

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

Mi Bella Aesthetics

796-385-4145

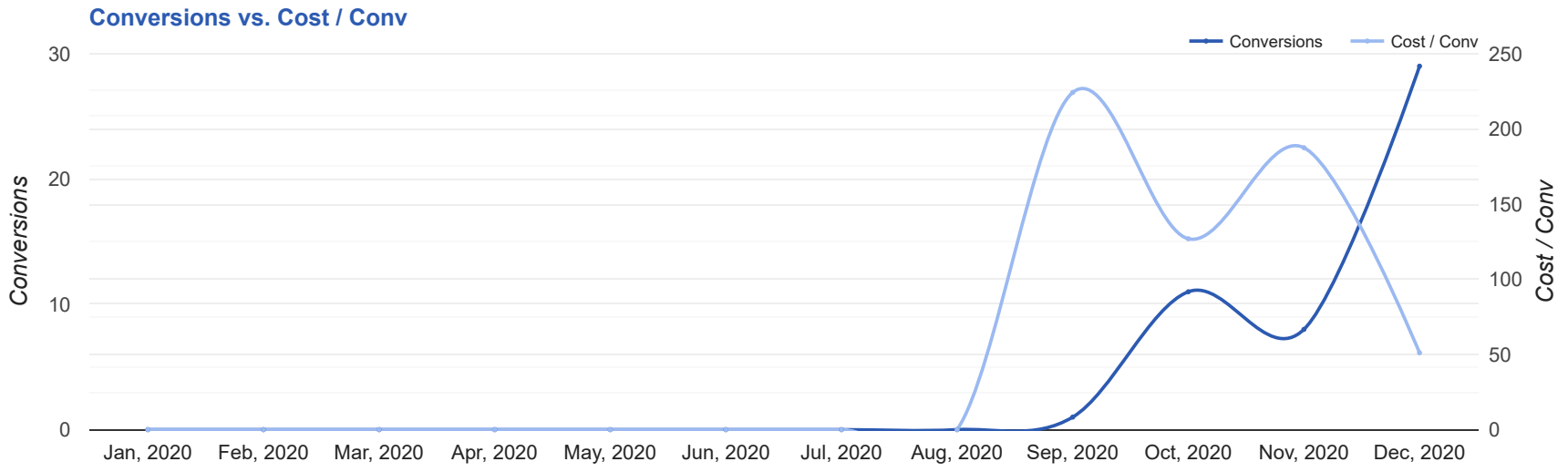
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,482	29	9.42%	\$51.09
↓ 1%	↑ 263%	↑ 37%	↓ 73%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	5,496	116	\$1,499.67	\$12.93	2.11%	-	8	6.9%	\$187.46	38.29%
1 Dec 2020 — 31 Dec 2020	8,374	308	\$1,481.64	\$4.81	3.68%	-	29	9.42%	\$51.09	19.53%
Change	2,878 ↑ 52%	192 ↑ 166%	\$18.03 ↓ 1%	\$8.12 ↓ 63%	1.57% ↑ 74%	--	21 ↑ 263%	2.52% ↑ 37%	\$136.37 ↓ 73%	18.76% ↓ 49%

Performance by Month - 1 Jan 2020 — 31 Dec 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	10.34%
Oct '20	1,889	98	\$1,396.12	\$14.25	5.19%	-	11	11.22%	\$126.92	71.77%
Nov '20	5,496	116	\$1,499.67	\$12.93	2.11%	-	8	6.9%	\$187.46	38.29%
Dec '20	8,374	308	\$1,481.64	\$4.81	3.68%	-	29	9.42%	\$51.09	19.53%
Total	15,871	538	\$4,601.61	\$8.55	3.39%	-	49	9.11%	\$93.91	26.04%

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	8,374	308	\$1,481.64	\$4.81	3.68%	-	29	9.42%	\$51.09	19.53%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

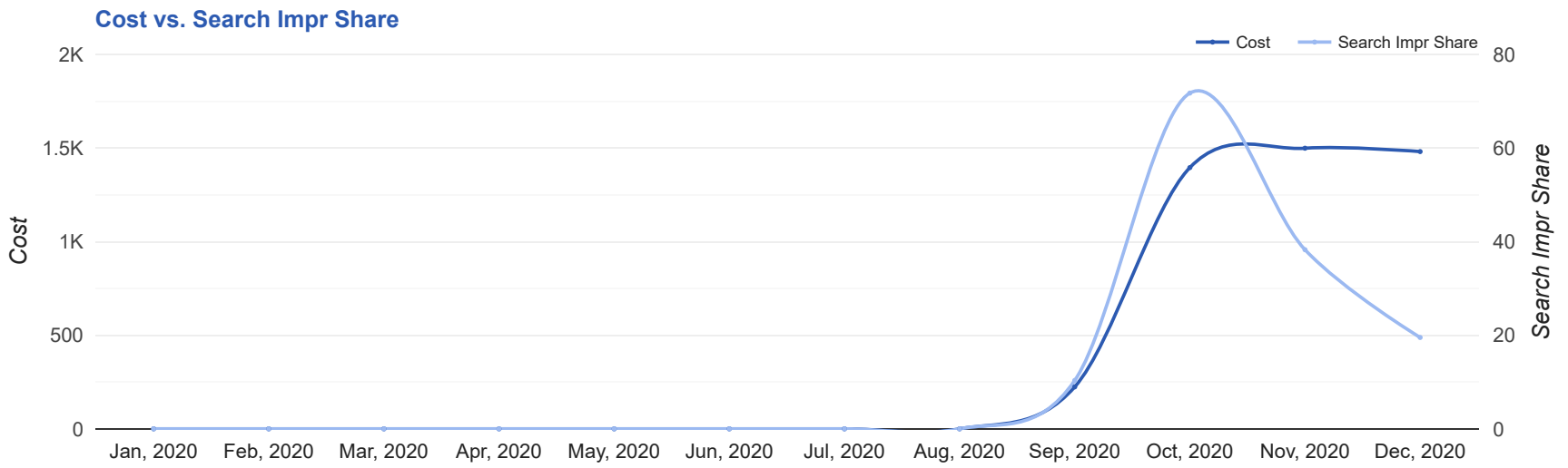
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® in Westlake, OH - Dec Only \$1,000 Off 8+ Cycles - Flexible Payment Options www.mibellacle.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	239	23	\$136.48	\$5.93	9.62%	-	8	34.78%	\$17.06
Huge CoolSculpting Promotion - CoolSculpting in Westlake, OH - 2020 CoolSculpting Discount www.mibellacle.com/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	386	30	\$152.32	\$5.08	7.77%	-	5	16.67%	\$30.46
Non-Surgical Lipo Alternative - CoolSculpting® in Westlake, OH - Freeze Away Body Fat www.mibellacle.com/ Freeze Fat Away Fat with CoolSculpting. The Natural Looking Alternative To Lipo.	128	7	\$46.10	\$6.59	5.47%	-	3	42.86%	\$15.37
Fat Reduction Treatment - Freeze Fat with CoolSculpting - Freeze Away Body Fat www.mibellacle.com/ CoolSculpting Is The Top Non-Surgical Fat Reduction Treatment. No Surgery. Quick Results.	93	2	\$4.22	\$2.11	2.15%	-	2	100.00%	\$2.11
Mi Bella Aesthetics - Non-Surgical Lipo Alternative - Fat Reduction Treatment www.mibellacle.com/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	751	41	\$173.99	\$4.24	5.46%	-	2	4.88%	\$87.00

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

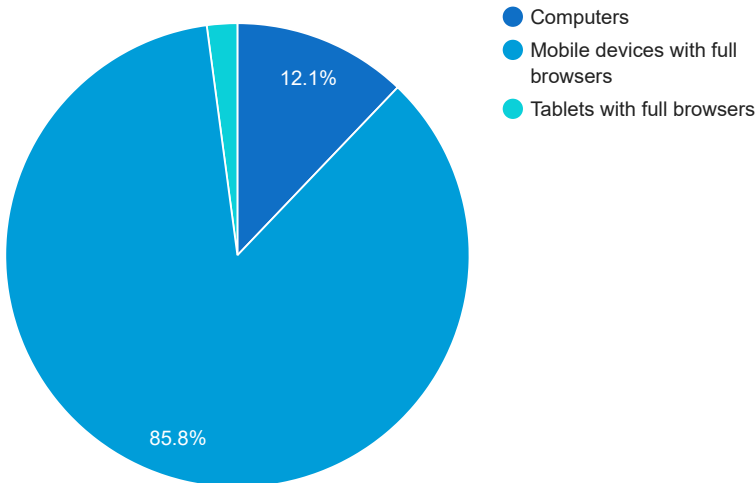
Budget Coverage



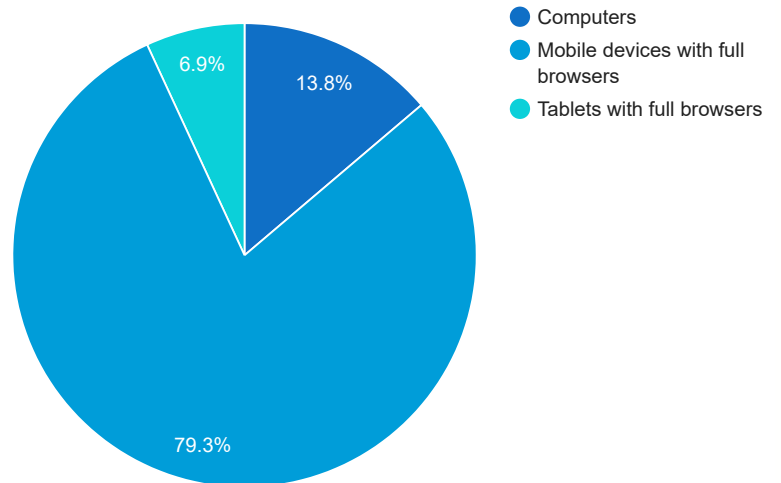
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	224.18	10.34
Oct, 2020	1,396.12	71.77
Nov, 2020	1,499.67	38.29
Dec, 2020	1,481.64	19.53

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	6,932	261	\$1,270.60	\$4.87	3.77%	-	23	8.81%	\$55.24
Computers	1,205	40	\$179.69	\$4.49	3.32%	-	4	10%	\$44.92
Tablets with full browsers	237	7	\$31.35	\$4.48	2.95%	-	2	28.57%	\$15.68

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	8,374	308	\$1,481.64	\$4.81	3.68%	-	29	9.42%	\$51.09

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Submit lead form	24
Click to Call	5
Local actions - Website visits	0
Local actions - Directions	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