

**Monthly Account
Performance Report
1 Sep 2019 — 30 Sep 2019**

Bella Vita Medspa

783-336-2698

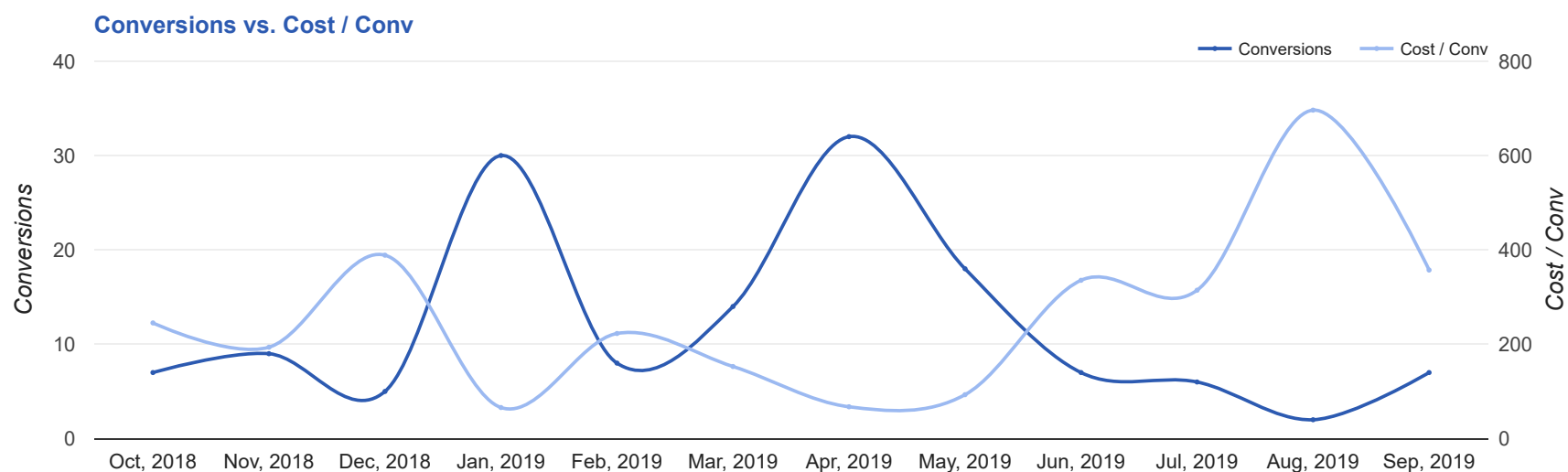
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,501	7	5.3%	\$357.31
↑ 80%	↑ 250%	↑ 46%	↓ 49%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
1 Aug 2019 — 31 Aug 2019	1,006	55	\$1,392.48	\$25.32	5.47%	1.60	2	3.64%	\$696.24
1 Sep 2019 — 30 Sep 2019	1,975	132	\$2,501.19	\$18.95	6.68%	2.40	7	5.3%	\$357.31
Change	969 ↑ 96%	77 ↑ 140%	\$1,108.71 ↑ 80%	\$6.37 ↓ 25%	1.21% ↑ 22%	0.80 ↓ 50%	5 ↑ 250%	1.66% ↑ 46%	\$338.93 ↓ 49%

Performance by Month - 1 Oct 2018 — 30 Sep 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Oct '18	1,324	129	\$1,716.63	\$13.31	9.74%	1.40	7	5.43%	\$245.23
Nov '18	1,213	139	\$1,743.74	\$12.54	11.46%	1.50	9	6.47%	\$193.75
Dec '18	1,080	104	\$1,943.87	\$18.69	9.63%	1.40	5	4.81%	\$388.77
Jan '19	1,614	155	\$1,975.98	\$12.75	9.6%	1.70	30	19.35%	\$65.87
Feb '19	2,926	181	\$1,782.41	\$9.85	6.19%	2.40	8	4.42%	\$222.80
Mar '19	1,550	135	\$2,139.64	\$15.85	8.71%	1.70	14	10.37%	\$152.83
Apr '19	2,347	181	\$2,159.29	\$11.93	7.71%	1.50	32	17.68%	\$67.48
May '19	1,500	106	\$1,676.06	\$15.81	7.07%	1.60	18	16.98%	\$93.11
Jun '19	1,097	79	\$2,348.97	\$29.73	7.2%	1.30	7	8.86%	\$335.57
Jul '19	1,169	74	\$1,886.96	\$25.50	6.33%	1.50	6	8.11%	\$314.49
Aug '19	1,006	55	\$1,392.48	\$25.32	5.47%	1.60	2	3.64%	\$696.24
Sep '19	1,975	132	\$2,501.19	\$18.95	6.68%	2.40	7	5.3%	\$357.31
Total	18,801	1,470	\$23,267.22	\$15.83	7.82%	1.80	145	9.86%	\$160.46

Campaign Summary - 1 Sep 2019 — 30 Sep 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
search beta coolsculpting	1,709	121	\$2,434.56	\$20.12	7.08%	2	6	4.96%	\$405.76
search alpha coolsculpting	266	11	\$66.63	\$6.06	4.14%	5	1	9.09%	\$66.63

Top Keywords & Placements - 1 Sep 2019 — 30 Sep 2019

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
coolsculpt chicago	1	1	\$38.96	\$38.96	100.00%	1	1	100.00%	\$38.96
coolsculpting naperville cost	1	1	\$23.72	\$23.72	100.00%	1	1	100.00%	\$23.72
coolsculpting deals near me	1	1	\$9.92	\$9.92	100.00%	1	1	100.00%	\$9.92
cost of cool sculpting on love handles	1	1	\$13.05	\$13.05	100.00%	1	1	100.00%	\$13.05
freeze fat away	1	1	\$3.63	\$3.63	100.00%	3	1	100.00%	\$3.63
coolsculpting cost	3	2	\$25.81	\$12.90	66.67%	1.70	1	50.00%	\$25.81
cool sculpting reviews	2	1	\$12.57	\$12.57	50.00%	1	1	100.00%	\$12.57
fat reduction stomach naperville	1	1	\$18.49	\$18.49	100.00%	1	0	0.00%	-
chin freezing	1	1	\$8.60	\$8.60	100.00%	1	0	0.00%	-
freeze fat	2	1	\$4.83	\$4.83	50.00%	2	0	0.00%	-

Top Display Placements

No Data Found for this account

Top Performing Ads - 1 Sep 2019 — 30 Sep 2019

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
25% Off All CoolSculpting® - Best Price in Hinsdale - Bella Vita Medspa www.mybellavitamedspa.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	42	5	\$69.42	\$13.88	11.90%	1.40	2	40.00%	\$34.71
25% Off Coolsculpting® Cost - New Client Special - Bella Vita Medspa www.mybellavitamedspa.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	7	2	\$43.27	\$21.64	28.57%	1.90	1	50.00%	\$43.27
{Keyword:Best Price in Hinsdale} - Bella Vita Medspa - Flexible Payment Options www.mybellavitamedspa.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	6	1	\$13.05	\$13.05	16.67%	1	1	100.00%	\$13.05
CoolSculpting in Hinsdale - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime www.mybellavitamedspa.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	10	2	\$8.46	\$4.23	20.00%	3.20	1	50.00%	\$8.46
{Keyword: #1 CoolSculpting in Hinsdale} - 25% Off CoolSculpting Cost - #1 CoolSculpting Deal 25% Off www.mybellavitamedspa.com/coolsculpting/hinsdale CoolSculpting 25% Off. Save on CoolSculpting Cost in Hinsdale, IL. Plus Free Consultation.	395	20	\$467.65	\$23.38	5.06%	1.90	1	5.00%	\$467.65

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2019 — 30 Sep 2019

Budget Coverage

Display Impr Share

0%

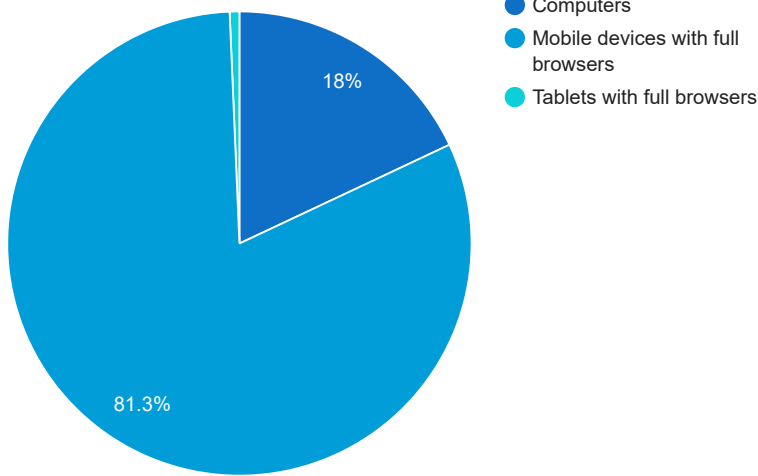
Search Impr Share

67.13%

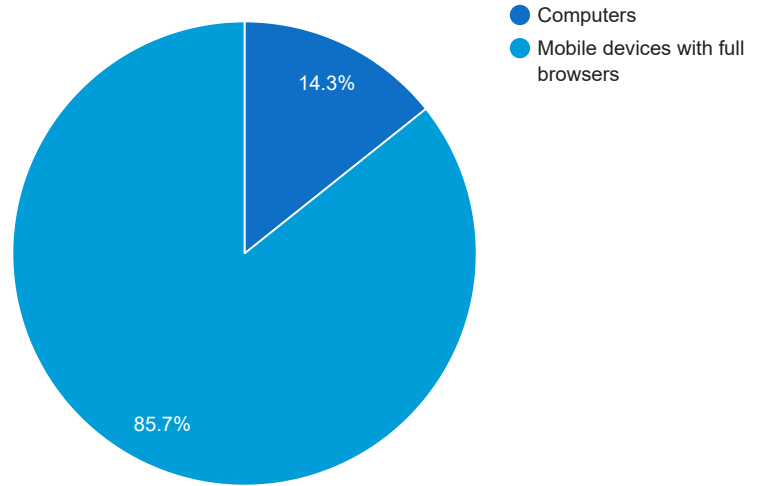
↓ 20%

Cost and Conversions by Device

Cost



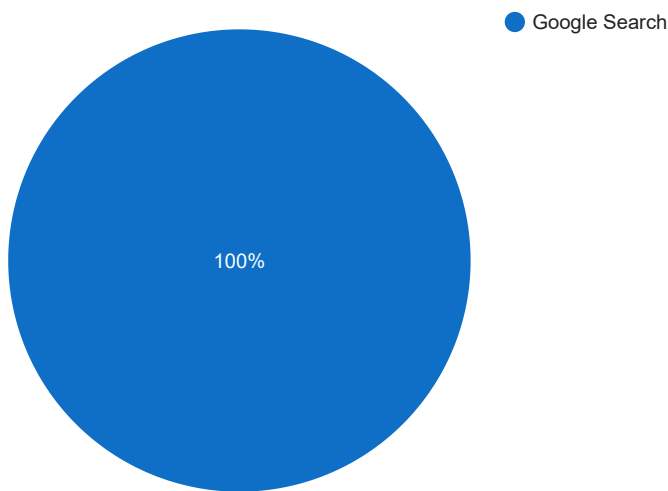
Conversions



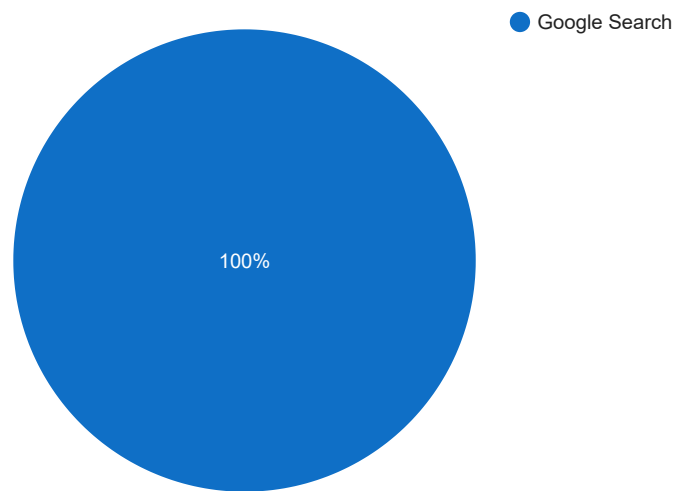
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	1,596	115	\$2,034.03	\$17.69	7.21%	2.50	6	5.22%	\$339.01
Computers	335	14	\$450.29	\$32.16	4.18%	2	1	7.14%	\$450.29
Tablets with full browsers	44	3	\$16.87	\$5.62	6.82%	2.50	0	0%	\$0.00

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	1,975	132	\$2,501.19	\$18.95	6.68%	2.40	7	5.3%	\$357.31

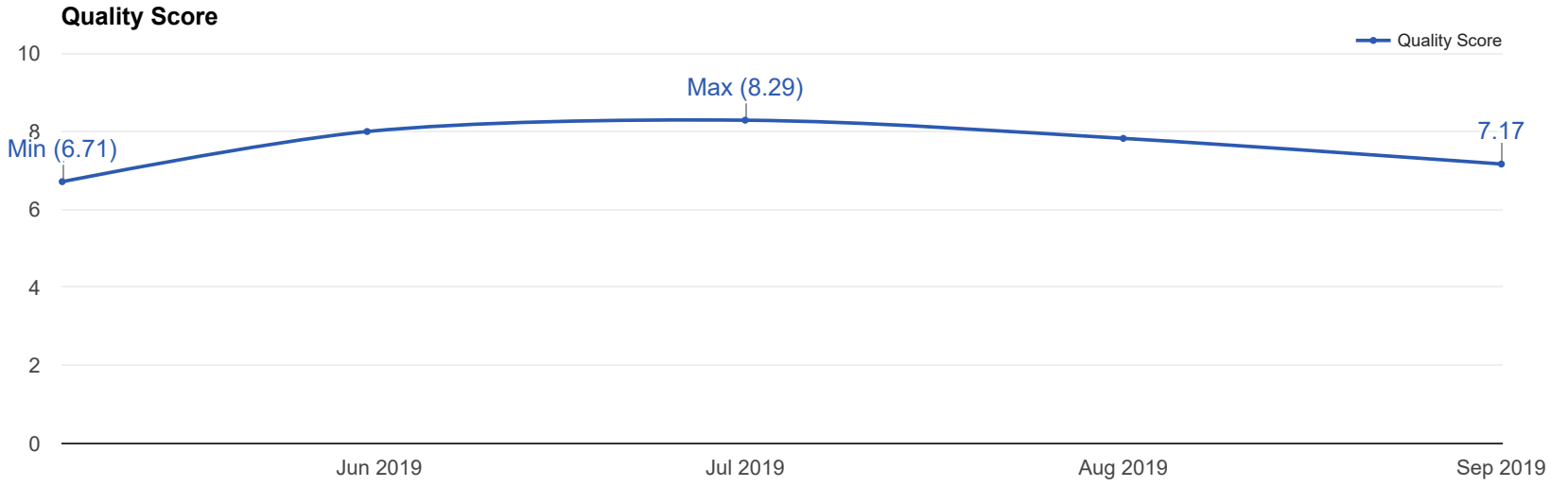
Account Health - Quality Score

Current Quality Score

7.2

Quality Score

Quality Score Trend - 1 Oct 2018 — 30 Sep 2019



Conversion Types - 1 Sep 2019 — 30 Sep 2019

CONVERSION TYPE	CONV
Form Submissions	6
Website Calls	1
Local actions - Other engagements	0
Clicks to call	0
CoolSculpting Lead (All Web Site Data)	0
Local actions - Directions	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