

**Monthly Account
Performance Report
1 Feb 2020 — 29 Feb 2020**

Bella Vita Medspa

783-336-2698

Key Performance Indicators (KPIs)

Cost

\$3,414

↑ 2%

Conv

20.5

↓ 33%

Conv Rate

5.94%

↓ 27%

Cost / Conv

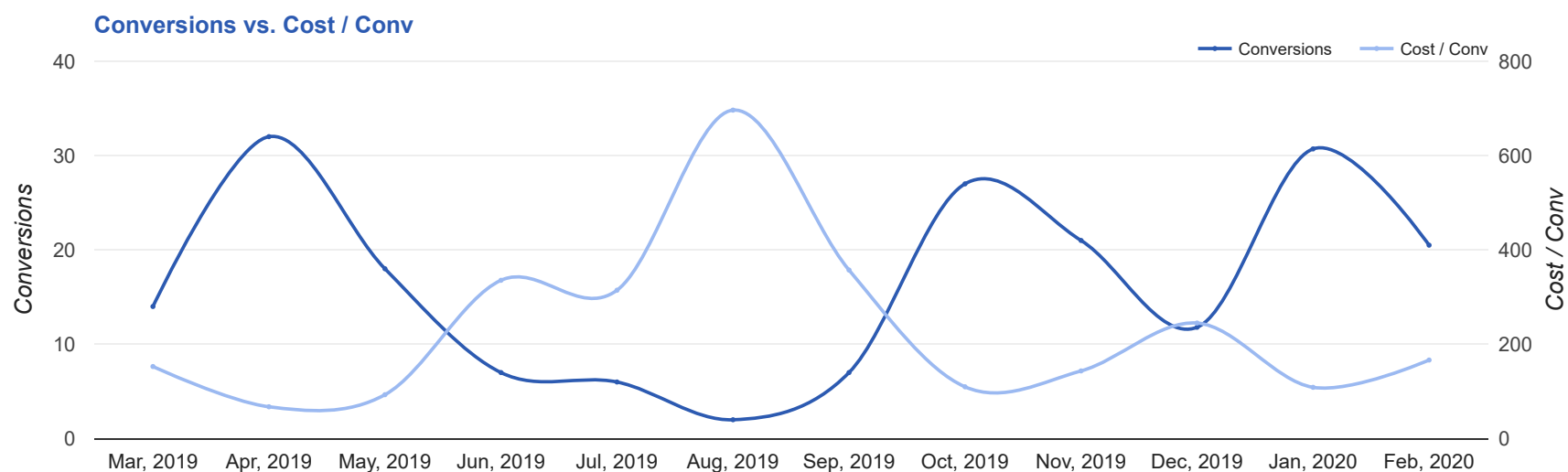
\$166.54

↑ 53%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2020 — 31 Jan 2020	5,459	379	\$3,334.05	\$8.80	6.94%	-	30.7	8.09%	\$108.71	58.49%
1 Feb 2020 — 29 Feb 2020	5,556	345	\$3,414.07	\$9.90	6.21%	-	20.5	5.94%	\$166.54	77.74%
Change	97 ↑ 2%	34 ↓ 9%	\$80.02 ↑ 2%	\$1.10 ↑ 12%	0.73% ↓ 11%	--	10.17 ↓ 33%	2.15% ↓ 27%	\$57.83 ↑ 53%	19.25% ↑ 33%

Performance by Month - 1 Mar 2019 — 29 Feb 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	30.7	8.09%	\$108.71	58.49%	
Feb '20	5,556	345	\$3,414.07	\$9.90	6.21%	-	20.5	5.94%	\$166.54	77.74%	
Total	37,973	2,492	\$29,728.08	\$11.93	6.56%	-	197	7.91%	\$150.90	71.94%	

Campaign Summary - 1 Feb 2020 — 29 Feb 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	3,547	234	\$2,372.08	\$10.14	6.6%	-	18	7.69%	\$131.78	75.37%
search alpha coolsculpting	506	42	\$698.24	\$16.62	8.3%	-	2	4.76%	\$349.12	72.18%
search beta hydrfacial	1,503	69	\$343.75	\$4.98	4.59%	-	0.5	0.72%	\$687.50	86.38%

Top Performing Ads - 1 Feb 2020 — 29 Feb 2020

Top Text Ads

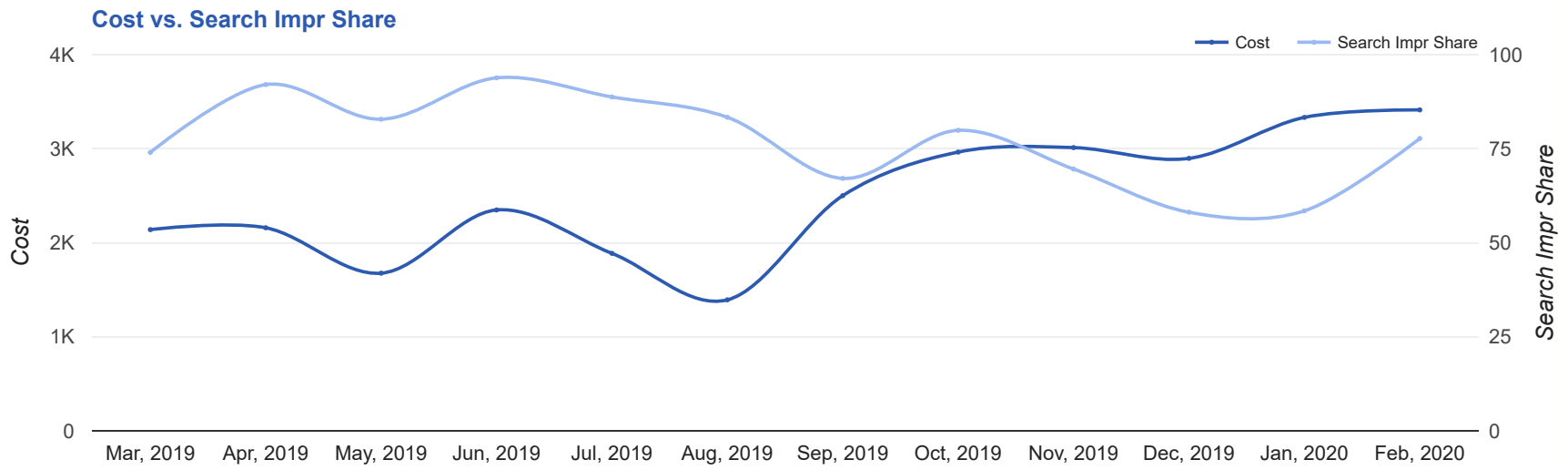
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Hinsdale - #1 Fat Reduction Treatment - No Surgery & Minimal Downtime www.mybellavitamedspa.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,055	69	\$694.05	\$10.06	6.54%	-	6.3	9.17%	\$109.64
CoolSculpting Hinsdale - Freeze Away Stubborn Fat - Target Belly Fat Love Handles www.mybellavitamedspa.com/coolsculpting/ Save on Coolsculpting® - Freeze away fat without surgery. New clients save 25%	67	3	\$37.25	\$12.42	4.48%	-	2	66.67%	\$18.63
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.	235	22	\$207.85	\$9.45	9.36%	-	2	9.09%	\$103.92
{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.	196	23	\$172.26	\$7.49	11.73%	-	2	8.70%	\$86.13
#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.	595	32	\$393.08	\$12.28	5.38%	-	2	6.25%	\$196.54

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2020 — 29 Feb 2020

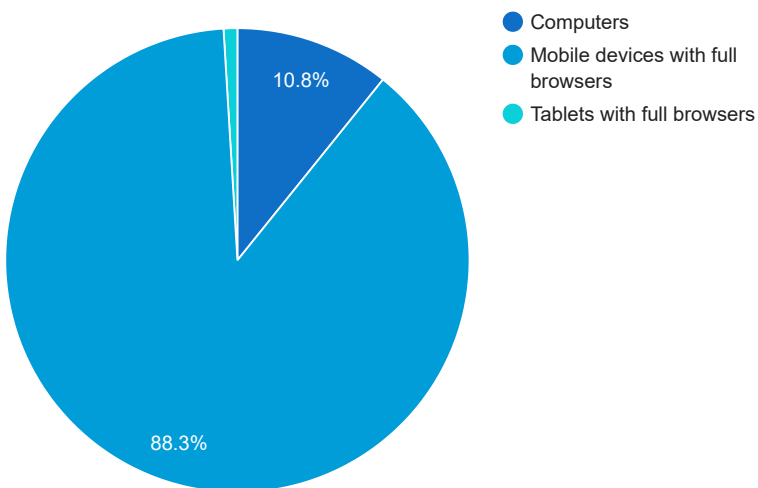
Budget Coverage



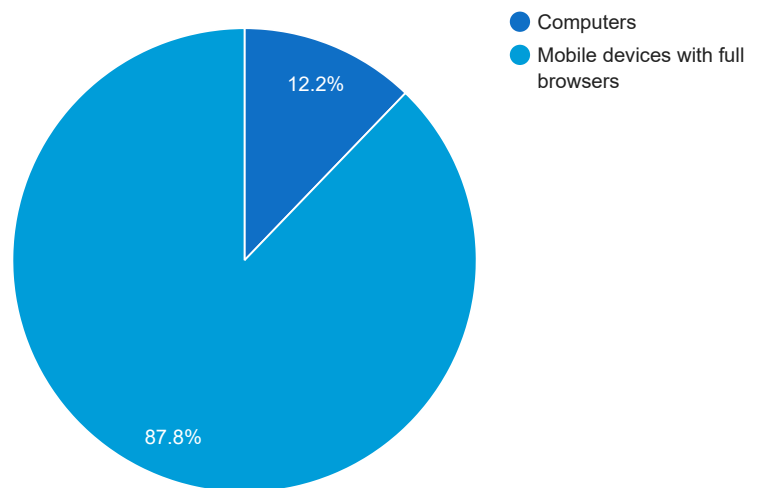
DATE	COST	SEARCH IMPR SHARE
Mar, 2019	2,139.64	74.03
Apr, 2019	2,159.29	92.08
May, 2019	1,676.06	82.87
Jun, 2019	2,348.97	93.87
Jul, 2019	1,886.96	88.79
Aug, 2019	1,392.48	83.38
Sep, 2019	2,501.19	67.12
Oct, 2019	2,964.88	79.91
Nov, 2019	3,012.56	69.61
Dec, 2019	2,897.93	58.12
Jan, 2020	3,334.05	58.49
Feb, 2020	3,414.07	77.74

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	4,468	300	\$3,012.92	\$10.04	6.71%	-	18	6%	\$167.38
Computers	985	43	\$368.50	\$8.57	4.37%	-	2.5	5.81%	\$147.40
Tablets with full browsers	103	2	\$32.65	\$16.33	1.94%	-	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	5,556	345	\$3,414.07	\$9.90	6.21%	-	20.5	5.94%	\$166.54

Conversion Types - 1 Feb 2020 — 29 Feb 2020

CONVERSION TYPE	CONV
Form Submissions	17.5
Website Calls	2
Phone Call	1
Local actions - Other engagements	0
Clicks to call	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