

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

Grace and Beauty Med Spa

181-234-1945

Key Performance Indicators (KPIs)

Cost

\$673

↓ 24%

Conv

2

↔ 0%

Conv Rate

1.65%

↑ 101%

Cost / Conv

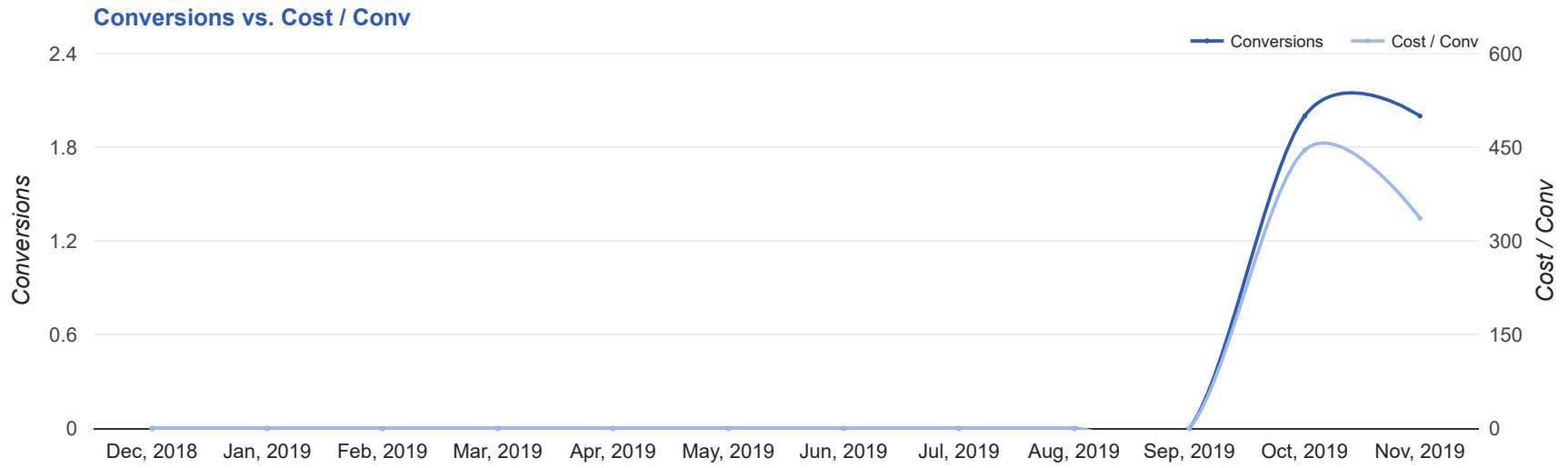
\$336.54

↓ 24%

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	3,670	244	\$890.13	\$3.65	6.65%	-	2	0.82%	\$445.07	70.91%
1 Nov 2019 — 30 Nov 2019	1,158	121	\$673.08	\$5.56	10.45%	-	2	1.65%	\$336.54	85.09%
Change	2,512 ↓ 68%	123 ↓ 50%	\$217.05 ↓ 24%	\$1.91 ↑ 52%	3.80% ↑ 57%	- -	0 ↔ 0%	0.83% ↑ 101%	\$108.53 ↓ 24%	14.18% ↑ 20%

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
Sep '19	13	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	18.57%
Oct '19	3,670	244	\$890.13	\$3.65	6.65%	-	2	0.82%	\$445.07	70.9%
Nov '19	1,158	121	\$673.08	\$5.56	10.45%	-	2	1.65%	\$336.54	85.08%
Total	4,841	365	\$1,563.21	\$4.28	7.54%	-	4	1.1%	\$390.80	73.27%

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 awareness juvederm	583	52	\$484.33	\$9.31	8.92%	-	1	1.92%	\$484.33	76.41%
search awareness microneedling	569	69	\$188.75	\$2.74	12.13%	-	1	1.45%	\$188.75	96.11%
search awareness botox	6	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	100%

Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

Top Text Ads

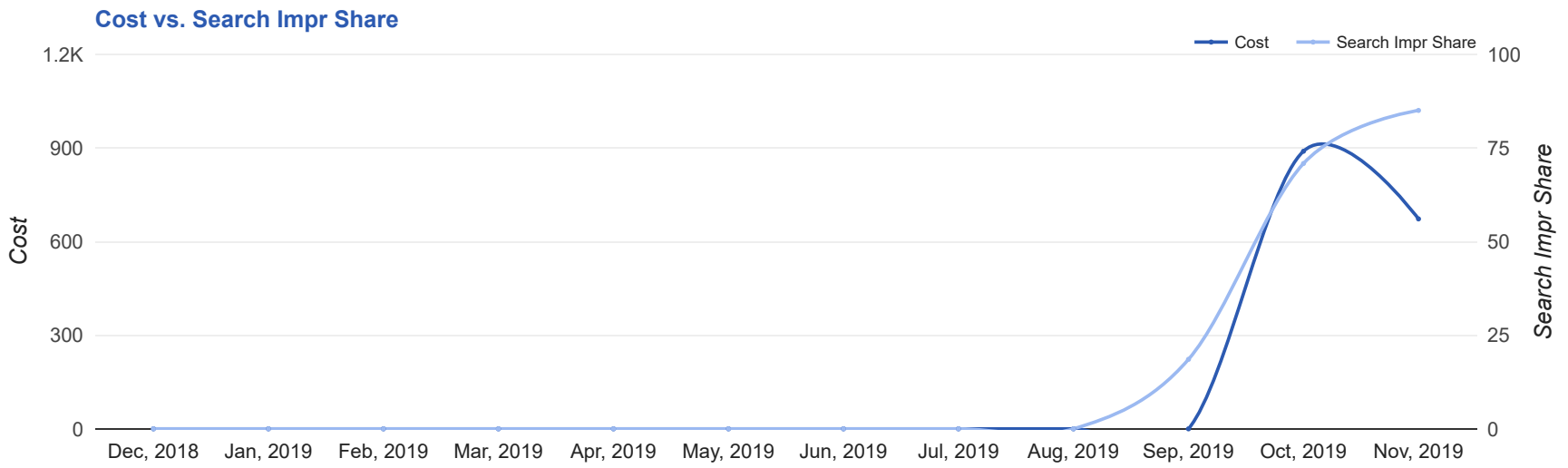
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Juvederm Lip Injections - Best Juvederm Provider - Save on Juvederm Cost www.gracebeautymedspa.com/ Juvederm is the #1 Line of Hyaluronic Acid Fillers & a Leading Anti Aging Treatment	143	11	\$144.33	\$13.12	7.69%	-	1	9.09%	\$144.33
MicroNeedling Treatments - Rejuvenate Skin Naturally - See Before & After Photos www.gracebeautymedspa.com/ -- -- Microneedling Treatments from Leading Skin Spa in Cleveland. Schedule a Free Consult.	499	66	\$176.70	\$2.68	13.23%	-	1	1.52%	\$176.70
MicroNeedling Treatments - Rejuvenate Skin Naturally - See Before & After Photos www.gracebeautymedspa.com/ Microneedling Treatments from Leading Skin Spa in Cleveland. Schedule a Free Consult.	43	1	\$7.11	\$7.11	2.33%	-	0	0.00%	-
Juvederm Dermal Fillers - Smooth Wrinkles Restore Volume - Read Juvederm Reviews www.gracebeautymedspa.com/ Juvederm Decreases Signs of Aging and Magnifies Attractive Contours Like Lip Injections	126	6	\$92.24	\$15.37	4.76%	-	0	0.00%	-
Juvederm Dermal Fillers - Juvederm Lip Injections - Best Juvederm Provider www.gracebeautymedspa.com/ -- -- Juvederm Decreases Signs of Aging and Magnifies Attractive Contours Like Lip Injections	314	35	\$247.76	\$7.08	11.15%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2019 — 30 Nov 2019

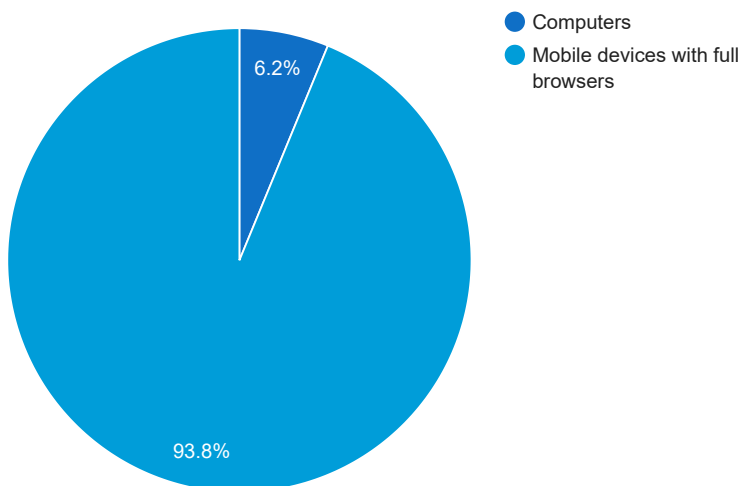
Budget Coverage



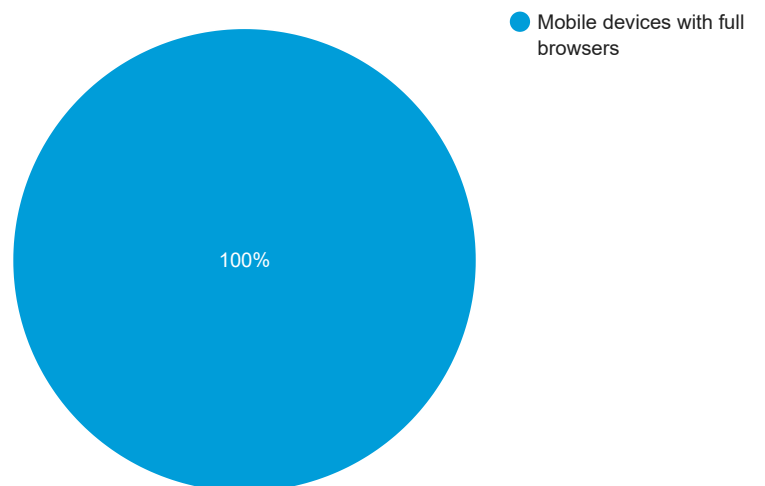
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	0	0
Jan, 2019	0	0
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	0	18.57
Oct, 2019	890.13	70.90
Nov, 2019	673.08	85.08

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	1,002	111	\$631.19	\$5.69	11.08%	-	2	1.8%	\$315.60
Computers	140	10	\$41.89	\$4.19	7.14%	-	0	0%	\$0.00
Tablets with full browsers	16	0	\$0.00	\$0.00	0%	-	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	1,158	121	\$673.08	\$5.56	10.45%	-	2	1.65%	\$336.54

Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE

CONV

Form Submission

1

Phone Call

1

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