

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

La Bella Laser & Slimming

454-778-1240

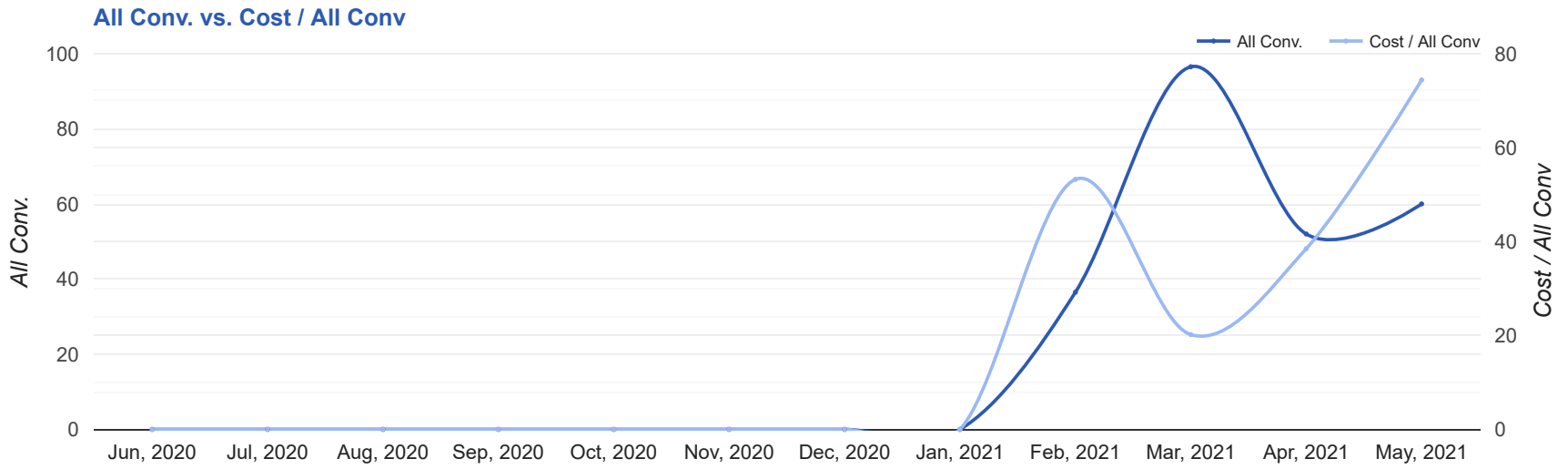
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$4,463	60	5.3%	\$74.39
↑ 123%	↑ 15%	↓ 43%	↑ 93%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	9,648	555	\$1,999.91	\$3.60	5.75%	-	9.37%	\$38.46	52
1 May 2021 — 31 May 2021	17,748	1,133	\$4,463.33	\$3.94	6.38%	-	5.3%	\$74.39	60
Change	8,100 ↑ 84%	578 ↑ 104%	\$2,463.42 ↑ 123%	\$0.34 ↑ 9%	0.63% ↑ 11%	0 ↔ -	4.07% ↓ 43%	\$35.93 ↑ 93%	8 ↑ 15%

# Performance by Month - 1 Jun 2020 — 31 May 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
May '21	17,748	1,133	\$4,463.33	\$3.94	6.38%	-	60	5.3%	\$74.39
<b>Total</b>	44,414	2,474	\$10,353.50	\$4.18	5.57%	-	245	9.9%	\$42.26

# Campaign Summary - 1 May 2021 — 31 May 2021

# Top Keywords - 1 May 2021 — 31 May 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	23	10	\$117.78	\$11.78	43.48%	-	9	90.00%	\$13.09
lipo 360 sin cirugía	1	2	\$9.88	\$4.94	200.00%	-	2	100.00%	\$4.94
cool sculpting	66	16	\$109.93	\$6.87	24.24%	-	2	12.50%	\$54.97
coolsculpting	83	16	\$106.04	\$6.63	19.28%	-	2	12.50%	\$53.02
smart lipo	5	4	\$15.41	\$3.85	80.00%	-	2	50.00%	\$7.71
liposuction near me	2	3	\$21.75	\$7.25	150.00%	-	1.3	44.33%	\$16.35
cooling sculpting near me	1	1	\$3.05	\$3.05	100.00%	-	1	100.00%	\$3.05
best place to get coolsculpting done	1	1	\$5.81	\$5.81	100.00%	-	1	100.00%	\$5.81
coolsculpting cost	35	10	\$71.61	\$7.16	28.57%	-	1	10.00%	\$71.61
cooling sculpture	1	1	\$1.71	\$1.71	100.00%	-	1	100.00%	\$1.71

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

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
<a href="#">La Bella Laser &amp; Slimming - Fat Reduction in Arcadia, CA - Non-Surgical Fat Reduction</a> <a href="#">labellals.mysculpt.net/ -- --</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	3,515	204	\$873.19	\$4.28	5.80%	-	9.7	4.74%	\$90.30
<a href="#">La Bella Laser &amp; Slimming - Fat Reduction in Arcadia, CA - Non-Surgical Fat Reduction</a> <a href="#">labellals.mysculpt.net/ -- --</a> CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,950	122	\$511.07	\$4.19	6.26%	-	7.3	6.01%	\$69.72
<a href="#">CoolSculpting® Fat Reduction - CoolSculpting in Arcadia, CA - Biggest CoolSculpting® Promo</a> <a href="#">labellals.mysculpt.net/ -- --</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arcadia, CA	232	10	\$52.40	\$5.24	4.31%	-	6	60.00%	\$8.73
<a href="#">CoolSculpting® Fat Reduction - CoolSculpting in Arcadia, CA - Biggest CoolSculpting® Promo</a> <a href="#">labellals.mysculpt.net/ -- --</a> Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arcadia, CA	1,702	86	\$599.92	\$6.98	5.05%	-	6	6.98%	\$99.99
<a href="#">CoolSculpting® in Arcadia, CA - May Only 50% Off 8+ Treatments - Hurry Offer Ends In</a> {=COUNTDOWN("2021/05/31 00:00:00","en-US",31)} <a href="#">labellals.mysculpt.net//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	189	13	\$104.85	\$8.07	6.88%	-	6	46.15%	\$17.47

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 May 2021 — 31 May 2021

## Budget Coverage

Display Impr Share

0%

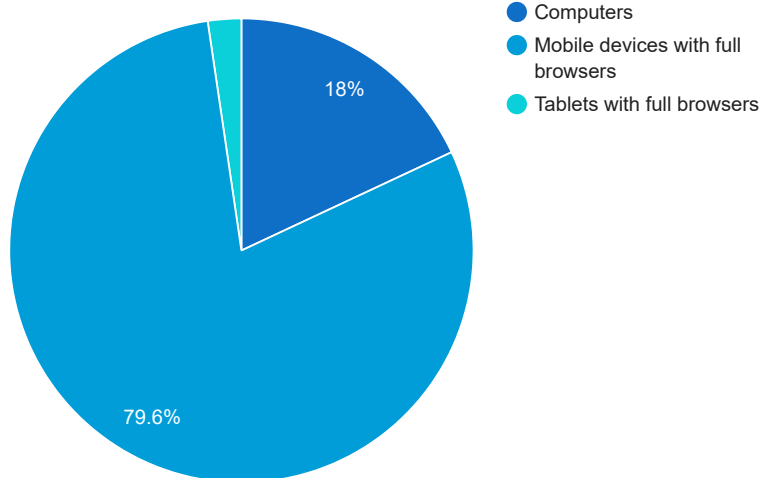
Search Impr Share

48.5%

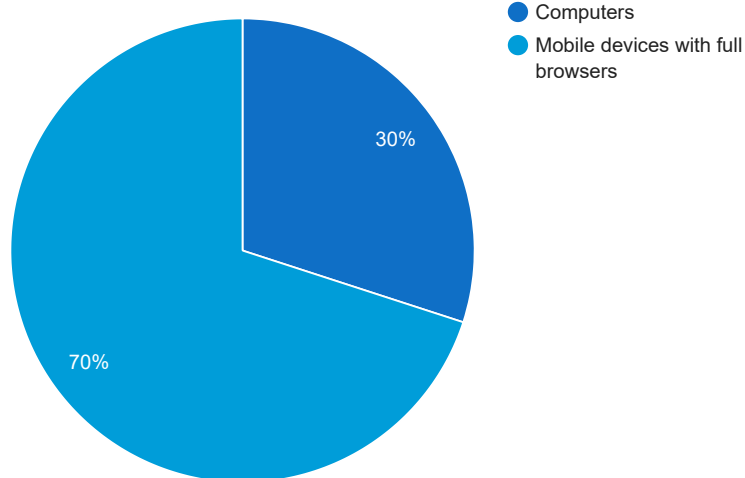
↑ 22%

## Cost and Conversions by Device

### Cost



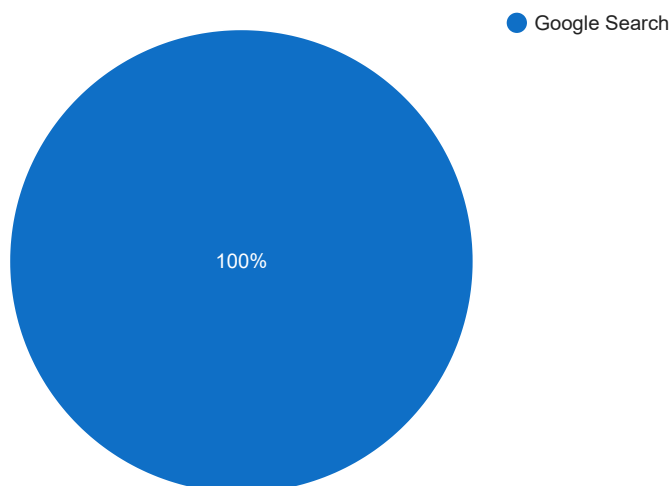
### All Conv.



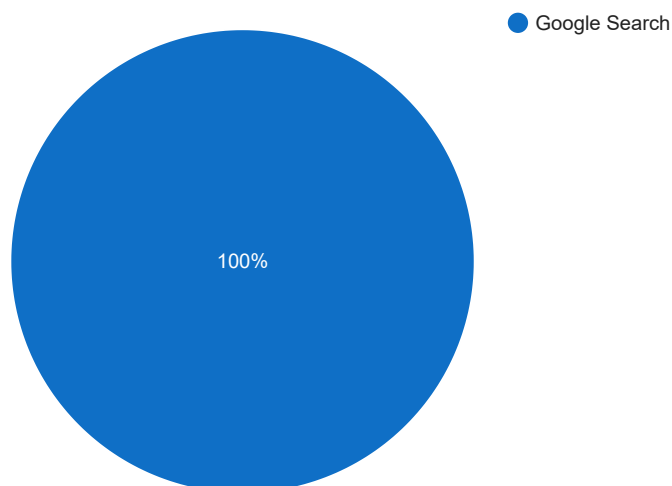
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	14,492	934	\$3,554.48	\$3.81	6.44%	-	42	4.5%	\$84.63
Computers	2,928	172	\$804.94	\$4.68	5.87%	-	18	10.47%	\$44.72
Tablets with full browsers	328	27	\$103.91	\$3.85	8.23%	-	0	0%	\$0.00

## 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	17,748	1,133	\$4,463.33	\$3.94	6.38%	-	60	5.3%	\$74.39

# Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	33
Click to Call	10
Calls from Website	4
Call From Ads (MS)	3
Calls from ads	1
Local actions - Directions	6
Clicks to call	3

## 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