

La Bella Laser Monthly Google Performance Summary

09/01/2021 - 09/30/2021

Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
La Bella Laser & Slimming

\$4,468.49

\$4,507.15 -0.86%

Clicks
La Bella Laser & Slimming

822

965 -14.82%

Avg CPC
La Bella Laser & Slimming

\$5.44

\$4.67 16.49%

Conversions
La Bella Laser & Slimming

56

50.5 10.89%

Conv. Rate
La Bella Laser & Slimming

6.81%

5.23% 30.21%

Cost / Conv
La Bella Laser & Slimming

\$79.79

\$89.25 -10.60%

Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary
La Bella Laser & Slimming

| Metric | 09/01/2021 - 09/30/2021 | 08/01/2021 - 08/31/2021 | % Change |
|-------------|-------------------------|-------------------------|----------|
| Cost | \$4,468.49 | \$4,507.15 | -0.86% |
| Impressions | 15,330 | 16,476 | -6.96% |
| Clicks | 822 | 965 | -14.82% |
| Avg CPC | \$5.44 | \$4.67 | 16.49% |
| CTR | 5.36% | 5.86% | -8.53% |
| Conversions | 56 | 50.5 | 10.89% |
| Conv Rate | 6.81% | 5.23% | 30.21% |
| Cost / Conv | \$79.79 | \$89.25 | -10.60% |

Budget Coverage

Search Impr. Share
La Bella Laser & Slimming

49.52%

45.86% 7.98%

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

14.26%

12.02% 18.64%

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

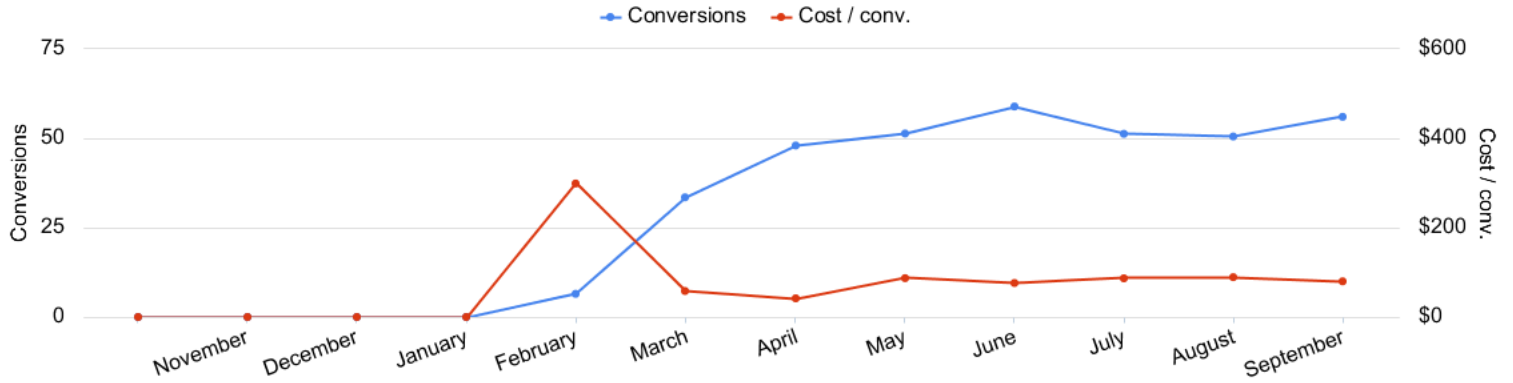
36.22%

42.12% -14.01%

Monthly Performance Trends

10/01/2020 - 09/30/2021

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 | 45.86% | 12.02% |
| 09/01/2021 | \$4,468.49 | 15,330 | 822 | \$5.44 | 5.36% | 56 | 6.81% | \$79.79 | 49.52% | 14.26% |
| Total | \$28,263.13 | 112,992 | 6,576 | \$4.30 | 5.82% | 356 | 5.41% | \$79.39 | 41.04% | 14.11% |

Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

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

| Campaign | Cost | Impressions | Clicks | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|-------------------------------|------------|-------------|--------|----------|-------|-------------|------------|--------------|
| search beta coolsculpting | \$3,465.96 | 11,193 | 484 | \$7.16 | 4.32% | 47 | 9.71% | \$73.74 |
| search beta pdo | \$1,002.53 | 4,137 | 338 | \$2.97 | 8.17% | 9 | 2.66% | \$111.39 |

Top Search Terms (by Conversions)

09/01/2021 - 09/30/2021

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

| Search term | Cost | Impressions | Clicks | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|---|----------|-------------|--------|----------|---------|-------------|------------|--------------|
| coolsculpting near me | \$273.79 | 64 | 17 | \$16.11 | 26.56% | 5 | 29.41% | \$54.76 |
| coolsculpting cost | \$130.34 | 111 | 14 | \$9.31 | 12.61% | 1.5 | 10.71% | \$86.89 |
| is zerona effective | \$2.67 | 1 | 1 | \$2.67 | 100.00% | 1 | 100.00% | \$2.67 |
| activate weight loss | \$5.35 | 1 | 1 | \$5.35 | 100.00% | 1 | 100.00% | \$5.35 |
| body sculpting | \$55.87 | 187 | 7 | \$7.98 | 3.74% | 1 | 14.29% | \$55.87 |
| fat freezing near me | \$26.46 | 2 | 2 | \$13.23 | 100.00% | 1 | 50.00% | \$26.46 |
| body counterling | \$5.68 | 1 | 1 | \$5.68 | 100.00% | 1 | 100.00% | \$5.68 |
| sulpt body cost | \$9.52 | 3 | 2 | \$4.76 | 66.67% | 1 | 50.00% | \$9.52 |
| laser lipo near me | \$25.69 | 17 | 3 | \$8.56 | 17.65% | 1 | 33.33% | \$25.69 |
| coolsculpting | \$60.30 | 326 | 6 | \$10.05 | 1.84% | 1 | 16.67% | \$60.30 |
| cool sculpting | \$128.89 | 245 | 13 | \$9.91 | 5.31% | 1 | 7.69% | \$128.89 |
| lose weight procedures | \$13.97 | 1 | 1 | \$13.97 | 100.00% | 1 | 100.00% | \$13.97 |
| how much is a liposuction in california | \$18.18 | 1 | 1 | \$18.18 | 100.00% | 1 | 100.00% | \$18.18 |
| does coolsculpting work | \$14.32 | 45 | 2 | \$7.16 | 4.44% | 1 | 50.00% | \$14.32 |
| lipo zero | \$2.27 | 2 | 1 | \$2.27 | 50.00% | 1 | 100.00% | \$2.27 |
| hiw to get rid of arm fat | \$3.62 | 1 | 1 | \$3.62 | 100.00% | 1 | 100.00% | \$3.62 |
| neck lift cost | \$9.78 | 14 | 3 | \$3.26 | 21.43% | 1 | 33.33% | \$9.78 |
| tom ford face lift | \$2.28 | 1 | 1 | \$2.28 | 100.00% | 1 | 100.00% | \$2.28 |
| mono pdo threads | \$5.78 | 6 | 2 | \$2.89 | 33.33% | 1 | 50.00% | \$5.78 |
| freeze your fat | \$28.83 | 8 | 3 | \$9.61 | 37.50% | 1 | 33.33% | \$28.83 |

Top Search Ads (by Conversions)

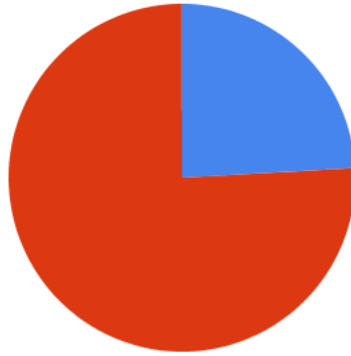
09/01/2021 - 09/30/2021

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

| Ad | Campaign | Cost | Impressions | Clicks | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|---|-------------------------------|------------|-------------|--------|----------|-------|-------------|------------|--------------|
| {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 | \$1,177.25 | 2,520 | 122 | \$9.65 | 4.84% | 19.5 | 15.98% | \$60.37 |
| 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 | \$436.69 | 3,055 | 88 | \$4.96 | 2.88% | 7 | 7.95% | \$62.38 |
| 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 | \$751.41 | 2,422 | 120 | \$6.26 | 4.95% | 7 | 5.83% | \$107.34 |
| {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 | \$383.09 | 1,398 | 134 | \$2.86 | 9.59% | 4 | 2.99% | \$95.77 |
| {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 | \$338.44 | 1,031 | 49 | \$6.91 | 4.75% | 3 | 6.12% | \$112.81 |

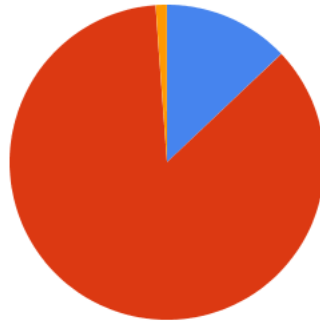
Budget Utilization by Device

Conversions by Device
La Bella Laser & Slimming



■ Computers - Conversions: 13.5 (24.11%) ■ Mobile devices with full browsers - Conversions: 42.5 (75.89%)

Cost by Device
La Bella Laser & Slimming



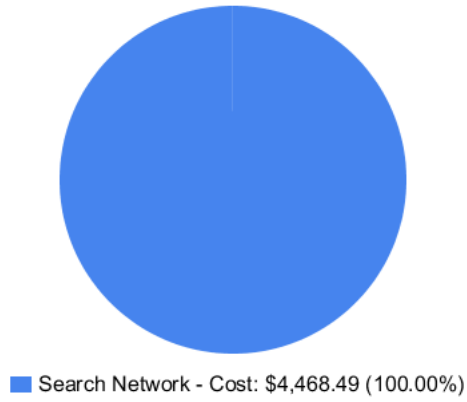
■ Computers - Cost: \$578.31 (12.94%) ■ Mobile devices with full browsers - Cost: \$3,838.89 (85.91%)
■ Tablets with full browsers - Cost: \$51.29 (1.15%)

Device Performance (by Conversions)
La Bella Laser & Slimming

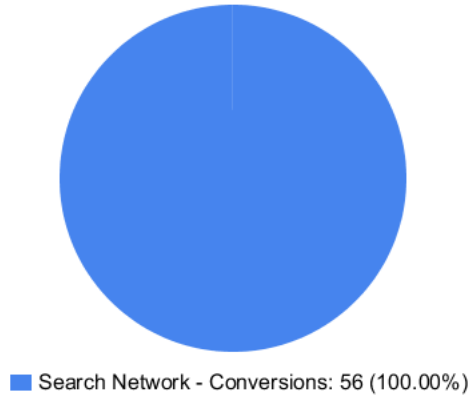
| Device | Impressions | Clicks | Cost | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|-----------------------------------|-------------|--------|------------|----------|-------|-------------|------------|--------------|
| Mobile devices with full browsers | 12,663 | 700 | \$3,838.89 | \$5.48 | 5.53% | 42.5 | 6.07% | \$90.33 |
| Computers | 2,473 | 111 | \$578.31 | \$5.21 | 4.49% | 13.5 | 12.16% | \$42.84 |
| Tablets with full browsers | 194 | 11 | \$51.29 | \$4.66 | 5.67% | 0 | 0.00% | \$0.00 |

Budget Utilization by Network

Cost by Network La Bella Laser & Slimming



Conversions by Network La Bella Laser & Slimming

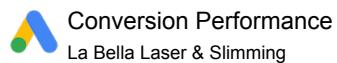


Network Performance La Bella Laser & Slimming

| Network | Impressions | Clicks | Cost | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|----------------|-------------|--------|------------|----------|-------|-------------|------------|--------------|
| Search Network | 15,330 | 822 | \$4,468.49 | \$5.44 | 5.36% | 56 | 6.81% | \$79.79 |

Conversion Summary


09/01/2021 - 09/30/2021



| Conversion name | All conv. | % Change |
|----------------------------|-----------|----------|
| Submit lead form | 37 | 8.82% |
| Click to Call | 12 | 100.00% |
| Calls from Website | 5 | -33.33% |
| Clicks to call | 2 | -60.00% |
| Local actions - Directions | 2 | -33.33% |
| Call From Ads (MS) | 2 | -33.33% |

Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
La Bella Laser & Slimming

| Region | Clicks | Conversions | Cost / conv. |
|------------|--------|-------------|--------------|
| California | 822 | 56 | \$79.79 |

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