

**Monthly Account  
Performance Report  
1 Apr 2021 — 30 Apr 2021**

J Walker Wellness

895-286-6792

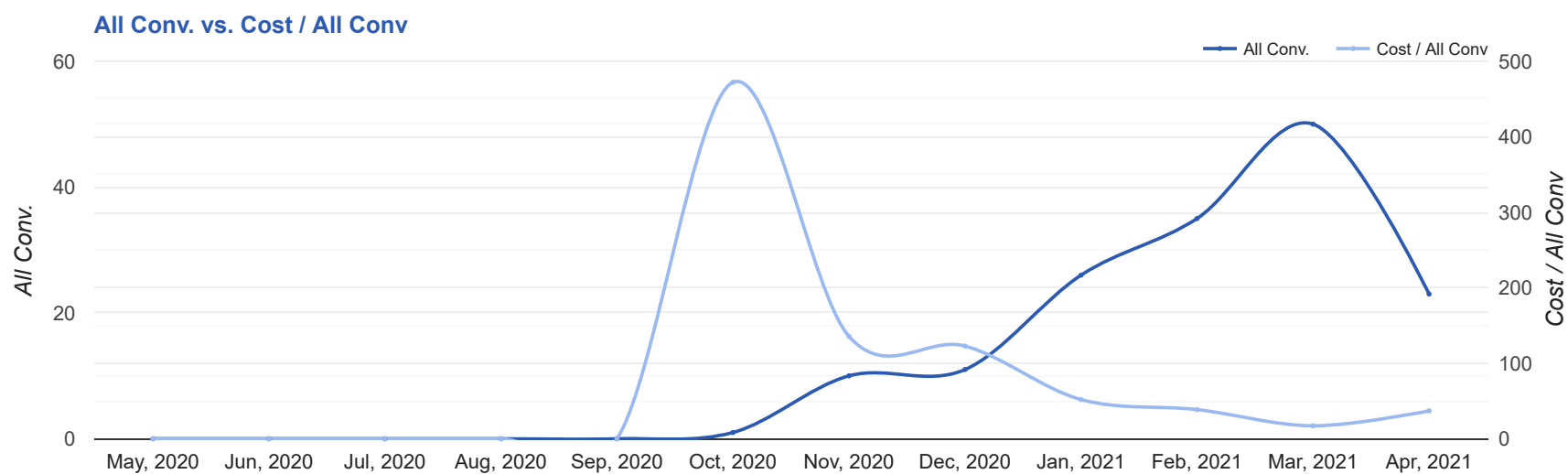
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$850	23	5.6%	\$36.96
↓ 1%	↓ 54%	↓ 70%	↑ 115%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	3,624	267	\$858.34	\$3.21	7.37%	-	18.73%	\$17.17	50
1 Apr 2021 — 30 Apr 2021	5,095	411	\$850.19	\$2.07	8.07%	-	5.6%	\$36.96	23
Change	1,471 ↑ 41%	144 ↑ 54%	\$8.15 ↓ 1%	\$1.14 ↓ 36%	0.70% ↑ 9%	0 ↔ -	13.13% ↓ 70%	\$19.79 ↑ 115%	27 ↓ 54%

# Performance by Month - 1 May 2020 — 30 Apr 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
Apr '21	5,095	411	\$850.19	\$2.07	8.07%	-	23	5.6%	\$36.96
<b>Total</b>	35,026	2,262	\$7,590.51	\$3.36	6.46%	-	156	6.9%	\$48.66

## Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   microblading	3,823	257	\$350.25	\$1.36	6.72%	-	17	6.61%	\$20.60
search   beta   skin tightening	1,272	154	\$499.94	\$3.25	12.11%	-	6	3.9%	\$83.32

# Top Keywords - 1 Apr 2021 — 30 Apr 2021

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
microblading morristown nj	1	1	\$2.81	\$2.81	100.00%	-	2	200.00%	\$1.41
microblading	108	25	\$15.42	\$0.62	23.15%	-	2	8.00%	\$7.71
fibroblast plasma near me	2	2	\$8.76	\$4.38	100.00%	-	1	50.00%	\$8.76
permanent makeup for black skin	1	1	\$0.84	\$0.84	100.00%	-	1	100.00%	\$0.84
microblading near me	169	20	\$37.44	\$1.87	11.83%	-	1	5.00%	\$37.44
eyebrow blading	1	1	\$1.83	\$1.83	100.00%	-	1	100.00%	\$1.83
fibroblast plasma skin tightening	1	1	\$1.85	\$1.85	100.00%	-	1	100.00%	\$1.85
where can i get my eyebrows done	1	1	\$2.27	\$2.27	100.00%	-	1	100.00%	\$2.27
treatment for sagging face	1	1	\$1.48	\$1.48	100.00%	-	0	0.00%	-
how much is a non surgical face lift	1	1	\$1.88	\$1.88	100.00%	-	0	0.00%	-

# Top Performing Ads - 1 Apr 2021 — 30 Apr 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.	2,077	143	\$177.86	\$1.24	6.88%	-	12.5	8.74%	\$14.23
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	195	22	\$56.73	\$2.58	11.28%	-	4	18.18%	\$14.18
Non-Surgical Face Lift - Tighten Skin Without Surgery - Lift and Tighten Skin <a href="http://jwalkerwellness.com/">jwalkerwellness.com/</a> Best Non Surgical Facelift & Skin Tightening. Get Younger, Smoother, Firmer Skin	93	14	\$49.62	\$3.54	15.05%	-	2	14.29%	\$24.81
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.	789	45	\$67.12	\$1.49	5.70%	-	1.5	3.33%	\$44.75
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.	335	25	\$35.60	\$1.42	7.46%	-	1	4.00%	\$35.60

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Apr 2021 — 30 Apr 2021

## Budget Coverage

Display Impr Share

0%

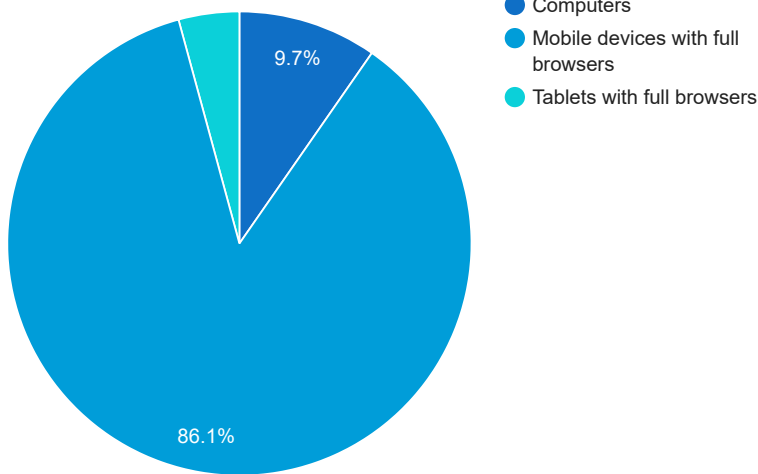
Search Impr Share

18.21%

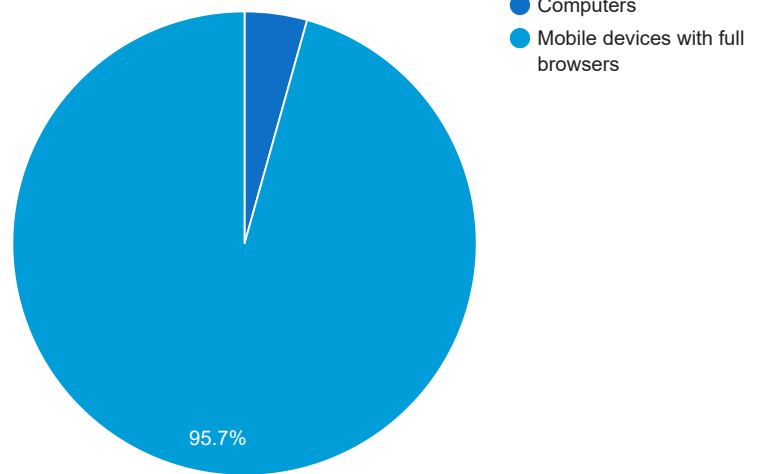
↓ 26%

## Cost and Conversions by Device

### Cost



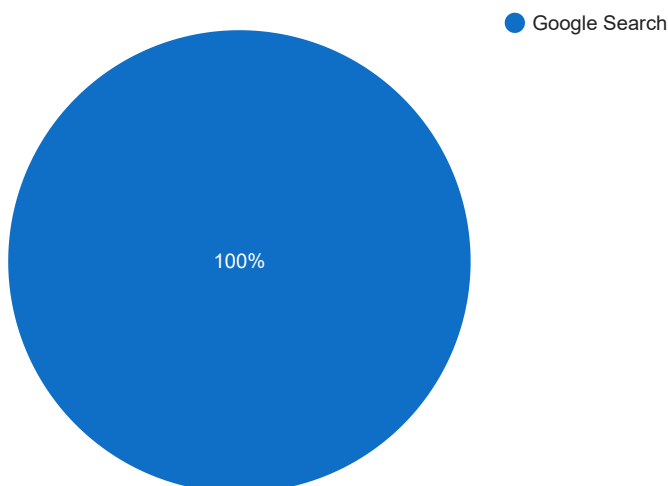
### All Conv.



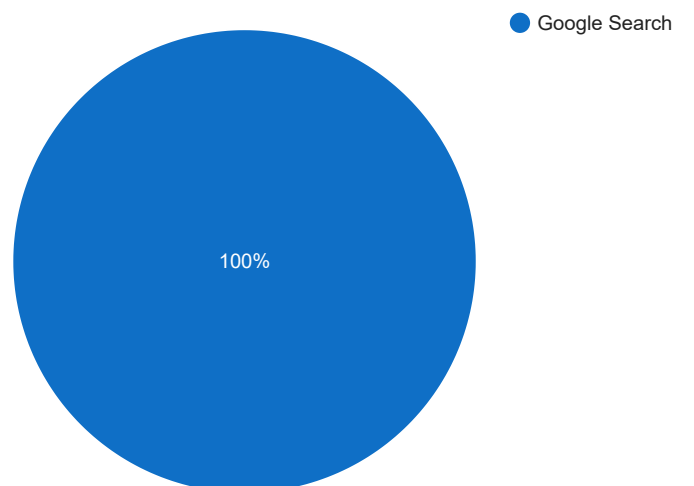
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	4,357	368	\$732.01	\$1.99	8.45%	-	22	5.98%	\$33.27
Computers	630	37	\$82.22	\$2.22	5.87%	-	1	2.7%	\$82.22
Tablets with full browsers	108	6	\$35.96	\$5.99	5.56%	-	0	0%	\$0.00

## 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	5,095	411	\$850.19	\$2.07	8.07%	-	23	5.6%	\$36.96

# Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	14
Call From Ads	5
Calls from Websinte	4

## 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