

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

La Bella Laser & Slimming

454-778-1240

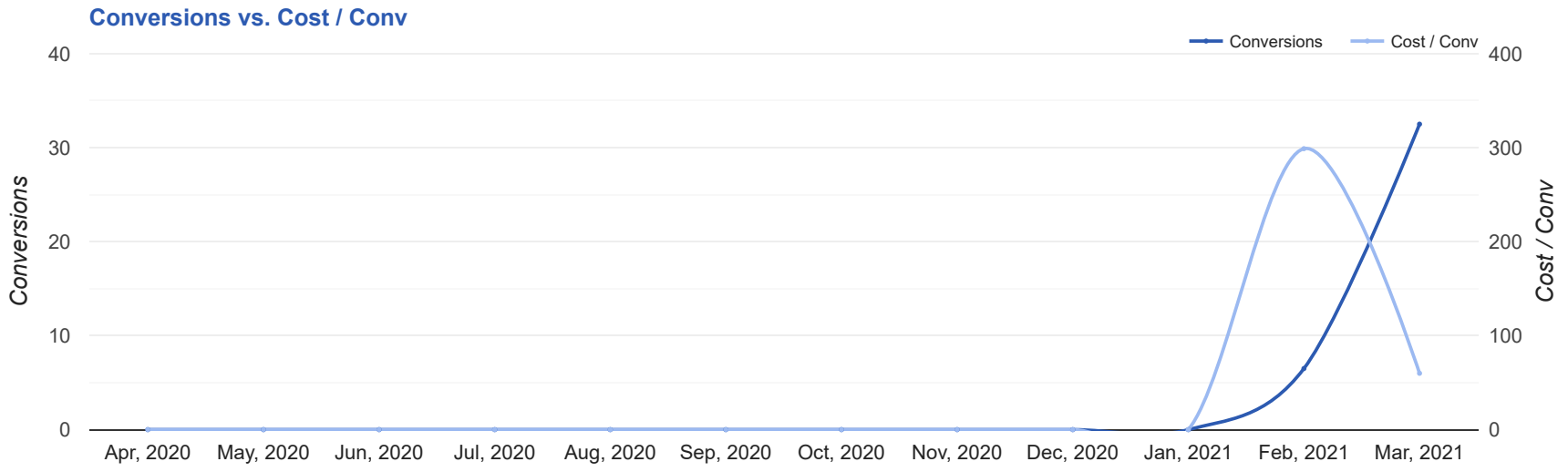
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,947	32.5	7.81%	\$59.92
↔ 0%	↑ 400%	↑ 344%	↓ 80%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Feb 2021 — 28 Feb 2021	9,328	370	\$1,942.86	\$5.25	3.97%	-	6.5	1.76%	\$298.90	23.02%
1 Mar 2021 — 31 Mar 2021	7,690	416	\$1,947.40	\$4.68	5.41%	-	32.5	7.81%	\$59.92	36.74%
Change	1,638 ↓ 18%	46 ↑ 12%	\$4.54 ↑ 0%	\$0.57 ↓ 11%	1.44% ↑ 36%	0 ↔ -	26 ↑ 400%	6.05% ↑ 344%	\$238.98 ↓ 80%	13.72% ↑ 60%

Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Feb '21	9,328	370	\$1,942.86	\$5.25	3.97%	-	6.5	1.76%	\$298.90	23.02%
Mar '21	7,690	416	\$1,947.40	\$4.68	5.41%	-	32.5	7.81%	\$59.92	36.74%
Total	17,018	786	\$3,890.26	\$4.95	4.62%	-	39	4.96%	\$99.75	27.69%

Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	7,690	416	\$1,947.40	\$4.68	5.41%	-	32.5	7.81%	\$59.92	36.74%

Top Performing Ads - 1 Mar 2021 — 31 Mar 2021

Top Text Ads

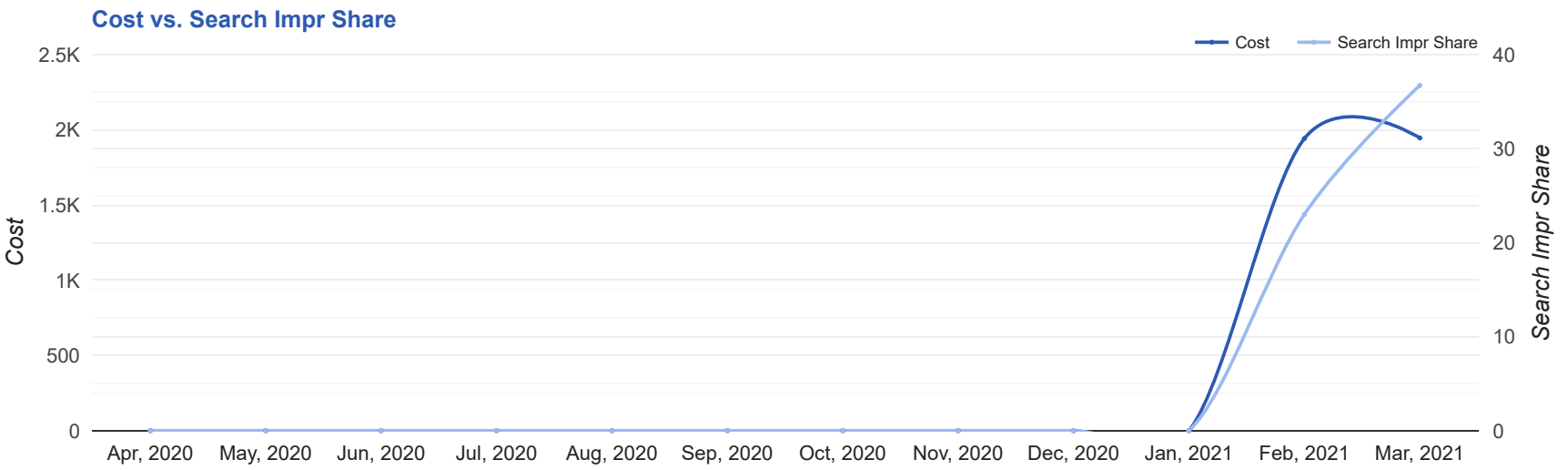
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Arcadia, CA - Biggest CoolSculpting® Promo labellals.mysculpt.net/--/-- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arcadia, CA	1,203	71	\$389.75	\$5.49	5.90%	-	10	14.08%	\$38.98
La Bella Laser & Slimming - Fat Reduction in Arcadia, CA - Non-Surgical Fat Reduction labellals.mysculpt.net/--/-- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,441	70	\$290.68	\$4.15	4.86%	-	5	7.14%	\$58.14
CoolSculpting® in Arcadia, CA - Mar Only 8% Off 8+ Treatments - Our Biggest Discount Ever labellals.mysculpt.net/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	332	14	\$86.89	\$6.21	4.22%	-	3	21.43%	\$28.96
La Bella Laser & Slimming - Fat Reduction in Arcadia, CA - Non-Surgical Fat Reduction labellals.mysculpt.net/--/-- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	822	46	\$141.93	\$3.09	5.60%	-	2	4.35%	\$70.97
CoolSculpting® in Arcadia, CA - Mar Only 50% Off 8+ Treatments - Hurry Offer Ends In {=COUNTDOWN("2021/03/31 00:00:00","en-US",31)} labellals.mysculpt.net/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	37	4	\$19.14	\$4.79	10.81%	-	2	50.00%	\$9.57

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Mar 2021 — 31 Mar 2021

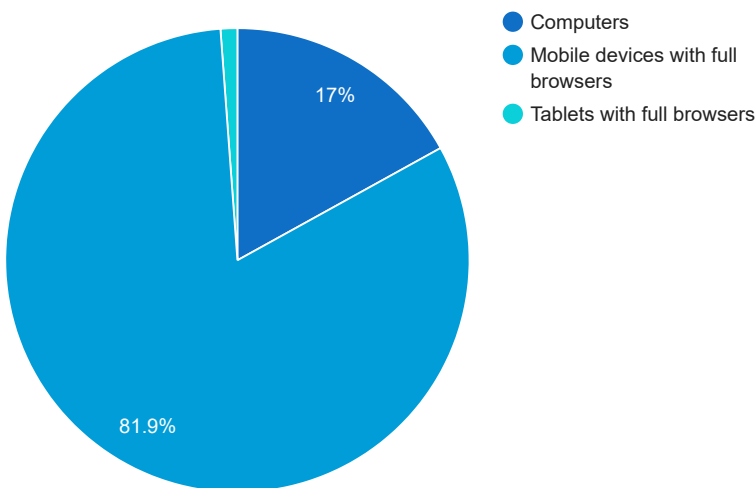
Budget Coverage



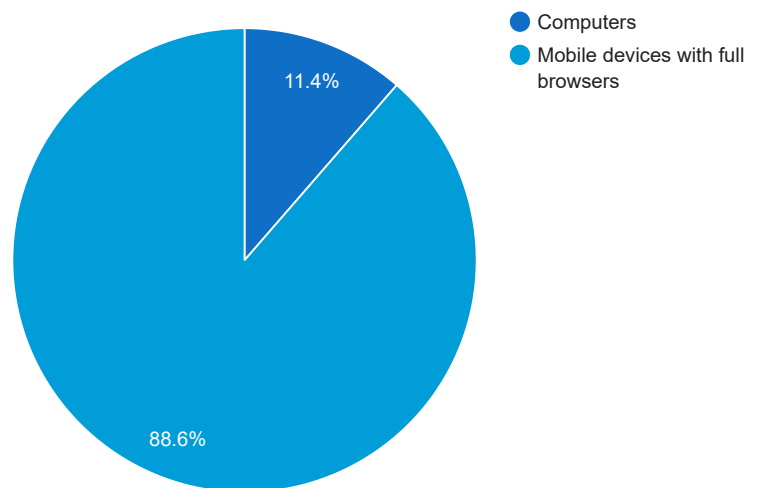
DATE	COST	SEARCH IMPR SHARE
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	0	0
Nov, 2020	0	0
Dec, 2020	0	0
Jan, 2021	0	0
Feb, 2021	1,942.86	23.02
Mar, 2021	1,947.40	36.74

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	6,371	355	\$1,594.25	\$4.49	5.57%	-	28.8	8.12%	\$55.30
Computers	1,234	56	\$330.41	\$5.90	4.54%	-	3.7	6.55%	\$90.03
Tablets with full browsers	85	5	\$22.74	\$4.55	5.88%	-	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	7,690	416	\$1,947.40	\$4.68	5.41%	-	32.5	7.81%	\$59.92

Conversion Types - 1 Mar 2021 — 31 Mar 2021

CONVERSION TYPE	CONV
Submit lead form	18
Calls from Website	8.5
Click to Call	5
Calls from ads	1
Clicks to call	0
Local actions - Other engagements	0
Local actions - Menu views	0
Local actions - Website visits	0
Local actions - Directions	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