

**Monthly Account
Performance Report
1 Jan 2021 — 31 Jan 2021**

Mi Bella Aesthetics

796-385-4145

Key Performance Indicators (KPIs)

Cost

\$1,991

↑ 34%

Conv

57.8

↑ 98%

Conv Rate

10.36%

↑ 9%

Cost / Conv

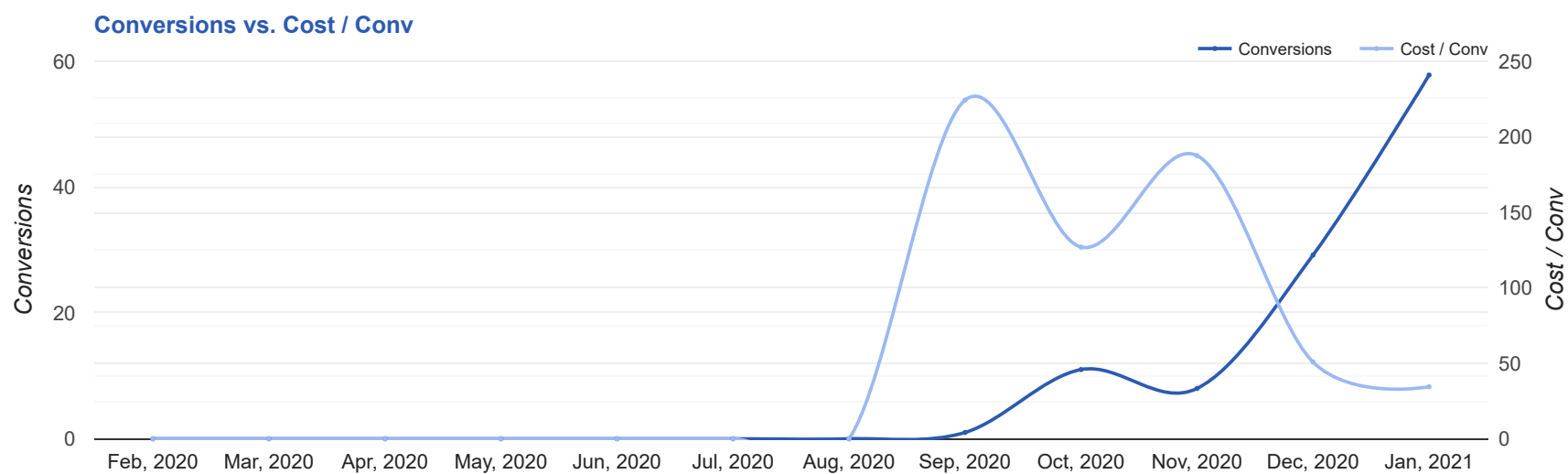
\$34.42

↓ 32%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	8,374	308	\$1,481.64	\$4.81	3.68%	-	29.2	9.47%	\$50.79	19.56%
1 Jan 2021 — 31 Jan 2021	11,544	558	\$1,990.67	\$3.57	4.83%	-	57.8	10.36%	\$34.42	17.92%
Change	3,170 ↑ 38%	250 ↑ 81%	\$509.03 ↑ 34%	\$1.24 ↓ 26%	1.15% ↑ 31%	--	28.66 ↑ 98%	0.89% ↑ 9%	\$16.37 ↓ 32%	1.64% ↓ 8%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



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%	-	29.2	9.47%	\$50.79	19.56%
Jan '21	11,544	558	\$1,990.67	\$3.57	4.83%	-	57.8	10.36%	\$34.42	17.92%
Total	27,415	1,096	\$6,592.28	\$6.01	4%	-	107	9.76%	\$61.61	21.88%

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	11,544	558	\$1,990.67	\$3.57	4.83%	-	57.8	10.36%	\$34.42	17.92%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

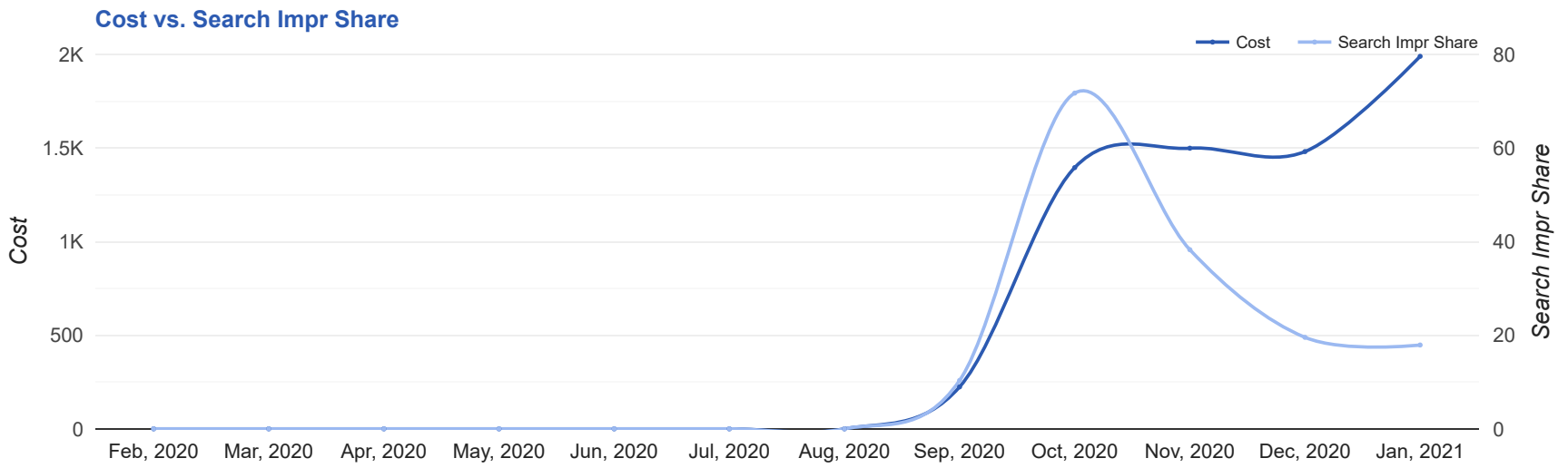
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mi Bella Aesthetics - Non-Surgical Lipo Alternative - Fat Reduction Treatment www.mibellacle.com/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	2,015	130	\$479.12	\$3.69	6.45%	-	10.6	8.18%	\$45.07
Huge CoolSculpting Promotion - CoolSculpting in Westlake, OH - 2021 www.mibellacle.com/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	919	56	\$188.64	\$3.37	6.09%	-	7.5	13.39%	\$25.15
Mi Bella Aesthetics - Non-Surgical Fat Reduction - Fat Reduction Treatment www.mibellacle.com/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,802	63	\$203.39	\$3.23	3.50%	-	7	11.16%	\$28.93
CoolSculpting® in Westlake, OH - Jan Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever www.mibellacle.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	264	15	\$72.68	\$4.85	5.68%	-	4	26.67%	\$18.17
Non-Surgical Body Sculpting - CoolSculpting® in Westlake, OH - Freeze Away Body Fat www.mibellacle.com/ Sculpt Your Body. Freeze Away Stubborn Fat with CoolSculpting. Eliminate Fat & Feel Great	32	6	\$22.35	\$3.73	18.75%	-	4	66.67%	\$5.59

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

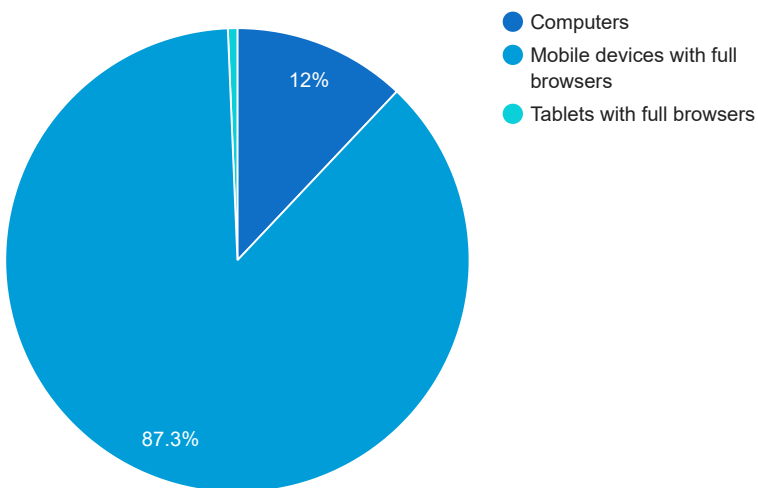
Budget Coverage



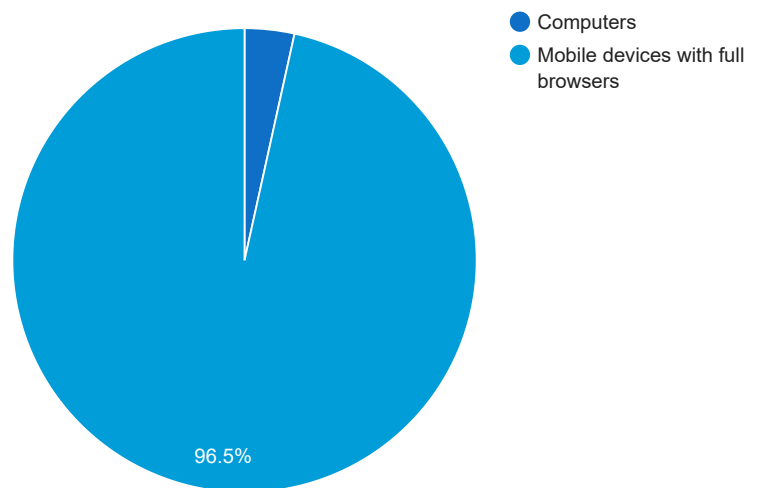
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	224.18	10.34
Oct, 2020	1,396.12	71.77
Nov, 2020	1,499.67	38.29
Dec, 2020	1,481.64	19.56
Jan, 2021	1,990.67	17.92

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	10,103	495	\$1,737.72	\$3.51	4.9%	-	55.8	11.28%	\$31.13
Computers	1,251	56	\$239.79	\$4.28	4.48%	-	2	3.57%	\$119.90
Tablets with full browsers	190	7	\$13.16	\$1.88	3.68%	-	0	0%	\$0.00

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	11,544	558	\$1,990.67	\$3.57	4.83%	-	57.8	10.36%	\$34.42

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Submit lead form	47.8
Click to Call	8
Call From Ads (SQDM)	2
Local actions - Website visits	0
Clicks to call	0
Local actions - Directions	0
Local actions - Other engagements	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