

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

J Walker Wellness

895-286-6792

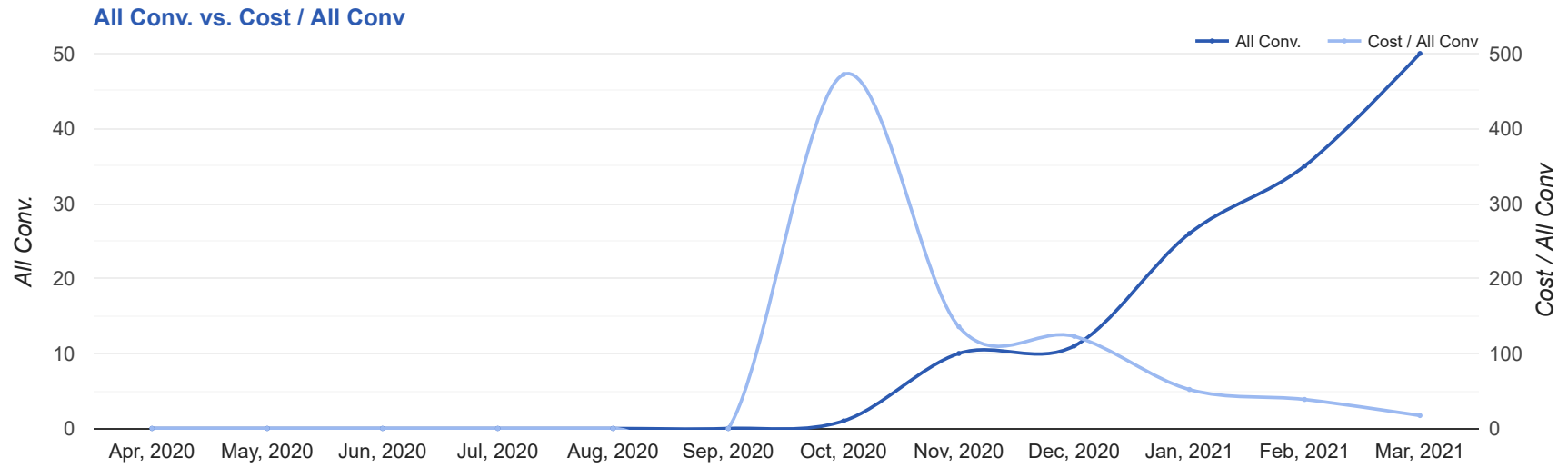
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$858	50	18.73%	\$17.17
↓ 37%	↑ 43%	↑ 121%	↓ 56%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Feb 2021 — 28 Feb 2021	6,339	413	\$1,352.85	\$3.28	6.52%	-	8.47%	\$38.65	35
1 Mar 2021 — 31 Mar 2021	3,624	267	\$858.34	\$3.21	7.37%	-	18.73%	\$17.17	50
Change	2,715 ↓ 43%	146 ↓ 35%	\$494.51 ↓ 37%	\$0.07 ↓ 2%	0.85% ↑ 13%	0 ↔ -	10.26% ↑ 121%	\$21.48 ↓ 56%	15 ↑ 43%

# Performance by Month - 1 Apr 2020 — 31 Mar 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Oct '20	1,328	45	\$472.06	\$10.49	3.39%	-	1	2.22%	\$472.06
Nov '20	5,433	339	\$1,356.03	\$4.00	6.24%	-	10	2.95%	\$135.60
Dec '20	6,200	362	\$1,350.90	\$3.73	5.84%	-	11	3.04%	\$122.81
Jan '21	7,007	425	\$1,350.14	\$3.18	6.07%	-	26	6.12%	\$51.93
Feb '21	6,339	413	\$1,352.85	\$3.28	6.52%	-	35	8.47%	\$38.65
Mar '21	3,624	267	\$858.34	\$3.21	7.37%	-	50	18.73%	\$17.17
<b>Total</b>	<b>29,931</b>	<b>1,851</b>	<b>\$6,740.32</b>	<b>\$3.64</b>	<b>6.18%</b>	<b>-</b>	<b>133</b>	<b>7.19%</b>	<b>\$50.68</b>

## Campaign Summary - 1 Mar 2021 — 31 Mar 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   microblading	2,632	167	\$334.10	\$2.00	6.34%	-	39	23.35%	\$8.57
search   beta   skin tightening	840	91	\$465.58	\$5.12	10.83%	-	11	12.09%	\$42.33
search   beta   hydrfacial	152	9	\$58.66	\$6.52	5.92%	-	0	0%	\$0.00

# Top Keywords & Placements - 1 Mar 2021 — 31 Mar 2021

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
microblading near me	165	24	\$53.81	\$2.24	14.55%	-	6	25.00%	\$8.97
plasma fibroblast nj	1	1	\$9.77	\$9.77	100.00%	-	2	200.00%	\$4.88
fibroblast plasma	4	3	\$16.17	\$5.39	75.00%	-	2	66.67%	\$8.09
procedure for loose skin on stomach	1	1	\$2.13	\$2.13	100.00%	-	2	200.00%	\$1.06
lift sagging skin	1	2	\$11.84	\$5.92	200.00%	-	2	100.00%	\$5.92
microblading eyebrows	6	4	\$5.59	\$1.40	66.67%	-	1	25.00%	\$5.59
microblade	1	1	\$3.42	\$3.42	100.00%	-	1	100.00%	\$3.42
best microblading near me	3	2	\$5.58	\$2.79	66.67%	-	0.6	30.00%	\$9.30
plasma fibroblast	6	3	\$9.12	\$3.04	50.00%	-	0.3	11.00%	\$27.64
treatment for sagging skin	1	1	\$3.31	\$3.31	100.00%	-	0.3	33.00%	\$10.03

## Top Display Placements

No Data Found for this account

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

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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.	884	73	\$134.39	\$1.84	8.26%	-	29	39.73%	\$4.63
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.	209	13	\$25.22	\$1.94	6.22%	-	7	53.85%	\$3.60
{Keyword:J Walker Wellness} - Lift and Tighten Skin - Skin Tightening Treatment <a href="http://jwalkerwellness.com/">jwalkerwellness.com/</a> Skin Tightening from Leading Skin Spa in Bernardsville. Schedule a Free Consultation	106	11	\$78.14	\$7.10	10.38%	-	4	36.36%	\$19.54
J Walker Wellness - Tighten Skin + Reduce Wrinkles - Non-Surgical Skin Tightening <a href="http://jwalkerwellness.com/">jwalkerwellness.com/</a> --/ -- Tighten Skin & Reduce Wrinkles on the Face, Neck & Chest with Plasma Fibroblast Technology	146	16	\$90.28	\$5.64	10.96%	-	2.7	16.69%	\$33.81
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.	222	13	\$31.18	\$2.40	5.86%	-	2	15.38%	\$15.59

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Mar 2021 — 31 Mar 2021

## Budget Coverage

Display Impr Share

0%

-

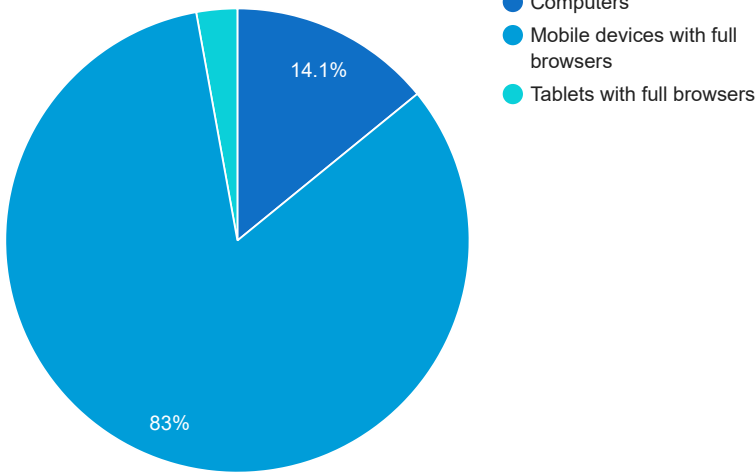
Search Impr Share

24.6%

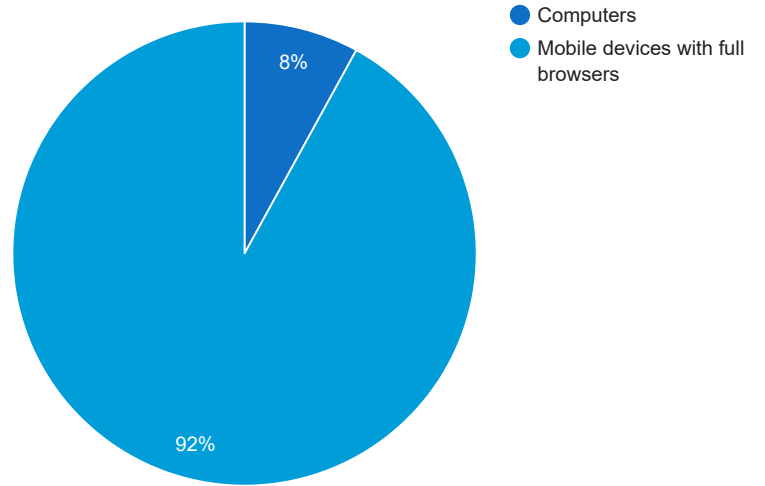
↔ 0%

## Cost and Conversions by Device

### Cost



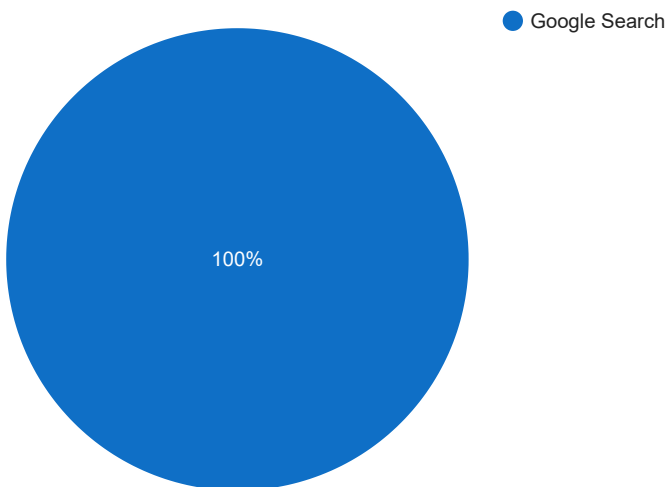
### All Conv.



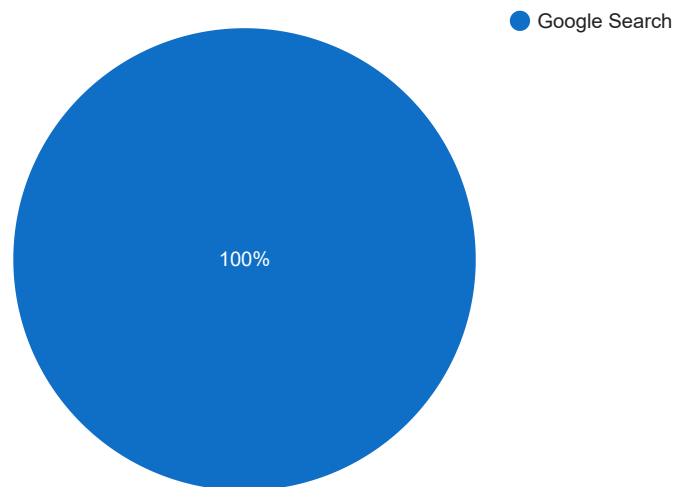
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	2,952	234	\$712.74	\$3.05	7.93%	-	46	19.66%	\$15.49
Computers	594	28	\$121.16	\$4.33	4.71%	-	4	14.29%	\$30.29
Tablets with full browsers	78	5	\$24.44	\$4.89	6.41%	-	0	0%	\$0.00

## Cost and Conversions by Network (Search vs. Display)

### Cost



### All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	3,624	267	\$858.34	\$3.21	7.37%	-	50	18.73%	\$17.17

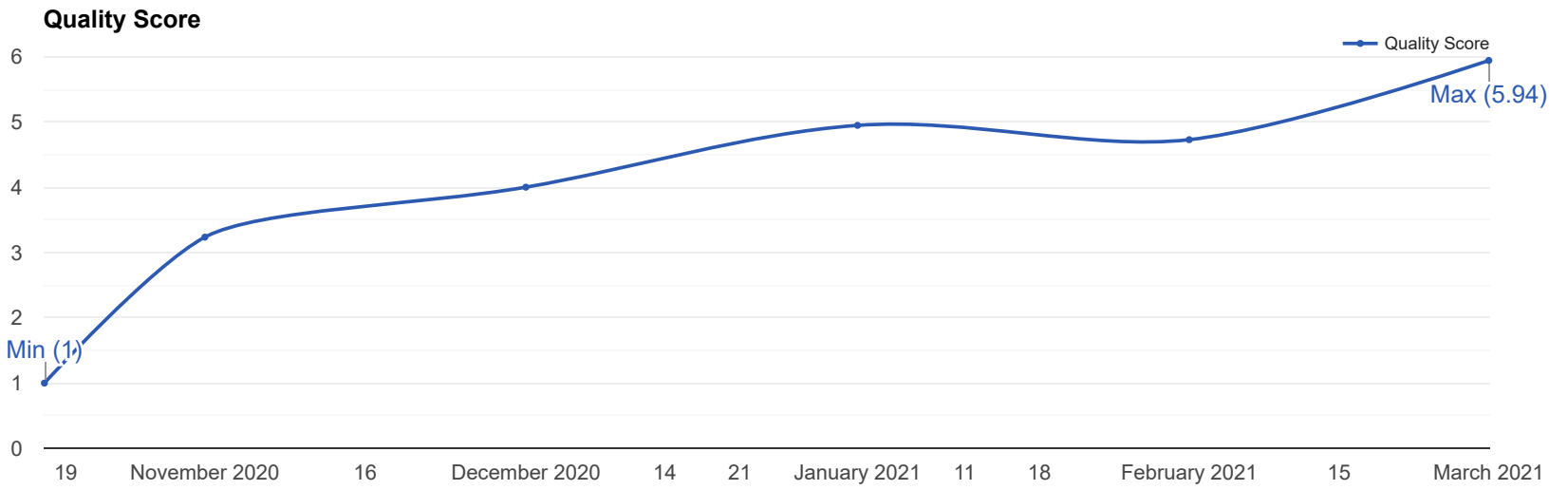
# Account Health - Quality Score

Current Quality Score

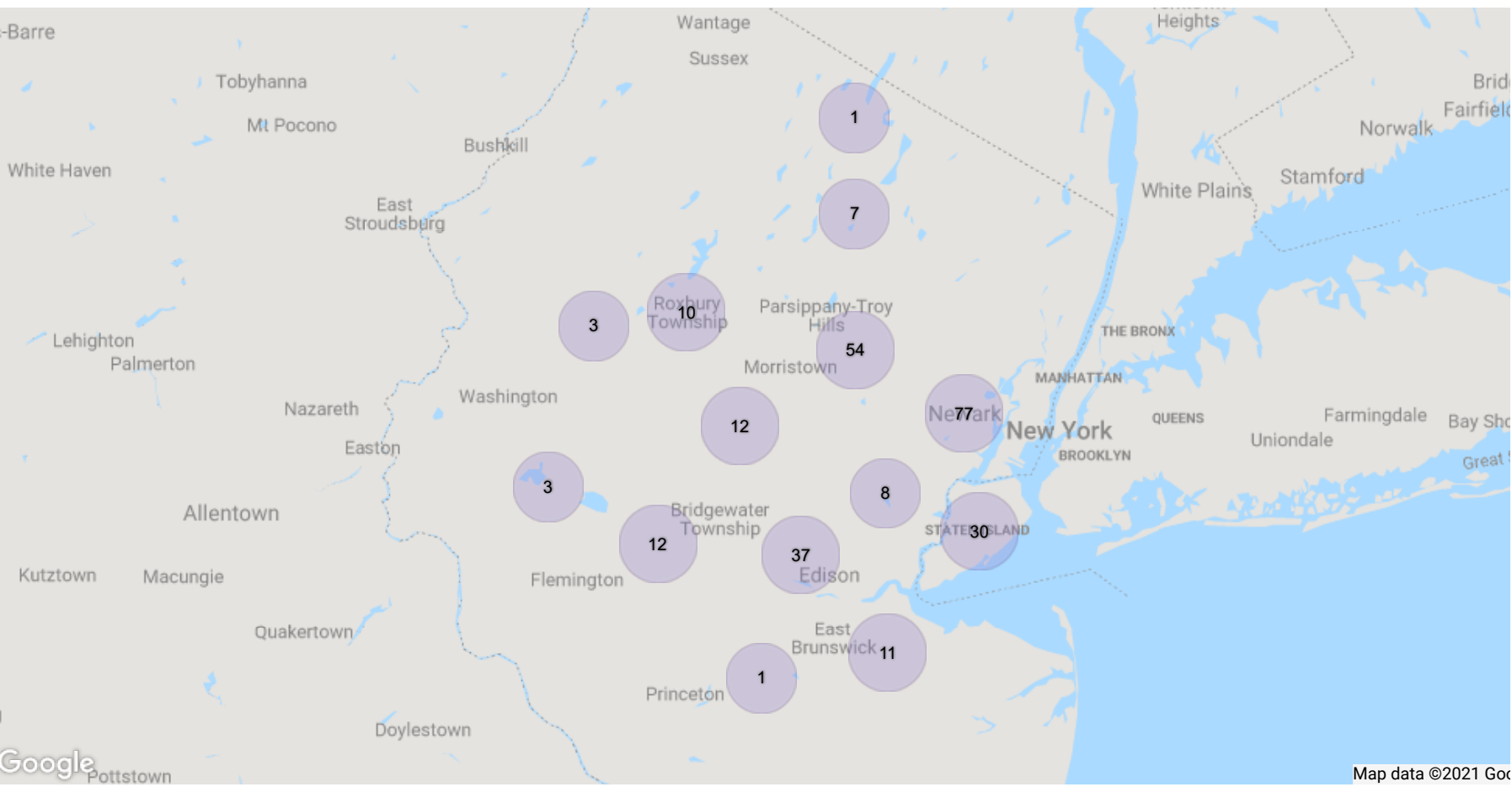
5.8

Quality Score

Quality Score Trend - 1 Apr 2020 — 31 Mar 2021



# Clicks by User Location - 1 Mar 2021 — 31 Mar 2021



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

CONVERSION TYPE	ALL CONV.
Submit lead form	12
Calls from Websinte	4
Call From Ads	3
Local actions - Other engagements	16
Local actions - Menu views	3
Local actions - Website visits	5
Local actions - Directions	7

## 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