

**Monthly Account
Performance Report
1 Oct 2020 — 31 Oct 2020**

Mi Bella Aesthetics

796-385-4145

Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,396	11	11.22%	\$126.92
↑ 523%	↑ 1,000%	↑ 80%	↓ 43%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	112	16	\$224.18	\$14.01	14.29%	-	1	6.25%	\$224.18	10.73%
1 Oct 2020 — 31 Oct 2020	1,889	98	\$1,396.12	\$14.25	5.19%	-	11	11.22%	\$126.92	72.89%
Change	1,777 ↑ 1,587%	82 ↑ 513%	\$1,171.94 ↑ 523%	\$0.24 ↑ 2%	9.10% ↓ 64%	--	10 ↑ 1,000%	4.97% ↑ 80%	\$97.26 ↓ 43%	62.16% ↑ 579%

Performance by Month - 1 Nov 2019 — 31 Oct 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Sep '20	112	16	\$224.18	\$14.01	14.29%	-	1	6.25%	\$224.18	10.73%
Oct '20	1,889	98	\$1,396.12	\$14.25	5.19%	-	11	11.22%	\$126.92	72.89%
Total	2,001	114	\$1,620.30	\$14.21	5.7%	-	12	10.53%	\$135.03	55.04%

Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	835	85	\$1,061.99	\$12.49	10.18%	-	11	12.94%	\$96.54	65.04%
search beta coolsculpting exp reach	1,054	13	\$334.13	\$25.70	1.23%	-	0	0%	\$0.00	79.19%

Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

Top Text Ads

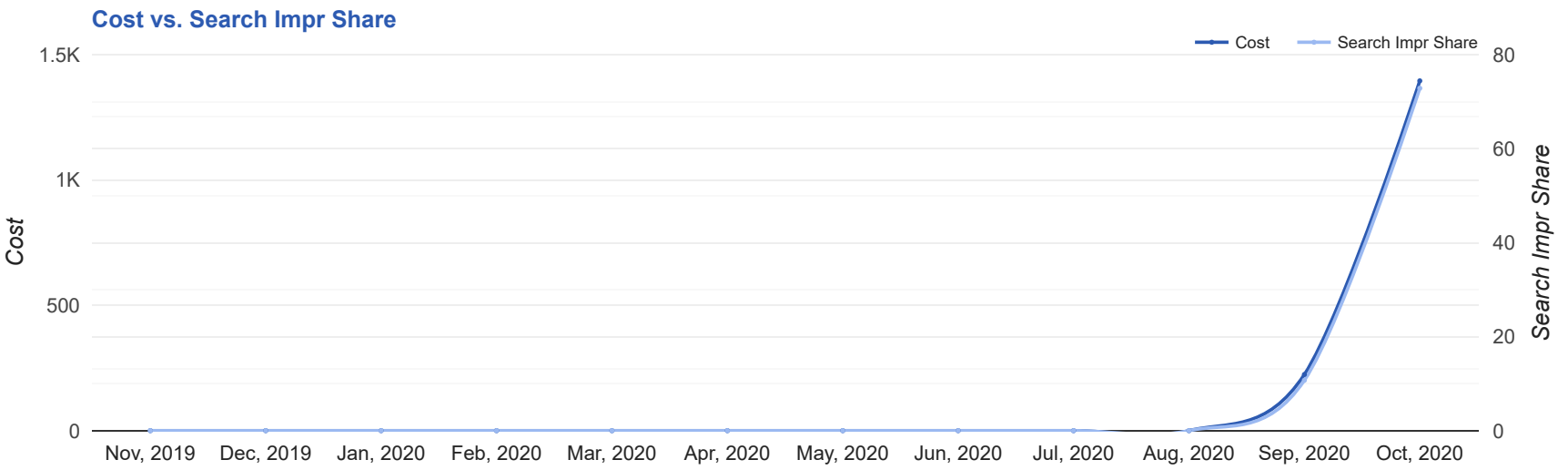
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® in Westlake, OH - \$1,000 Off October Special - Our Biggest Discount Ever www.mibellacle.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	169	26	\$306.39	\$11.78	15.38%	-	3	11.54%	\$102.13
CoolSculpting® in Westlake, OH - \$1,000 Off October Special - Flexible Payment Options www.mibellacle.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	165	19	\$229.23	\$12.06	11.52%	-	3	15.79%	\$76.41
Fat Reduction Treatment - Freezing Fat Really Works - No Surgery & Minimal Downtime www.mibellacle.com/ CoolSculpting Is The Top Non-Surgical Fat Reduction Treatment. No Surgery. Quick Results.	8	1	\$34.10	\$34.10	12.50%	-	1	100.00%	\$34.10
CoolSculpting® in Westlake, OH - \$1,000 Off October Special - Our Biggest Discount Ever www.mibellacle.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	26	8	\$123.73	\$15.47	30.77%	-	1	12.50%	\$123.73
CoolSculpting® in Westlake, OH - \$1,000 Off October Special - Flexible Payment Options www.mibellacle.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	19	4	\$32.92	\$8.23	21.05%	-	1	25.00%	\$32.92

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2020 — 31 Oct 2020

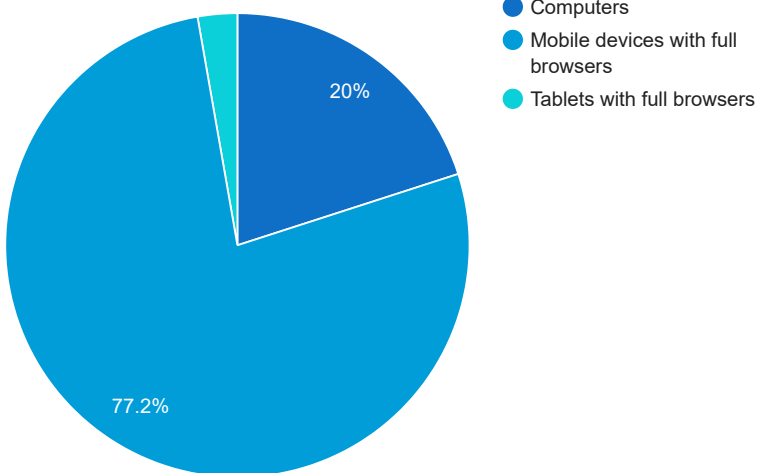
Budget Coverage



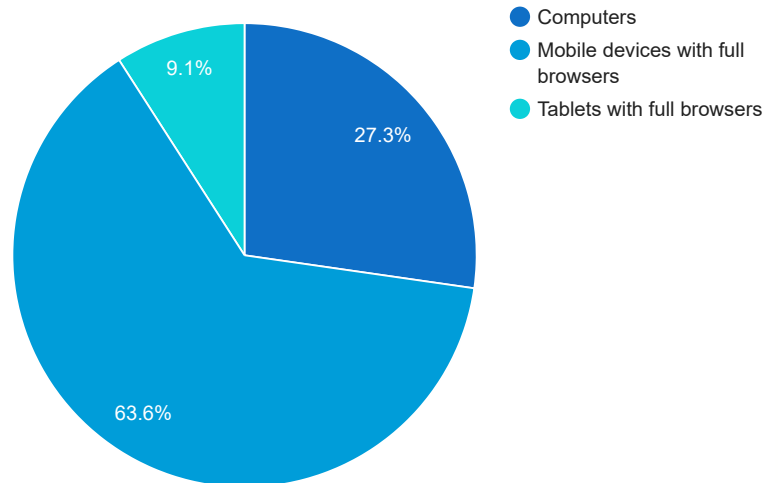
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	224.18	10.73
Oct, 2020	1,396.12	72.89

Cost and Conversions by Device

Cost



Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	1,373	75	\$1,078.05	\$14.37	5.46%	-	7	9.33%	\$154.01
Computers	456	19	\$279.61	\$14.72	4.17%	-	3	15.79%	\$93.20
Tablets with full browsers	60	4	\$38.46	\$9.62	6.67%	-	1	25%	\$38.46

Cost and Conversions by Network (Search vs. Display)

Cost



Conversions



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Google search	1,889	98	\$1,396.12	\$14.25	5.19%	-	11	11.22%	\$126.92

Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
Submit lead form	8
Click to Call	3
Local actions - Directions	0
Local actions - Website visits	0

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