

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

Mi Bella Aesthetics

796-385-4145

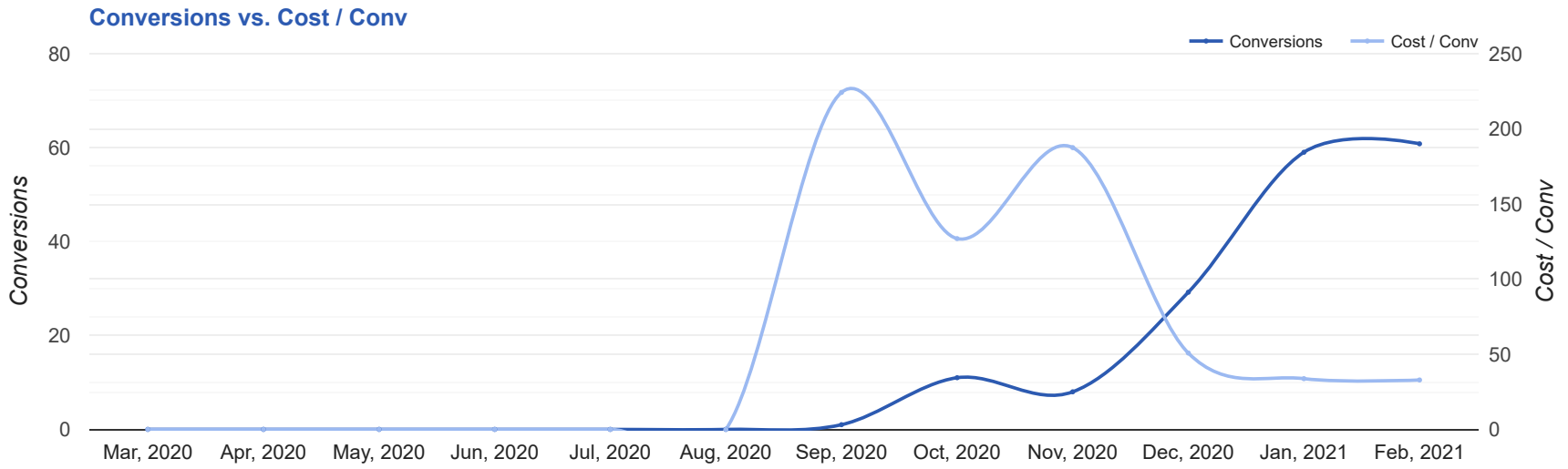
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,000	60.8	11.18%	\$32.87
↔ 0%	↑ 3%	↑ 6%	↓ 3%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	11,544	558	\$1,990.67	\$3.57	4.83%	-	59	10.57%	\$33.75	17.91%
1 Feb 2021 — 28 Feb 2021	11,753	544	\$1,999.98	\$3.68	4.63%	-	60.8	11.18%	\$32.87	19.94%
Change	209 ↑ 2%	14 ↓ 3%	\$9.31 ↑ 0%	\$0.11 ↑ 3%	0.20% ↓ 4%	--	1.85 ↑ 3%	0.61% ↑ 6%	\$0.88 ↓ 3%	2.03% ↑ 11%

Performance by Month - 1 Mar 2020 — 28 Feb 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%	-	59	10.57%	\$33.75	17.91%
Feb '21	11,753	544	\$1,999.98	\$3.68	4.63%	-	60.8	11.18%	\$32.87	19.94%
Total	39,168	1,640	\$8,592.26	\$5.24	4.19%	-	169	10.3%	\$50.84	21.25%

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	11,753	544	\$1,999.98	\$3.68	4.63%	-	60.8	11.18%	\$32.87	19.94%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

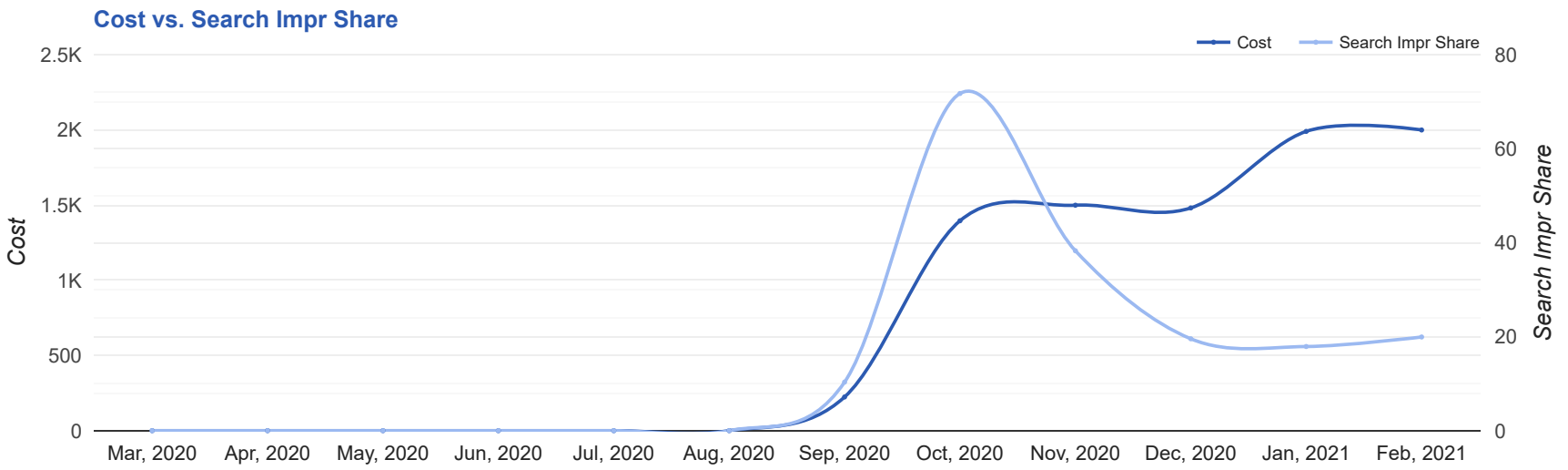
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mi Bella Aesthetics - Non-Surgical Lipo Alternative - Fat Reduction Treatment www.mibellacle.com/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	2,261	152	\$592.33	\$3.90	6.72%	-	16.9	11.12%	\$35.05
Huge CoolSculpting Promotion - CoolSculpting in Westlake, OH - 2021 CoolSculpting Discount www.mibellacle.com/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	923	54	\$224.56	\$4.16	5.85%	-	6.6	12.28%	\$33.87
CoolSculpting® in Westlake, OH - Feb 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.	306	21	\$78.30	\$3.73	6.86%	-	5.4	25.90%	\$14.39
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.	1,873	62	\$224.25	\$3.62	3.31%	-	4	6.45%	\$56.06
Non-Surgical Fat Reduction - CoolSculpting® in Westlake, OH - No Surgery & Minimal Downtime www.mibellacle.com// CoolSculpting Is The Top Non-Surgical Fat Reduction Treatment. No Surgery. Quick Results.	475	13	\$54.61	\$4.20	2.74%	-	4	30.77%	\$13.65

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

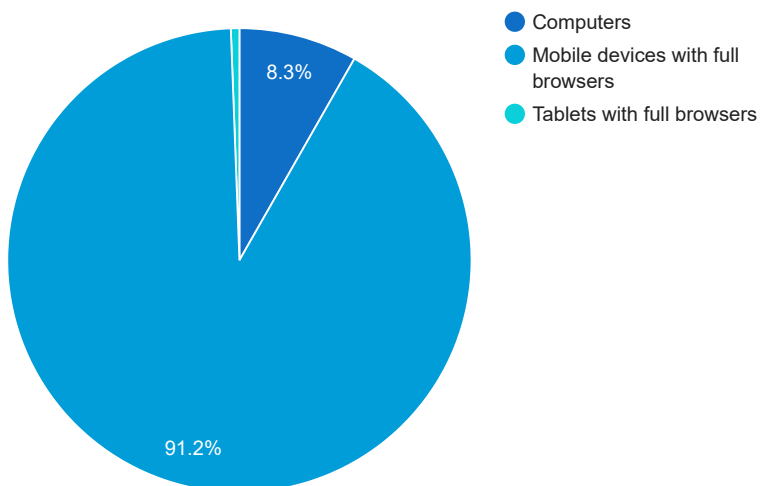
Budget Coverage



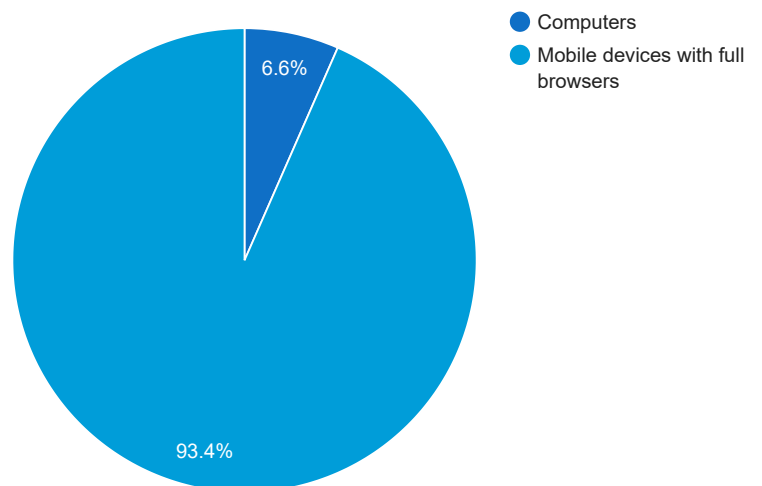
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	224.18	10.34
Oct, 2020	1,396.12	71.77
Nov, 2020	1,499.67	38.29
Dec, 2020	1,481.64	19.56
Jan, 2021	1,990.67	17.91
Feb, 2021	1,999.98	19.94

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	10,393	497	\$1,823.09	\$3.67	4.78%	-	56.8	11.44%	\$32.07
Computers	1,189	42	\$165.03	\$3.93	3.53%	-	4	9.52%	\$41.26
Tablets with full browsers	171	5	\$11.86	\$2.37	2.92%	-	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	11,753	544	\$1,999.98	\$3.68	4.63%	-	60.8	11.18%	\$32.87

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Submit lead form	50.8
Click to Call	10
Local actions - Other engagements	0
Local actions - Directions	0
Clicks to call	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