

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

La Bella Laser & Slimming

454-778-1240

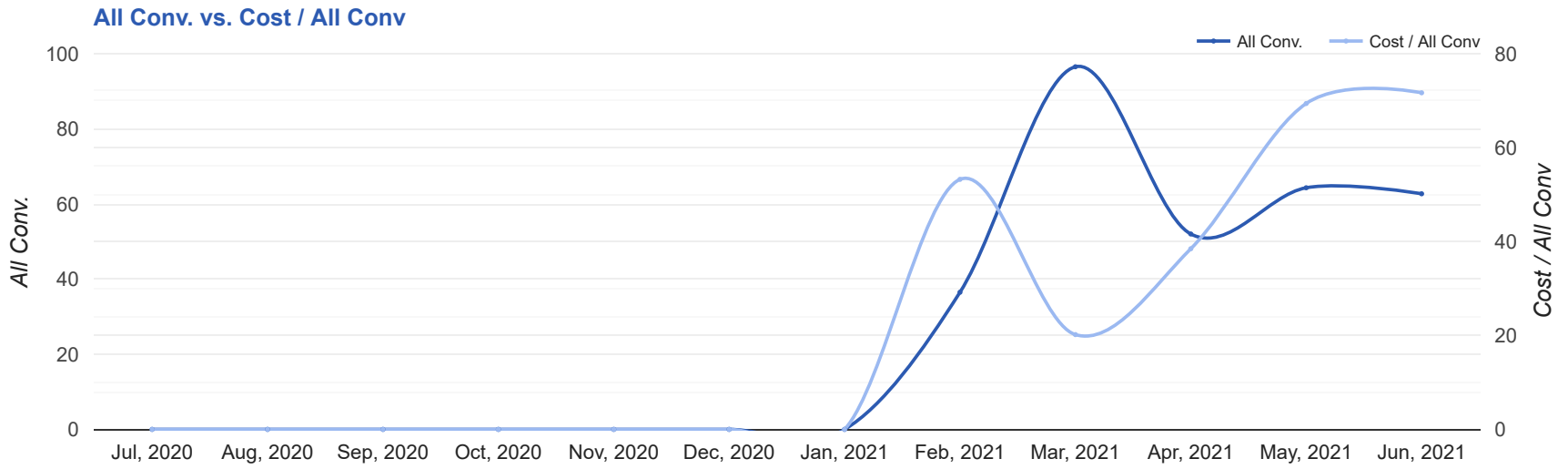
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$4,491	62.7	5.45%	\$71.66
↑ 1%	↓ 3%	↓ 4%	↑ 3%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	17,748	1,133	\$4,463.33	\$3.94	6.38%	-	5.68%	\$69.38	64.3
1 Jun 2021 — 30 Jun 2021	18,628	1,150	\$4,491.23	\$3.91	6.17%	-	5.45%	\$71.66	62.7
Change	880 ↑ 5%	17 ↑ 2%	\$27.90 ↑ 1%	\$0.03 ↓ 1%	0.21% ↓ 3%	0 ↔ -	0.23% ↓ 4%	\$2.28 ↑ 3%	1.66 ↓ 3%

# Performance by Month - 1 Jul 2020 — 30 Jun 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%	-	64.3	5.68%	\$69.38
Jun '21	18,628	1,150	\$4,491.23	\$3.91	6.17%	-	62.7	5.45%	\$71.66
<b>Total</b>	<b>63,042</b>	<b>3,624</b>	<b>\$14,844.73</b>	<b>\$4.10</b>	<b>5.75%</b>	<b>-</b>	<b>312</b>	<b>8.61%</b>	<b>\$47.58</b>

## Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   coolsculpting	12,986	695	\$3,492.89	\$5.03	5.35%	-	53.7	7.72%	\$65.08
search   beta   pdo	5,642	455	\$998.34	\$2.19	8.06%	-	9	1.98%	\$110.93

# Top Keywords - 1 Jun 2021 — 30 Jun 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	27	23	\$246.16	\$10.70	85.19%	-	4.5	19.57%	\$54.70
cool sculpting cost	14	8	\$49.68	\$6.21	57.14%	-	3	37.50%	\$16.56
coolsculpting	1	1	\$8.39	\$8.39	100.00%	-	2	200.00%	\$4.20
liposuction	83	17	\$88.55	\$5.21	20.48%	-	2	11.76%	\$44.27
led laser lipo	1	1	\$3.85	\$3.85	100.00%	-	1.3	133.00%	\$2.89
lipodissolve injections	2	2	\$4.70	\$2.35	100.00%	-	1	50.00%	\$4.70
lipo 360 cost california	1	1	\$8.45	\$8.45	100.00%	-	1	100.00%	\$8.45
lose belly fat workouts	1	1	\$4.26	\$4.26	100.00%	-	1	100.00%	\$4.26
does coolsculpting really work	1	1	\$6.93	\$6.93	100.00%	-	1	100.00%	\$6.93
tummy freeze	1	1	\$2.31	\$2.31	100.00%	-	1	100.00%	\$2.31

# Top Performing Ads - 1 Jun 2021 — 30 Jun 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	4,076	214	\$944.33	\$4.41	5.25%	-	10.5	4.91%	\$89.94
<a href="#">CoolSculpting® in Arcadia, CA - Limited Time Offer   June 2021 - Our Biggest Discount Ever</a> <a href="#">labellals.mysculpt.net//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	488	30	\$200.70	\$6.69	6.15%	-	6	20.00%	\$33.45
<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	2,555	139	\$540.33	\$3.89	5.44%	-	5.3	3.83%	\$101.38
<a href="#">CoolSculpting® in Arcadia, CA - Limited Time Offer   June 2021 - Offering 50% Off 8+ Treatments</a> <a href="#">labellals.mysculpt.net//</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	429	29	\$188.46	\$6.50	6.76%	-	5	17.24%	\$37.69
<a href="#">CoolSculpting® in Arcadia, CA - Limited Time Offer   June 2021 - Hurry Offer Ends In</a> {=COUNTDOWN("2021/06/30 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.	451	24	\$183.91	\$7.66	5.32%	-	4.5	18.75%	\$40.87

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2021 — 30 Jun 2021

## Budget Coverage

Display Impr Share

0%

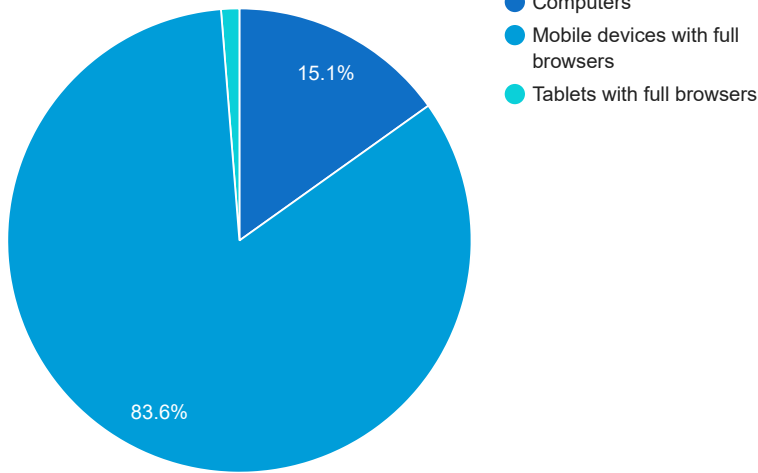
Search Impr Share

42.11%

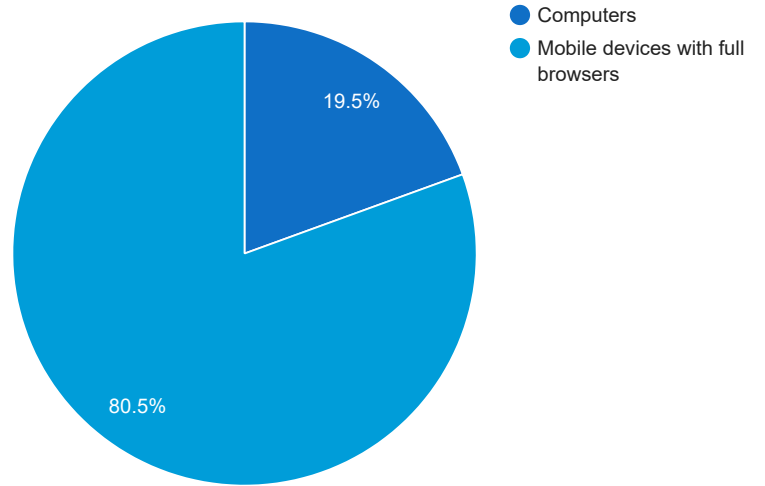
↓ 13%

## 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	15,400	977	\$3,754.40	\$3.84	6.34%	-	50.5	5.17%	\$74.34
Computers	2,818	152	\$679.76	\$4.47	5.39%	-	12.2	8.01%	\$55.86
Tablets with full browsers	410	21	\$57.07	\$2.72	5.12%	-	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	18,628	1,150	\$4,491.23	\$3.91	6.17%	-	62.7	5.45%	\$71.66

# Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	35
Click to Call	9
Calls from Website	8.7
Call From Ads (MS)	5
Local actions - Directions	3
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