

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

J Walker Wellness

895-286-6792

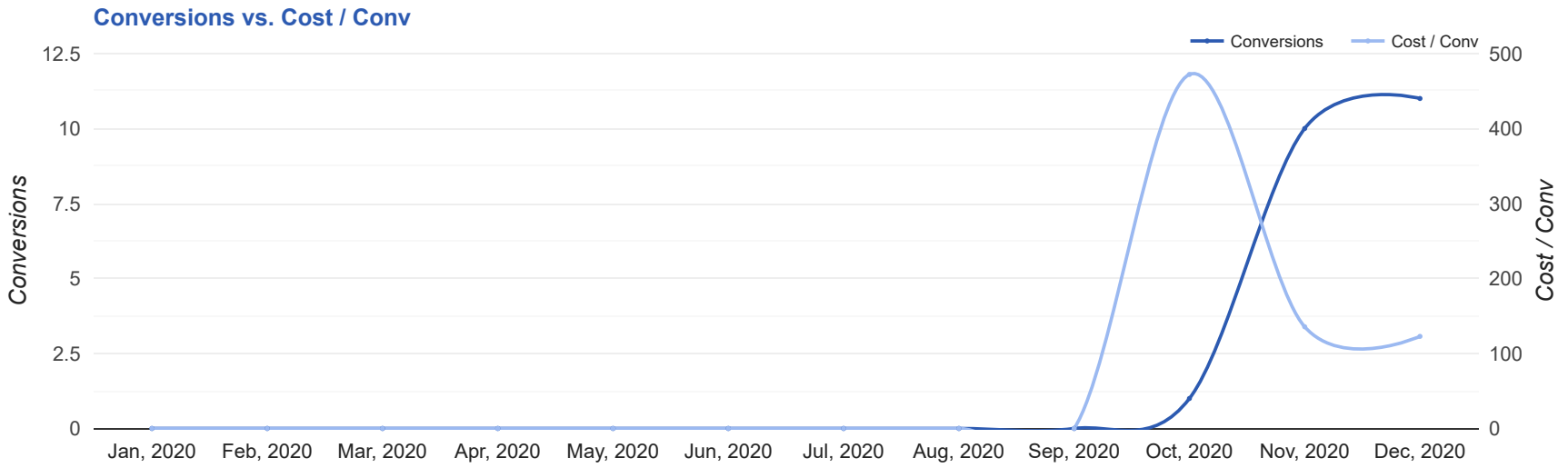
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,351	11	3.04%	\$122.81
↔ 0%	↑ 10%	↑ 3%	↓ 9%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	5,433	339	\$1,356.03	\$4.00	6.24%	-	10	2.95%	\$135.60	32.27%
1 Dec 2020 — 31 Dec 2020	6,200	362	\$1,350.90	\$3.73	5.84%	-	11	3.04%	\$122.81	26.96%
Change	767 ↑ 14%	23 ↑ 7%	\$5.13 ↓ 0%	\$0.27 ↓ 7%	0.40% ↓ 6%	--	1 ↑ 10%	0.09% ↑ 3%	\$12.79 ↓ 9%	5.31% ↓ 16%

Performance by Month - 1 Jan 2020 — 31 Dec 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%
Dec '20	6,200	362	\$1,350.90	\$3.73	5.84%	-	11	3.04%	\$122.81	26.96%
Total	12,961	746	\$3,178.99	\$4.26	5.76%	-	22	2.95%	\$144.50	30.85%

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta microblading	3,178	189	\$351.08	\$1.86	5.95%	-	7	3.7%	\$50.15	17.61%
search beta skin tightening	1,226	109	\$500.92	\$4.60	8.89%	-	3	2.75%	\$166.97	68.11%
search beta hydrafacial	1,796	64	\$498.90	\$7.80	3.56%	-	1	1.56%	\$498.90	57.14%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

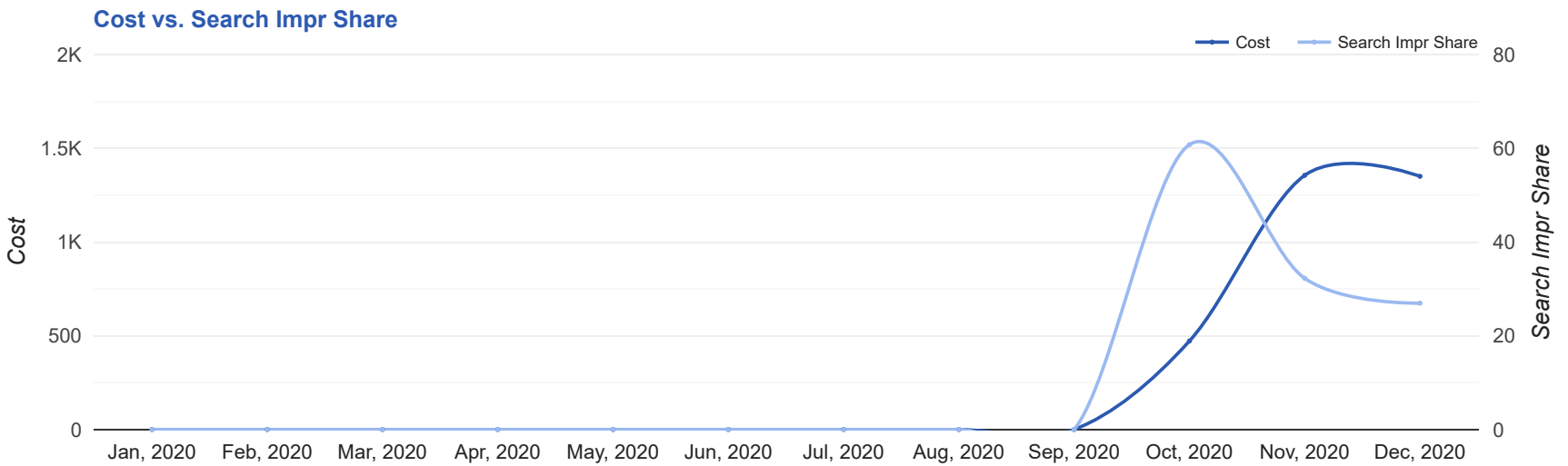
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Beautiful + Natural Brows - Microblading In Bernardsville - Leading Cosmetic Brow Artist jwalkerwellness.com// Microblading Is A Form of Cosmetic Tattooing. Long-Lasting Shading For Beautiful Brows.	517	31	\$62.48	\$2.02	6.00%	-	3	9.68%	\$20.83
Non-Surgical Face Lift - Tighten Skin Without Surgery - Lift and Tighten Skin jwalkerwellness.com// Best Non Surgical Facelift & Skin Tightening. Get Younger, Smoother, Firmer Skin	28	3	\$12.63	\$4.21	10.71%	-	2	66.67%	\$6.32
Beautiful + Natural Brows - Microblading In Bernardsville - Leading Cosmetic Brow Artist jwalkerwellness.com// Microblading Is A Form of Cosmetic Tattooing. Long-Lasting Shading For Beautiful Brows.	159	9	\$21.62	\$2.40	5.66%	-	1	11.11%	\$21.62
Naturally Defined Eyebrows - Leading Cosmetic Brow Artist - Say Goodbye to Sparse Brows jwalkerwellness.com/ --/ -- Natural Looking Permanent Makeup For Eyebrows. Beautiful Results Lasting Up To 3 Years.	1,358	87	\$162.97	\$1.87	6.41%	-	1	1.15%	\$162.97
J Walker Wellness - Tighten Skin + Reduce Wrinkles - Non-Surgical Skin Tightening jwalkerwellness.com/ --/ -- Tighten Skin & Reduce Wrinkles on the Face, Neck & Chest with Plasma Fibroblast Technology	56	5	\$14.10	\$2.82	8.93%	-	1	20.00%	\$14.10

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

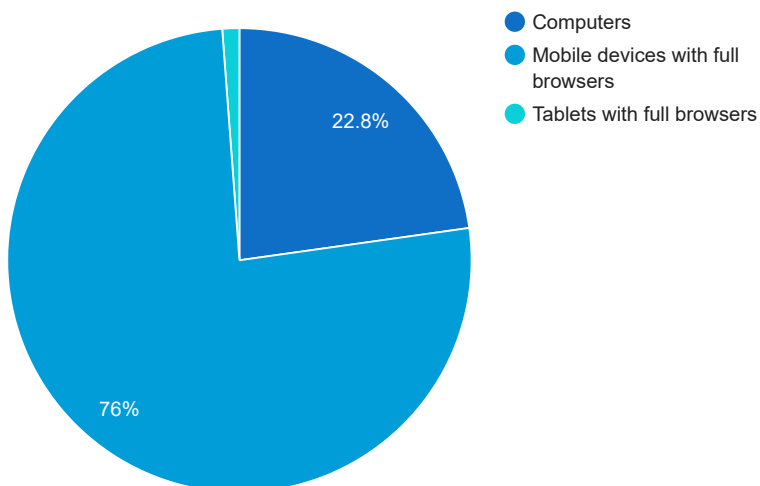
Budget Coverage



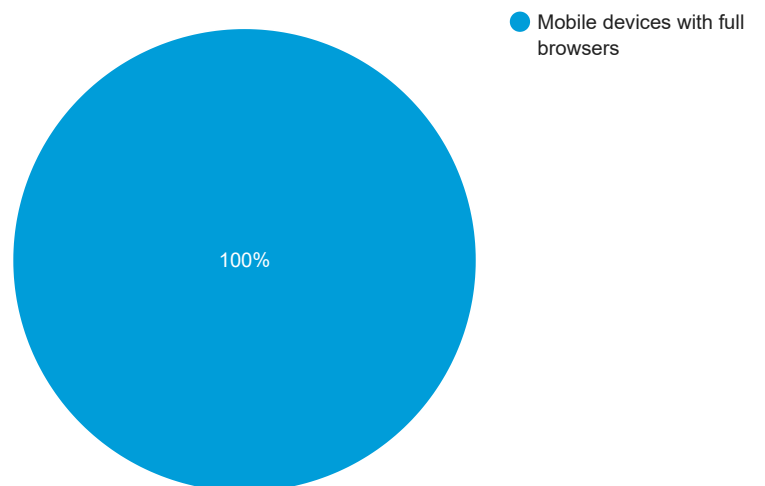
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	0	0
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	472.06	60.79
Nov, 2020	1,356.03	32.27
Dec, 2020	1,350.90	26.96

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	4,914	303	\$1,027.21	\$3.39	6.17%	-	11	3.63%	\$93.38
Computers	1,169	57	\$307.68	\$5.40	4.88%	-	0	0%	\$0.00
Tablets with full browsers	117	2	\$16.01	\$8.01	1.71%	-	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	6,200	362	\$1,350.90	\$3.73	5.84%	-	11	3.04%	\$122.81

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE

CONV

Submit lead form

9

Call From Ads

2

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