

La Bella Laser Monthly Google Performance Summary

08/01/2021 - 08/31/2021

Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
La Bella Laser & Slimming

\$4,507.15

\$4,442.76 **1.45%**

Clicks
La Bella Laser & Slimming

965

1,165 **-17.17%**

Avg CPC
La Bella Laser & Slimming

\$4.67

\$3.81 **22.57%**

Conversions
La Bella Laser & Slimming

50.5

51.25 **-1.46%**

Conv. Rate
La Bella Laser & Slimming

5.23%

4.40% **18.86%**

Cost / Conv
La Bella Laser & Slimming

\$89.25

\$86.69 **2.95%**

Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Overall Performance Summary
La Bella Laser & Slimming

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$4,507.15	\$4,442.76	1.45%
Impressions	16,476	18,144	-9.19%
Clicks	965	1,165	-17.17%
Avg CPC	\$4.67	\$3.81	22.57%
CTR	5.86%	6.42%	-8.72%
Conversions	50.5	51.25	-1.46%
Conv Rate	5.23%	4.40%	18.86%
Cost / Conv	\$89.25	\$86.69	2.95%

Budget Coverage

Search Impr. Share
La Bella Laser & Slimming

45.96%

42.65% **7.76%**

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

11.69%

14.23% **-17.85%**

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

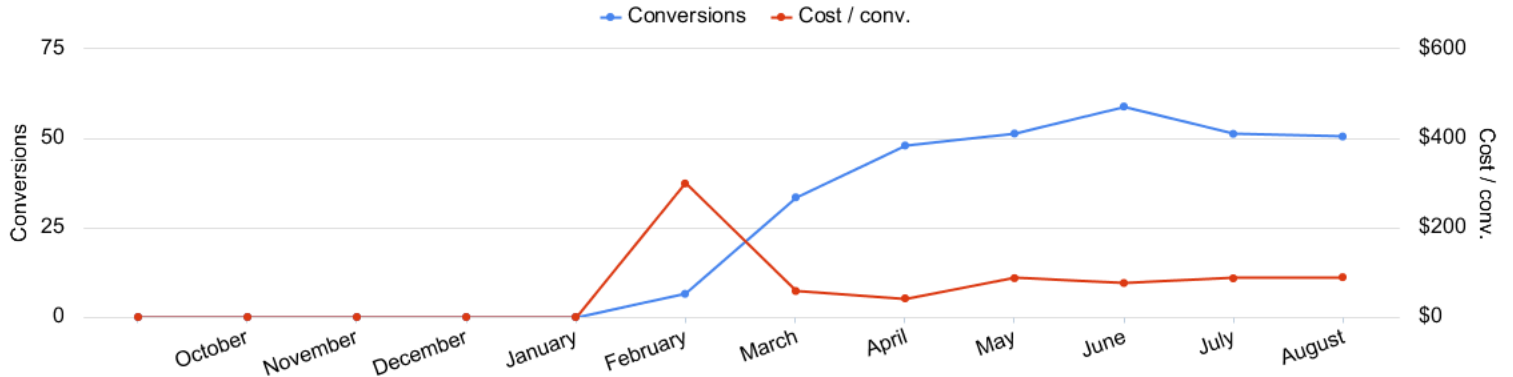
42.35%

43.12% **-1.79%**

Monthly Performance Trends

09/01/2020 - 08/31/2021

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%	51.25	4.40%	\$86.69	42.65%	14.23%
08/01/2021	\$4,507.15	16,476	965	\$4.67	5.86%	50.5	5.23%	\$89.25	45.96%	11.69%
Total	\$23,794.64	97,662	5,754	\$4.14	5.89%	300	5.21%	\$79.32	39.96%	14.05%

Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

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

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$3,506.10	11,664	552	\$6.35	4.73%	45.5	8.24%	\$77.06
search beta pdo	\$1,001.05	4,812	413	\$2.42	8.58%	5	1.21%	\$200.21

Top Search Terms (by Conversions)

08/01/2021 - 08/31/2021

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

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
body sculpting	\$52.16	28	8	\$6.52	28.57%	2	25.00%	\$26.08
coolsculpting price	\$11.49	2	2	\$5.75	100.00%	2	100.00%	\$5.75
freeze belly fat	\$13.29	1	1	\$13.29	100.00%	2	200.00%	\$6.64
liposuction	\$64.20	52	11	\$5.84	21.15%	2	18.18%	\$32.10
lunchtime lipo	\$22.65	1	1	\$22.65	100.00%	1	100.00%	\$22.65
med spa fat freeze	\$6.22	1	1	\$6.22	100.00%	1	100.00%	\$6.22
non invasive weight loss treatment	\$7.22	1	1	\$7.22	100.00%	1	100.00%	\$7.22
body sculpting prices near me	\$9.38	1	1	\$9.38	100.00%	1	100.00%	\$9.38
cool sculpting for double chin	\$6.47	1	1	\$6.47	100.00%	1	100.00%	\$6.47
laser assisted fat removal	\$4.92	1	1	\$4.92	100.00%	1	100.00%	\$4.92
lipoma removal	\$5.95	1	1	\$5.95	100.00%	1	100.00%	\$5.95
weight loss patch	\$4.21	1	1	\$4.21	100.00%	1	100.00%	\$4.21
body fat removal	\$11.10	1	1	\$11.10	100.00%	1	100.00%	\$11.10
arm pit lipo	\$3.52	2	1	\$3.52	50.00%	1	100.00%	\$3.52
bodytite	\$15.12	1	2	\$7.56	200.00%	1	50.00%	\$15.12
facelift costs	\$1.28	2	1	\$1.28	50.00%	1	100.00%	\$1.28
non surgical body sculpting	\$8.82	2	2	\$4.41	100.00%	1	50.00%	\$8.82
liposuction cost los angeles	\$7.05	3	2	\$3.52	66.67%	1	50.00%	\$7.05
how much do you have to weight to get liposuction	\$9.05	1	1	\$9.05	100.00%	1	100.00%	\$9.05
how much is body contouring	\$3.88	1	1	\$3.88	100.00%	1	100.00%	\$3.88

Top Search Ads (by Conversions)

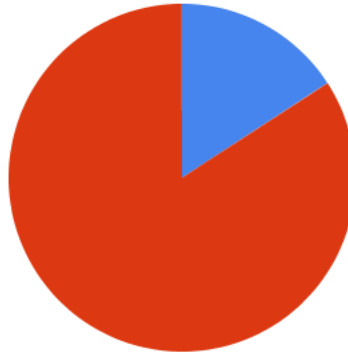
08/01/2021 - 08/31/2021

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/arcadia 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	\$971.67	3,409	183	\$5.31	5.37%	12	6.56%	\$80.97
{Keyword:La Bella Laser & Slimming} CoolSculpting in Arcadia, CA Biggest CoolSculpting® Promo labellals.mysculpt.net/coolsculpting/arcadia Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arcadia, CA Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$466.65	743	45	\$10.37	6.06%	10	22.22%	\$46.66
La Bella Laser & Slimming Fat Reduction in Arcadia, CA Non-Surgical Fat Reduction labellals.mysculpt.net/coolsculpting/arcadia 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	\$665.95	3,176	131	\$5.08	4.12%	5.5	4.20%	\$121.08
{Keyword:Thread Lifting Arcadia, CA} Lift and Tighten Skin Non-Invasive + Non-Surgical labellals.mysculpt.net/pdo_thread_lift/arcadia 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	\$394.81	2,161	166	\$2.38	7.68%	2	1.20%	\$197.41
{Keyword:La Bella Laser & Slimming} CoolSculpting in Arcadia, CA Biggest CoolSculpting® Promo labellals.mysculpt.net/coolsculpting/arcadia Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arcadia, CA Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$114.59	295	16	\$7.16	5.42%	1	6.25%	\$114.59

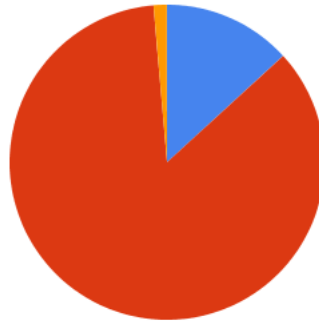
Budget Utilization by Device

Conversions by Device
La Bella Laser & Slimming



■ Computers - Conversions: 8 (15.84%) ■ Mobile devices with full browsers - Conversions: 42.5 (84.16%)

Cost by Device
La Bella Laser & Slimming




■ Computers - Cost: \$595.49 (13.21%) ■ Mobile devices with full browsers - Cost: \$3,850.59 (85.43%)
■ Tablets with full browsers - Cost: \$61.07 (1.35%)


Device Performance (by Conversions)
La Bella Laser & Slimming

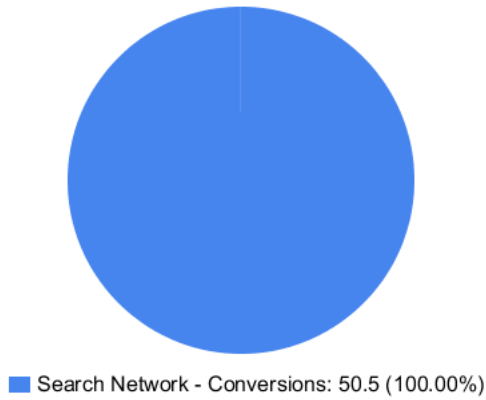
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	13,795	818	\$3,850.59	\$4.71	5.93%	42.5	5.20%	\$90.60
Computers	2,452	130	\$595.49	\$4.58	5.30%	8	6.15%	\$74.44
Tablets with full browsers	229	17	\$61.07	\$3.59	7.42%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
La Bella Laser & Slimming



 Conversions by Network
La Bella Laser & Slimming

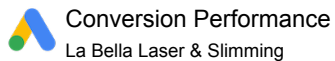


 Network Performance
La Bella Laser & Slimming

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	16,476	965	\$4,507.15	\$4.67	5.86%	50.5	5.23%	\$89.25

Conversion Summary


08/01/2021 - 08/31/2021



Conversion name	All conv.
Submit lead form	34
Calls from Website	7.5
Click to Call	6
Clicks to call	4
Call From Ads (MS)	3
Local actions - Directions	2

Geo-Targeting Summary

08/01/2021 - 08/31/2021

 Top Locations
La Bella Laser & Slimming

Region	Clicks	Conversions	Cost / conv.
California	965	50.5	\$89.25

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