

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

Bella Vita Medspa

783-336-2698

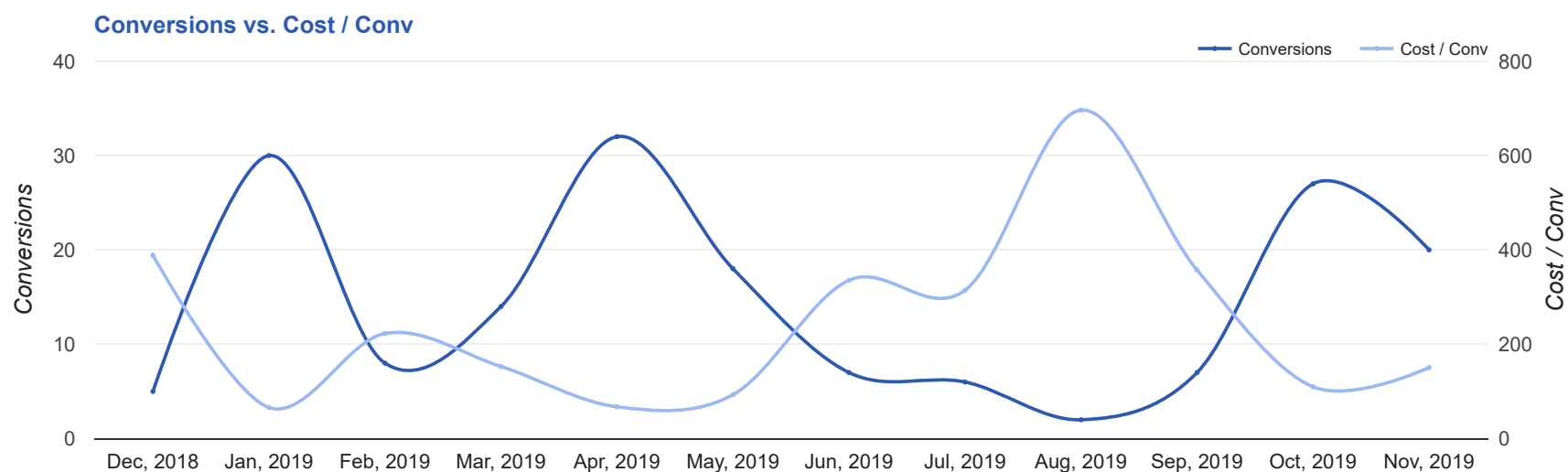
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,013	20	6.1%	\$150.63
↑ 2%	↓ 26%	↓ 5%	↑ 37%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2019 — 31 Oct 2019	7,353	420	\$2,964.88	\$7.06	5.71%	-	27	6.43%	\$109.81	79.9%
1 Nov 2019 — 30 Nov 2019	4,938	328	\$3,012.56	\$9.18	6.64%	-	20	6.1%	\$150.63	69.43%
<b>Change</b>	2,415 ↓ 33%	92 ↓ 22%	\$47.68 ↑ 2%	\$2.12 ↑ 30%	0.93% ↑ 16%	--	7 ↓ 26%	0.33% ↓ 5%	\$40.82 ↑ 37%	10.47% ↓ 13%

# Performance by Month - 1 Dec 2018 — 30 Nov 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
Dec '18	1,080	104	\$1,943.87	\$18.69	9.63%	-	5	4.81%	\$388.77	95.66%	
Jan '19	1,614	155	\$1,975.98	\$12.75	9.6%	-	30	19.35%	\$65.87	84.62%	
Feb '19	2,926	181	\$1,782.41	\$9.85	6.19%	-	8	4.42%	\$222.80	72.54%	
Mar '19	1,550	135	\$2,139.64	\$15.85	8.71%	-	14	10.37%	\$152.83	74.03%	
Apr '19	2,347	181	\$2,159.29	\$11.93	7.71%	-	32	17.68%	\$67.48	92.08%	
May '19	1,500	106	\$1,676.06	\$15.81	7.07%	-	18	16.98%	\$93.11	82.87%	
Jun '19	1,097	79	\$2,348.97	\$29.73	7.2%	-	7	8.86%	\$335.57	93.87%	
Jul '19	1,169	74	\$1,886.96	\$25.50	6.33%	-	6	8.11%	\$314.49	88.79%	
Aug '19	1,006	55	\$1,392.48	\$25.32	5.47%	-	2	3.64%	\$696.24	83.38%	
Sep '19	1,975	132	\$2,501.19	\$18.95	6.68%	-	7	5.3%	\$357.31	67.12%	
Oct '19	7,353	420	\$2,964.88	\$7.06	5.71%	-	27	6.43%	\$109.81	79.91%	
Nov '19	4,938	328	\$3,012.56	\$9.18	6.64%	-	20	6.1%	\$150.63	69.43%	
<b>Total</b>	<b>28,555</b>	<b>1,950</b>	<b>\$25,784.29</b>	<b>\$13.22</b>	<b>6.83%</b>	<b>-</b>	<b>176</b>	<b>9.03%</b>	<b>\$146.50</b>	<b>78.3%</b>	

## Campaign Summary - 1 Nov 2019 — 30 Nov 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	1,854	125	\$1,249.90	\$10.00	6.74%	-	10	8%	\$124.99	77.52%
search   beta   hydrfacial	1,803	125	\$364.29	\$2.91	6.93%	-	6	4.8%	\$60.72	70.67%
search   alpha   coolsculpting	1,021	59	\$1,245.89	\$21.12	5.78%	-	4	6.78%	\$311.47	48.57%
search   awareness   microneedling	260	19	\$152.48	\$8.03	7.31%	-	0	0%	\$0.00	98.23%

# Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

## Top Text Ads

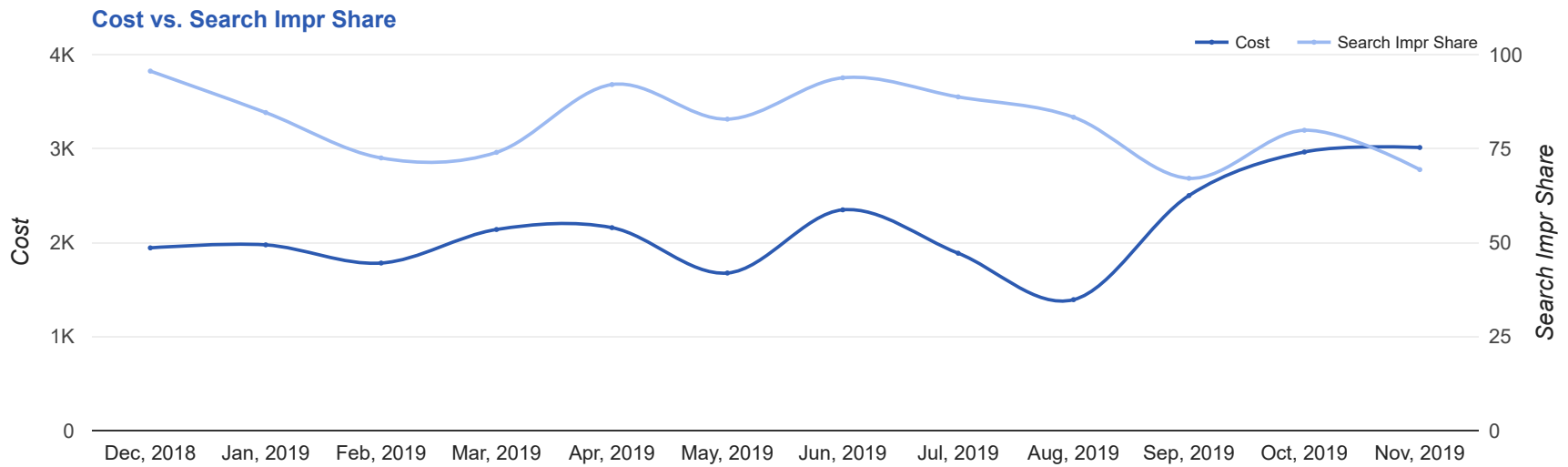
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword: Best Facial Hinsdale} - Cleanse + Exfoliate + Hydrate - The Best Skin of Your Life <a href="http://www.mybellavitamedspa.com/--">www.mybellavitamedspa.com/--</a> -- Cleanses, Extracts, and Hydrates + Super Serums & Nutrients for Instant Glow.	1,000	71	\$173.97	\$2.45	7.10%	-	6	8.45%	\$29.00
CoolSculpting in Hinsdale - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime <a href="http://www.mybellavitamedspa.com/coolsculpting/">www.mybellavitamedspa.com/coolsculpting/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	660	44	\$414.95	\$9.43	6.67%	-	3	6.82%	\$138.32
CoolSculpting in Hinsdale - #1 Fat Reduction Treatment - Best Prices. FDA-Cleared. <a href="http://www.mybellavitamedspa.com/coolsculpting/fat-freezing">www.mybellavitamedspa.com/coolsculpting/fat-freezing</a> No Surgery. Minimal Downtime. Clinically Proven Safe & Effective. New Clients Get 25% Off	128	13	\$176.41	\$13.57	10.16%	-	2	15.38%	\$88.20
25% Off CoolSculpting® Cost - New Client Special - Bella Vita Medspa <a href="http://www.mybellavitamedspa.com/coolsculpting/special">www.mybellavitamedspa.com/coolsculpting/special</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	22	2	\$20.73	\$10.37	9.09%	-	2	100.00%	\$10.37
25% Off All CoolSculpting® - Best Price in Hinsdale - Bella Vita Medspa <a href="http://www.mybellavitamedspa.com/coolsculpting/special">www.mybellavitamedspa.com/coolsculpting/special</a> Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	60	5	\$35.93	\$7.19	8.33%	-	2	40.00%	\$17.96

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Nov 2019 — 30 Nov 2019

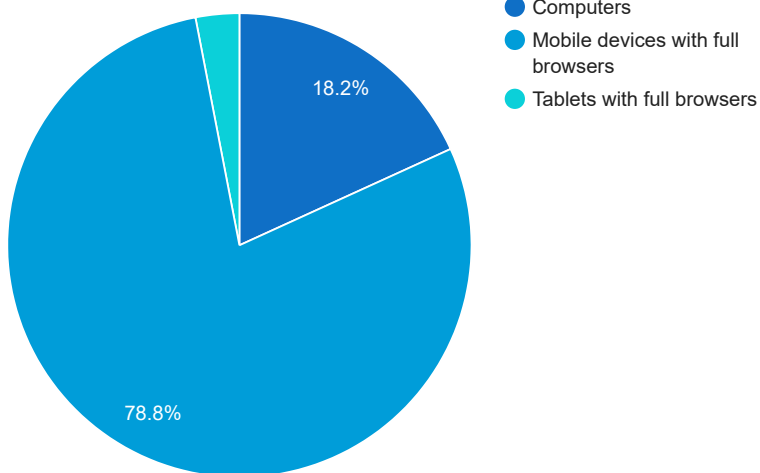
## Budget Coverage



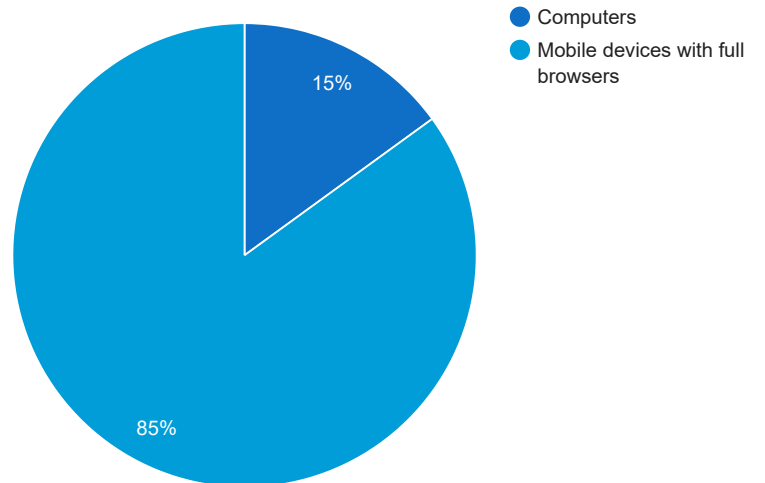
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	1,943.87	95.66
Jan, 2019	1,975.98	84.62
Feb, 2019	1,782.41	72.54
Mar, 2019	2,139.64	74.03
Apr, 2019	2,159.29	92.08
May, 2019	1,676.06	82.87
Jun, 2019	2,348.97	93.87
Jul, 2019	1,886.96	88.79
Aug, 2019	1,392.48	83.38
Sep, 2019	2,501.19	67.12
Oct, 2019	2,964.88	79.91
Nov, 2019	3,012.56	69.43

## 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	3,963	267	\$2,372.98	\$8.89	6.74%	-	17	6.37%	\$139.59
Computers	896	51	\$548.04	\$10.75	5.69%	-	3	5.88%	\$182.68
Tablets with full browsers	79	10	\$91.54	\$9.15	12.66%	-	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	4,938	328	\$3,012.56	\$9.18	6.64%	-	20	6.1%	\$150.63

## Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE	CONV
Form Submissions	16
Website Calls	3
Phone Call	1
Local actions - Directions	0
Local actions - Website visits	0
Local actions - Other engagements	0
Clicks to call	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