

**Monthly Account  
Performance Report  
1 Jan 2021 — 31 Jan 2021**

J Walker Wellness

895-286-6792

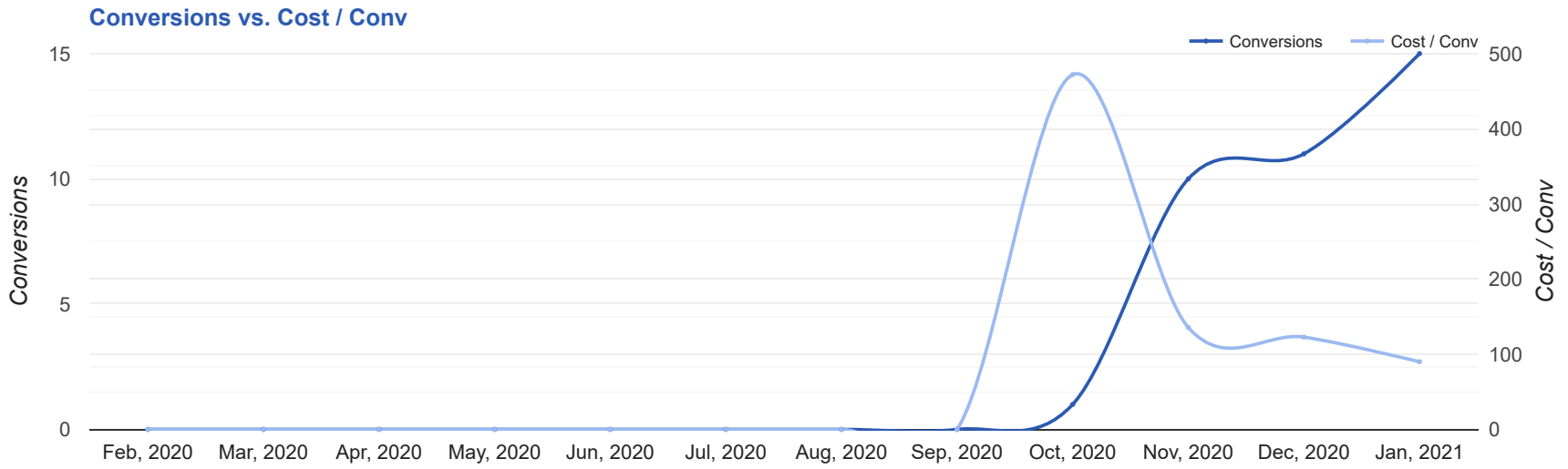
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,350	15	3.53%	\$90.01
↔ 0%	↑ 36%	↑ 16%	↓ 27%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	6,200	362	\$1,350.90	\$3.73	5.84%	-	11	3.04%	\$122.81	26.96%
1 Jan 2021 — 31 Jan 2021	7,007	425	\$1,350.14	\$3.18	6.07%	-	15	3.53%	\$90.01	24.32%
<b>Change</b>	807 ↑ 13%	63 ↑ 17%	\$0.76 ↓ 0%	\$0.55 ↓ 15%	0.23% ↑ 4%	--	4 ↑ 36%	0.49% ↑ 16%	\$32.80 ↓ 27%	2.64% ↓ 10%

# Performance by Month - 1 Feb 2020 — 31 Jan 2021



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%
Jan '21	7,007	425	\$1,350.14	\$3.18	6.07%	-	15	3.53%	\$90.01	24.32%
<b>Total</b>	19,968	1,171	\$4,529.13	\$3.87	5.86%	-	37	3.16%	\$122.41	28.19%

# Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   microblading	3,804	220	\$349.21	\$1.59	5.78%	-	13	5.91%	\$26.86	16.88%
search   beta   skin tightening	1,354	135	\$498.36	\$3.69	9.97%	-	2	1.48%	\$249.18	60.16%
search   beta   hydrafacial	1,849	70	\$502.57	\$7.18	3.79%	-	0	0%	\$0.00	51.92%

# Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

## Top Text Ads

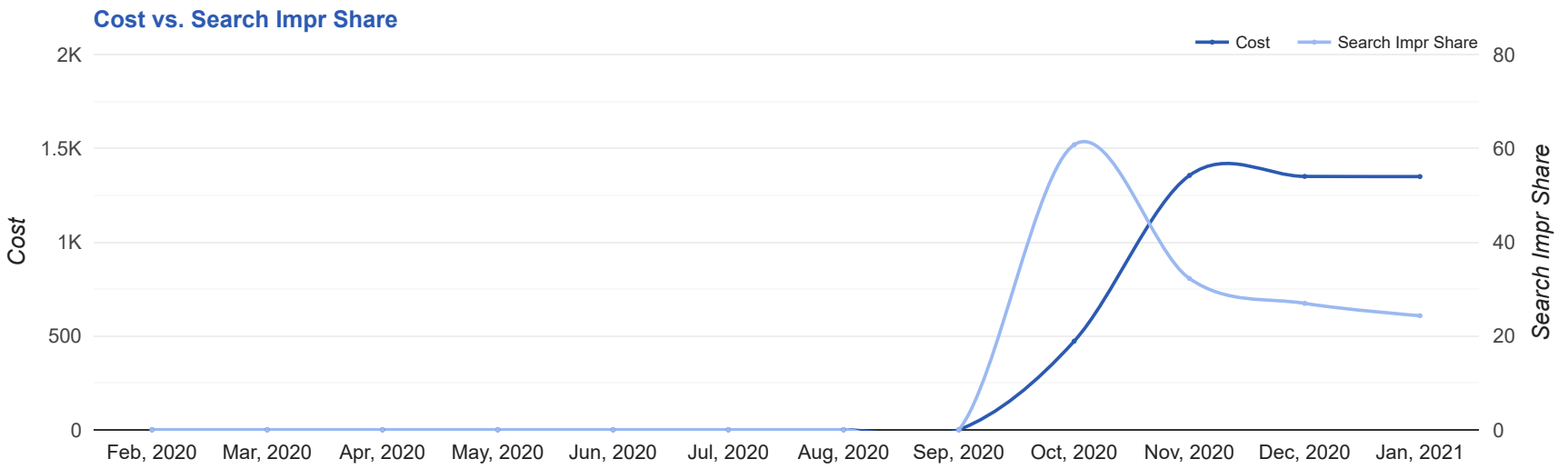
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Beautiful + Natural Brows - Microblading In Bernardsville - Leading Cosmetic Brow Artist <a href="http://jwalkerwellness.com/">jwalkerwellness.com/</a> Microblading Is A Form of Cosmetic Tattooing. Long-Lasting Shading For Beautiful Brows.	619	32	\$51.74	\$1.62	5.17%	-	3	9.38%	\$17.25
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.	861	58	\$74.66	\$1.29	6.74%	-	3	5.17%	\$24.89
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.	850	47	\$75.86	\$1.61	5.53%	-	3	6.38%	\$25.29
{Keyword} Walker Wellness} - Lift and Tighten Skin - The Best Nonsurgical Face Lift <a href="http://jwalkerwellness.com/">jwalkerwellness.com/</a> Skin Tightening from Leading Skin Spa in Bernardsville. Schedule a Free Consultation	32	7	\$23.70	\$3.39	21.88%	-	2	28.57%	\$11.85
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.	124	8	\$9.71	\$1.21	6.45%	-	1	12.50%	\$9.71

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jan 2021 — 31 Jan 2021

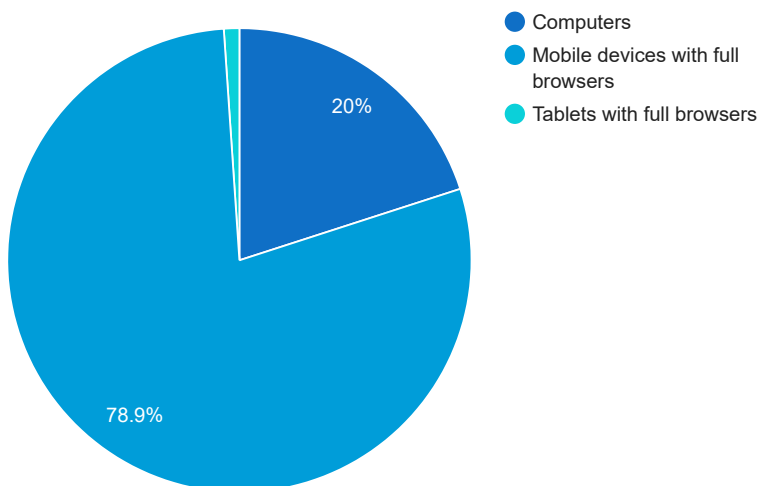
## Budget Coverage



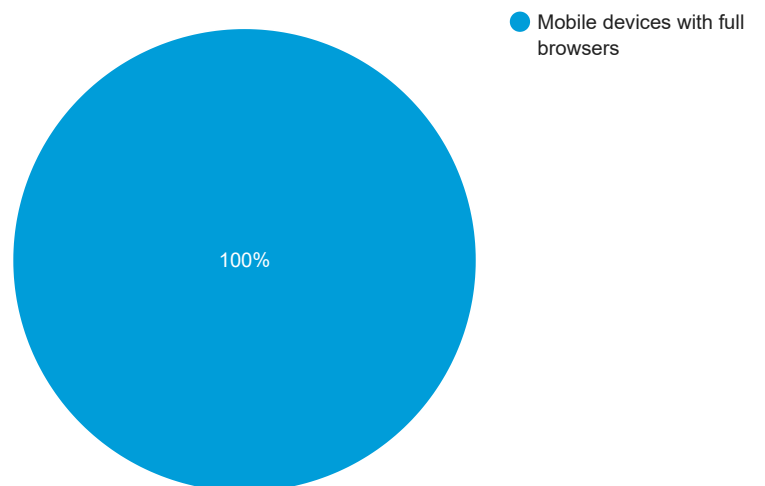
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	0	0
Mar, 2020	0	0
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	0	0
Jul, 2020	0	0
Aug, 2020	0	0
Sep, 2020	0	0
Oct, 2020	472.06	60.79
Nov, 2020	1,356.03	32.27
Dec, 2020	1,350.90	26.96
Jan, 2021	1,350.14	24.32

## 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	5,656	354	\$1,065.26	\$3.01	6.26%	-	15	4.24%	\$71.02
Computers	1,191	64	\$270.35	\$4.22	5.37%	-	0	0%	\$0.00
Tablets with full browsers	160	7	\$14.53	\$2.08	4.38%	-	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	7,007	425	\$1,350.14	\$3.18	6.07%	-	15	3.53%	\$90.01

## Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Submit lead form	12
Call From Ads	3
Local actions - Website visits	0
Clicks to call	0
Local actions - Directions	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