

Mi Bella Aesthetics Monthly Google Performance Summary

08/01/2021 - 08/31/2021

Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
Mi Bella Aesthetics

\$1,974.04

\$2,032.22 -2.86%

Conversions
Mi Bella Aesthetics

21

27 -22.22%

Clicks
Mi Bella Aesthetics

221

311 -28.94%

Conv. Rate
Mi Bella Aesthetics

9.50%

8.68% 9.45%

Avg CPC
Mi Bella Aesthetics

\$8.93

\$6.53 36.75%

Cost / Conv
Mi Bella Aesthetics

\$94.00

\$75.27 24.88%

Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Overall Performance Summary
Mi Bella Aesthetics

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$1,974.04	\$2,032.22	-2.86%
Impressions	4,003	5,487	-27.05%
Clicks	221	311	-28.94%
Avg CPC	\$8.93	\$6.53	36.75%
CTR	5.52%	5.67%	-2.65%
Conversions	21	27	-22.22%
Conv Rate	9.50%	8.68%	9.45%
Cost / Conv	\$94.00	\$75.27	24.88%

Budget Coverage

Search Impr. Share
Mi Bella Aesthetics

72.21%

43.67% 65.35%

Search IS Lost (due to Budget)
Mi Bella Aesthetics

11.95%

16.18% -26.14%

Search IS Lost (due to Rank)
Mi Bella Aesthetics

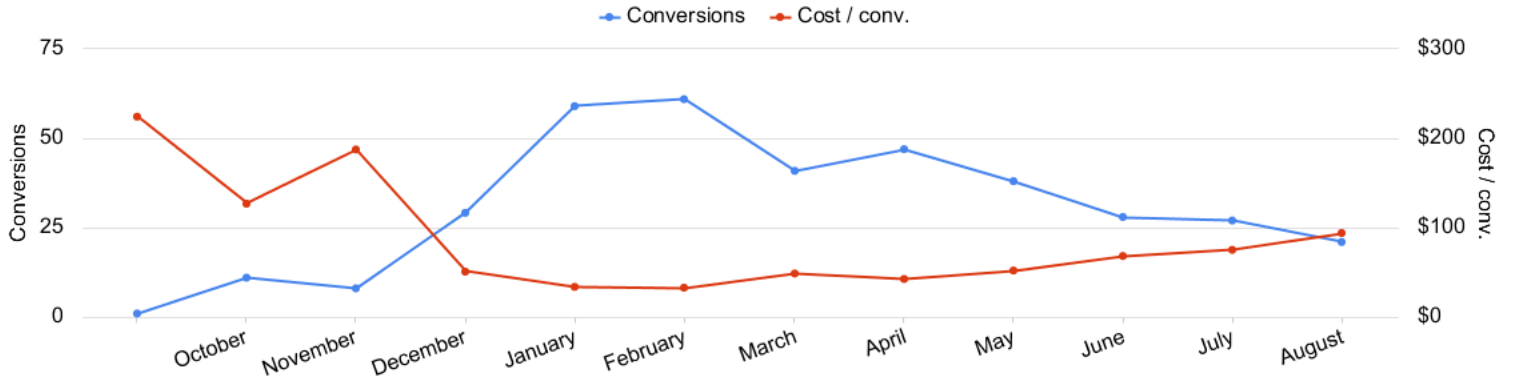
15.84%

40.15% -60.55%

Monthly Performance Trends

09/01/2020 - 08/31/2021

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	43.67%	16.18%
08/01/2021	\$1,974.04	4,003	221	\$8.93	5.52%	21	9.50%	\$94.00	72.21%	11.95%
Total	\$20,478.80	90,646	4,106	\$4.99	4.53%	371	9.04%	\$55.20	22.57%	17.03%

Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)
Mi Bella Aesthetics

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$1,974.04	4,003	221	\$8.93	5.52%	21	9.50%	\$94.00

Top Search Terms (by Conversions)


08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)
Mi Bella Aesthetics

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
cool sculpting	\$179.20	59	15	\$11.95	25.42%	4	26.67%	\$44.80
coolsculpting	\$43.17	12	5	\$8.63	41.67%	2	40.00%	\$21.59
laser fat removal near me	\$14.52	1	1	\$14.52	100.00%	1	100.00%	\$14.52
non invasive liposuction	\$17.37	2	1	\$17.37	50.00%	1	100.00%	\$17.37
liposuction with payment plans	\$39.35	1	1	\$39.35	100.00%	1	100.00%	\$39.35
liposuction	\$97.61	104	9	\$10.85	8.65%	1	11.11%	\$97.61
coolsculpting reviews	\$28.83	2	2	\$14.41	100.00%	1	50.00%	\$28.83
coolsculpting near me	\$153.39	15	9	\$17.04	60.00%	1	11.11%	\$153.39
liposuction cost	\$59.16	47	8	\$7.39	17.02%	1	12.50%	\$59.16
cool sculpting cost	\$51.38	11	8	\$6.42	72.73%	1	12.50%	\$51.38
how much does coolsculpting cost	\$34.94	5	4	\$8.73	80.00%	1	25.00%	\$34.94
the cost of liposuction	\$2.60	1	1	\$2.60	100.00%	0	0.00%	\$0.00
laser lipo reviews	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
cool sculpting cost 2020	\$14.74	1	1	\$14.74	100.00%	0	0.00%	\$0.00
smart lipo skin tightening	\$8.55	3	1	\$8.55	33.33%	0	0.00%	\$0.00
is freezing fat permanent	\$14.33	1	1	\$14.33	100.00%	0	0.00%	\$0.00
breast reduction liposuction	\$10.12	1	2	\$5.06	200.00%	0	0.00%	\$0.00
butt augmentation	\$9.13	1	1	\$9.13	100.00%	0	0.00%	\$0.00
vevazz laser lipo	\$3.78	1	1	\$3.78	100.00%	0	0.00%	\$0.00
double chin removal	\$4.34	1	1	\$4.34	100.00%	0	0.00%	\$0.00

Top Search Ads (by Conversions)

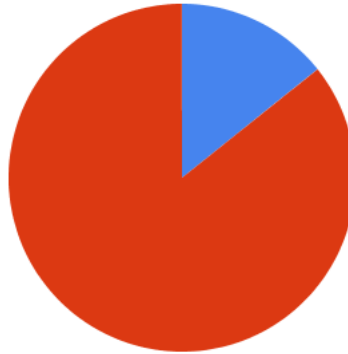
08/01/2021 - 08/31/2021

 Top Responsive Search Ads (by Conversions)
Mi Bella Aesthetics

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mi Bella Aesthetics Non-Surgical Lipo Alternative Fat Reduction Treatment www.mibellacle.com/coolsculpting/westlake 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	\$613.18	1,682	79	\$7.76	4.70%	5	6.33%	\$122.64
{Keyword:Mi Bella Aesthetics} CoolSculpting in Westlake, OH 2021 CoolSculpting Discount www.mibellacle.com/coolsculpting/westlake 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	\$266.84	316	24	\$11.12	7.59%	4	16.67%	\$66.71
{Keyword:Mi Bella Aesthetics} Non-Surgical Body Sculpting Fat Reduction Treatment www.mibellacle.com/coolsculpting/westlake 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	\$10.44	61	2	\$5.22	3.28%	0	0.00%	\$0.00
{Keyword:Mi Bella Aesthetics} CoolSculpting® Elite Fat Reduction Treatment www.mibellacle.com/coolsculpting/elite 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	\$11.06	6	2	\$5.53	33.33%	0	0.00%	\$0.00
{Keyword:Mi Bella Aesthetics} CoolSculpting in Westlake, OH 2021 CoolSculpting Discount www.mibellacle.com/coolsculpting/westlake 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	\$44.29	53	4	\$11.07	7.55%	0	0.00%	\$0.00

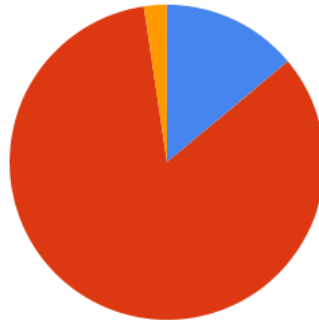
Budget Utilization by Device

Conversions by Device
Mi Bella Aesthetics



Computers - Conversions: 3 (14.29%) Mobile devices with full browsers - Conversions: 18 (85.71%)

Cost by Device
Mi Bella Aesthetics




Computers - Cost: \$275.25 (13.94%) Mobile devices with full browsers - Cost: \$1,652.72 (83.72%)
Tablets with full browsers - Cost: \$46.07 (2.33%)


Device Performance (by Conversions)
Mi Bella Aesthetics

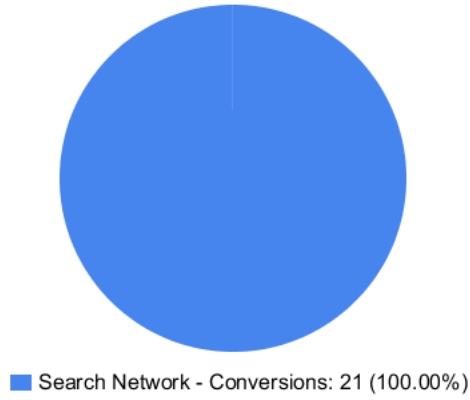
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	3,423	186	\$1,652.72	\$8.89	5.43%	18	9.68%	\$91.82
Computers	535	30	\$275.25	\$9.18	5.61%	3	10.00%	\$91.75
Tablets with full browsers	45	5	\$46.07	\$9.21	11.11%	0	0.00%	\$0.00


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	4,003	221	\$1,974.04	\$8.93	5.52%	21	9.50%	\$94.00

Conversion Summary


08/01/2021 - 08/31/2021

 Conversion Performance
Mi Bella Aesthetics

Conversion name	All conv.
Submit lead form	20
Call From Ads (MS)	1

Geo-Targeting Summary

08/01/2021 - 08/31/2021

 Top Locations
Mi Bella Aesthetics

Region	Clicks	Conversions	Cost / conv.
Ohio	221	21	\$94.00

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