

**Monthly Account  
Performance Report  
1 Nov 2020 — 30 Nov 2020**

J Walker Wellness

895-286-6792

# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,356	10	2.95%	\$135.60
↑ 187%	↑ 900%	↑ 33%	↓ 71%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	1,328	45	\$472.06	\$10.49	3.39%	-	1	2.22%	\$472.06	60.79%
1 Nov 2020 — 30 Nov 2020	5,433	339	\$1,356.03	\$4.00	6.24%	-	10	2.95%	\$135.60	32.27%
<b>Change</b>	4,105 ↑ 309%	294 ↑ 653%	\$883.97 ↑ 187%	\$6.49 ↓ 62%	2.85% ↑ 84%	--	9 ↑ 900%	0.73% ↑ 33%	\$336.46 ↓ 71%	28.52% ↓ 47%

# Performance by Month - 1 Dec 2019 — 30 Nov 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Oct '20	1,328	45	\$472.06	\$10.49	3.39%	-	1	2.22%	\$472.06	60.79%
Nov '20	5,433	339	\$1,356.03	\$4.00	6.24%	-	10	2.95%	\$135.60	32.27%
<b>Total</b>	<b>6,761</b>	<b>384</b>	<b>\$1,828.09</b>	<b>\$4.76</b>	<b>5.68%</b>	<b>-</b>	<b>11</b>	<b>2.86%</b>	<b>\$166.19</b>	<b>35.55%</b>

## Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   microblading	2,810	166	\$356.15	\$2.15	5.91%	-	7	4.22%	\$50.88	24.33%
search   beta   skin tightening	1,162	119	\$498.81	\$4.19	10.24%	-	2	1.68%	\$249.41	59.3%
search   beta   hydrfacial	1,461	54	\$501.07	\$9.28	3.7%	-	1	1.85%	\$501.07	43.8%

# Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Beautiful + Natural Brows - Microblading In Bernardsville - Leading Cosmetic Brow Artist <a href="http://jwalkerwellness.com/">jwalkerwellness.com/</a> Microblading Is A Form of Cosmetic Tattooing. Long-Lasting Shading For Beautiful Brows.	354	23	\$60.09	\$2.61	6.50%	-	2	8.70%	\$30.05
Beautiful + Natural Brows - Microblading In Bernardsville - Leading Cosmetic Brow Artist <a href="http://jwalkerwellness.com/">jwalkerwellness.com/</a> Microblading Is A Form of Cosmetic Tattooing. Long-Lasting Shading For Beautiful Brows.	125	9	\$23.79	\$2.64	7.20%	-	2	22.22%	\$11.89
Naturally Defined Eyebrows - Leading Cosmetic Brow Artist - Say Goodbye to Sparse Brows <a href="http://jwalkerwellness.com/">jwalkerwellness.com/</a> -- -- Natural Looking Permanent Makeup For Eyebrows. Beautiful Results Lasting Up To 3 Years.	1,040	61	\$114.91	\$1.88	5.87%	-	1	1.64%	\$114.91
Tighten Skin Plasma Fibroblast - Firm + Tighten Skin - Non-Surgical Skin Tightening <a href="http://jwalkerwellness.com/">jwalkerwellness.com/</a> Advanced Skin Tightening. No Surgery or Downtime. Save on Cost + See Before & After Pics	6	1	\$13.41	\$13.41	16.67%	-	1	100.00%	\$13.41
Semi-Permanent Eyebrow Makeup - Microblading Before And After - Beautiful + Natural Brows <a href="http://jwalkerwellness.com/">jwalkerwellness.com/</a> Fully Reconstruct The Eyebrow, Simply Extend The Eyebrow Or Camouflage Hair Gaps.	170	13	\$22.36	\$1.72	7.65%	-	1	7.69%	\$22.36

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Nov 2020 — 30 Nov 2020

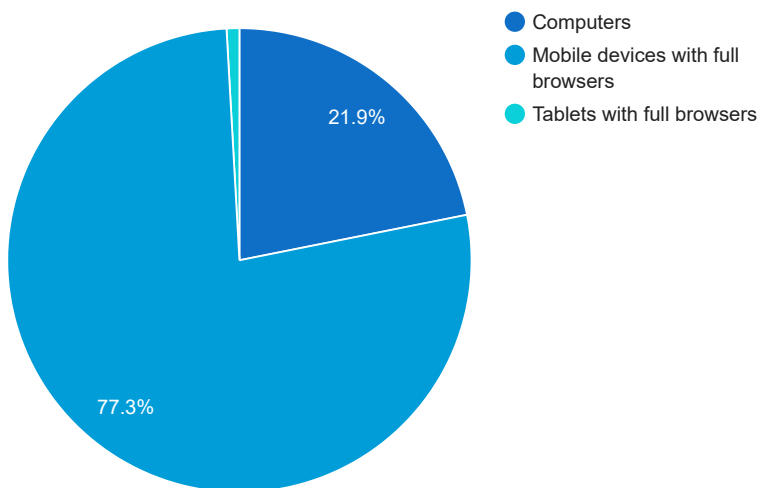
## Budget Coverage



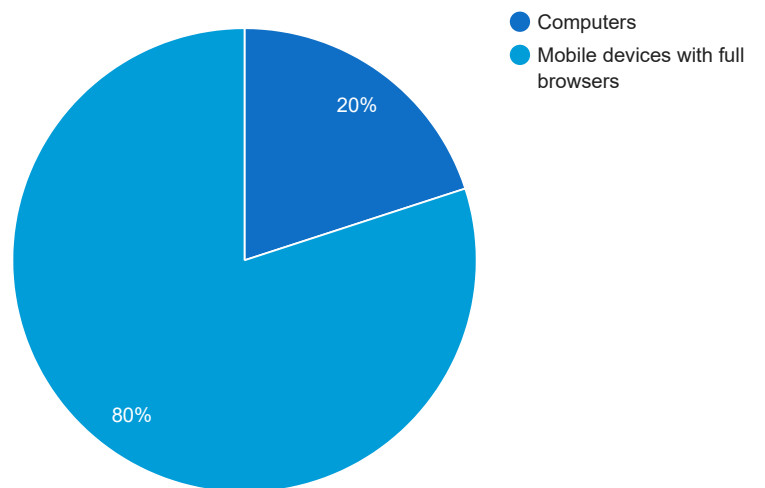
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	0	0
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	472.06	60.79
Nov, 2020	1,356.03	32.27

## 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	4,166	274	\$1,047.59	\$3.82	6.58%	-	8	2.92%	\$130.95
Computers	1,118	60	\$296.42	\$4.94	5.37%	-	2	3.33%	\$148.21
Tablets with full browsers	149	5	\$12.02	\$2.40	3.36%	-	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	5,433	339	\$1,356.03	\$4.00	6.24%	-	10	2.95%	\$135.60

# Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE

CONV

Submit lead form

9

Call From Ads

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