

Studio Medspa Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
The Studio Medspa

\$1,719.76
\$2,906.65 -40.83%

Conversions
The Studio Medspa

14.27
31.73 -55.03%

Clicks
The Studio Medspa

292
431 -32.25%

Conv. Rate
The Studio Medspa

4.89%
7.36% -33.56%

Avg CPC
The Studio Medspa

\$5.89
\$6.74 -12.61%

Cost / Conv
The Studio Medspa

\$120.52
\$91.61 31.56%

Month-Over-Month Performance Comparison

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

Overall Performance Summary
The Studio Medspa

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$1,719.76	\$2,906.65	-40.83%
Impressions	10,605	14,781	-28.25%
Clicks	292	431	-32.25%
Avg CPC	\$5.89	\$6.74	-12.61%
CTR	2.75%	2.92%	-5.82%
Conversions	14.27	31.73	-55.03%
Conv Rate	4.89%	7.36%	-33.56%
Cost / Conv	\$120.52	\$91.61	31.56%

Budget Coverage

Search Impr. Share
The Studio Medspa

14.16%
17.85% -20.67%

Search IS Lost (due to Budget)
The Studio Medspa

2.82%
6.07% -53.54%

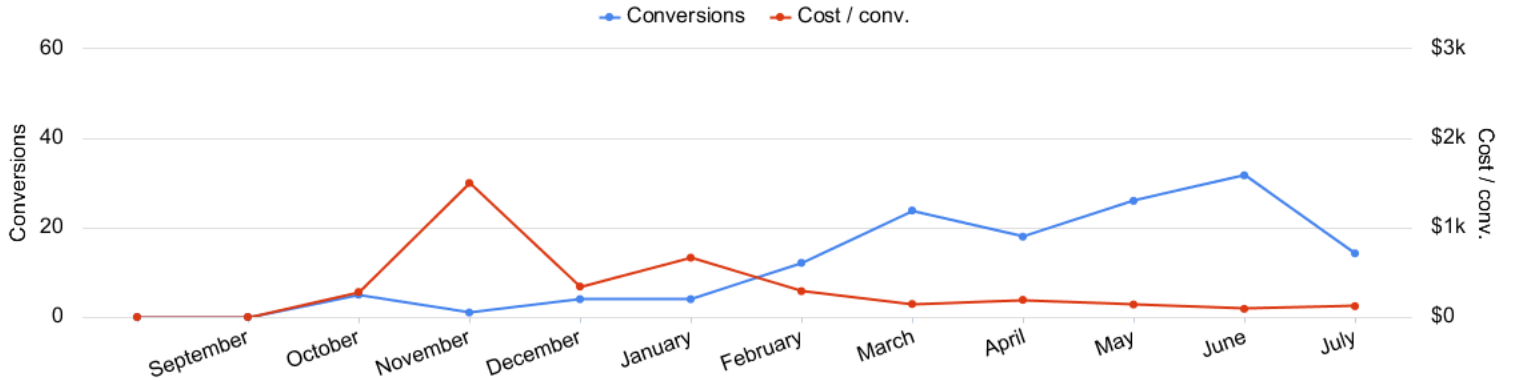
Search IS Lost (due to Rank)
The Studio Medspa

83.02%
76.08% 9.12%

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
The Studio Medspa




Account Performance by Month
The Studio Medspa

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
09/01/2020	\$299.93	540	14	\$21.42	2.59%	0	0.00%	\$0.00	30.05%	0.06%
10/01/2020	\$1,397.14	5,338	153	\$9.13	2.87%	5	3.27%	\$279.43	28.66%	27.08%
11/01/2020	\$1,499.61	6,542	156	\$9.61	2.38%	1	0.64%	\$1,499.61	18.71%	23.69%
12/01/2020	\$1,364.21	5,727	173	\$7.89	3.02%	4	2.31%	\$341.05	24.30%	31.63%
01/01/2021	\$2,660.22	10,226	334	\$7.96	3.27%	4	1.20%	\$665.05	37.00%	16.92%
02/01/2021	\$3,499.96	6,910	291	\$12.03	4.21%	12.14	4.17%	\$288.28	61.25%	18.60%
03/01/2021	\$3,491.84	7,611	336	\$10.39	4.41%	23.86	7.10%	\$146.35	60.75%	22.44%
04/01/2021	\$3,446.22	8,186	367	\$9.39	4.48%	18	4.90%	\$191.46	65.06%	15.70%
05/01/2021	\$3,648.00	12,373	446	\$8.18	3.60%	26	5.83%	\$140.31	29.34%	7.65%
06/01/2021	\$2,906.65	14,781	431	\$6.74	2.92%	31.73	7.36%	\$91.60	17.85%	6.07%
07/01/2021	\$1,719.76	10,605	292	\$5.89	2.75%	14.27	4.89%	\$120.53	14.16%	2.82%
Total	\$25,933.54	88,839	2,993	\$8.66	3.37%	140	4.68%	\$185.24	25.99%	12.34%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
The Studio Medspa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$1,719.76	10,605	292	\$5.89	2.75%	14.27	4.89%	\$120.52

Top Search Terms (by Conversions)

07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
The Studio Medspa

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
fat freezing	\$6.95	1	1	\$6.95	100.00%	2	200.00%	\$3.48
coolsculpting near me	\$64.53	87	6	\$10.76	6.90%	1.35	22.50%	\$47.80
liposuction cost	\$1.75	55	1	\$1.75	1.82%	1	100.00%	\$1.75
male liposuction near me	\$4.49	1	1	\$4.49	100.00%	1	100.00%	\$4.49
cherry creek medical weight loss	\$28.64	4	2	\$14.32	50.00%	1	50.00%	\$28.64
weight loss spa colorado	\$4.71	1	1	\$4.71	100.00%	1	100.00%	\$4.71
weight watchers	\$52.83	16	4	\$13.21	25.00%	1	25.00%	\$52.83
coolsculpting	\$50.86	92	7	\$7.27	7.61%	0.21	3.00%	\$242.19
coolsculpting cost thighs	\$6.08	1	1	\$6.08	100.00%	0.18	18.00%	\$33.78
lose 35 pounds in 2 months	\$3.97	1	1	\$3.97	100.00%	0.18	18.00%	\$22.06
elite body sculpture discount	\$4.01	2	1	\$4.01	50.00%	0	0.00%	\$0.00
slim genics	\$3.37	2	1	\$3.37	50.00%	0	0.00%	\$0.00
weight loss procedures	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
ab liposuction	\$3.43	1	1	\$3.43	100.00%	0	0.00%	\$0.00
how much does coolsculpting cost	\$6.78	1	1	\$6.78	100.00%	0	0.00%	\$0.00
lose weight fast	\$3.24	14	1	\$3.24	7.14%	0	0.00%	\$0.00
keto burn am pm	\$2.23	1	1	\$2.23	100.00%	0	0.00%	\$0.00
cooltone	\$2.87	1	1	\$2.87	100.00%	0	0.00%	\$0.00
lipotropic injections	\$9.51	12	2	\$4.75	16.67%	0	0.00%	\$0.00
red light weight loss therapy	\$1.72	1	1	\$1.72	100.00%	0	0.00%	\$0.00

Top Search Ads (by Conversions)

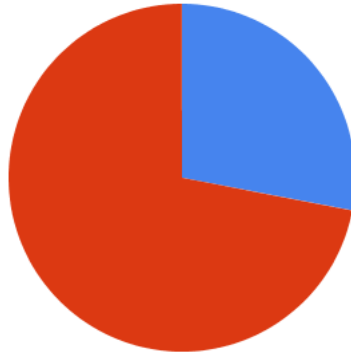
07/01/2021 - 07/31/2021

Top Responsive Search Ads (by Conversions)
The Studio Medspa

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword:The Studio Med Spa} CoolSculpting in Parker, CO Biggest CoolSculpting® Promo thestudiomedspa.com/coolsculpting/parker Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Parker, CO Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$418.32	1,480	54	\$7.75	3.65%	5.74	10.63%	\$72.88
The Studio Med Spa Fat Reduction in Parker, CO Non-Surgical Fat Reduction thestudiomedspa.com/coolsculpting/parker 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	\$344.98	2,827	75	\$4.60	2.65%	3	4.00%	\$114.99
The Studio Med Spa Fat Reduction in Parker, CO Non-Surgical Fat Reduction thestudiomedspa.com/coolsculpting/parker 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	\$128.01	1,140	30	\$4.27	2.63%	3	10.00%	\$42.67
{Keyword:The Studio Med Spa} CoolSculpting in Parker, CO Biggest CoolSculpting® Promo thestudiomedspa.com/coolsculpting/parker Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Parker, CO Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$36.40	180	7	\$5.20	3.89%	0	0.00%	\$0.00
{Keyword:The Studio Med Spa} CoolSculpting in Parker, CO Biggest CoolSculpting® Promo thestudiomedspa.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Parker, CO Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$18.18	10	1	\$18.18	10.00%	0	0.00%	\$0.00

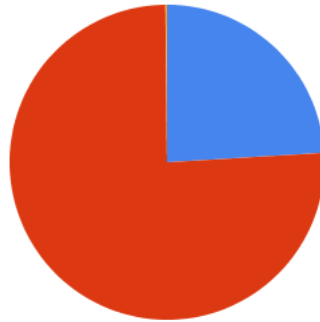
Budget Utilization by Device

Conversions by Device
The Studio Medspa



■ Computers - Conversions: 4 (28.03%) ■ Mobile devices with full browsers - Conversions: 10.27 (71.97%)

Cost by Device
The Studio Medspa




■ Computers - Cost: \$413.65 (24.05%) ■ Mobile devices with full browsers - Cost: \$1,303.44 (75.79%)
■ Tablets with full browsers - Cost: \$2.67 (0.16%)


Device Performance (by Conversions)
The Studio Medspa

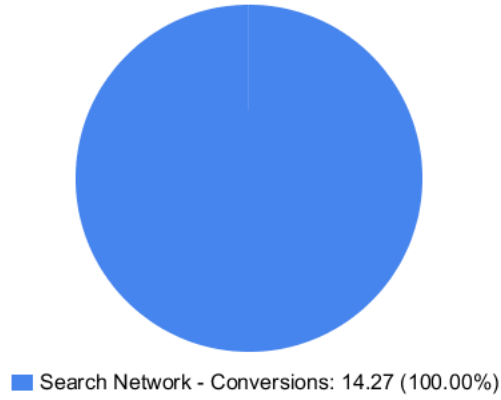
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	8,693	233	\$1,303.44	\$5.59	2.68%	10.27	4.41%	\$126.93
Computers	1,723	58	\$413.65	\$7.13	3.37%	4	6.90%	\$103.41
Tablets with full browsers	189	1	\$2.67	\$2.67	0.53%	0	0.00%	\$0.00

Budget Utilization by Network

 Cost by Network
The Studio Medspa



 Conversions by Network
The Studio Medspa



 Network Performance
The Studio Medspa

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	10,605	292	\$1,719.76	\$5.89	2.75%	14.27	4.89%	\$120.53

Conversion Summary


07/01/2021 - 07/31/2021



Conversion name	All conv.
Click to Call	8.27
Local actions - Website visits	4
Submit lead form	3
Call From Ads	3
Local actions - Directions	1

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
The Studio Medspa

Region	Clicks	Conversions	Cost / conv.
Colorado	292	14.27	\$120.52

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