

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

Mi Bella Aesthetics

796-385-4145

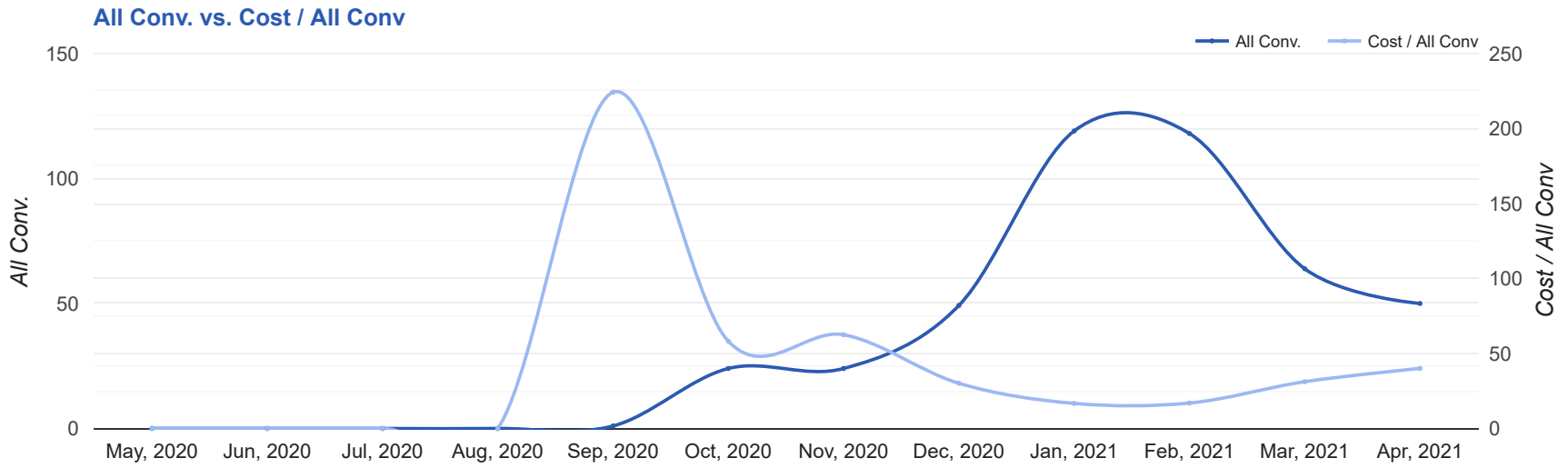
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$2,000	50	9.86%	\$40.02
↔ 0%	↓ 22%	↓ 22%	↑ 28%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	10,409	505	\$1,993.09	\$3.95	4.85%	-	12.65%	\$31.19	63.9
1 Apr 2021 — 30 Apr 2021	10,512	507	\$2,000.00	\$3.94	4.82%	-	9.86%	\$40.02	50
Change	103 ↑ 1%	2 ↑ 0%	\$6.91 ↑ 0%	\$0.01 ↓ 0%	0.03% ↓ 1%	0 ↔ -	2.79% ↓ 22%	\$8.83 ↑ 28%	13.93 ↓ 22%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Sep '20	112	16	\$224.18	\$14.01	14.29%	-	1	6.25%	\$224.18
Oct '20	1,889	98	\$1,396.12	\$14.25	5.19%	-	24	24.49%	\$58.17
Nov '20	5,496	116	\$1,499.67	\$12.93	2.11%	-	24	20.69%	\$62.49
Dec '20	8,374	308	\$1,481.64	\$4.81	3.68%	-	49.2	15.96%	\$30.13
Jan '21	11,544	558	\$1,990.67	\$3.57	4.83%	-	119	21.32%	\$16.73
Feb '21	11,753	544	\$1,999.98	\$3.68	4.63%	-	118	21.69%	\$16.95
Mar '21	10,409	505	\$1,993.09	\$3.95	4.85%	-	63.9	12.65%	\$31.19
Apr '21	10,512	507	\$2,000.00	\$3.94	4.82%	-	50	9.86%	\$40.02
Total	60,089	2,652	\$12,585.35	\$4.75	4.41%	-	449	16.93%	\$28.03

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	10,512	507	\$2,000.00	\$3.94	4.82%	-	50	9.86%	\$40.02

Top Keywords - 1 Apr 2021 — 30 Apr 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting	151	20	\$105.31	\$5.27	13.25%	-	4	20.00%	\$26.33
coolsculpting near me	29	12	\$95.10	\$7.92	41.38%	-	3	25.00%	\$31.70
cool sculpting cost	29	15	\$51.40	\$3.43	51.72%	-	2	13.33%	\$25.70
chin liposuction cost near me	2	2	\$2.26	\$1.13	100.00%	-	1.4	70.50%	\$1.60
coolsculpting cost	14	6	\$19.51	\$3.25	42.86%	-	1	16.67%	\$19.51
male butt reduction	1	1	\$2.71	\$2.71	100.00%	-	1	100.00%	\$2.71
sonobella	2	2	\$4.19	\$2.10	100.00%	-	1	50.00%	\$4.19
weightloss medication	1	1	\$3.00	\$3.00	100.00%	-	1	100.00%	\$3.00
why are my upper arms so fat	1	1	\$1.73	\$1.73	100.00%	-	1	100.00%	\$1.73
coolsculpting westlake ohio	1	1	\$15.17	\$15.17	100.00%	-	1	100.00%	\$15.17

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL 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.	3,009	159	\$606.28	\$3.81	5.28%	-	12.3	7.71%	\$49.45
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.	1,267	89	\$414.89	\$4.66	7.02%	-	9.7	10.91%	\$42.73
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.	2,487	90	\$325.61	\$3.62	3.62%	-	9.5	10.56%	\$34.27
CoolSculpting® in Westlake, OH - Save \$1,000 Off 8+ Treatments - Our Biggest Discount Ever www.mibellacle.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	116	13	\$72.37	\$5.57	11.21%	-	2	15.38%	\$36.19
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.	183	26	\$89.11	\$3.43	14.21%	-	2	7.69%	\$44.55

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

Budget Coverage

Display Impr Share

0%

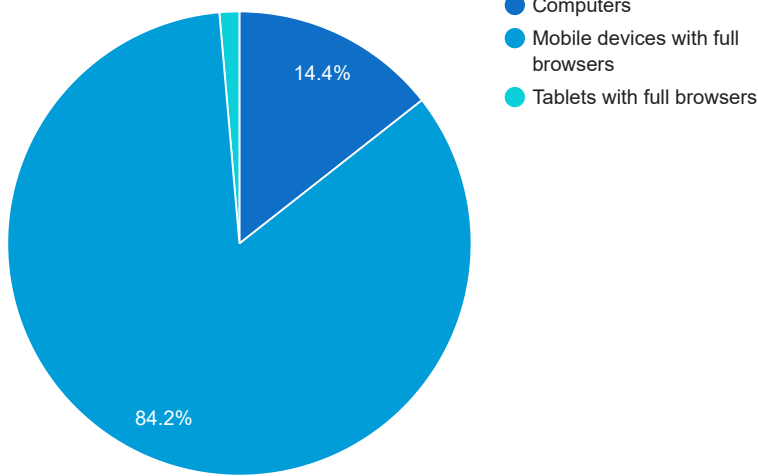
Search Impr Share

22.16%

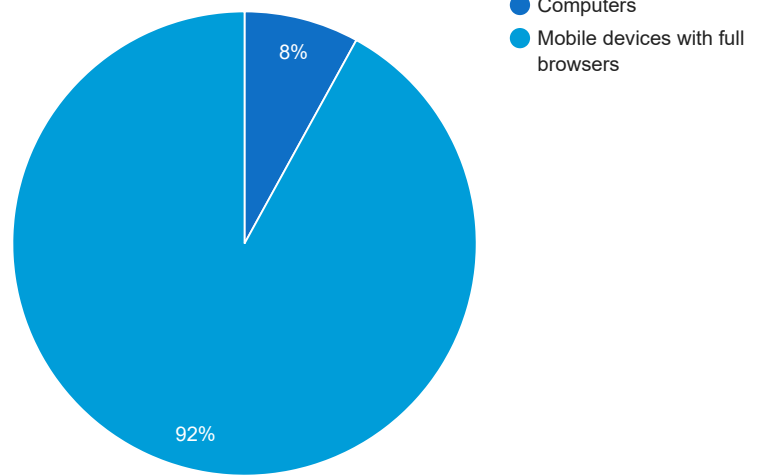
↑ 14%

Cost and Conversions by Device

Cost



All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	9,174	431	\$1,684.23	\$3.91	4.7%	-	46	10.67%	\$36.64
Computers	1,168	67	\$288.11	\$4.30	5.74%	-	4	5.97%	\$72.03
Tablets with full browsers	170	9	\$27.66	\$3.07	5.29%	-	0	0%	\$0.00

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	10,512	507	\$2,000.00	\$3.94	4.82%	-	50	9.86%	\$40.02

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE

ALL CONV.

Submit lead form

47

Local actions - Directions

3

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