

**Monthly Account
Performance Report
1 May 2019 — 31 May 2019**

Bella Vita Medspa

783-336-2698

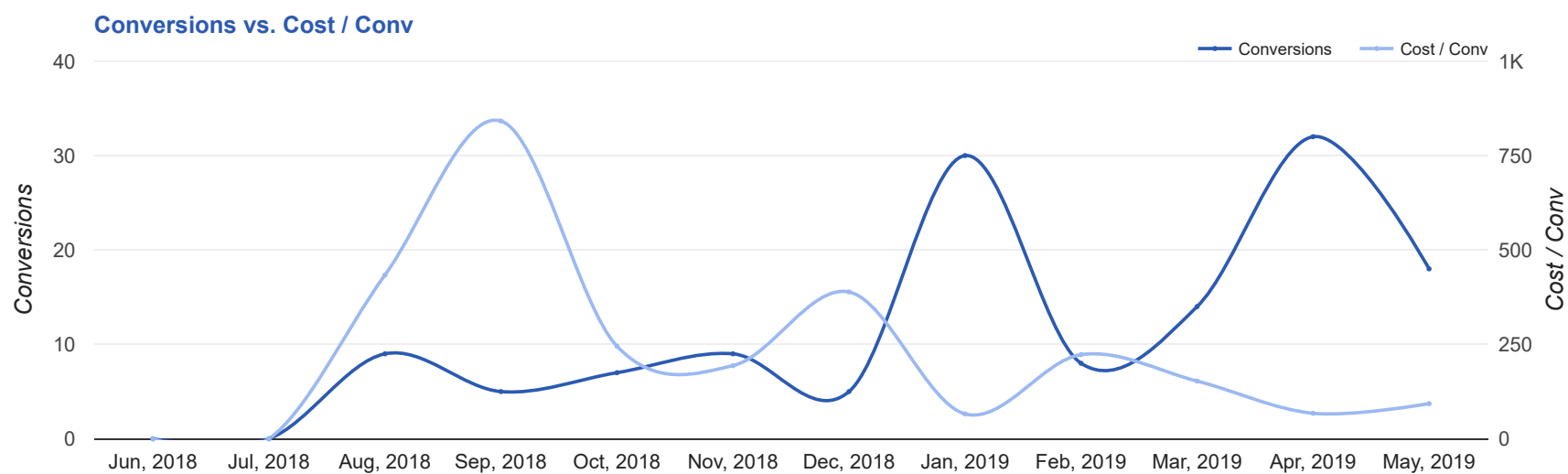
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,676	18	16.98%	\$93.11
↓ 22%	↓ 44%	↓ 4%	↑ 38%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
1 Apr 2019 — 30 Apr 2019	2,347	181	\$2,159.29	\$11.93	7.71%	1.5	32	17.68%	\$67.48
1 May 2019 — 31 May 2019	1,500	106	\$1,676.06	\$15.81	7.07%	1.6	18	16.98%	\$93.11
Difference	847 ↓ 36%	75 ↓ 41%	\$483.23 ↓ 22%	\$3.88 ↑ 33%	0.64% ↓ 8%	0.10 ↓ 7%	14 ↓ 44%	0.70% ↓ 4%	\$25.63 ↑ 38%

Performance by Month - 1 Jun 2018 — 31 May 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Aug '18	3,850	373	\$3,903.83	\$10.47	9.69%	1	9	2.41%	\$433.76
Sep '18	1,989	199	\$4,207.43	\$21.14	10.01%	1.1	5	2.51%	\$841.49
Oct '18	1,324	129	\$1,716.63	\$13.31	9.74%	1.4	7	5.43%	\$245.23
Nov '18	1,213	139	\$1,743.74	\$12.54	11.46%	1.5	9	6.47%	\$193.75
Dec '18	1,080	104	\$1,943.87	\$18.69	9.63%	1.4	5	4.81%	\$388.77
Jan '19	1,614	155	\$1,975.98	\$12.75	9.6%	1.7	30	19.35%	\$65.87
Feb '19	2,926	181	\$1,782.41	\$9.85	6.19%	2.4	8	4.42%	\$222.80
Mar '19	1,550	135	\$2,139.64	\$15.85	8.71%	1.7	14	10.37%	\$152.83
Apr '19	2,347	181	\$2,159.29	\$11.93	7.71%	1.5	32	17.68%	\$67.48
May '19	1,500	106	\$1,676.06	\$15.81	7.07%	1.6	18	16.98%	\$93.11
Total	19,393	1,702	\$23,248.88	\$13.66	8.78%	1.5	137	8.05%	\$169.70

Campaign Summary - 1 May 2019 — 31 May 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Cool Sculpting Exact	468	51	\$530.86	\$10.41	10.9%	1.6	6	11.76%	\$88.48
search beta coolsculpting	243	14	\$431.94	\$30.85	5.76%	1.1	6	42.86%	\$71.99
CoolSculpting BMM	487	29	\$536.74	\$18.51	5.95%	1.8	4	13.79%	\$134.19
search beta coolsculpting generic broad	129	3	\$18.21	\$6.07	2.33%	1.6	2	66.67%	\$9.11
search beta coolsculpting broad	114	7	\$66.20	\$9.46	6.14%	1.9	0	0%	\$0.00
search beta coolsculpting generic	59	2	\$92.11	\$46.06	3.39%	1	0	0%	\$0.00

Top Keywords & Placements - 1 May 2019 — 31 May 2019

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
coolsculpting mini cost	1	1	\$31.96	\$31.96	100.00%	1	4	400.00%	\$7.99
cool sculpting	108	13	\$247.34	\$19.03	12.04%	1.7	4	30.77%	\$61.84
cool sculpting cost	1	2	\$47.10	\$23.55	200.00%	1	2	100.00%	\$23.55
coolsculpting	111	5	\$79.58	\$15.92	4.50%	1.6	2	40.00%	\$39.79
coolsculpting for c section shelf	1	1	\$10.55	\$10.55	100.00%	2	2	200.00%	\$5.28
coolsculpting near burr ridge il	1	1	\$9.99	\$9.99	100.00%	2	2	200.00%	\$5.00
cool scuplting chicago	2	1	\$27.18	\$27.18	50.00%	1	1	100.00%	\$27.18
fat cell loss by coolsculpting	1	1	\$33.05	\$33.05	100.00%	1	1	100.00%	\$33.05
naperville coolsculpting	1	1	\$14.13	\$14.13	100.00%	1	0	0.00%	-
cool sculptong	2	1	\$12.94	\$12.94	50.00%	1	0	0.00%	-

Top Display Placements

PLACEMENT	IMPR	CLICKS	COST	AVG CPC	CTR	CONV	CONV RATE	COST / CONV
coolsculptingplace.com	10	8	\$28.59	\$3.57	80%	0	0%	\$0.00
coolsculptinghome.info	1	1	\$1.96	\$1.96	100%	0	0%	\$0.00
coolsculptingoffices.com	3	3	\$10.95	\$3.65	100%	0	0%	\$0.00
coolsculptinglinks.com	1	1	\$1.46	\$1.46	100%	0	0%	\$0.00
do-coolsculpting-ok.live	1	1	\$10.30	\$10.30	100%	0	0%	\$0.00

Top Performing Ads - 1 May 2019 — 31 May 2019

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting 25% Off Hinsdale - #1 Non-Surgical Fat Reduction - Safe No Surgery or Downtime www.mybellavitamedspa.com// CoolSculpting 25% Off. Save on CoolSculpting Cost in Hinsdale, IL. Plus Free Consultation.	83	8	\$234.56	\$29.32	9.64%	1.1	5	62.50%	\$46.91
#1 Coolsculpting deal 25% off. - Reduce fat with no downtime www.mybellavitamedspa.com// 25% off CoolSculpting. #1 FDA-Cleared, non-surgical fat reduction treatment.	222	13	\$216.36	\$16.64	5.86%	1.6	4	30.77%	\$54.09
#1 CoolSculpting in Hinsdale - Fat Freezing Treatments in IL www.mybellavitamedspa.com// Reduce stubborn bulges without surgery or downtime. Long-lasting, natural looking results.	226	15	\$310.35	\$20.69	6.64%	1.9	2	13.33%	\$155.18
#1 CoolSculpting Deal 25% Off - Safe & Effective Fat Reduction - Fat Freezing Treatments in IL www.mybellavitamedspa.com// #1 Non-Invasive Fat Reduction Treatment in U.S. Non-Surgical Alternative to Liposuction.	3	1	\$9.99	\$9.99	33.33%	1.3	2	200.00%	\$5.00
CoolSculpting: freeze your fat - #1 Non-surgical fat reduction www.mybellavitamedspa.com// CoolSculpting freezes way fat with non- surgical fat reduction technology.	31	6	\$113.78	\$18.96	19.35%	1.5	2	33.33%	\$56.89

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2019 — 31 May 2019

Budget Coverage

Display Impr Share

0%

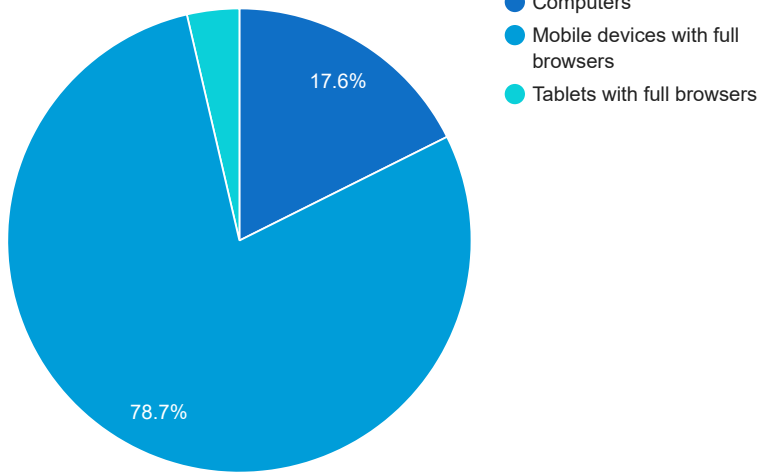
Search Impr Share

82.81%

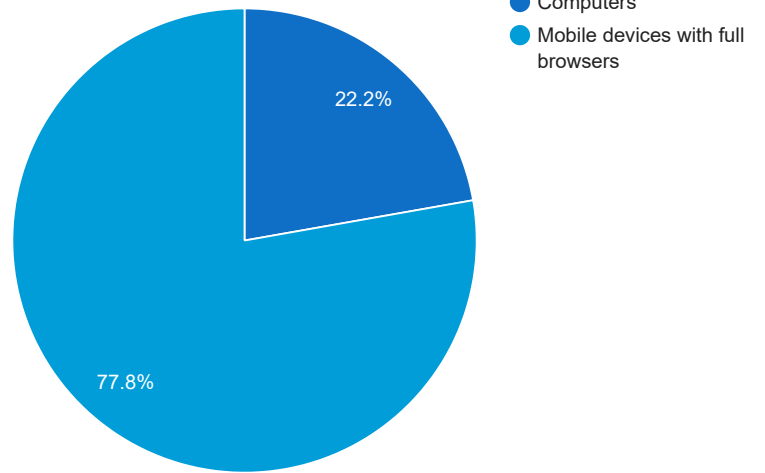
↓ 10%

Cost and Conversions by Device

Cost



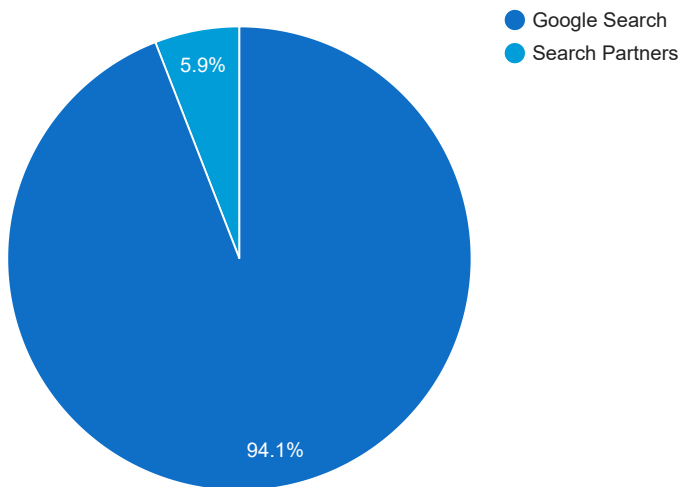
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	1,006	79	\$1,319.61	\$16.70	7.85%	1.5	14	17.72%	\$94.26
Computers	422	22	\$295.45	\$13.43	5.21%	1.7	4	18.18%	\$73.86
Tablets with full browsers	72	5	\$61.00	\$12.20	6.94%	2.4	0	0%	\$0.00

Cost and Conversions by Network (Search vs. Display)

Cost



Conversions



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Google search	1,425	81	\$1,577.15	\$19.47	5.68%	1.6	18	22.22%	\$87.62
Search partners	75	25	\$98.91	\$3.96	33.33%	1.7	0	0%	\$0.00

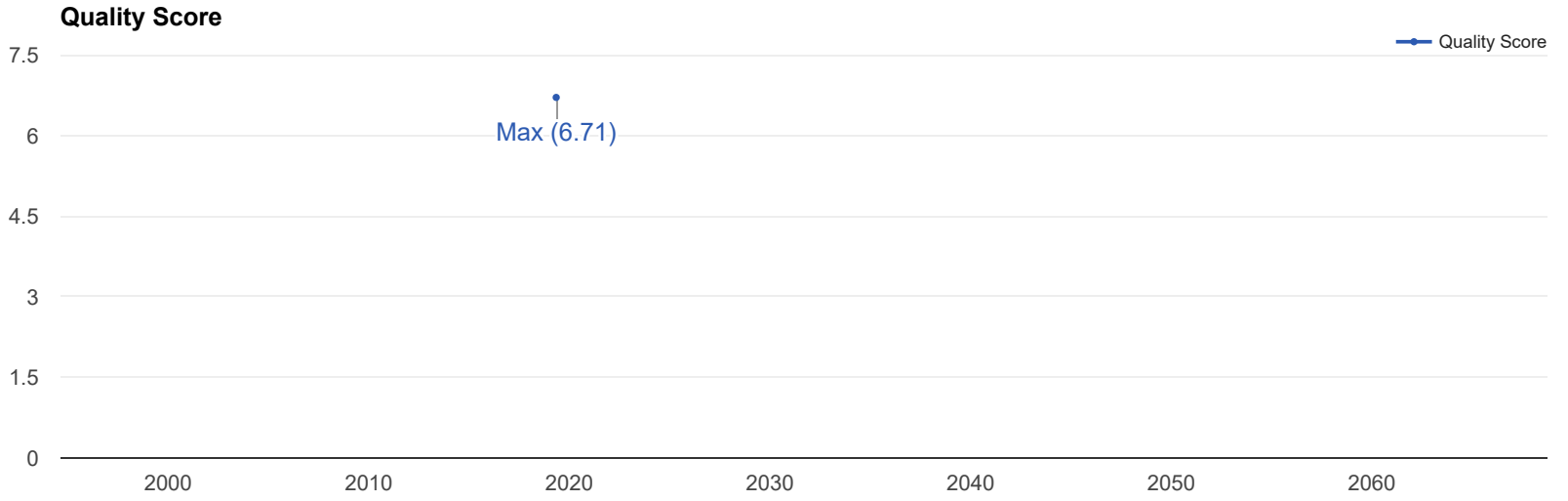
Account Health - Quality Score

Current Quality Score

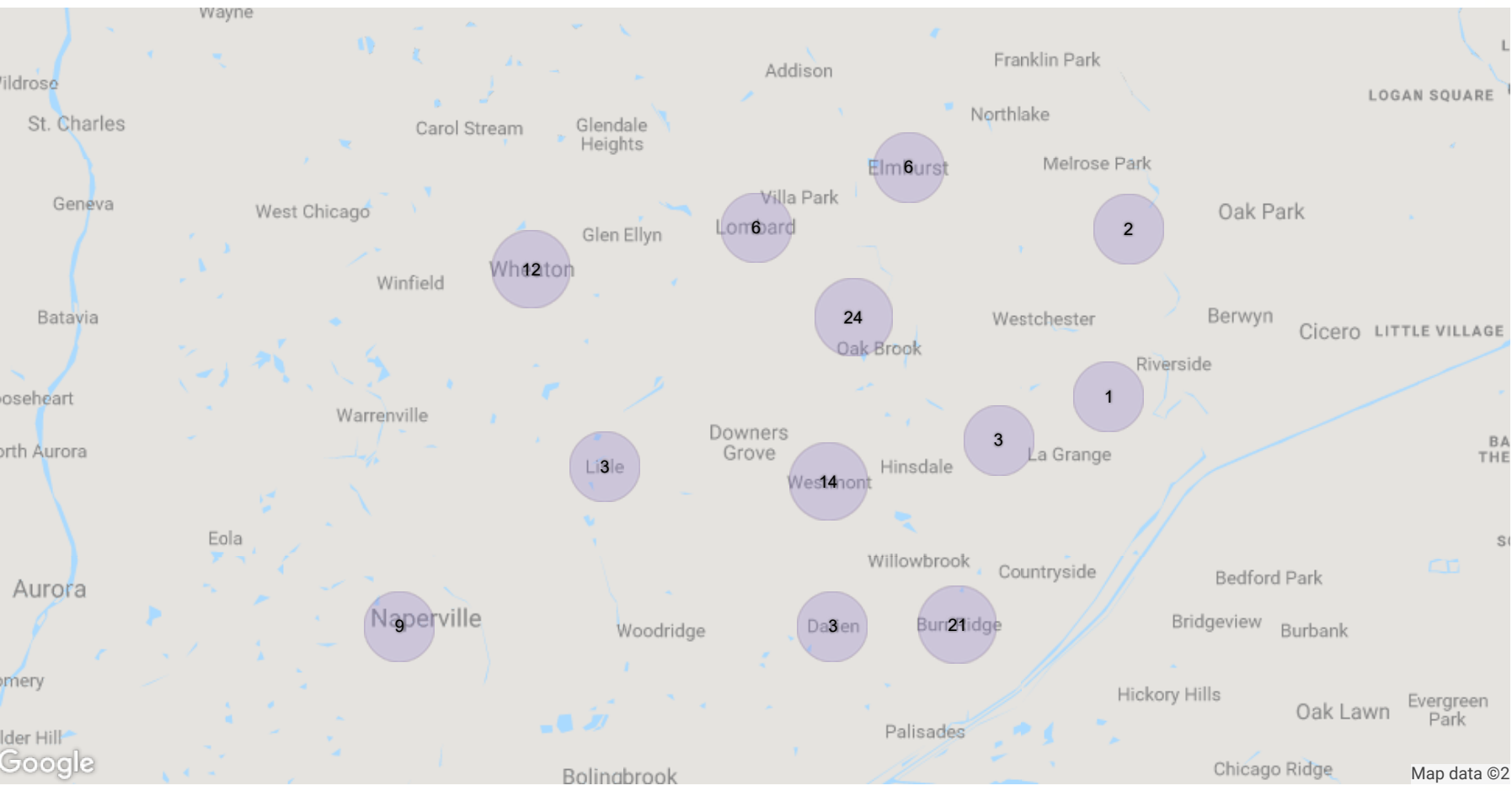
7.9

Quality Score

Quality Score Trend - 1 Jun 2018 — 31 May 2019



Clicks by User Location - 1 May 2019 — 31 May 2019



Conversion Types - 1 May 2019 — 31 May 2019

CONVERSION TYPE	CONV
Form Submissions	11
CoolSculpting Lead (All Web Site Data)	7
Local actions - Other engagements	0
Local actions - Website visits	0

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