

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

J Walker Wellness

895-286-6792

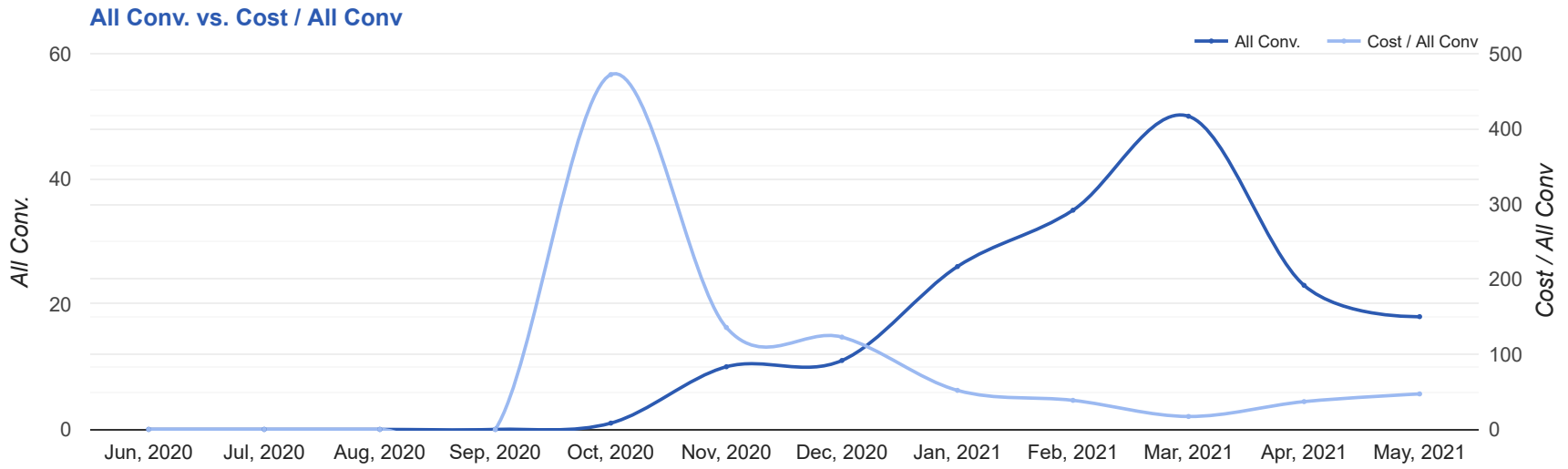
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$850	18	4.19%	\$47.21
↔ 0%	↓ 22%	↓ 25%	↑ 28%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	5,095	411	\$850.19	\$2.07	8.07%	-	5.6%	\$36.96	23
1 May 2021 — 31 May 2021	4,768	430	\$849.82	\$1.98	9.02%	-	4.19%	\$47.21	18
Change	327 ↓ 6%	19 ↑ 5%	\$0.37 ↓ 0%	\$0.09 ↓ 4%	0.95% ↑ 12%	0 ↔ -	1.41% ↓ 25%	\$10.25 ↑ 28%	5 ↓ 22%

Performance by Month - 1 Jun 2020 — 31 May 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
May '21	4,768	430	\$849.82	\$1.98	9.02%	-	18	4.19%	\$47.21
Total	39,794	2,692	\$8,440.33	\$3.14	6.76%	-	174	6.46%	\$48.51

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta microblading	3,408	245	\$349.90	\$1.43	7.19%	-	10	4.08%	\$34.99
search beta skin tightening	1,360	185	\$499.92	\$2.70	13.6%	-	8	4.32%	\$62.49

Top Keywords - 1 May 2021 — 31 May 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
tattoo eyebrows	3	3	\$3.61	\$1.20	100.00%	-	1	33.33%	\$3.61
face rejuvenation without surgery	2	2	\$3.98	\$1.99	100.00%	-	1	50.00%	\$3.98
face skin tightening	1	1	\$2.04	\$2.04	100.00%	-	1	100.00%	\$2.04
eyebrow wax near me	1	1	\$1.08	\$1.08	100.00%	-	1	100.00%	\$1.08
best thing for sagging jowls	1	2	\$3.66	\$1.83	200.00%	-	1	50.00%	\$3.66
plasma skin tightening	5	4	\$6.70	\$1.68	80.00%	-	1	25.00%	\$6.70
face tightening treatments	2	1	\$4.69	\$4.69	50.00%	-	1	100.00%	\$4.69
microblading newark nj	1	1	\$1.98	\$1.98	100.00%	-	0	0.00%	-
how much does microblading cost	1	1	\$0.40	\$0.40	100.00%	-	0	0.00%	-
permanent makeup eyebrows	2	1	\$1.85	\$1.85	50.00%	-	0	0.00%	-

Top Performing Ads - 1 May 2021 — 31 May 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 jwalkerwellness.com/ --/ -- Natural Looking Permanent Makeup For Eyebrows. Beautiful Results Lasting Up To 3 Years.	932	59	\$94.07	\$1.59	6.33%	-	5	8.47%	\$18.81
Non-Surgical Skin Tightening - Tighten Skin Without Surgery - No Surgery . Little Downtime jwalkerwellness.com/ Tighten Skin & Reduce Wrinkles on the Face, Neck & Chest with Plasma Fibroblast Technology	159	27	\$90.54	\$3.35	16.98%	-	3	11.11%	\$30.18
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.	1,864	141	\$190.88	\$1.35	7.56%	-	2	1.42%	\$95.44
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.	229	15	\$17.60	\$1.17	6.55%	-	2	13.33%	\$8.80
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	300	29	\$75.50	\$2.60	9.67%	-	2	6.90%	\$37.75

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

Budget Coverage

Display Impr Share

0%

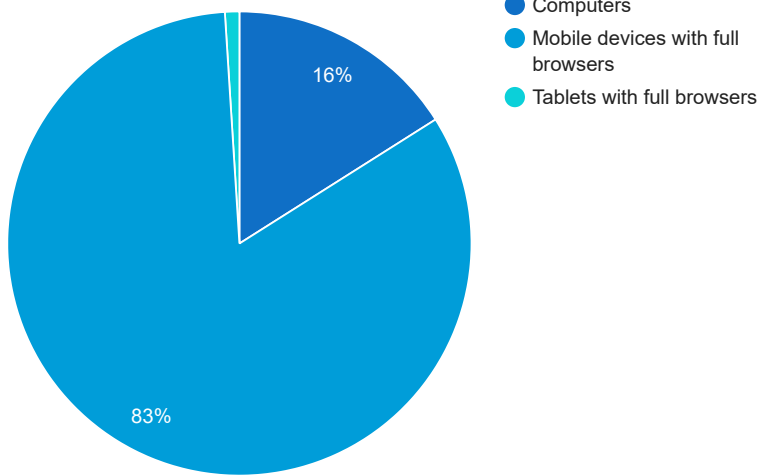
Search Impr Share

18.67%

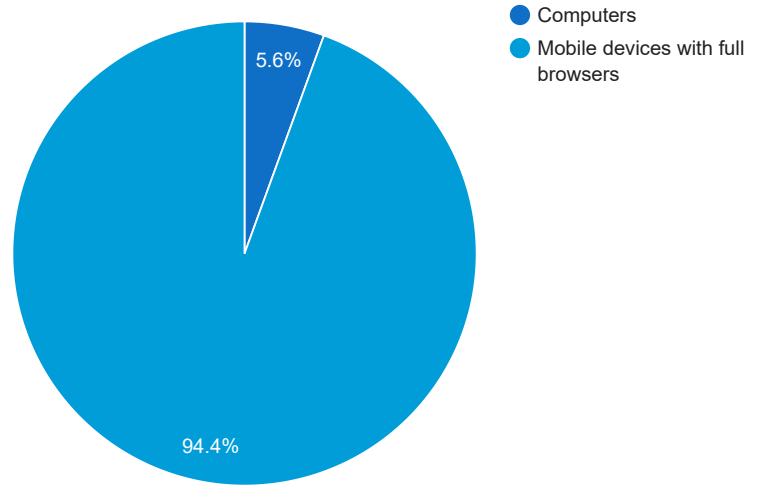
↑ 3%

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	3,968	364	\$705.12	\$1.94	9.17%	-	17	4.67%	\$41.48
Computers	673	61	\$136.18	\$2.23	9.06%	-	1	1.64%	\$136.18
Tablets with full browsers	127	5	\$8.52	\$1.70	3.94%	-	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	4,768	430	\$849.82	\$1.98	9.02%	-	18	4.19%	\$47.21

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Submit lead form	10
Calls from Websinte	4
Call From Ads	2
Clicks to call	1
Local actions - Directions	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