

**Monthly Account  
Performance Report  
1 Nov 2019 — 30 Nov 2019**

Bello Corpo

957-179-3136

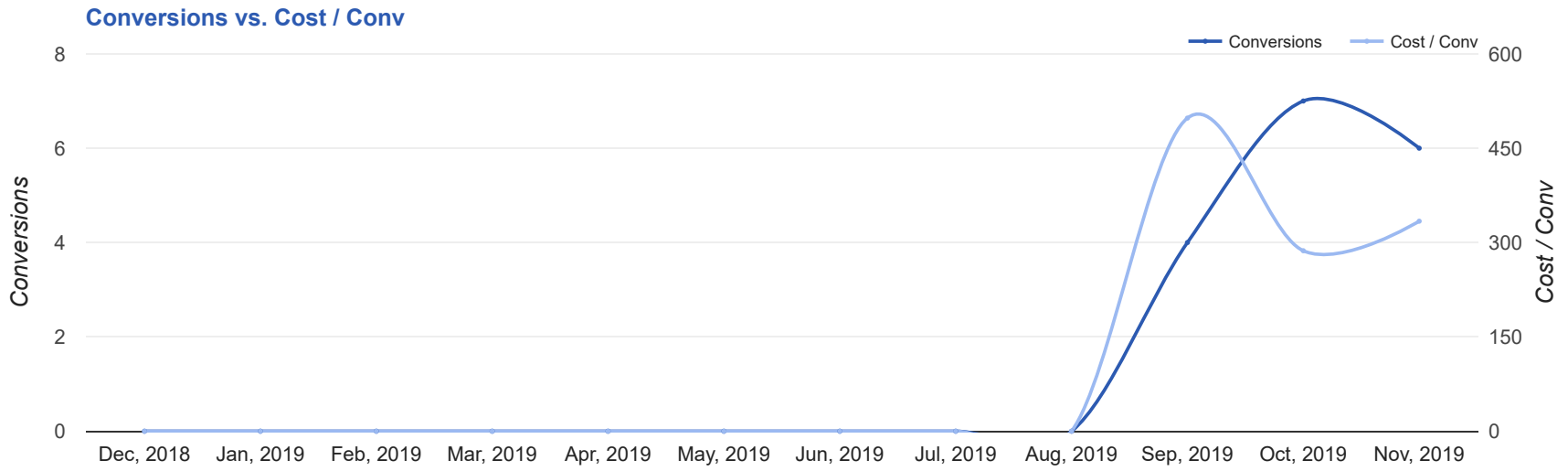
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,004	6	2.54%	\$333.92
↔ 0%	↓ 14%	↓ 31%	↑ 16%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2019 — 31 Oct 2019	6,343	189	\$2,008.60	\$10.63	2.98%	-	7	3.7%	\$286.94	29.12%
1 Nov 2019 — 30 Nov 2019	6,166	236	\$2,003.53	\$8.49	3.83%	-	6	2.54%	\$333.92	37.98%
Change	177 ↓ 3%	47 ↑ 25%	\$5.07 ↓ 0%	\$2.14 ↓ 20%	0.85% ↑ 29%	--	1 ↓ 14%	1.16% ↓ 31%	\$46.98 ↑ 16%	8.86% ↑ 30%

# Performance by Month - 1 Dec 2018 — 30 Nov 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Sep '19	7,852	238	\$1,991.29	\$8.37	3.03%	-	4	1.68%	\$497.82	51.6%
Oct '19	6,343	189	\$2,008.60	\$10.63	2.98%	-	7	3.7%	\$286.94	29.13%
Nov '19	6,166	236	\$2,003.53	\$8.49	3.83%	-	6	2.54%	\$333.92	37.93%
<b>Total</b>	20,361	663	\$6,003.42	\$9.05	3.26%	-	17	2.56%	\$353.14	38.24%

## Campaign Summary - 1 Nov 2019 — 30 Nov 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	2,209	52	\$522.62	\$10.05	2.35%	-	3	5.77%	\$174.21	41.37%
search   alpha   coolsculpting	564	24	\$884.79	\$36.87	4.26%	-	3	12.5%	\$294.93	42.2%
search   awareness   laser hair removal	2,671	112	\$406.20	\$3.63	4.19%	-	0	0%	\$0.00	30%
search   beta   silk peel	722	48	\$189.92	\$3.96	6.65%	-	0	0%	\$0.00	86.97%

# Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

## Top Text Ads

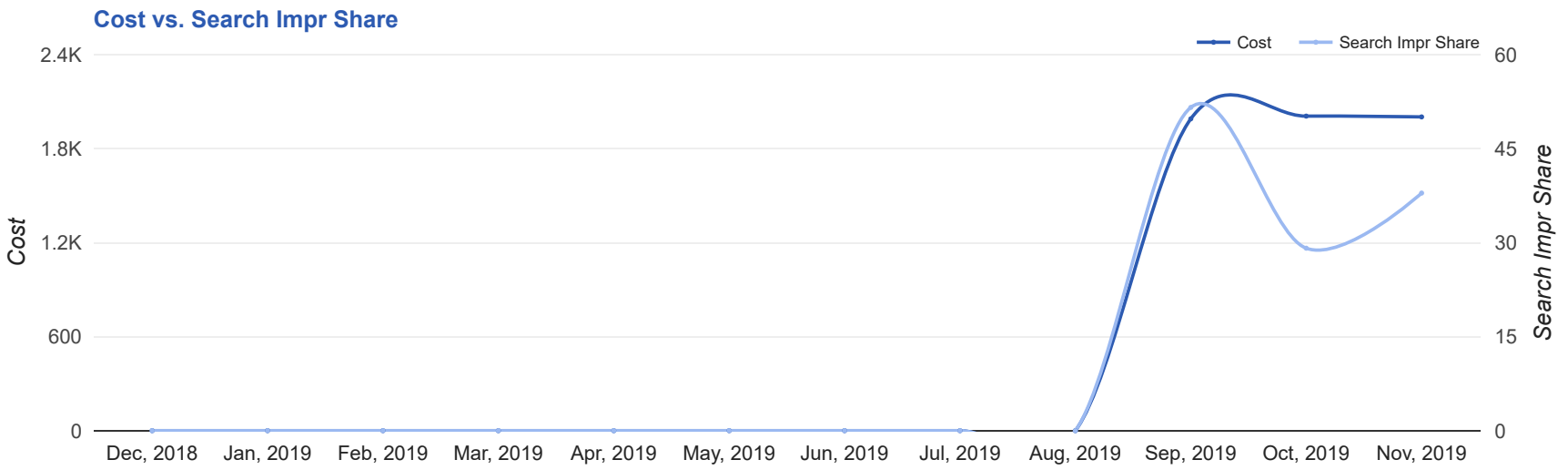
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Woburn - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime <a href="http://go.bellocorpomedspa.com/coolsculpting/">go.bellocorpomedspa.com/coolsculpting/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	738	9	\$119.56	\$13.28	1.22%	-	2	22.22%	\$59.78
25% Off All CoolSculpting® - Bello Corpo Med Spa - #1 Provider in Woburn <a href="http://go.bellocorpomedspa.com/coolsculpting/">go.bellocorpomedspa.com/coolsculpting/</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Woburn, MA. Free Consult.	14	2	\$13.28	\$6.64	14.29%	-	1	50.00%	\$13.28
#1 Provider in Woburn - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® <a href="http://go.bellocorpomedspa.com/coolsculpting/woburn">go.bellocorpomedspa.com/coolsculpting/woburn</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Woburn, MA. Free Consult.	139	5	\$136.80	\$27.36	3.60%	-	1	20.00%	\$136.80
#1 Provider in Woburn - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® <a href="http://go.bellocorpomedspa.com/coolsculpting/woburn">go.bellocorpomedspa.com/coolsculpting/woburn</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Woburn, MA. Free Consult.	7	2	\$87.01	\$43.51	28.57%	-	1	50.00%	\$87.01
CoolSculpting in Woburn - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime <a href="http://go.bellocorpomedspa.com/coolsculpting/">go.bellocorpomedspa.com/coolsculpting/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	128	4	\$165.92	\$41.48	3.13%	-	1	25.00%	\$165.92

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Nov 2019 — 30 Nov 2019

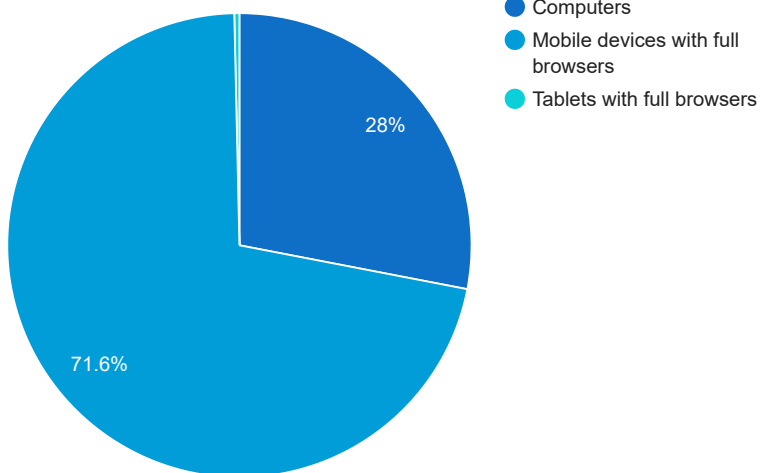
## Budget Coverage



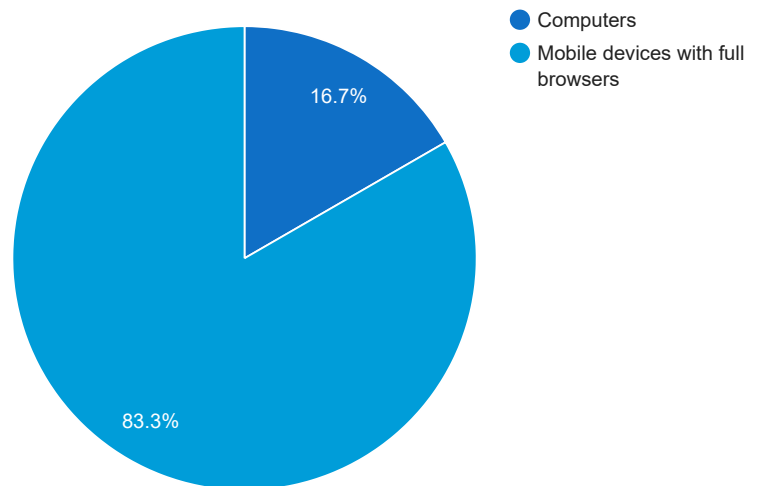
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	0	0
Jan, 2019	0	0
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	1,991.29	51.60
Oct, 2019	2,008.60	29.13
Nov, 2019	2,003.53	37.93

## 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	4,024	176	\$1,434.85	\$8.15	4.37%	-	5	2.84%	\$286.97
Computers	1,906	58	\$561.60	\$9.68	3.04%	-	1	1.72%	\$561.60
Tablets with full browsers	236	2	\$7.08	\$3.54	0.85%	-	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	6,166	236	\$2,003.53	\$8.49	3.83%	-	6	2.54%	\$333.92

## Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE	CONV
Form Submission	5
Phone Call	1
Local actions - Other engagements	0
Local actions - Website visits	0
Local actions - Directions	0
Local actions - Menu views	0
Clicks to call	0

## 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