

**Monthly Account
Performance Report
1 Jan 2020 — 31 Jan 2020**

Bella Vita Medspa

783-336-2698

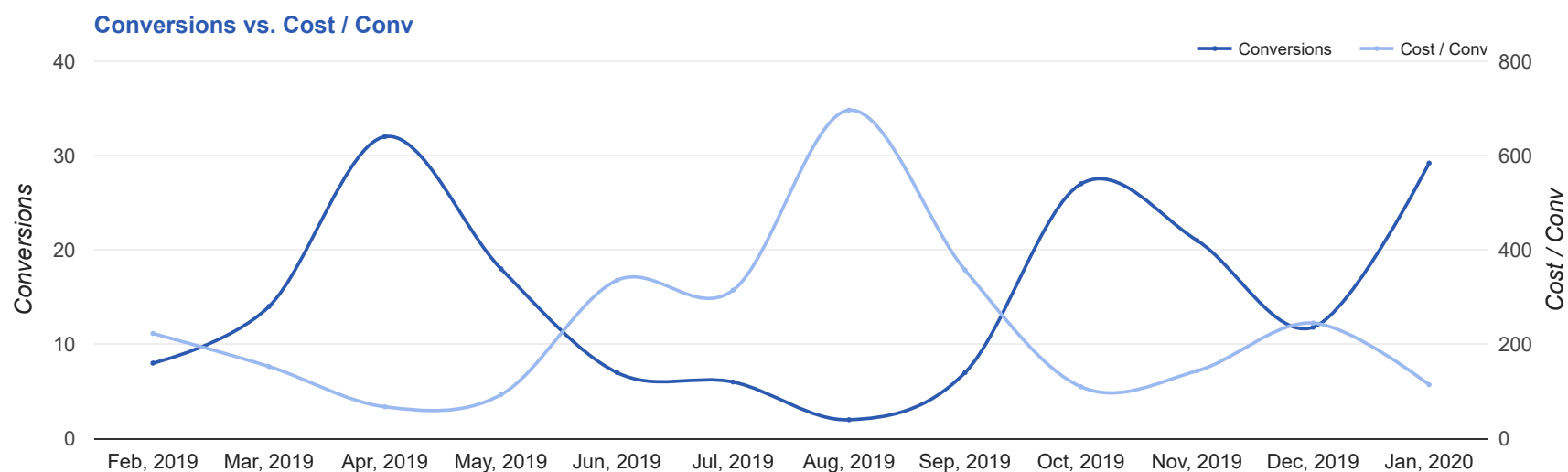
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,334	29.2	7.7%	\$114.30
↑ 15%	↑ 147%	↑ 68%	↓ 53%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2019 — 31 Dec 2019	4,023	258	\$2,897.93	\$11.23	6.41%	-	11.8	4.59%	\$244.96	58.13%
1 Jan 2020 — 31 Jan 2020	5,459	379	\$3,334.05	\$8.80	6.94%	-	29.2	7.7%	\$114.30	58.72%
Change	1,436 ↑ 36%	121 ↑ 47%	\$436.12 ↑ 15%	\$2.43 ↓ 22%	0.53% ↑ 8%	--	17.34 ↑ 147%	3.11% ↑ 68%	\$130.66 ↓ 53%	0.59% ↑ 1%

Performance by Month - 1 Feb 2019 — 31 Jan 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	21	6.4%	\$143.46	69.61%
Dec '19	4,023	258	\$2,897.93	\$11.23	6.41%	-	11.8	4.59%	\$244.96	58.12%
Jan '20	5,459	379	\$3,334.05	\$8.80	6.94%	-	29.2	7.7%	\$114.30	58.78%
Total	35,343	2,328	\$28,096.42	\$12.07	6.59%	-	183	7.86%	\$153.53	71.22%

Campaign Summary - 1 Jan 2020 — 31 Jan 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	1,442	116	\$1,490.55	\$12.85	8.04%	-	16	13.79%	\$93.16	45.37%
search alpha coolsculpting	1,888	134	\$1,444.53	\$10.78	7.1%	-	11.2	8.34%	\$129.32	69.93%
search beta hydrfacial	2,129	129	\$398.97	\$3.09	6.06%	-	2	1.55%	\$199.49	65.73%

Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

Top Text Ads

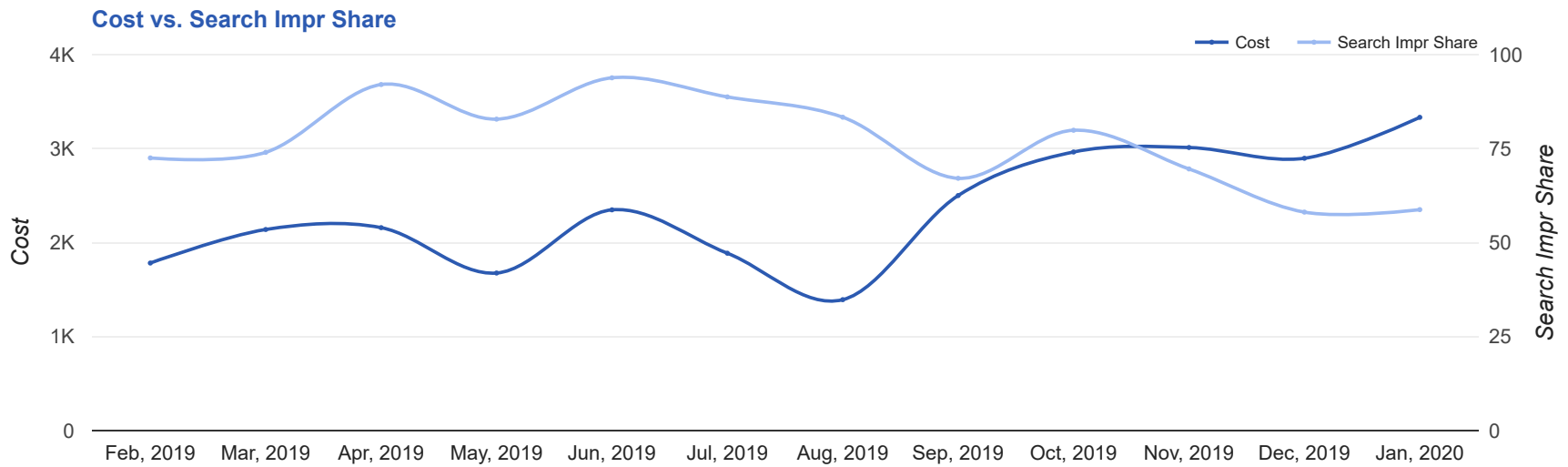
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Hinsdale - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime www.mybellavitamedspa.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	308	24	\$271.85	\$11.33	7.79%	-	7	29.17%	\$38.84
#1 Provider in Hinsdale - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® www.mybellavitamedspa.com/coolsculpting/hinsdale #1 CoolSculpting Deal. Freeze Fat. Top Provider in Hinsdale, IL. Free Consult.	591	32	\$372.30	\$11.63	5.41%	-	5	15.63%	\$74.46
25% Off All CoolSculpting® - Bella Vita Medspa - #1 Provider in Hinsdale www.mybellavitamedspa.com/coolsculpting/ #1 CoolSculpting Deal. Freeze Fat. Top Provider in Hinsdale, IL. Free Consult.	272	14	\$202.21	\$14.44	5.15%	-	2.3	16.64%	\$86.79
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.	415	30	\$306.33	\$10.21	7.23%	-	2.3	7.77%	\$131.47
#1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Bella Vita Medspa www.mybellavitamedspa.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	421	27	\$338.25	\$12.53	6.41%	-	2.2	8.04%	\$155.88

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2020 — 31 Jan 2020

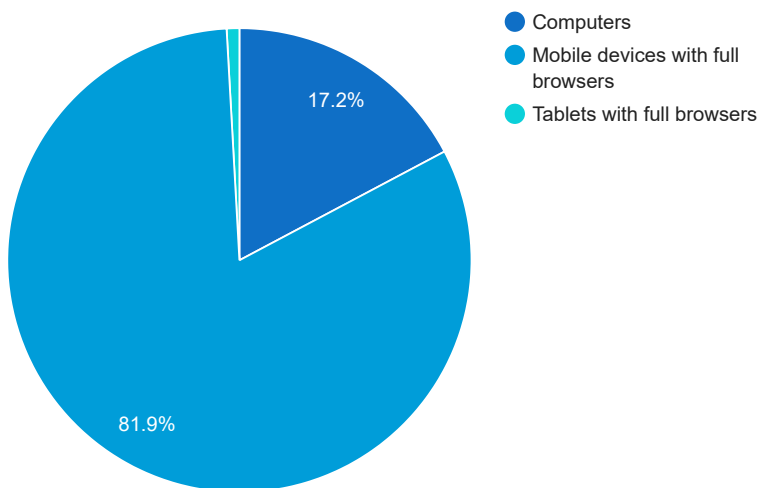
Budget Coverage



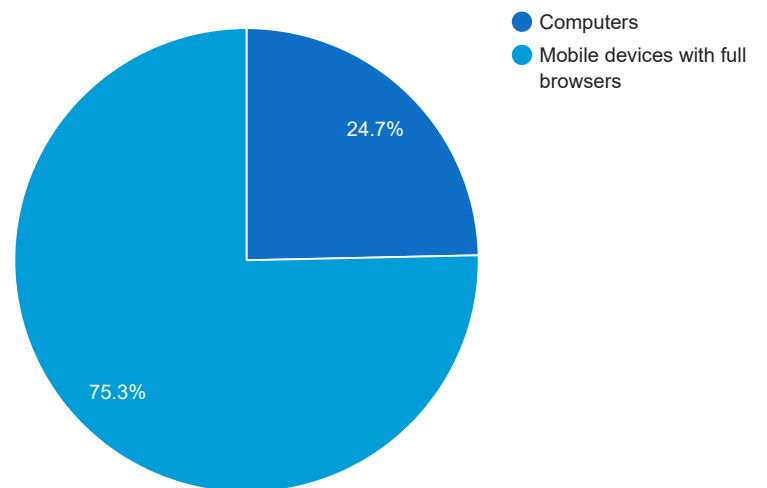
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	1,782.41	72.54
Mar, 2019	2,139.64	74.03
Apr, 2019	2,159.29	92.08
May, 2019	1,676.06	82.87
Jun, 2019	2,348.97	93.87
Jul, 2019	1,886.96	88.79
Aug, 2019	1,392.48	83.38
Sep, 2019	2,501.19	67.12
Oct, 2019	2,964.88	79.91
Nov, 2019	3,012.56	69.61
Dec, 2019	2,897.93	58.12
Jan, 2020	3,334.05	58.78

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	4,503	319	\$2,729.86	\$8.56	7.08%	-	22	6.9%	\$124.08
Computers	882	58	\$574.79	\$9.91	6.58%	-	7.2	12.36%	\$80.17
Tablets with full browsers	74	2	\$29.40	\$14.70	2.7%	-	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	5,459	379	\$3,334.05	\$8.80	6.94%	-	29.2	7.7%	\$114.30

Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE	CONV
Form Submissions	23.2
Website Calls	3
Phone Call	2
New Call Conversion	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 page 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