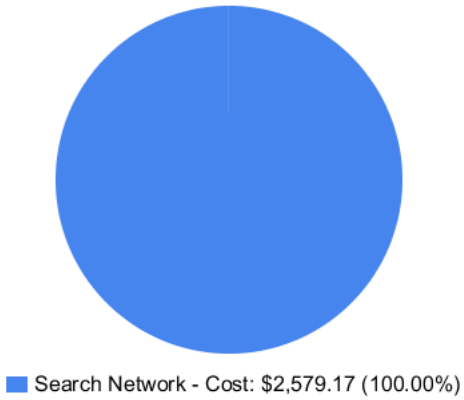
Device Performance (by Conversions)
The Medspa MD - Delamar Medspa

Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	10,708	711	$2,274.58	$3.20	6.64%	41.95	5.90%	$54.22
Computers	1,827	103	$292.09	$2.84	5.64%	3	2.91%	$97.36
Tablets with full browsers	190	6	$12.50	$2.08	3.16%	0	0.00%	$0.00

Budget Utilization by Network

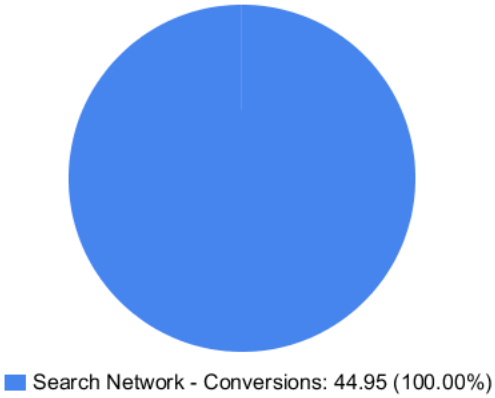
Cost by Network

The Medspa MD - Delamar Medspa



Conversions by Network

The Medspa MD - Delamar Medspa



Network Performance

The Medspa MD - Delamar Medspa

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	12,725	820	$2,579.17	$3.15	6.44%	44.95	5.48%	$57.37

Conversion Summary

07/01/2021 - 07/31/2021

Conversion Performance

The Medspa MD - Delamar Medspa

Conversion name	All conv.
Form Submission	40.95
Local actions - Directions	7
Clicks to call	6
Calls from Website	2
Calls from Ads	2

Geo-Targeting Summary

07/01/2021 - 07/31/2021

Top Locations

The Medspa MD - Delamar Medspa

Region	Clicks	Conversions	Cost / conv.
Connecticut	820	44.95	$57.38

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 again 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 effectivness 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