

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

Mi Bella Aesthetics

796-385-4145

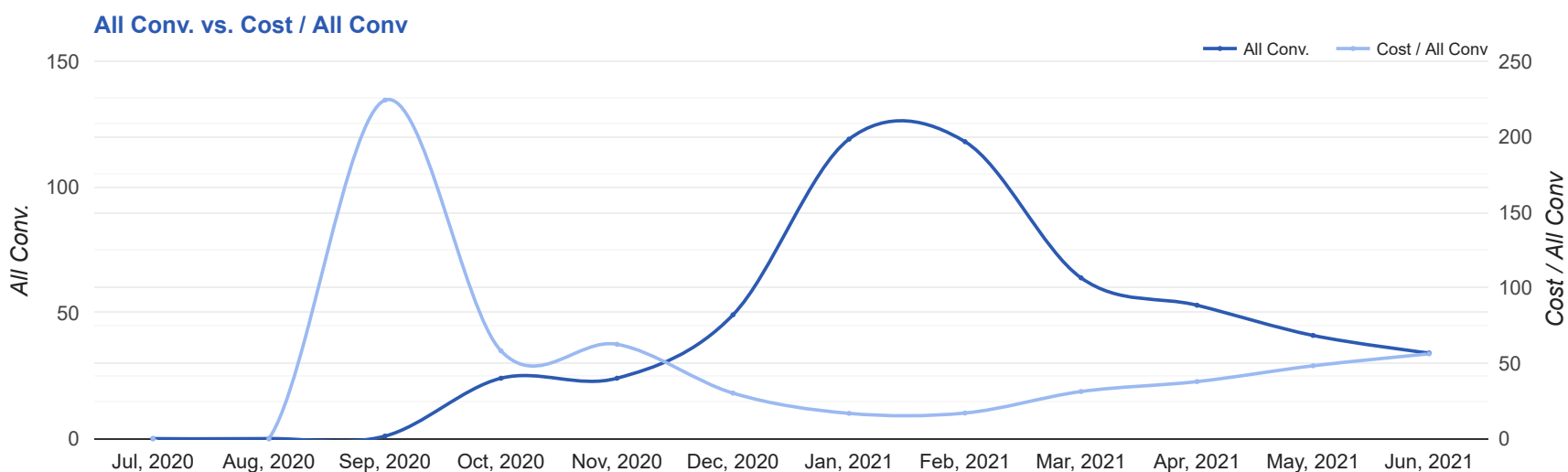
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$1,908	34	8.21%	\$56.16
↓ 4%	↓ 17%	↑ 2%	↑ 16%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	11,015	508	\$1,979.29	\$3.90	4.61%	-	8.08%	\$48.24	41
1 Jun 2021 — 30 Jun 2021	10,052	414	\$1,907.90	\$4.61	4.12%	-	8.21%	\$56.16	34
Change	963 ↓ 9%	94 ↓ 19%	\$71.39 ↓ 4%	\$0.71 ↑ 18%	0.49% ↓ 11%	0 ↔ -	0.13% ↑ 2%	\$7.92 ↑ 16%	7.06 ↓ 17%

Performance by Month - 1 Jul 2020 — 30 Jun 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%	-	41	8.08%	\$48.24
Jun '21	10,052	414	\$1,907.90	\$4.61	4.12%	-	34	8.21%	\$56.16
Total	81,156	3,574	\$16,472.54	\$4.61	4.4%	-	527	14.75%	\$31.26

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	10,052	414	\$1,907.90	\$4.61	4.12%	-	34	8.21%	\$56.16

Top Keywords - 1 Jun 2021 — 30 Jun 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
coolsculpting chin aftercare	1	1	\$3.24	\$3.24	100.00%	-	5	500.00%	\$0.65
cool sculpting	146	12	\$72.81	\$6.07	8.22%	-	2	16.67%	\$36.41
cool sculpting cost	38	8	\$40.21	\$5.03	21.05%	-	1.4	17.25%	\$29.14
neck liposuction	1	1	\$5.06	\$5.06	100.00%	-	1	100.00%	\$5.06
sucking fat out	1	1	\$5.37	\$5.37	100.00%	-	1	100.00%	\$5.37
best way to start losing fat	1	1	\$5.92	\$5.92	100.00%	-	1	100.00%	\$5.92
lose belly fat in a month	1	1	\$6.65	\$6.65	100.00%	-	1	100.00%	\$6.65
how much does body sculpting cost	1	1	\$4.02	\$4.02	100.00%	-	1	100.00%	\$4.02
coolsculpting cost	26	8	\$45.67	\$5.71	30.77%	-	1	12.50%	\$45.67
coolsculpting near me	25	4	\$65.37	\$16.34	16.00%	-	1	25.00%	\$65.37

Top Performing Ads - 1 Jun 2021 — 30 Jun 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.	2,499	120	\$537.95	\$4.48	4.80%	-	9	7.50%	\$59.77
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.	1,431	81	\$440.80	\$5.44	5.66%	-	7.3	9.01%	\$60.38
Mi Bella Aesthetics - CoolSculpting® in Westlake, OH - Freeze Away Body Fat www.mibellacle.com/ CoolSculpting Is The Top Non-Surgical Fat Reduction Treatment. No Surgery. Quick Results.	55	3	\$15.71	\$5.24	5.45%	-	5	166.67%	\$3.14
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.	3,551	92	\$417.12	\$4.53	2.59%	-	5	5.43%	\$83.42
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.	177	22	\$122.05	\$5.55	12.43%	-	4.4	19.91%	\$27.87

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

Budget Coverage

Display Impr Share

0%

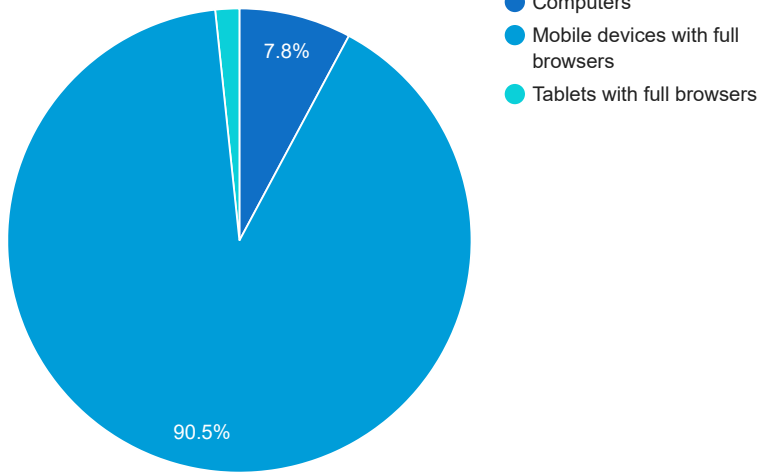
Search Impr Share

20.72%

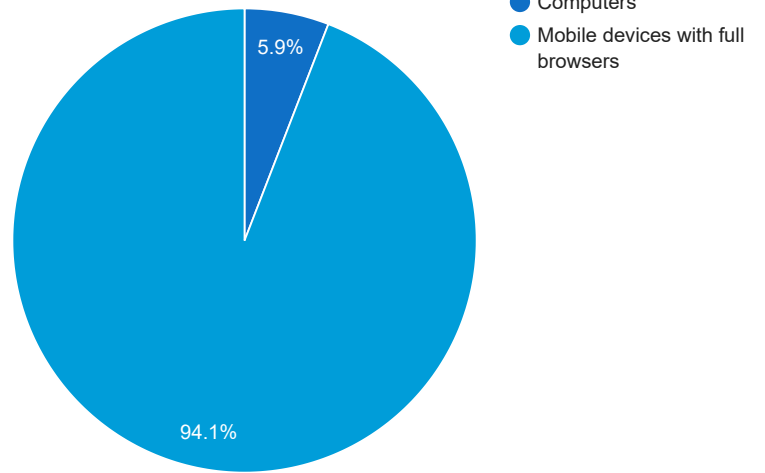
↓ 5%

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	8,918	376	\$1,726.82	\$4.59	4.22%	-	32	8.5%	\$54.01
Computers	949	32	\$149.18	\$4.66	3.37%	-	2	6.25%	\$74.59
Tablets with full browsers	185	6	\$31.90	\$5.32	3.24%	-	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	10,052	414	\$1,907.90	\$4.61	4.12%	-	34	8.21%	\$56.16

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	28
Clicks to call	1
Local actions - Directions	5

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 page 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