

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

La Bella Laser & Slimming

454-778-1240

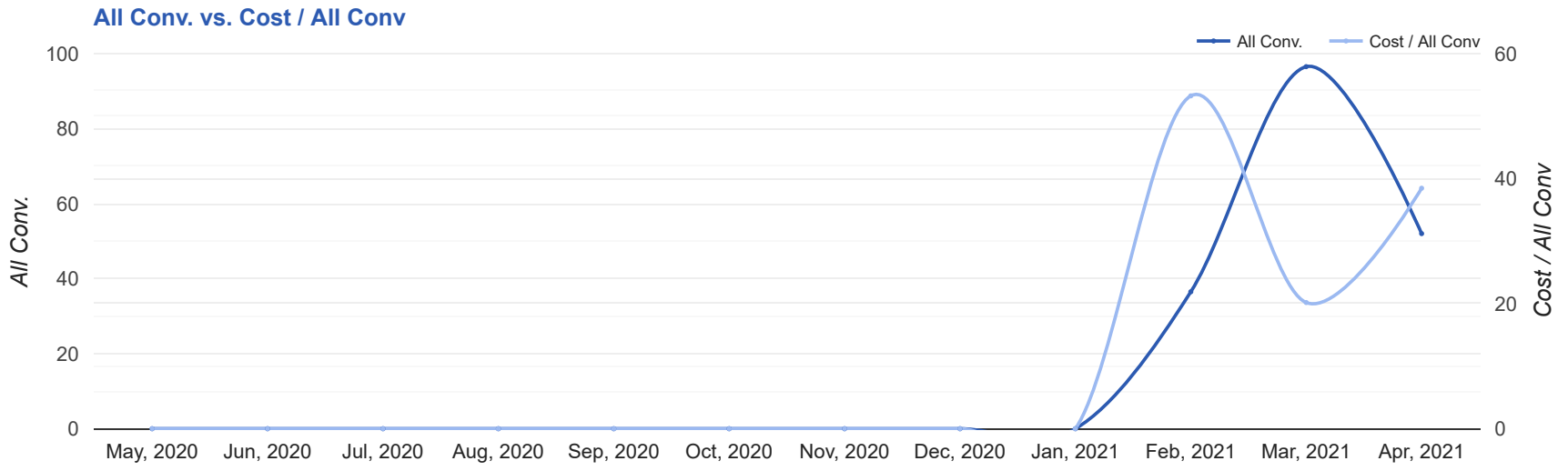
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$2,000	52	9.37%	\$38.46
↑ 3%	↓ 46%	↓ 60%	↑ 91%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	7,690	416	\$1,947.40	\$4.68	5.41%	-	23.2%	\$20.18	96.5
1 Apr 2021 — 30 Apr 2021	9,648	555	\$1,999.91	\$3.60	5.75%	-	9.37%	\$38.46	52
Change	1,958 ↑ 25%	139 ↑ 33%	\$52.51 ↑ 3%	\$1.08 ↓ 23%	0.34% ↑ 6%	0 ↔ -	13.83% ↓ 60%	\$18.28 ↑ 91%	44.50 ↓ 46%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Feb '21	9,328	370	\$1,942.86	\$5.25	3.97%	-	36.5	9.86%	\$53.23
Mar '21	7,690	416	\$1,947.40	\$4.68	5.41%	-	96.5	23.2%	\$20.18
Apr '21	9,648	555	\$1,999.91	\$3.60	5.75%	-	52	9.37%	\$38.46
Total	26,666	1,341	\$5,890.17	\$4.39	5.03%	-	185	13.8%	\$31.84

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	9,648	555	\$1,999.91	\$3.60	5.75%	-	52	9.37%	\$38.46

Top Keywords - 1 Apr 2021 — 30 Apr 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting near me	34	17	\$120.02	\$7.06	50.00%	-	3	17.65%	\$40.01
cool sculpting cost	24	16	\$93.99	\$5.87	66.67%	-	3	18.75%	\$31.33
coolsculpting	30	10	\$54.47	\$5.45	33.33%	-	2	20.00%	\$27.23
cupping therapy for fat loss	1	1	\$1.68	\$1.68	100.00%	-	1	100.00%	\$1.68
coolsculpting chin results	1	1	\$4.81	\$4.81	100.00%	-	1	100.00%	\$4.81
get rid of double chin	1	1	\$2.44	\$2.44	100.00%	-	1	100.00%	\$2.44
what is body contouring	1	1	\$2.92	\$2.92	100.00%	-	1	100.00%	\$2.92
cryolipolysis	2	2	\$9.04	\$4.52	100.00%	-	1	50.00%	\$9.04
procedure to remove belly fat	1	1	\$9.05	\$9.05	100.00%	-	1	100.00%	\$9.05
get rid belly fat	1	1	\$5.20	\$5.20	100.00%	-	1	100.00%	\$5.20

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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	2,635	143	\$453.53	\$3.17	5.43%	-	13.8	9.67%	\$32.79
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	1,656	88	\$435.99	\$4.95	5.31%	-	12	13.64%	\$36.33
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	1,196	85	\$261.64	\$3.08	7.11%	-	7	8.24%	\$37.38
CoolSculpting® in Arcadia, CA - Apr Only 50% Off 8+ Treatments - Our Biggest Discount Ever labellals.mysculpt.net// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	218	12	\$48.58	\$4.05	5.50%	-	4	33.33%	\$12.14
CoolSculpting® in Arcadia, CA - Apr Only 50% Off 8+ Treatments - Hurry Offer Ends In {=COUNTDOWN("2021/04/30 00:00:00","en-US",31)} labellals.mysculpt.net// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	213	19	\$84.43	\$4.44	8.92%	-	2	10.53%	\$42.22

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

Budget Coverage

Display Impr Share

0%

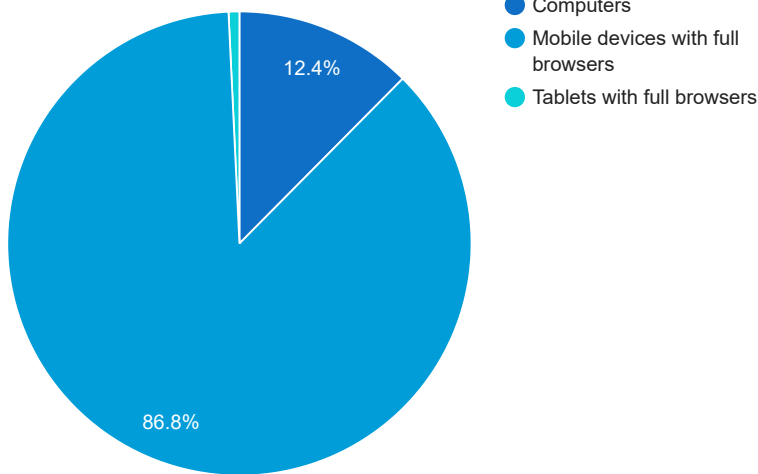
Search Impr Share

39.35%

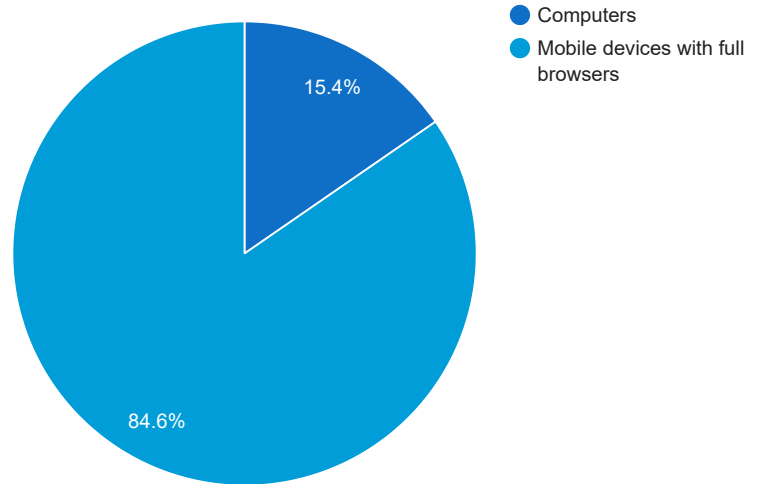
↑ 8%

Cost and Conversions by Device

Cost



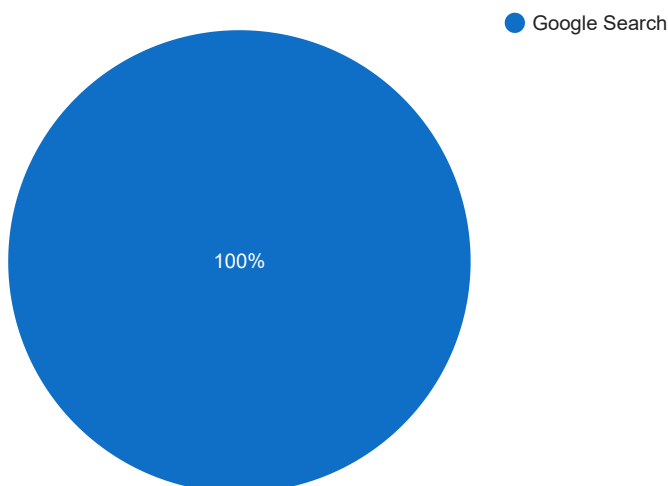
All Conv.



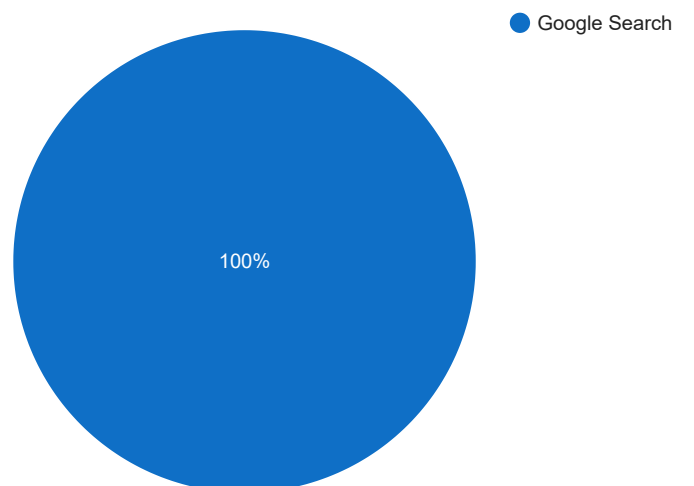
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	7,965	476	\$1,736.36	\$3.65	5.98%	-	44	9.24%	\$39.46
Computers	1,574	72	\$248.52	\$3.45	4.57%	-	8	11.11%	\$31.07
Tablets with full browsers	109	7	\$15.03	\$2.15	6.42%	-	0	0%	\$0.00

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	9,648	555	\$1,999.91	\$3.60	5.75%	-	52	9.37%	\$38.46

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	35
Click to Call	9
Calls from Website	4
Call From Ads (MS)	1
Local actions - Directions	1
Clicks to call	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 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