

Mi Bella Aesthetics Monthly Google Performance Summary

09/01/2021 - 09/30/2021

Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Mi Bella Aesthetics of Ohio INC

\$2,051.28

\$1,974.04 3.91%

Conversions
Mi Bella Aesthetics of Ohio INC

28

21 33.33%

Clicks
Mi Bella Aesthetics of Ohio INC

326

221 47.51%

Conv. Rate
Mi Bella Aesthetics of Ohio INC

8.59%

9.50% -9.58%

Avg CPC
Mi Bella Aesthetics of Ohio INC

\$6.29

\$8.93 -29.56%

Cost / Conv
Mi Bella Aesthetics of Ohio INC

\$73.26

\$94.00 -22.06%

Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary
Mi Bella Aesthetics of Ohio INC

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$2,051.28	\$1,974.04	3.91%
Impressions	8,978	4,003	124.28%
Clicks	326	221	47.51%
Avg CPC	\$6.29	\$8.93	-29.56%
CTR	3.63%	5.52%	-34.24%
Conversions	28	21	33.33%
Conv Rate	8.59%	9.50%	-9.58%
Cost / Conv	\$73.26	\$94.00	-22.06%

Budget Coverage

Search Impr. Share
Mi Bella Aesthetics of Ohio INC

24.53%

72.23% -66.04%

Search IS Lost (due to Budget)
Mi Bella Aesthetics of Ohio INC

19.47%

11.87% 64.03%

Search IS Lost (due to Rank)
Mi Bella Aesthetics of Ohio INC

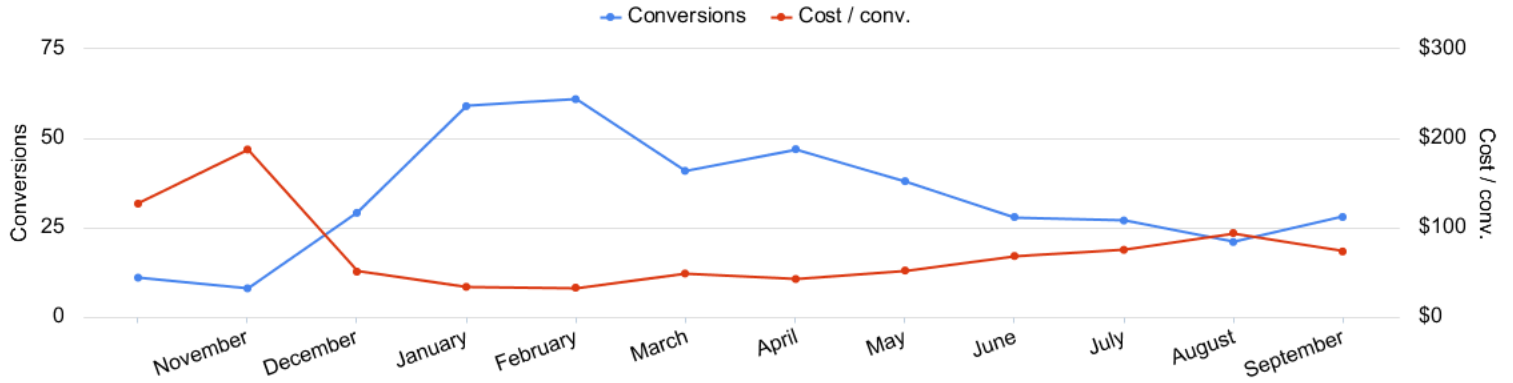
56.00%

15.90% 252.20%

Monthly Performance Trends

10/01/2020 - 09/30/2021

Conversions vs Cost/ Conv
Mi Bella Aesthetics of Ohio INC




Account Performance by Month
Mi Bella Aesthetics of Ohio INC

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
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	72.23%	11.87%
09/01/2021	\$2,051.28	8,978	326	\$6.29	3.63%	28	8.59%	\$73.26	24.53%	19.47%
Total	\$22,305.90	99,512	4,416	\$5.05	4.44%	398	9.01%	\$56.04	22.76%	17.14%

Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Mi Bella Aesthetics of Ohio INC

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$2,051.28	8,978	326	\$6.29	3.63%	28	8.59%	\$73.26

Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
Mi Bella Aesthetics of Ohio INC

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
freeze fat away	\$40.33	3	2	\$20.16	66.67%	2	100.00%	\$20.16
buccal fat removal cost ohio	\$5.77	6	1	\$5.77	16.67%	1.3	130.00%	\$4.44
sculpting body	\$21.35	10	3	\$7.12	30.00%	1	33.33%	\$21.35
the quickest way to lose 20 lbs	\$9.59	2	1	\$9.59	50.00%	1	100.00%	\$9.59
cool sculpting near me	\$63.40	4	2	\$31.70	50.00%	1	50.00%	\$63.40
buccal fat removal cost near me	\$7.35	3	1	\$7.35	33.33%	1	100.00%	\$7.35
lose 40 pounds 30 days	\$7.17	2	1	\$7.17	50.00%	1	100.00%	\$7.17
how much does coolsculpting cost	\$13.95	18	2	\$6.97	11.11%	1	50.00%	\$13.95
get rid of double chin	\$11.14	10	1	\$11.14	10.00%	1	100.00%	\$11.14
where to get cool sculpting	\$16.74	1	1	\$16.74	100.00%	1	100.00%	\$16.74
coolsculpting reviews	\$8.63	21	1	\$8.63	4.76%	1	100.00%	\$8.63
how do you get rid of your double chin	\$6.35	2	2	\$3.17	100.00%	1	50.00%	\$6.35
weight loss doctors near me	\$5.87	12	1	\$5.87	8.33%	1	100.00%	\$5.87
double chin laser lipo	\$8.68	1	1	\$8.68	100.00%	1	100.00%	\$8.68
coolsculpting reviews 2021	\$5.30	4	1	\$5.30	25.00%	1	100.00%	\$5.30
coolsculpting cost	\$53.65	34	5	\$10.73	14.71%	1	20.00%	\$53.65
coolsculpting near me	\$97.66	67	7	\$13.95	10.45%	1	14.29%	\$97.66
body sculpting	\$20.84	64	6	\$3.47	9.38%	1	16.67%	\$20.84
neck liposuction near me	\$9.21	2	1	\$9.21	50.00%	1	100.00%	\$9.21
cool sculpting	\$43.66	137	5	\$8.73	3.65%	1	20.00%	\$43.66

Top Search Ads (by Conversions)

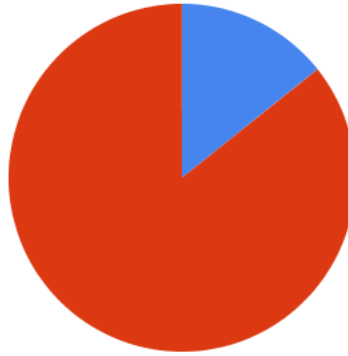
09/01/2021 - 09/30/2021

 Top Responsive Search Ads (by Conversions)
Mi Bella Aesthetics of Ohio INC

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<p>{Keyword:Mi Bella Aesthetics} CoolSculpting in Westlake, OH 2021 CoolSculpting Discount</p> <p>www.mibellacle.com/coolsculpting/westlake</p> <p>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Westlake, OH. Schedule a Free Consultation</p>	search beta coolsculpting	\$539.60	1,153	61	\$8.85	5.29%	11	18.03%	\$49.05
<p>Mi Bella Aesthetics Non-Surgical Lipo Alternative Fat Reduction Treatment</p> <p>www.mibellacle.com/coolsculpting/westlake</p> <p>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Westlake, OH. Schedule a Free Consultation</p>	search beta coolsculpting	\$378.37	1,543	64	\$5.91	4.15%	3.7	5.78%	\$102.26
<p>Mi Bella Aesthetics Fat Reduction in Westlake, OH Non-Surgical Fat Reduction</p> <p>www.mibellacle.com/coolsculpting/westlake</p> <p>CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.</p>	search beta coolsculpting	\$383.81	2,851	68	\$5.64	2.39%	2	2.94%	\$191.91
<p>{Keyword:Mi Bella Aesthetics} Non-Surgical Body Sculpting Fat Reduction Treatment</p> <p>www.mibellacle.com/coolsculpting/westlake</p> <p>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Westlake, OH. Schedule a Free Consultation</p>	search beta coolsculpting	\$129.36	173	19	\$6.81	10.98%	1	5.26%	\$129.36
<p>{Keyword:Mi Bella Aesthetics} CoolSculpting in Westlake, OH 2021 CoolSculpting Discount</p> <p>www.mibellacle.com/coolsculpting/westlake</p> <p>Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. Leading CoolSculpting Provider in Westlake, OH. Schedule a Free Consultation</p>	search beta coolsculpting	\$72.00	88	8	\$9.00	9.09%	1	12.50%	\$72.00

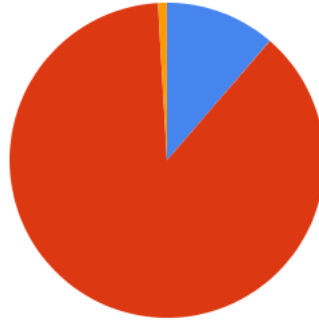
Budget Utilization by Device

Conversions by Device
Mi Bella Aesthetics of Ohio INC



■ Computers - Conversions: 4 (14.29%) ■ Mobile devices with full browsers - Conversions: 24 (85.71%)

Cost by Device
Mi Bella Aesthetics of Ohio INC




■ Computers - Cost: \$232.54 (11.34%) ■ Mobile devices with full browsers - Cost: \$1,800.46 (87.77%)
■ Tablets with full browsers - Cost: \$18.28 (0.89%)


Device Performance (by Conversions)
Mi Bella Aesthetics of Ohio INC

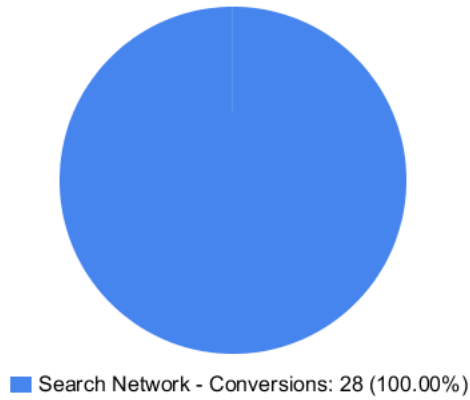
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	7,802	284	\$1,800.46	\$6.34	3.64%	24	8.45%	\$75.02
Computers	1,050	37	\$232.54	\$6.28	3.52%	4	10.81%	\$58.13
Tablets with full browsers	126	5	\$18.28	\$3.66	3.97%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
Mi Bella Aesthetics of Ohio INC



 Conversions by Network
Mi Bella Aesthetics of Ohio INC



 Network Performance
Mi Bella Aesthetics of Ohio INC

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	8,978	326	\$2,051.28	\$6.29	3.63%	28	8.59%	\$73.26

Conversion Summary


09/01/2021 - 09/30/2021



Conversion name	All conv.	% Change
Submit lead form	27	35.00%
Local actions - Directions	4	100.00%
Local actions - Menu views	2	100.00%
Call From Ads (MS)	1	0.00%

Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
Mi Bella Aesthetics of Ohio INC

Region	Clicks	Conversions	Cost / conv.
Ohio	326	28	\$73.26

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