

Medspa MD Monthly Google Performance Summary

08/01/2021 - 08/31/2021

Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
The Medspa MD - Delamar Medspa

\$2,920.56

\$2,579.17 **13.24%**

Clicks
The Medspa MD - Delamar Medspa

742

820 **-9.51%**

Avg CPC
The Medspa MD - Delamar Medspa

\$3.94

\$3.15 **25.08%**

Conversions
The Medspa MD - Delamar Medspa

43.9

45.06 **-2.57%**

Conv. Rate
The Medspa MD - Delamar Medspa

5.92%

5.50% **7.64%**

Cost / Conv
The Medspa MD - Delamar Medspa

\$66.53

\$57.24 **16.23%**

Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Overall Performance Summary
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Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$2,920.56	\$2,579.17	13.24%
Impressions	13,175	12,725	3.54%
Clicks	742	820	-9.51%
Avg CPC	\$3.94	\$3.15	25.08%
CTR	5.63%	6.44%	-12.58%
Conversions	43.9	45.06	-2.57%
Conv Rate	5.92%	5.50%	7.64%
Cost / Conv	\$66.53	\$57.24	16.23%

Budget Coverage

Search Impr. Share
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23.32%

23.53% **-0.89%**

Search IS Lost (due to Budget)
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1.58%

0.00% **100.00%**

Search IS Lost (due to Rank)
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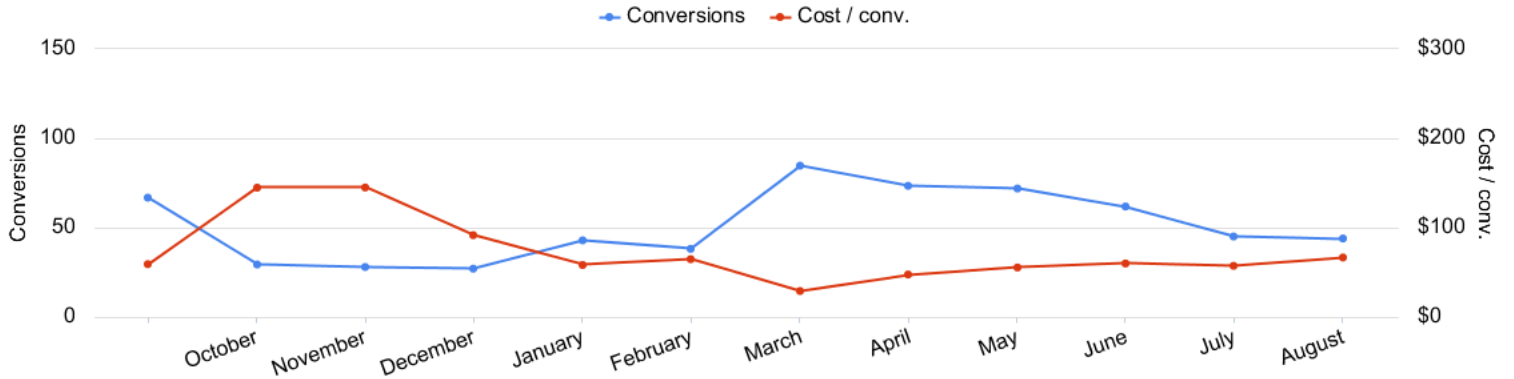
75.10%

76.47% **-1.79%**

Monthly Performance Trends

09/01/2020 - 08/31/2021

Conversions vs Cost/ Conv
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Account Performance by Month
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Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
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%	45.06	5.49%	\$57.24	23.53%	0.00%
08/01/2021	\$2,920.56	13,175	742	\$3.94	5.63%	43.9	5.92%	\$66.53	23.32%	1.58%
Total	\$38,848.24	133,121	8,286	\$4.69	6.22%	613	7.40%	\$63.37	27.39%	14.60%

Campaign Performance Summary (by Conversions)

08/01/2021 - 08/31/2021




Campaign Performance Breakdown (by Conversions)

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Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$2,918.31	13,126	740	\$3.94	5.64%	43.9	5.93%	\$66.48
search beta dermal fillers	\$2.25	49	2	\$1.13	4.08%	0	0.00%	\$0.00

Top Search Terms (by Conversions)


08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)
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Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting	\$114.51	58	22	\$5.21	37.93%	3.9	17.73%	\$29.36
how much is coolsculpting	\$25.08	7	6	\$4.18	85.71%	2	33.33%	\$12.54
coolsculpting near me	\$74.97	14	8	\$9.37	57.14%	2	25.00%	\$37.48
cool sculpting cost	\$79.53	14	11	\$7.23	78.57%	1.5	13.64%	\$53.02
coolsculpting reviews	\$7.48	4	1	\$7.48	25.00%	1	100.00%	\$7.48
best way to lose belly fat for women	\$4.21	1	1	\$4.21	100.00%	1	100.00%	\$4.21
lipo on stomach	\$2.42	1	1	\$2.42	100.00%	1	100.00%	\$2.42
cool sculpting reviews	\$18.28	5	4	\$4.57	80.00%	1	25.00%	\$18.28
hormonal weight gain	\$3.05	1	1	\$3.05	100.00%	1	100.00%	\$3.05
coolsculpting stomach results	\$0.00	2	0	\$0.00	0.00%	1	0.00%	\$0.00
how much is cool sculpting for arms	\$3.74	1	1	\$3.74	100.00%	1	100.00%	\$3.74
surgeries to remove belly fat	\$4.98	1	1	\$4.98	100.00%	1	100.00%	\$4.98
ways to lose belly fat quickly	\$6.15	4	4	\$1.54	100.00%	1	25.00%	\$6.15
lipo and bbl	\$3.45	1	1	\$3.45	100.00%	1	100.00%	\$3.45
does coolsculpting really work	\$7.23	1	1	\$7.23	100.00%	1	100.00%	\$7.23
golo	\$16.69	3	3	\$5.56	100.00%	1	33.33%	\$16.69
lipo 360 near me	\$6.59	3	3	\$2.20	100.00%	1	33.33%	\$6.59
medspa west hartford	\$98.04	31	16	\$6.13	51.61%	1	6.25%	\$98.04
help i m getting fat	\$6.85	1	1	\$6.85	100.00%	1	100.00%	\$6.85
golo comm	\$3.04	1	1	\$3.04	100.00%	1	100.00%	\$3.04

Top Search Ads (by Conversions)

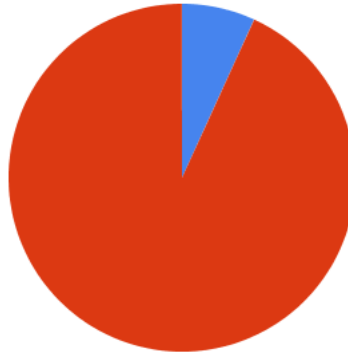
08/01/2021 - 08/31/2021

 Top Responsive Search Ads (by Conversions)
The Medspa MD - Delamar Medspa

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:The Medspa West Hartford} CoolSculpting in West Hartford Biggest CoolSculpting® Promo www.themedspamd.com/coolsculpting/west_hartford 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	\$367.12	729	62	\$5.92	8.50%	11.46	18.48%	\$32.03
The Medspa West Hartford Fat Reduction in West Hartford Non-Surgical Fat Reduction www.themedspamd.com/coolsculpting/west_hartford 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	\$565.38	3,128	175	\$3.23	5.59%	7.44	4.25%	\$75.99
The Medspa West Hartford Fat Reduction in West Hartford Non-Surgical Fat Reduction www.themedspamd.com/coolsculpting/west_hartford 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	\$461.45	2,283	150	\$3.08	6.57%	6	4.00%	\$76.91
{Keyword:The Medspa West Hartford} Dermal Fillers West Hartford Smooth Wrinkles Restore Volume www.themedspamd.com/juvederm/west_hartford Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results. Juvederm is the #1 Line of Hyaluronic Acid Fillers & a Leading Anti Aging Treatment	search beta dermal fillers	\$0.00	7	0	\$0.00	0.00%	0	0.00%	\$0.00
{Keyword:The Medspa West Hartford} Dermal Fillers West Hartford Smooth Wrinkles Restore Volume www.themedspamd.com/dermal_fillers/west_hartford Look Younger & More Energized with Dermal Fillers. Leading Provider in West Hartford, CT Reverse the Signs of Aging + Stimulate Collagen Production. Schedule A Free Consultation	search beta dermal fillers	\$0.00	9	0	\$0.00	0.00%	0	0.00%	\$0.00

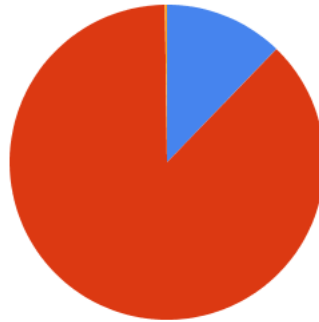
Budget Utilization by Device

Conversions by Device
The Medspa MD - Delamar Medspa



■ Computers - Conversions: 3 (6.83%)
 ■ Mobile devices with full browsers - Conversions: 40.9 (93.17%)

Cost by Device
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■ Computers - Cost: \$357.42 (12.24%)
 ■ Mobile devices with full browsers - Cost: \$2,557.37 (87.56%)
 ■ Tablets with full browsers - Cost: \$5.77 (0.20%)


Device Performance (by Conversions)
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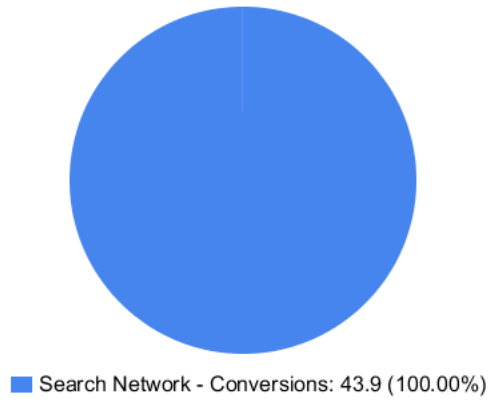
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	11,087	650	\$2,557.37	\$3.93	5.86%	40.9	6.29%	\$62.53
Computers	1,927	88	\$357.42	\$4.06	4.57%	3	3.41%	\$119.14
Tablets with full browsers	161	4	\$5.77	\$1.44	2.48%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
The Medspa MD - Delamar Medspa



 Conversions by Network
The Medspa MD - Delamar Medspa




 Network Performance
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Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	13,175	742	\$2,920.56	\$3.94	5.63%	43.9	5.92%	\$66.53

Conversion Summary


08/01/2021 - 08/31/2021

 Conversion Performance
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Conversion name	All conv.
Form Submission	34.9
Calls from Ads (MS)	5
Calls from Website	2
Click to Call	2
Clicks to call	2

Geo-Targeting Summary

08/01/2021 - 08/31/2021

 Top Locations
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Region	Clicks	Conversions	Cost / conv.
Connecticut	742	43.9	\$66.53

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