

La Bella Laser Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
La Bella Laser & Slimming

\$4,442.76

\$4,491.23 -1.08%

Conversions
La Bella Laser & Slimming

50.75

58.92 -13.87%

Clicks
La Bella Laser & Slimming

1,165

1,150 1.30%

Conv. Rate
La Bella Laser & Slimming

4.36%

5.12% -14.84%

Avg CPC
La Bella Laser & Slimming

\$3.81

\$3.91 -2.56%

Cost / Conv
La Bella Laser & Slimming

\$87.54

\$76.23 14.84%

Month-Over-Month Performance Comparison

07/01/2021 - 07/31/2021 - Comparing to 06/01/2021 - 06/30/2021

Overall Performance Summary
La Bella Laser & Slimming

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$4,442.76	\$4,491.23	-1.08%
Impressions	18,144	18,628	-2.60%
Clicks	1,165	1,150	1.30%
Avg CPC	\$3.81	\$3.91	-2.56%
CTR	6.42%	6.17%	4.05%
Conversions	50.75	58.92	-13.87%
Conv Rate	4.36%	5.12%	-14.84%
Cost / Conv	\$87.54	\$76.23	14.84%

Budget Coverage

Search Impr. Share
La Bella Laser & Slimming

42.60%

42.01% 1.40%

Search IS Lost (due to Budget)
La Bella Laser & Slimming

14.41%

18.12% -20.47%

Search IS Lost (due to Rank)
La Bella Laser & Slimming

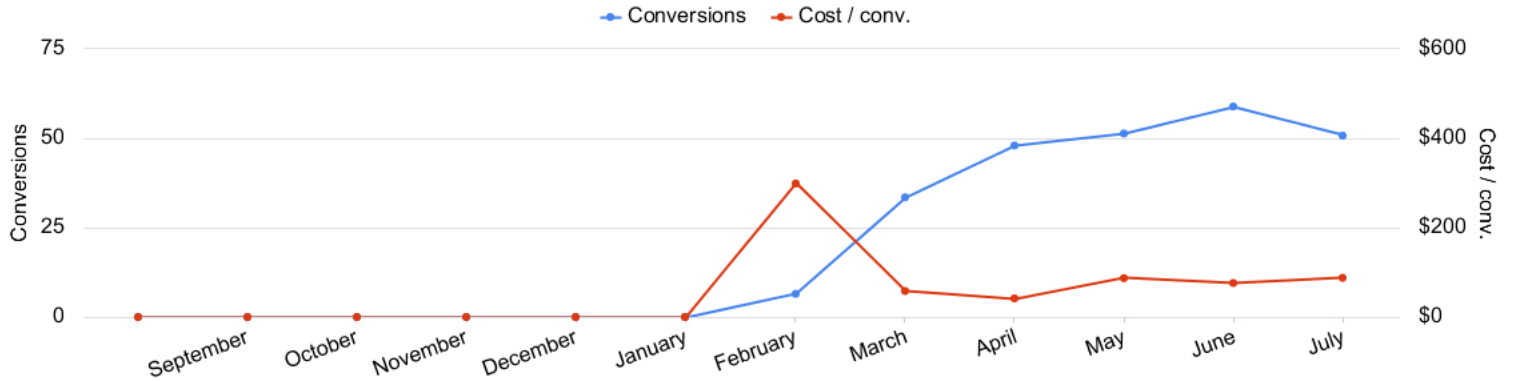
42.99%

39.87% 7.83%

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
La Bella Laser & Slimming




Account Performance by Month
La Bella Laser & Slimming

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
02/01/2021	\$1,942.86	9,328	370	\$5.25	3.97%	6.5	1.76%	\$298.90	23.02%	10.94%
03/01/2021	\$1,947.40	7,690	416	\$4.68	5.41%	33.5	8.05%	\$58.13	36.49%	20.56%
04/01/2021	\$1,999.91	9,648	555	\$3.60	5.75%	48	8.65%	\$41.66	39.61%	10.95%
05/01/2021	\$4,463.33	17,748	1,133	\$3.94	6.38%	51.33	4.53%	\$86.95	48.50%	12.91%
06/01/2021	\$4,491.23	18,628	1,150	\$3.91	6.17%	58.92	5.12%	\$76.23	42.01%	18.12%
07/01/2021	\$4,442.76	18,144	1,165	\$3.81	6.42%	50.75	4.36%	\$87.54	42.60%	14.41%
Total	\$19,287.49	81,186	4,789	\$4.03	5.90%	249	5.20%	\$77.46	38.89%	14.50%

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
La Bella Laser & Slimming

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$3,449.86	12,085	689	\$5.01	5.70%	42.75	6.20%	\$80.70
search beta pdo	\$992.90	6,059	476	\$2.09	7.86%	8	1.68%	\$124.11

Top Search Terms (by Conversions)

07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
La Bella Laser & Slimming

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting	\$110.72	41	20	\$5.54	48.78%	3	15.00%	\$36.91
sculpting body	\$23.91	3	3	\$7.97	100.00%	1	33.33%	\$23.91
liposuction cost	\$40.01	59	11	\$3.64	18.64%	1	9.09%	\$40.01
body sculpting near me	\$64.02	9	9	\$7.11	100.00%	1	11.11%	\$64.02
threading facelift near me	\$4.63	1	1	\$4.63	100.00%	1	100.00%	\$4.63
red light therapy for weight loss	\$5.20	1	1	\$5.20	100.00%	1	100.00%	\$5.20
cool sculpting cost	\$90.37	24	16	\$5.65	66.67%	1	6.25%	\$90.37
coolsculpting pasadena ca	\$12.33	1	1	\$12.33	100.00%	1	100.00%	\$12.33
freeze the fat	\$14.33	1	1	\$14.33	100.00%	1	100.00%	\$14.33
thigh liposuction cost	\$4.28	1	1	\$4.28	100.00%	1	100.00%	\$4.28
does medi cal cover liposuction	\$4.00	1	1	\$4.00	100.00%	1	100.00%	\$4.00
coolsculpting cost	\$91.90	22	15	\$6.13	68.18%	1	6.67%	\$91.90
threading for double chin	\$1.43	1	1	\$1.43	100.00%	1	100.00%	\$1.43
cool sculpting	\$10.78	1	2	\$5.39	200.00%	1	50.00%	\$10.78
face lift	\$6.70	8	3	\$2.23	37.50%	1	33.33%	\$6.70
best coolsculpting near me	\$12.39	1	1	\$12.39	100.00%	1	100.00%	\$12.39
how much does it cost to get neck fat removed	\$5.12	2	1	\$5.12	50.00%	1	100.00%	\$5.12
how do you get a brow lift	\$2.10	1	1	\$2.10	100.00%	1	100.00%	\$2.10
how much is coolsculpting	\$26.31	7	6	\$4.38	85.71%	1	16.67%	\$26.31
how much does coolsculpting cost	\$20.94	5	5	\$4.19	100.00%	1	20.00%	\$20.94

Top Search Ads (by Conversions)

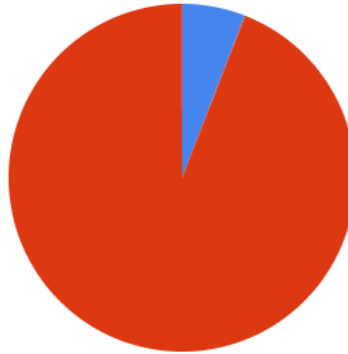
07/01/2021 - 07/31/2021

Top Responsive Search Ads (by Conversions)
La Bella Laser & Slimming

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / 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 Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting	\$817.81	3,168	189	\$4.33	5.97%	7	3.70%	\$116.83
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 Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting	\$703.28	3,174	169	\$4.16	5.32%	5.75	3.40%	\$122.31
{Keyword:Thread Lifting Arcadia, CA} Lift and Tighten Skin Non-Invasive + Non-Surgical labellals.mysculpt.net/ PDO Therapy Lifts And Tightens Drooping Skin Tissues By Inducing Collagen Production Non-Invasive Face Lifting. Tighten Sagging Skin On The Neck & Face. Schedule A Consult	search beta pdo	\$322.43	1,430	136	\$2.37	9.51%	3.5	2.57%	\$92.12
{Keyword:Thread Lifting Arcadia, CA} Lift and Tighten Skin Non-Invasive + Non-Surgical labellals.mysculpt.net/ PDO Therapy Lifts And Tightens Drooping Skin Tissues By Inducing Collagen Production Non-Invasive Face Lifting. Tighten Sagging Skin On The Neck & Face. Schedule A Consult	search beta pdo	\$352.73	3,063	177	\$1.99	5.78%	2	1.13%	\$176.37
PDO Thread Lifts Lift and Tighten Skin Non-Invasive + Non-Surgical labellals.mysculpt.net/ PDO Therapy Lifts And Tightens Drooping Skin Tissues By Inducing Collagen Production Non-Invasive Face Lifting. Tighten Sagging Skin On The Neck & Face. Schedule A Consult	search beta pdo	\$0.00	3	0	\$0.00	0.00%	0	0.00%	\$0.00

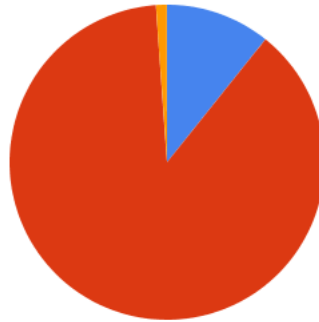
Budget Utilization by Device

Conversions by Device
La Bella Laser & Slimming



■ Computers - Conversions: 3 (5.91%)
 ■ Mobile devices with full browsers - Conversions: 47.75 (94.09%)

Cost by Device
La Bella Laser & Slimming



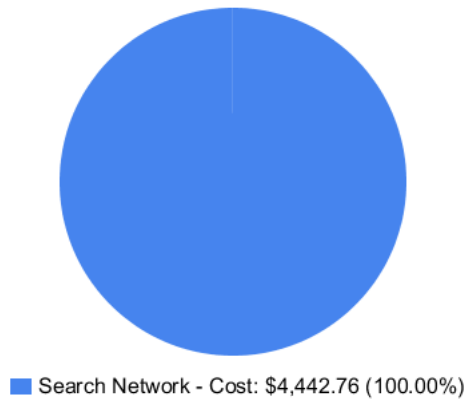
■ Computers - Cost: \$477.79 (10.75%)
 ■ Mobile devices with full browsers - Cost: \$3,915.29 (88.13%)
 ■ Tablets with full browsers - Cost: \$49.68 (1.12%)

Device Performance (by Conversions)
La Bella Laser & Slimming

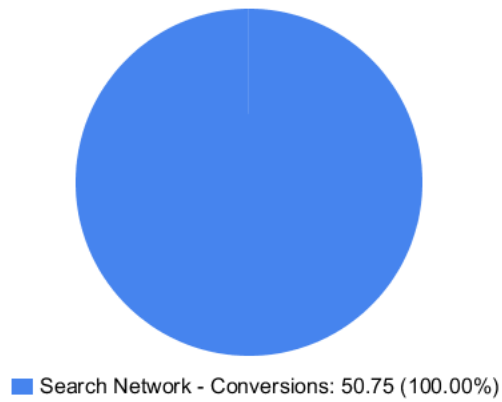
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	15,279	1,040	\$3,915.29	\$3.76	6.81%	47.75	4.59%	\$82.00
Computers	2,628	114	\$477.79	\$4.19	4.34%	3	2.63%	\$159.26
Tablets with full browsers	237	11	\$49.68	\$4.52	4.64%	0	0.00%	\$0.00

Budget Utilization by Network

Cost by Network La Bella Laser & Slimming



Conversions by Network La Bella Laser & Slimming

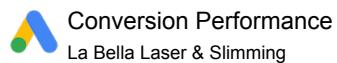


Network Performance La Bella Laser & Slimming

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	18,144	1,165	\$4,442.76	\$3.81	6.42%	50.75	4.36%	\$87.54

Conversion Summary


07/01/2021 - 07/31/2021



Conversion name	All conv.
Submit lead form	27.5
Click to Call	11.75
Calls from Website	7.5
Call From Ads (MS)	4
Local actions - Directions	3
Clicks to call	3

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
La Bella Laser & Slimming

Region	Clicks	Conversions	Cost / conv.
California	1,165	50.75	\$87.54

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
- Conversion Value (Conv Val) - Reported revenue by the eCommerce site. Does not include returns, refunds, or canceled orders.
- Conversion Value / Click (Conv Val / Click) - Average revenue generated per click. Is used to determine effectiveness of the account when compared against average cost per click (CPC).
- Conversion Value / Cost (Conv Val / Cost) - is a metric that shows the conversion value over the cost of advertising. This is the same calculation as Return on Ad Spend (ROAS) but is not expressed as a percentage.
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage