

**Monthly Account  
Performance Report  
1 Jan 2021 — 31 Jan 2021**

Belle Vie Medical

633-125-6354

# Key Performance Indicators (KPIs)

Cost

\$2,926

↑ ∞

Conv

16

↑ ∞

Conv Rate

2.84%

↑ ∞

Cost / Conv

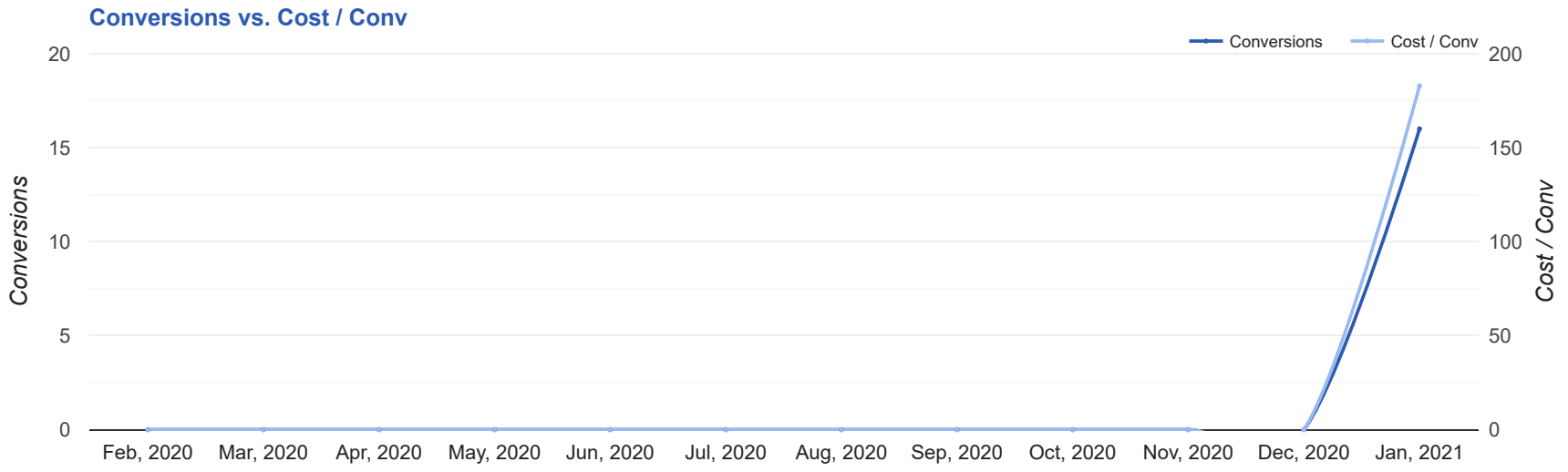
\$182.86

↑ ∞

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 Jan 2021 — 31 Jan 2021	17,281	563	\$2,925.78	\$5.20	3.26%	-	16	2.84%	\$182.86	17.31%
<b>Change</b>	17,281 ↑ ∞%	563 ↑ ∞%	\$2,925.78 ↑ ∞%	\$5.20 ↑ ∞%	3.26% ↑ ∞%	--	16 ↑ ∞%	2.84% ↑ ∞%	\$182.86 ↑ ∞%	17.31% ↑ ∞%

# Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Jan '21	17,281	563	\$2,925.78	\$5.20	3.26%	-	16	2.84%	\$182.86	17.31%
<b>Total</b>	17,281	563	\$2,925.78	\$5.20	3.26%	-	16	2.84%	\$182.86	17.31%

# Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting   cerritos	9,095	350	\$1,425.80	\$4.07	3.85%	-	12	3.43%	\$118.82	15.61%
search   beta   coolsculpting   costa mesa	8,186	213	\$1,499.98	\$7.04	2.6%	-	4	1.88%	\$375.00	19.57%

# Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

## Top Text Ads

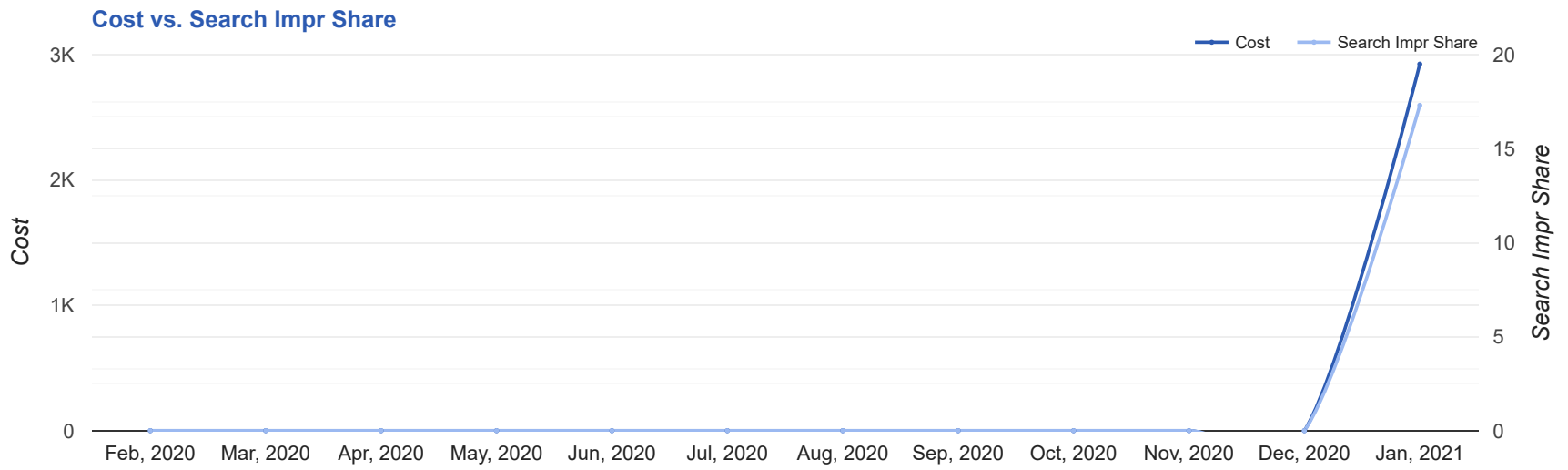
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Belle Vie Medical - Fat Reduction in Cerritos, CA - Non-Surgical Fat Reduction</a> <a href="http://www.belleviemedical.com/--/--">www.belleviemedical.com/--/--</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,722	66	\$221.83	\$3.36	3.83%	-	3	4.55%	\$73.94
<a href="#">Belle Vie Medical - Fat Reduction in Cerritos, CA - Non-Surgical Fat Reduction</a> <a href="http://www.belleviemedical.com/--/--">www.belleviemedical.com/--/--</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	798	49	\$182.80	\$3.73	6.14%	-	2	4.08%	\$91.40
<a href="#">Belle Vie Medical - Fat Reduction in Costa Mesa - Non-Surgical Fat Reduction</a> <a href="http://www.belleviemedical.com/--/--">www.belleviemedical.com/--/--</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,518	45	\$207.76	\$4.62	2.96%	-	2	4.44%	\$103.88
<a href="#">Fat Reduction in Cerritos, CA - Eliminate Fat &amp; Feel Great - Offering \$1,000 Off 8+ Cycles</a> <a href="http://www.belleviemedical.com//">www.belleviemedical.com//</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	413	14	\$43.35	\$3.10	3.39%	-	1	7.14%	\$43.35
<a href="#">CoolSculpting® Fat Reduction - Limited Time Offer   Feb 2021 - Hurry Offer Ends In</a> {=COUNTDOWN("2021/02/28 00:00:00","en-US",31)} <a href="http://www.belleviemedical.com//">www.belleviemedical.com//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	22	2	\$25.32	\$12.66	9.09%	-	1	50.00%	\$25.32

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jan 2021 — 31 Jan 2021

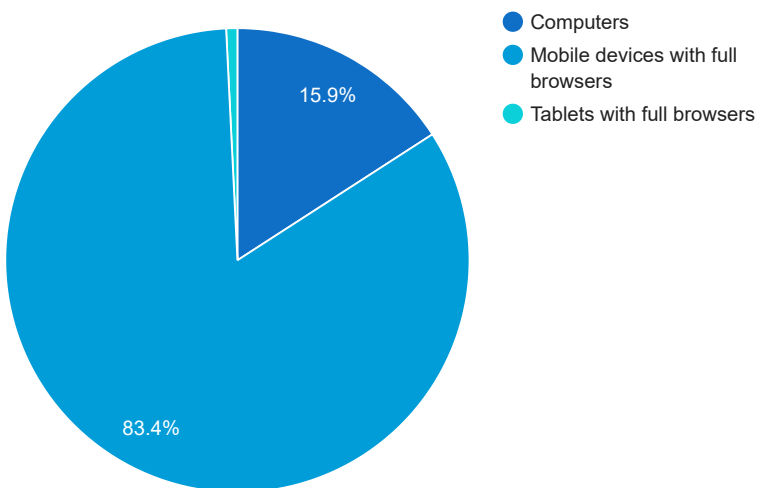
## Budget Coverage



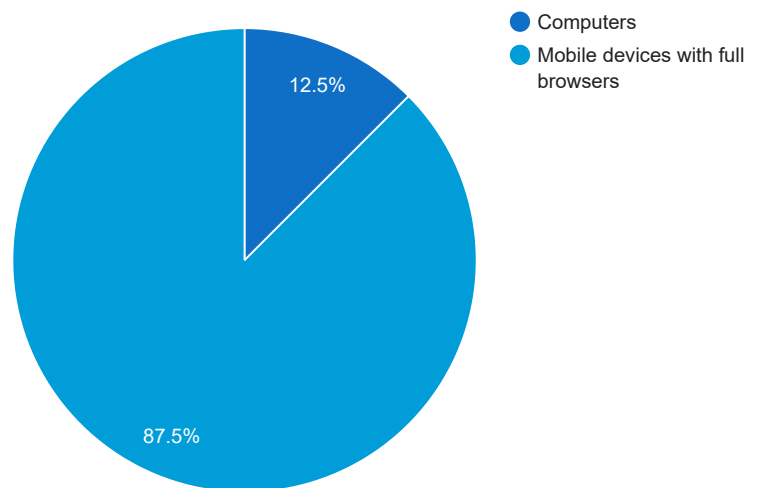
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	2,925.78	17.31

## Cost and Conversions by Device

### Cost



### Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	14,311	505	\$2,438.68	\$4.83	3.53%	-	14	2.77%	\$174.19
Computers	2,692	55	\$464.36	\$8.44	2.04%	-	2	3.64%	\$232.18
Tablets with full browsers	278	3	\$22.74	\$7.58	1.08%	-	0	0%	\$0.00

### Cost and Conversions by Network (Search vs. Display)

#### Cost



#### Conversions



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Google search	17,281	563	\$2,925.78	\$5.20	3.26%	-	16	2.84%	\$182.86

## Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Submit lead form	11
Click to Call	3
Call From Ads	2

## 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 page 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