

Thin Sculpting Monthly Google Performance Summary

09/01/2021 - 09/30/2021

Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Thin Sculpting

\$1,494.65
\$1,502.13 -0.50%

Conversions
Thin Sculpting

44
14 214.29%

Clicks
Thin Sculpting

359
309 16.18%

Conv. Rate
Thin Sculpting

12.26%
4.53% 170.64%

Avg CPC
Thin Sculpting

\$4.16
\$4.86 -14.40%

Cost / Conv
Thin Sculpting

\$33.97
\$107.30 -68.34%

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Thin Sculpting

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$1,494.65	\$1,502.13	-0.50%
Impressions	5,793	5,971	-2.98%
Clicks	359	309	16.18%
Avg CPC	\$4.16	\$4.86	-14.40%
CTR	6.20%	5.18%	19.69%
Conversions	44	14	214.29%
Conv Rate	12.26%	4.53%	170.64%
Cost / Conv	\$33.97	\$107.30	-68.34%

Budget Coverage

Search Impr. Share
Thin Sculpting

32.08%
23.66% 35.59%

Search IS Lost (due to Budget)
Thin Sculpting

18.05%
13.77% 31.08%

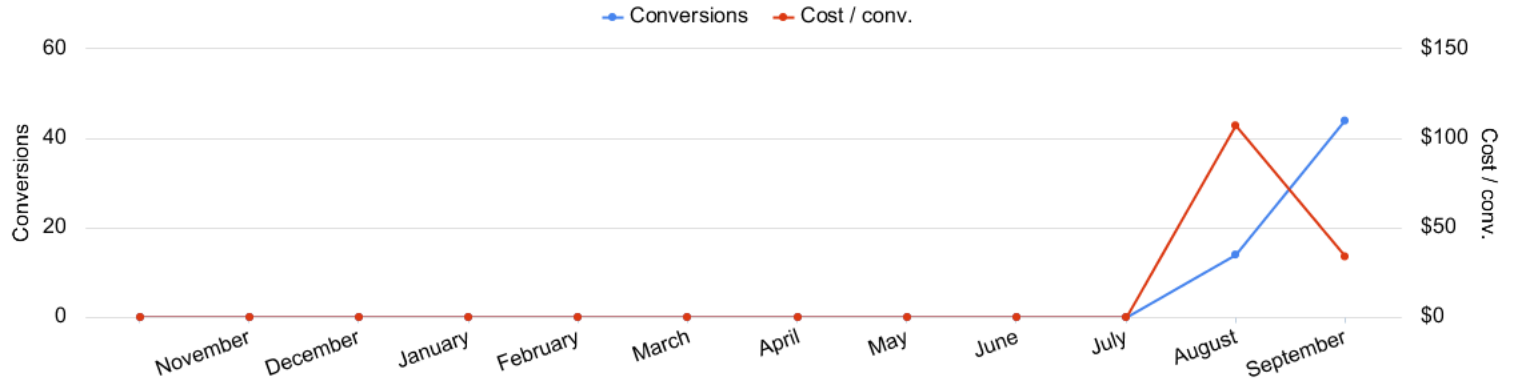
Search IS Lost (due to Rank)
Thin Sculpting

49.86%
62.57% -20.31%

Monthly Performance Trends

10/01/2020 - 09/30/2021

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	23.66%	13.77%
09/01/2021	\$1,494.65	5,793	359	\$4.16	6.20%	44	12.26%	\$33.97	32.08%	18.05%
Total	\$2,996.78	11,764	668	\$4.49	5.68%	58	8.68%	\$51.67	27.18%	15.56%

Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Thin Sculpting

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$1,494.65	5,793	359	\$4.16	6.20%	44	12.26%	\$33.97

Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
Thin Sculpting

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
best coolsculpting raleigh nc	\$10.84	4	1	\$10.84	25.00%	4	400.00%	\$2.71
how much is coolsculpting in nc	\$7.46	4	2	\$3.73	50.00%	3	150.00%	\$2.49
coolsculpting near me	\$78.18	59	10	\$7.82	16.95%	2.33	23.30%	\$33.55
trisculpt cost	\$11.65	7	3	\$3.88	42.86%	2	66.67%	\$5.83
cool sculpting raleigh	\$39.66	25	7	\$5.67	28.00%	2	28.57%	\$19.83
price of coolsculpting stomach	\$4.36	1	1	\$4.36	100.00%	2	200.00%	\$2.18
cool sculpting durham nc	\$9.52	1	1	\$9.52	100.00%	2	200.00%	\$4.76
coolsculpting cary nc	\$33.77	20	4	\$8.44	20.00%	1	25.00%	\$33.77
coolsculpting coupon	\$9.95	2	2	\$4.97	100.00%	1	50.00%	\$9.95
cool sculpting	\$88.61	214	21	\$4.22	9.81%	1	4.76%	\$88.61
coolsculpting cost	\$22.64	54	5	\$4.53	9.26%	1	20.00%	\$22.64
fat freezing	\$17.96	11	2	\$8.98	18.18%	1	50.00%	\$17.96
coolsculpting	\$77.74	209	14	\$5.55	6.70%	1	7.14%	\$77.74
non surgical body contouring	\$6.41	3	1	\$6.41	33.33%	1	100.00%	\$6.41
cool fat sculpting	\$7.66	1	2	\$3.83	200.00%	1	50.00%	\$7.66
liposuction cost	\$27.48	54	7	\$3.93	12.96%	1	14.29%	\$27.48
cool sculpting cary nc	\$21.85	5	3	\$7.28	60.00%	1	33.33%	\$21.85
coolsculpting in cary nc	\$6.38	1	1	\$6.38	100.00%	1	100.00%	\$6.38
smart lipo price	\$3.44	2	2	\$1.72	100.00%	1	50.00%	\$3.44
cool sculpting cost	\$44.72	68	10	\$4.47	14.71%	1	10.00%	\$44.72

Top Search Ads (by Conversions)

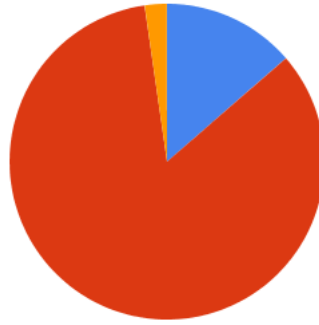
09/01/2021 - 09/30/2021

 Top Responsive Search Ads (by Conversions)
Thin Sculpting

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<p>{Keyword:Thin Sculpting} CoolSculpting in Cary, NC Biggest CoolSculpting® Promo</p> <p>thinsculpting.beautysculpt.net/coolsculpting/cary</p> <p>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.</p>	search beta coolsculpting	\$459.57	1,173	91	\$5.05	7.76%	15.33	16.85%	\$29.98
<p>Thin Sculpting Fat Reduction in Cary, NC Non-Surgical Fat Reduction</p> <p>thinsculpting.beautysculpt.net/coolsculpting/cary</p> <p>CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</p>	search beta coolsculpting	\$221.88	976	62	\$3.58	6.35%	8.17	13.18%	\$27.16
<p>{Keyword:Thin Sculpting} CoolSculpting in Cary, NC Biggest CoolSculpting® Promo</p> <p>thinsculpting.beautysculpt.net/coolsculpting/cary</p> <p>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.</p>	search beta coolsculpting	\$126.16	233	31	\$4.07	13.30%	6	19.35%	\$21.03
<p>Thin Sculpting Fat Reduction in Cary, NC Non-Surgical Fat Reduction</p> <p>thinsculpting.beautysculpt.net/coolsculpting/cary</p> <p>CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</p>	search beta coolsculpting	\$337.89	1,607	92	\$3.67	5.72%	5	5.43%	\$67.58
<p>{Keyword:Thin Sculpting} CoolSculpting in Cary, NC Biggest CoolSculpting® Promo</p> <p>thinsculpting.beautysculpt.net/coolsculpting/cary</p> <p>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.</p>	search beta coolsculpting	\$57.25	83	13	\$4.40	15.66%	2	15.38%	\$28.63

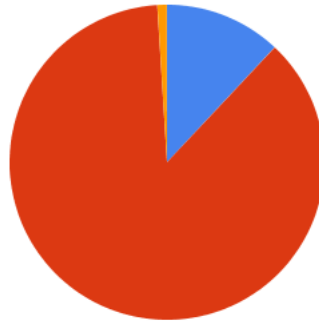
Budget Utilization by Device

Conversions by Device
Thin Sculpting



■ Computers - Conversions: 6 (13.64%)
 ■ Mobile devices with full browsers - Conversions: 37 (84.09%)
 ■ Tablets with full browsers - Conversions: 1 (2.27%)

Cost by Device
Thin Sculpting




■ Computers - Cost: \$179.39 (12.00%)
 ■ Mobile devices with full browsers - Cost: \$1,300.77 (87.03%)
 ■ Tablets with full browsers - Cost: \$14.49 (0.97%)


Device Performance (by Conversions)
Thin Sculpting

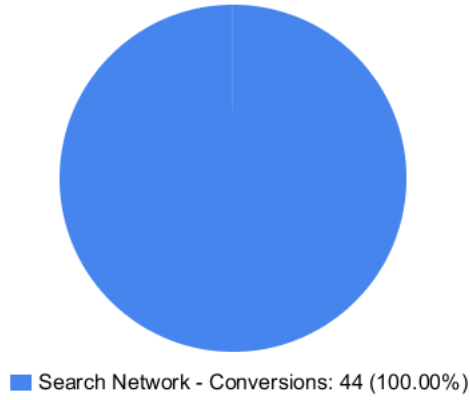
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	4,703	316	\$1,300.77	\$4.12	6.72%	37	11.71%	\$35.16
Computers	996	40	\$179.39	\$4.48	4.02%	6	15.00%	\$29.90
Tablets with full browsers	94	3	\$14.49	\$4.83	3.19%	1	33.33%	\$14.49


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	5,793	359	\$1,494.65	\$4.16	6.20%	44	12.26%	\$33.97

Conversion Summary


09/01/2021 - 09/30/2021

 Conversion Performance
Thin Sculpting

Conversion name	All conv.	% Change
Submit lead form	34	325.00%
Click to Call	10	100.00%

Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
Thin Sculpting

Region	Clicks	Conversions	Cost / conv.
North Carolina	359	44	\$33.97

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