

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

J Walker Wellness

895-286-6792

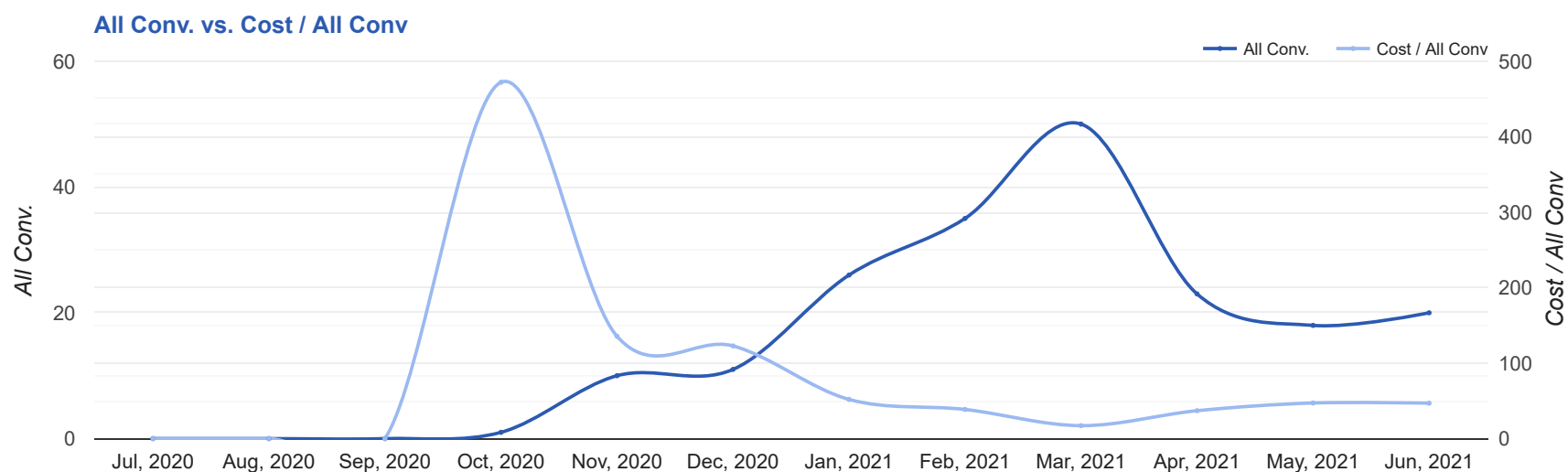
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$939	20	4.23%	\$46.94
↑ 10%	↑ 11%	↑ 1%	↓ 1%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	4,768	430	\$849.82	\$1.98	9.02%	-	4.19%	\$47.21	18
1 Jun 2021 — 30 Jun 2021	5,509	473	\$938.82	\$1.98	8.59%	-	4.23%	\$46.94	20
Change	741 ↑ 16%	43 ↑ 10%	\$89.00 ↑ 10%	\$0.00 ↔ 0%	0.43% ↓ 5%	0 ↔ -	0.04% ↑ 1%	\$0.27 ↓ 1%	2 ↑ 11%

# Performance by Month - 1 Jul 2020 — 30 Jun 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
Jun '21	5,509	473	\$938.82	\$1.98	8.59%	-	20	4.23%	\$46.94
<b>Total</b>	45,303	3,165	\$9,379.15	\$2.96	6.99%	-	194	6.13%	\$48.35

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

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   microblading	4,100	291	\$454.18	\$1.56	7.1%	-	15	5.15%	\$30.28
search   beta   skin tightening	1,409	182	\$484.64	\$2.66	12.92%	-	5	2.75%	\$96.93

# Top Keywords - 1 Jun 2021 — 30 Jun 2021

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
firm up neck skin	1	1	\$4.31	\$4.31	100.00%	-	1	100.00%	\$4.31
skin tightening near me	2	2	\$12.93	\$6.46	100.00%	-	1	50.00%	\$12.93
precios de microblading cejas	1	1	\$0.62	\$0.62	100.00%	-	1	100.00%	\$0.62
joli visage elizabeth nj	1	1	\$6.87	\$6.87	100.00%	-	1	100.00%	\$6.87
derma design atelier	1	1	\$1.71	\$1.71	100.00%	-	1	100.00%	\$1.71
broweyedgirl	3	1	\$0.74	\$0.74	33.33%	-	1	100.00%	\$0.74
plasma fibroblast	18	7	\$8.48	\$1.21	38.89%	-	0.5	7.14%	\$16.96
permanent eyebrow tattooing near me	1	1	\$5.18	\$5.18	100.00%	-	0.4	39.00%	\$13.28
eyebrow tattoo nyc	1	1	\$5.44	\$5.44	100.00%	-	0.3	32.00%	\$17.00
laser treatment for loose belly skin	1	1	\$5.78	\$5.78	100.00%	-	0	0.00%	-

# Top Performing Ads - 1 Jun 2021 — 30 Jun 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.	2,061	160	\$233.11	\$1.46	7.76%	-	8.3	5.17%	\$28.15
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.	856	67	\$112.91	\$1.69	7.83%	-	3.4	5.06%	\$33.31
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.	586	36	\$63.61	\$1.77	6.14%	-	2.3	6.44%	\$27.42
Non-Surgical Skin Tightening - Tighten Skin Without Surgery - No Surgery . Little Downtime <a href="http://jwalkerwellness.com/">jwalkerwellness.com/</a> Tighten Skin & Reduce Wrinkles on the Face, Neck & Chest with Plasma Fibroblast Technology	239	29	\$88.33	\$3.05	12.13%	-	2	6.90%	\$44.16
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	186	15	\$36.40	\$2.43	8.06%	-	1.5	10.00%	\$24.27

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jun 2021 — 30 Jun 2021

## Budget Coverage

Display Impr Share

0%

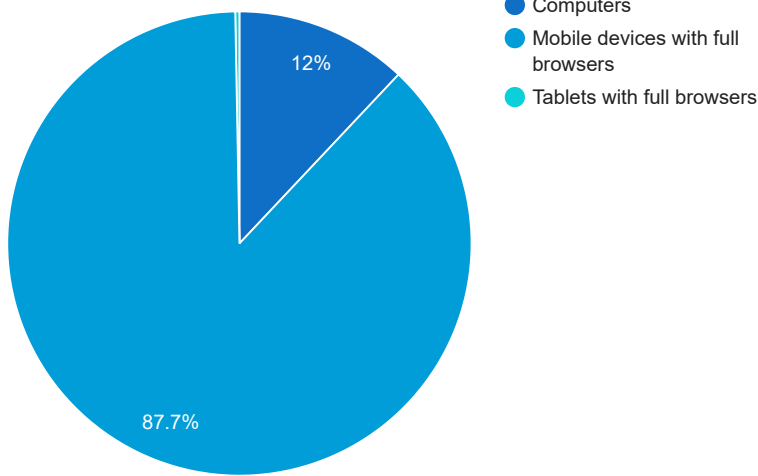
Search Impr Share

19.86%

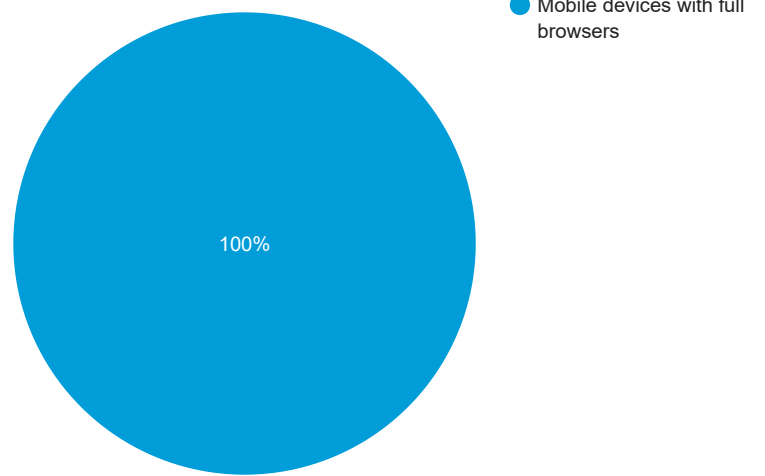
↑ 6%

## 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	4,538	416	\$823.27	\$1.98	9.17%	-	20	4.81%	\$41.16
Computers	815	55	\$112.84	\$2.05	6.75%	-	0	0%	\$0.00
Tablets with full browsers	156	2	\$2.71	\$1.36	1.28%	-	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	5,509	473	\$938.82	\$1.98	8.59%	-	20	4.23%	\$46.94

# Conversion Types - 1 Jun 2021 — 30 Jun 2021

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