

# **Thin Sculpting Monthly Google Performance Summary**

**08/01/2021 - 08/31/2021**

# Key Performance Indicators

08/01/2021 - 08/31/2021

Cost  
Thin Sculpting

**\$1,502.13**

\$0.00 100.00%

Clicks  
Thin Sculpting

**309**

0 100.00%

Avg CPC  
Thin Sculpting

**\$4.86**

\$0.00 100.00%

Conversions  
Thin Sculpting

**14**

0 100.00%

Conv. Rate  
Thin Sculpting

**4.53%**

0.00% 100.00%

Cost / Conv  
Thin Sculpting

**\$107.30**

\$0.00 100.00%

## Month-Over-Month Performance Comparison

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

Overall Performance Summary  
Thin Sculpting

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$1,502.13	\$0.00	100.00%
Impressions	5,971	0	100.00%
Clicks	309	0	100.00%
Avg CPC	\$4.86	\$0.00	100.00%
CTR	5.18%	0.00%	100.00%
Conversions	14	0	100.00%
Conv Rate	4.53%	0.00%	100.00%
Cost / Conv	\$107.30	\$0.00	100.00%

## Budget Coverage

Search Impr. Share  
Thin Sculpting

**23.69%**

0.00% 100.00%

Search IS Lost (due to Budget)  
Thin Sculpting

**13.57%**

0.00% 100.00%

Search IS Lost (due to Rank)  
Thin Sculpting

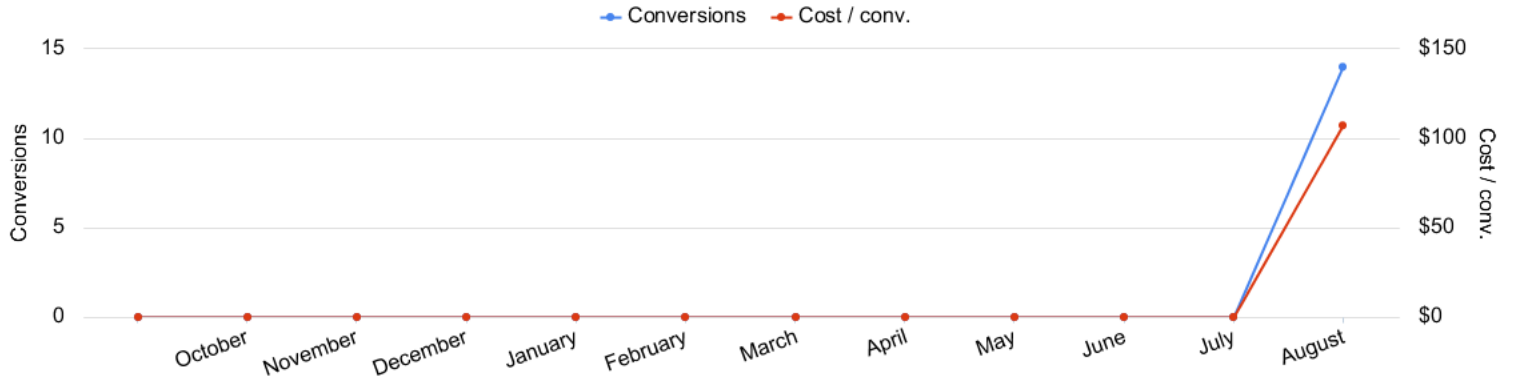
**62.73%**

0.00% 100.00%

# Monthly Performance Trends

09/01/2020 - 08/31/2021

Conversions vs Cost/ Conv  
Thin Sculpting




Account Performance by Month  
Thin Sculpting

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2021	\$1,502.13	5,971	309	\$4.86	5.18%	14	4.53%	\$107.30	23.69%	13.57%
<b>Total</b>	<b>\$1,502.13</b>	<b>5,971</b>	<b>309</b>	<b>\$4.86</b>	<b>5.18%</b>	<b>14</b>	<b>4.53%</b>	<b>\$107.30</b>	<b>23.69%</b>	<b>13.57%</b>

# Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)  
Thin Sculpting

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$1,502.13	5,971	309	\$4.86	5.18%	14	4.53%	\$107.30

# Top Search Terms (by Conversions)

08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)  
Thin Sculpting

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting near me	\$14.71	4	1	\$14.71	25.00%	2	200.00%	\$7.36
coolsculpting near me	\$25.21	30	3	\$8.40	10.00%	1	33.33%	\$25.21
burn abdomen fat	\$3.48	2	1	\$3.48	50.00%	1	100.00%	\$3.48
true you weight loss	\$23.99	37	4	\$6.00	10.81%	1	25.00%	\$23.99
coolsculpting	\$20.30	95	3	\$6.77	3.16%	1	33.33%	\$20.30
cool coolsculpting	\$9.35	1	1	\$9.35	100.00%	1	100.00%	\$9.35
sculpsure	\$2.83	5	1	\$2.83	20.00%	1	100.00%	\$2.83
coolsculpting raleigh	\$23.71	8	3	\$7.90	37.50%	1	33.33%	\$23.71
laser lipo raleigh nc	\$6.95	10	1	\$6.95	10.00%	1	100.00%	\$6.95
smart lipo durham nc	\$6.04	2	1	\$6.04	50.00%	0.33	33.00%	\$18.30
liposuction durham nc	\$5.82	5	1	\$5.82	20.00%	0.33	33.00%	\$17.64
liposuction near me prices	\$4.54	2	1	\$4.54	50.00%	0.33	33.00%	\$13.76
slim shot	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
weight loss clinic in charlotte nc	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
weight loss prep	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
juicing for weight loss	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
does steam reduce belly fat	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
lipodissolve injections	\$0.00	3	0	\$0.00	0.00%	0	0.00%	\$0.00
abdomen liposuction cost	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
walk away belly fat	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00

# Top Search Ads (by Conversions)

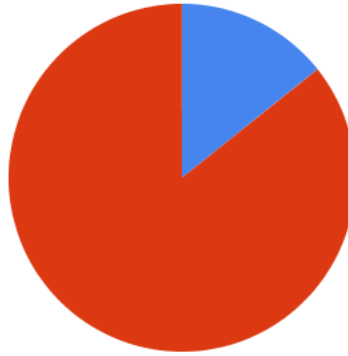
08/01/2021 - 08/31/2021

Top Responsive Search Ads (by Conversions)  
Thin Sculpting

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">{Keyword:Thin Sculpting}   CoolSculpting in Cary, NC   Biggest CoolSculpting® Promo</a> <a href="https://thinsculpting.beautysculpt.net/coolsculpting/cary">thinsculpting.beautysculpt.net/coolsculpting/cary</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Cary, NC   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$371.36	528	55	\$6.75	10.42%	7	12.73%	\$53.05
<a href="#">Thin Sculpting   Fat Reduction in Cary, NC   Non-Surgical Fat Reduction</a> <a href="https://thinsculpting.beautysculpt.net/coolsculpting/cary">thinsculpting.beautysculpt.net/coolsculpting/cary</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	\$222.02	1,566	48	\$4.63	3.07%	3	6.25%	\$74.01
<a href="#">Thin Sculpting   Fat Reduction in Cary, NC   Non-Surgical Fat Reduction</a> <a href="https://thinsculpting.beautysculpt.net/coolsculpting/cary">thinsculpting.beautysculpt.net/coolsculpting/cary</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	\$243.38	924	66	\$3.69	7.14%	1.33	2.02%	\$182.99
<a href="#">{Keyword:Thin Sculpting}   CoolSculpting in Cary, NC   Biggest CoolSculpting® Promo</a> <a href="https://thinsculpting.beautysculpt.net/coolsculpting/cary">thinsculpting.beautysculpt.net/coolsculpting/cary</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Cary, NC   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$2.88	19	1	\$2.88	5.26%	0	0.00%	\$0.00
<a href="#">{Keyword:Thin Sculpting}   CoolSculpting in Cary, NC   Biggest CoolSculpting® Promo</a> <a href="https://thinsculpting.beautysculpt.net/coolsculpting/cary">thinsculpting.beautysculpt.net/coolsculpting/cary</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Cary, NC   Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search   beta   coolsculpting	\$6.15	30	2	\$3.08	6.67%	0	0.00%	\$0.00

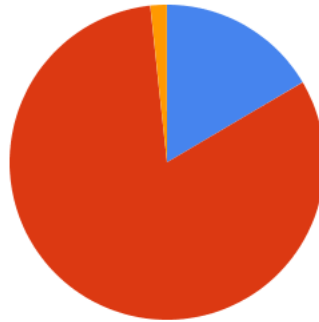
# Budget Utilization by Device

Conversions by Device  
Thin Sculpting



■ Computers - Conversions: 2 (14.29%) ■ Mobile devices with full browsers - Conversions: 12 (85.71%)

Cost by Device  
Thin Sculpting




■ Computers - Cost: \$248.44 (16.54%) ■ Mobile devices with full browsers - Cost: \$1,228.21 (81.76%)  
■ Tablets with full browsers - Cost: \$25.48 (1.70%)


Device Performance (by Conversions)  
Thin Sculpting

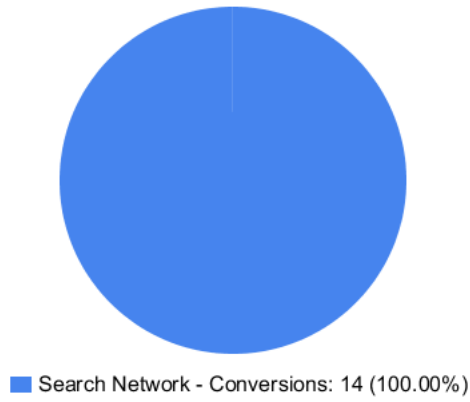
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	4,851	261	\$1,228.21	\$4.71	5.38%	12	4.60%	\$102.35
Computers	1,027	44	\$248.44	\$5.65	4.28%	2	4.55%	\$124.22
Tablets with full browsers	93	4	\$25.48	\$6.37	4.30%	0	0.00%	\$0.00


# Budget Utilization by Network

 Cost by Network  
Thin Sculpting



 Conversions by Network  
Thin Sculpting




 Network Performance  
Thin Sculpting

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	5,971	309	\$1,502.13	\$4.86	5.18%	14	4.53%	\$107.30

# Conversion Summary

08/01/2021 - 08/31/2021

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 Conversion Performance  
Thin Sculpting

Conversion name	All conv.
Submit lead form	8
Click to Call	5
Call From Ads (MS)	1

# Geo-Targeting Summary

08/01/2021 - 08/31/2021

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 Top Locations  
Thin Sculpting

Region	Clicks	Conversions	Cost / conv.
North Carolina	309	14	\$107.30

# 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