

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

Mi Bella Aesthetics

796-385-4145

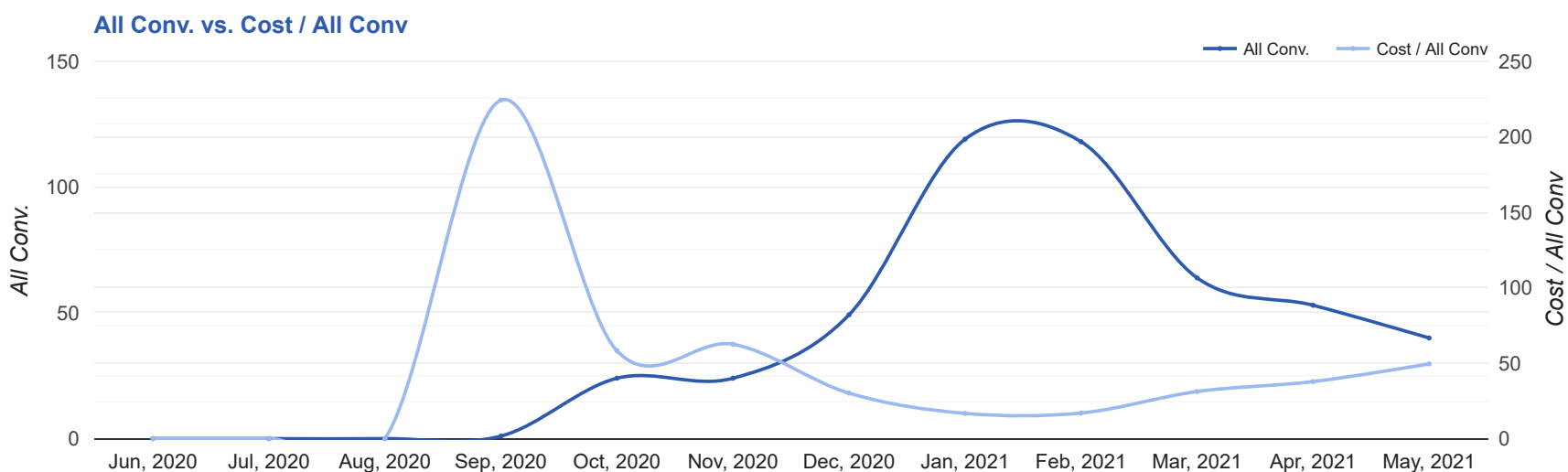
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,979	40	7.87%	\$49.48
↓ 1%	↓ 24%	↓ 25%	↑ 31%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	10,512	507	\$2,000.00	\$3.94	4.82%	-	10.45%	\$37.76	53
1 May 2021 — 31 May 2021	11,015	508	\$1,979.29	\$3.90	4.61%	-	7.87%	\$49.48	40
Change	503 ↑ 5%	1 ↑ 0%	\$20.71 ↓ 1%	\$0.04 ↓ 1%	0.21% ↓ 4%	0 ↔ -	2.58% ↓ 25%	\$11.72 ↑ 31%	12.97 ↓ 24%

Performance by Month - 1 Jun 2020 — 31 May 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%	-	53	10.45%	\$37.76
May '21	11,015	508	\$1,979.29	\$3.90	4.61%	-	40	7.87%	\$49.48
Total	71,104	3,160	\$14,564.64	\$4.61	4.44%	-	492	15.57%	\$29.60

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	11,015	508	\$1,979.29	\$3.90	4.61%	-	40	7.87%	\$49.48

Top Keywords - 1 May 2021 — 31 May 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting	159	24	\$105.75	\$4.41	15.09%	-	3	12.50%	\$35.25
liposuction cost ohio	24	11	\$45.89	\$4.17	45.83%	-	3	27.27%	\$15.30
cool sculpting cost	45	11	\$53.85	\$4.90	24.44%	-	2	18.18%	\$26.93
mommy makeovers near me	1	1	\$3.78	\$3.78	100.00%	-	1	100.00%	\$3.78
am i eligible for liposuction	1	1	\$5.35	\$5.35	100.00%	-	1	100.00%	\$5.35
lipo 360 cleveland ohio	1	1	\$6.74	\$6.74	100.00%	-	1	100.00%	\$6.74
stomach fat removal	1	1	\$6.60	\$6.60	100.00%	-	1	100.00%	\$6.60
cool sculpting locations	1	1	\$3.34	\$3.34	100.00%	-	1	100.00%	\$3.34
double chin liposuction near me	1	1	\$4.71	\$4.71	100.00%	-	1	100.00%	\$4.71
back lipo cost	1	1	\$4.32	\$4.32	100.00%	-	1	100.00%	\$4.32

Top Performing Ads - 1 May 2021 — 31 May 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.	3,219	201	\$754.34	\$3.75	6.24%	-	20.5	10.20%	\$36.80
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.	1,559	109	\$456.01	\$4.18	6.99%	-	7.5	6.88%	\$60.80
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.	269	22	\$99.83	\$4.54	8.18%	-	3	13.64%	\$33.28
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.	3,267	89	\$343.72	\$3.86	2.72%	-	3	3.37%	\$114.57
Fat Reduction Treatment - CoolSculpting® in Westlake, OH - Freeze Away Body Fat www.mibellacle.com// CoolSculpting Is The Top Non-Surgical Fat Reduction Treatment. No Surgery. Quick Results.	260	10	\$46.38	\$4.64	3.85%	-	2	20.00%	\$23.19

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

Budget Coverage

Display Impr Share

0%

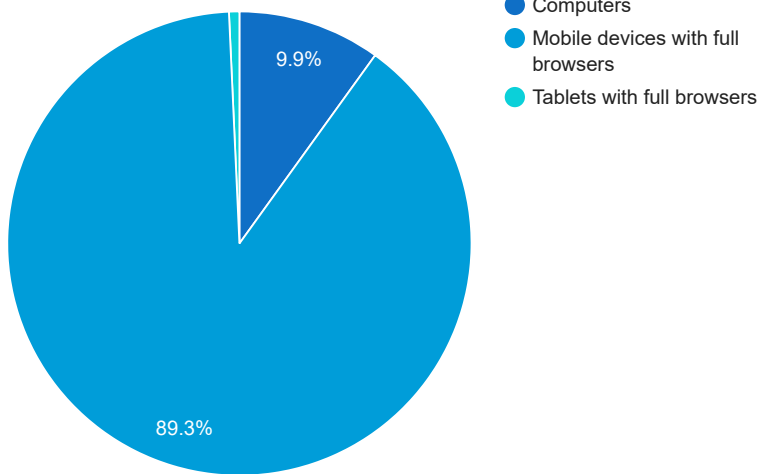
Search Impr Share

21.82%

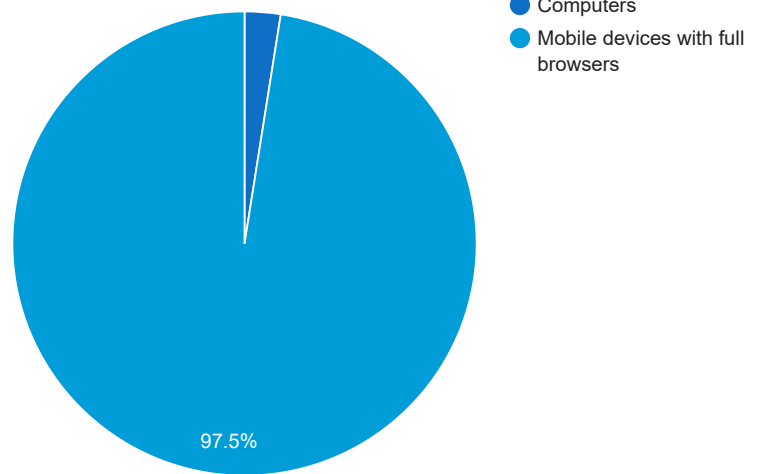
↓ 1%

Cost and Conversions by Device

Cost



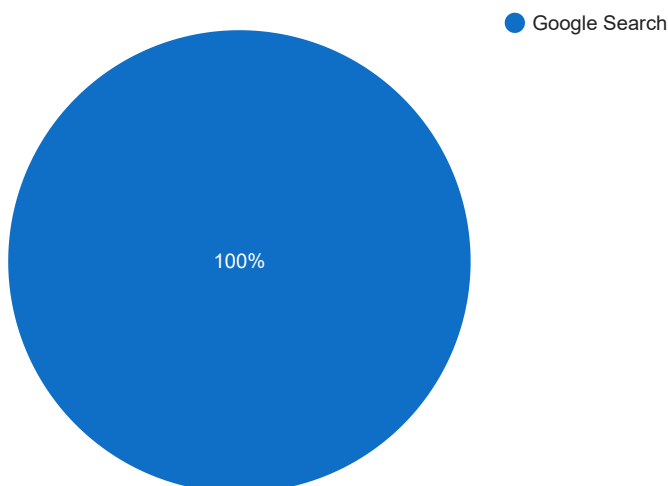
All Conv.



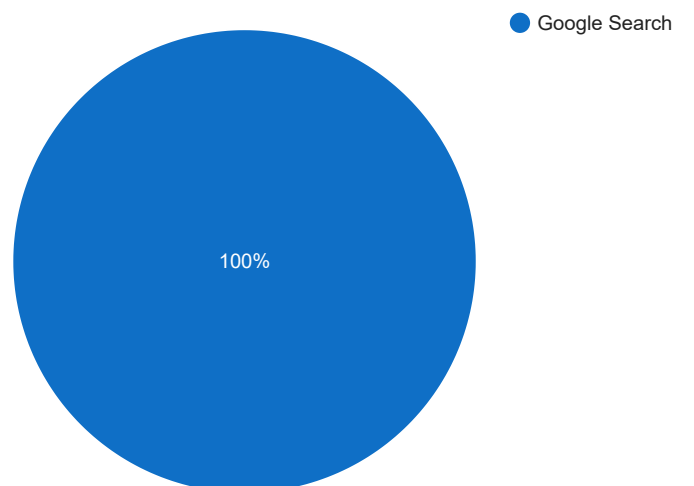
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	9,619	449	\$1,768.19	\$3.94	4.67%	-	39	8.69%	\$45.34
Computers	1,223	55	\$196.82	\$3.58	4.5%	-	1	1.82%	\$196.82
Tablets with full browsers	173	4	\$14.28	\$3.57	2.31%	-	0	0%	\$0.00

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	11,015	508	\$1,979.29	\$3.90	4.61%	-	40	7.87%	\$49.48

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	38
Clicks to call	1
Local actions - Directions	1

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