

# **Mi Bella Aesthetics Monthly Google Performance Summary**

**07/01/2021 - 07/31/2021**

# Key Performance Indicators

07/01/2021 - 07/31/2021

Cost  
Mi Bella Aesthetics

**\$2,032.22**

\$1,907.90 **6.52%**

Clicks  
Mi Bella Aesthetics

**311**

414 **-24.88%**

Avg CPC  
Mi Bella Aesthetics

**\$6.53**

\$4.61 **41.65%**

Conversions  
Mi Bella Aesthetics

**27**

27.97 **-3.47%**

Conv. Rate  
Mi Bella Aesthetics

**8.68%**

6.76% **28.40%**

Cost / Conv  
Mi Bella Aesthetics

**\$75.27**

\$68.21 **10.35%**

## Month-Over-Month Performance Comparison

07/01/2021 - 07/31/2021 - Comparing to 06/01/2021 - 06/30/2021

Overall Performance Summary  
Mi Bella Aesthetics

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$2,032.22	\$1,907.90	<b>6.52%</b>
Impressions	5,487	10,052	<b>-45.41%</b>
Clicks	311	414	<b>-24.88%</b>
Avg CPC	\$6.53	\$4.61	<b>41.65%</b>
CTR	5.67%	4.12%	<b>37.62%</b>
Conversions	27	27.97	<b>-3.47%</b>
Conv Rate	8.68%	6.76%	<b>28.40%</b>
Cost / Conv	\$75.27	\$68.21	<b>10.35%</b>

## Budget Coverage

Search Impr. Share  
Mi Bella Aesthetics

**43.53%**

20.70% **110.29%**

Search IS Lost (due to Budget)  
Mi Bella Aesthetics

**16.14%**

16.12% **0.12%**

Search IS Lost (due to Rank)  
Mi Bella Aesthetics

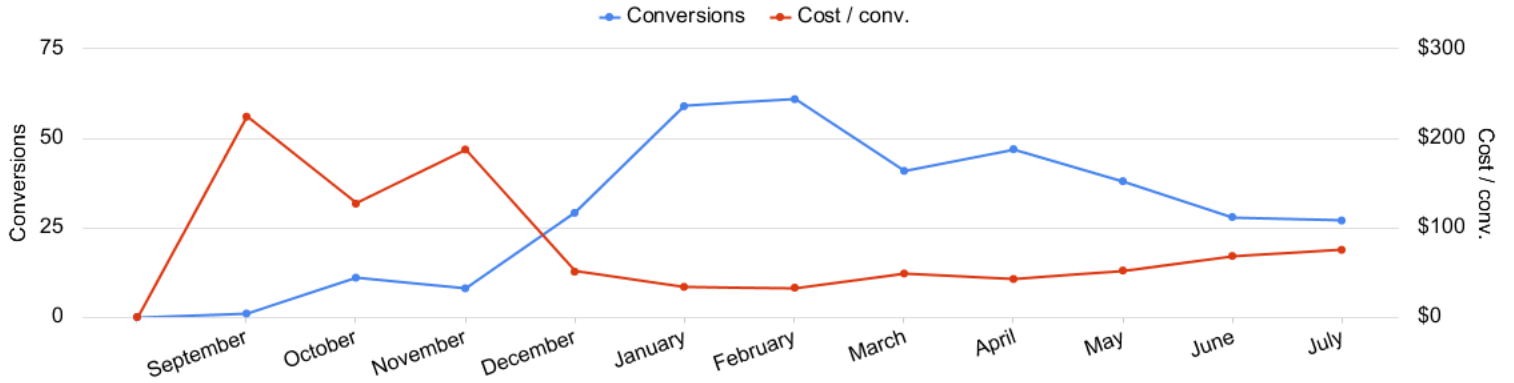
**40.33%**

63.18% **-36.17%**

# Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv  
Mi Bella Aesthetics




Account Performance by Month  
Mi Bella Aesthetics

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
09/01/2020	\$224.18	112	16	\$14.01	14.29%	1	6.25%	\$224.18	10.34%	62.05%
10/01/2020	\$1,396.12	1,889	98	\$14.25	5.19%	11	11.22%	\$126.92	71.77%	5.84%
11/01/2020	\$1,499.67	5,496	116	\$12.93	2.11%	8	6.90%	\$187.46	38.29%	21.19%
12/01/2020	\$1,481.64	8,374	308	\$4.81	3.68%	29.17	9.47%	\$50.80	19.56%	21.87%
01/01/2021	\$1,990.67	11,544	558	\$3.57	4.83%	58.99	10.57%	\$33.74	17.91%	18.35%
02/01/2021	\$1,999.98	11,753	544	\$3.68	4.63%	60.97	11.21%	\$32.80	20.07%	13.55%
03/01/2021	\$1,993.09	10,409	505	\$3.95	4.85%	40.9	8.10%	\$48.73	19.49%	18.57%
04/01/2021	\$2,000.00	10,512	507	\$3.94	4.82%	46.97	9.26%	\$42.58	22.14%	15.79%
05/01/2021	\$1,979.29	11,015	508	\$3.90	4.61%	38.03	7.49%	\$52.05	21.82%	15.11%
06/01/2021	\$1,907.90	10,052	414	\$4.61	4.12%	27.97	6.76%	\$68.20	20.70%	16.12%
07/01/2021	\$2,032.22	5,487	311	\$6.53	5.67%	27	8.68%	\$75.27	43.53%	16.14%
<b>Total</b>	<b>\$18,504.76</b>	<b>86,643</b>	<b>3,885</b>	<b>\$4.76</b>	<b>4.48%</b>	<b>350</b>	<b>9.01%</b>	<b>\$52.87</b>	<b>21.88%</b>	<b>17.10%</b>

# Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)  
Mi Bella Aesthetics

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$2,032.22	5,487	311	\$6.53	5.67%	27	8.68%	\$75.27

# Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)  
Mi Bella Aesthetics

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting	\$81.30	183	10	\$8.13	5.46%	2.47	24.70%	\$32.91
coolsculpting near me	\$101.32	62	11	\$9.21	17.74%	2	18.18%	\$50.66
liposuction cost	\$100.78	81	12	\$8.40	14.81%	1.5	12.50%	\$67.19
application to lose weight	\$9.04	1	2	\$4.52	200.00%	1	50.00%	\$9.04
freeze stomach fat	\$6.20	1	1	\$6.20	100.00%	1	100.00%	\$6.20
coolsculpting reviews	\$4.55	1	1	\$4.55	100.00%	1	100.00%	\$4.55
coolsculpting westlake ohio	\$12.52	1	1	\$12.52	100.00%	1	100.00%	\$12.52
fastest way to lose belly fat	\$5.81	3	1	\$5.81	33.33%	1	100.00%	\$5.81
non invasive liposuction	\$3.13	1	1	\$3.13	100.00%	1	100.00%	\$3.13
how many laser lipo sessions are needed	\$13.17	2	1	\$13.17	50.00%	1	100.00%	\$13.17
coolsculpting avon ohio	\$18.62	2	2	\$9.31	100.00%	1	50.00%	\$18.62
cool sculpting for neck	\$6.14	1	2	\$3.07	200.00%	1	50.00%	\$6.14
cool sculpting coupons	\$21.48	1	2	\$10.74	200.00%	1	50.00%	\$21.48
does coolsculpting work	\$15.01	15	3	\$5.00	20.00%	1	33.33%	\$15.01
does cool sculpting work	\$4.80	1	1	\$4.80	100.00%	1	100.00%	\$4.80
how much does liposuction cost	\$28.68	39	4	\$7.17	10.26%	1	25.00%	\$28.68
how much does coolsculpting cost	\$26.54	13	4	\$6.63	30.77%	1	25.00%	\$26.54
average price of cool sculpting	\$15.19	1	1	\$15.19	100.00%	1	100.00%	\$15.19
liposuction	\$103.64	172	15	\$6.91	8.72%	0.5	3.33%	\$207.28
injectable liposuction	\$13.10	1	1	\$13.10	100.00%	0.5	50.00%	\$26.20

# Top Search Ads (by Conversions)

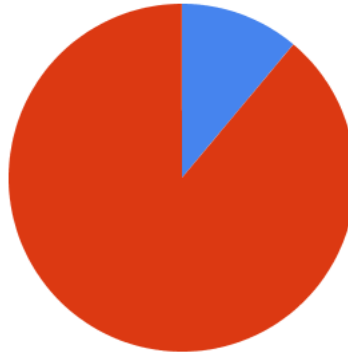
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)  
Mi Bella Aesthetics

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">{Keyword:Mi Bella Aesthetics}   CoolSculpting in Westlake, OH   2021 CoolSculpting Discount</a> <a href="http://www.mibellacle.com/coolsculpting/westlake">www.mibellacle.com/coolsculpting/westlake</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.   Leading CoolSculpting Provider in Westlake, OH. Schedule a Free Consultation	search   beta   coolsculpting	\$821.41	1,320	102	\$8.05	7.73%	16.47	16.15%	\$49.87
<a href="#">Mi Bella Aesthetics   Non-Surgical Lipo Alternative   Fat Reduction Treatment</a> <a href="http://www.mibellacle.com/coolsculpting/westlake">www.mibellacle.com/coolsculpting/westlake</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.   Leading CoolSculpting Provider in Westlake, OH. Schedule a Free Consultation	search   beta   coolsculpting	\$614.54	1,888	94	\$6.54	4.98%	6.53	6.95%	\$94.11
<a href="#">Mi Bella Aesthetics   Non-Surgical Fat Reduction   Fat Reduction Treatment</a> <a href="http://www.mibellacle.com/coolsculpting/westlake">www.mibellacle.com/coolsculpting/westlake</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.   Leading CoolSculpting Provider in Westlake, OH. Schedule a Free Consultation	search   beta   coolsculpting	\$84.11	514	17	\$4.95	3.31%	2	11.76%	\$42.05
<a href="#">{Keyword:Mi Bella Aesthetics}   Non-Surgical Body Sculpting   Fat Reduction Treatment</a> <a href="http://www.mibellacle.com/coolsculpting/westlake">www.mibellacle.com/coolsculpting/westlake</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.   Leading CoolSculpting Provider in Westlake, OH. Schedule a Free Consultation	search   beta   coolsculpting	\$35.82	110	10	\$3.58	9.09%	0	0.00%	\$0.00
<a href="#">{Keyword:Mi Bella Aesthetics}   CoolSculpting® Elite   Fat Reduction Treatment</a> <a href="http://www.mibellacle.com/coolsculpting/elite">www.mibellacle.com/coolsculpting/elite</a> Leading CoolSculpting® Elite Provider in Westlake, OH. Schedule a Free Consultation   CoolSculpting® Elite Treats Fat in 9 Areas: Thighs, Love Handles, Arms, Back, Butt & More	search   beta   coolsculpting	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00

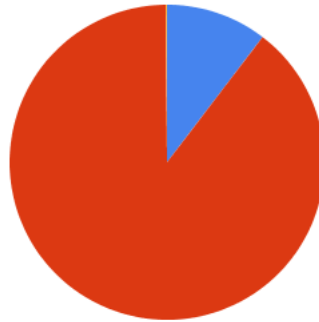
# Budget Utilization by Device

Conversions by Device  
Mi Bella Aesthetics



■ Computers - Conversions: 3 (11.11%) 
 ■ Mobile devices with full browsers - Conversions: 24 (88.89%)

Cost by Device  
Mi Bella Aesthetics




■ Computers - Cost: \$211.11 (10.39%) 
 ■ Mobile devices with full browsers - Cost: \$1,818.74 (89.50%) 
 ■ Tablets with full browsers - Cost: \$2.37 (0.12%)


Device Performance (by Conversions)  
Mi Bella Aesthetics

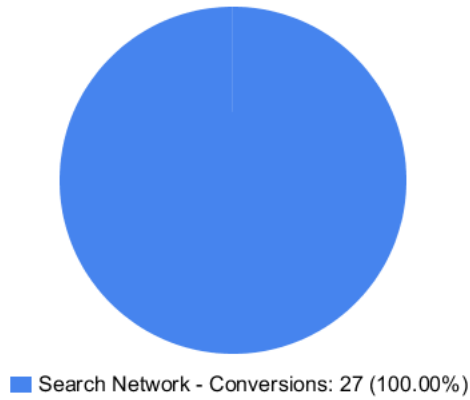
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	4,905	279	\$1,818.74	\$6.52	5.69%	24	8.60%	\$75.78
Computers	502	31	\$211.11	\$6.81	6.18%	3	9.68%	\$70.37
Tablets with full browsers	80	1	\$2.37	\$2.37	1.25%	0	0.00%	\$0.00


# Budget Utilization by Network

 Cost by Network  
Mi Bella Aesthetics



 Conversions by Network  
Mi Bella Aesthetics



 Network Performance  
Mi Bella Aesthetics

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	5,487	311	\$2,032.22	\$6.53	5.67%	27	8.68%	\$75.27

# Conversion Summary

07/01/2021 - 07/31/2021

---


 Conversion Performance  
Mi Bella Aesthetics

Conversion name	All conv.
Submit lead form	26
Clicks to call	4
Local actions - Directions	1
Call From Ads (MS)	1

# Geo-Targeting Summary

07/01/2021 - 07/31/2021

---

 Top Locations  
Mi Bella Aesthetics

Region	Clicks	Conversions	Cost / conv.
Ohio	311	27	\$75.27

# 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
- Conversion Value (Conv Val) - Reported revenue by the eCommerce site. Does not include returns, refunds, or canceled orders.
- Conversion Value / Click (Conv Val / Click) - Average revenue generated per click. Is used to determine effectiveness of the account when compared against average cost per click (CPC).
- Conversion Value / Cost (Conv Val / Cost) - is a metric that shows the conversion value over the cost of advertising. This is the same calculation as Return on Ad Spend (ROAS) but is not expressed as a percentage.
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage