

# **J Walker Wellness Monthly Google Performance Summary**

**07/01/2021 - 07/31/2021**

# Key Performance Indicators

07/01/2021 - 07/31/2021

Cost  
J Walker Wellness

**\$410.67**  
\$938.82 -56.26%

Conversions  
J Walker Wellness

**9.78**  
20.22 -51.63%

Clicks  
J Walker Wellness

**290**  
473 -38.69%

Conv. Rate  
J Walker Wellness

**3.37%**  
4.27% -21.08%

Avg CPC  
J Walker Wellness

**\$1.42**  
\$1.98 -28.28%

Cost / Conv  
J Walker Wellness

**\$41.99**  
\$46.43 -9.56%

## Month-Over-Month Performance Comparison

07/01/2021 - 07/31/2021 - Comparing to 06/01/2021 - 06/30/2021

Overall Performance Summary  
J Walker Wellness

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$410.67	\$938.82	-56.26%
Impressions	4,990	5,509	-9.42%
Clicks	290	473	-38.69%
Avg CPC	\$1.42	\$1.98	-28.28%
CTR	5.81%	8.59%	-32.36%
Conversions	9.78	20.22	-51.63%
Conv Rate	3.37%	4.27%	-21.08%
Cost / Conv	\$41.99	\$46.43	-9.56%

## Budget Coverage

Search Impr. Share  
J Walker Wellness

**17.57%**  
19.83% -11.40%

Search IS Lost (due to Budget)  
J Walker Wellness

**11.33%**  
17.85% -36.53%

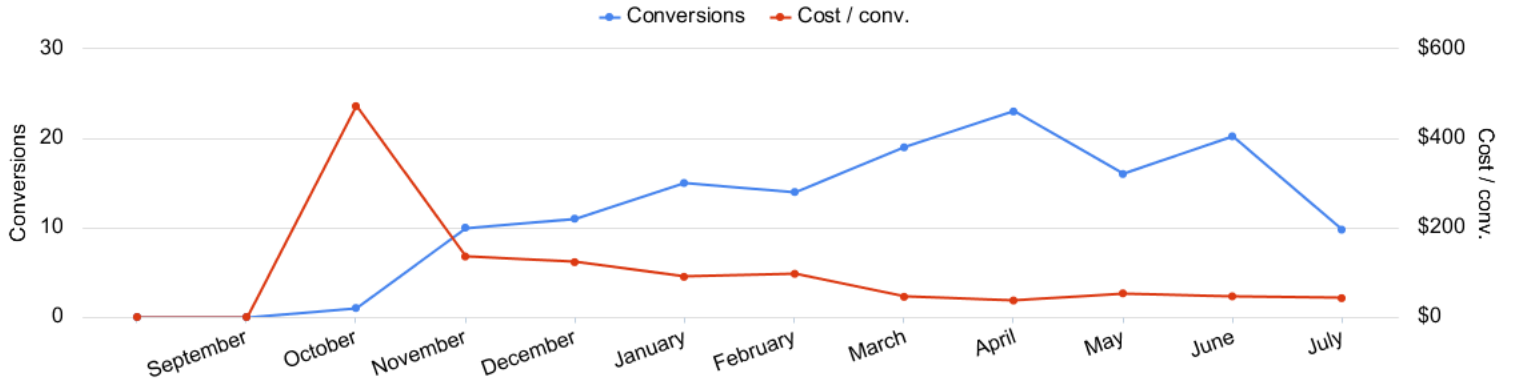
Search IS Lost (due to Rank)  
J Walker Wellness

**71.10%**  
62.32% 14.09%

# Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv  
J Walker Wellness




Account Performance by Month  
J Walker Wellness

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
10/01/2020	\$472.06	1,328	45	\$10.49	3.39%	1	2.22%	\$472.06	60.79%	11.43%
11/01/2020	\$1,356.03	5,433	339	\$4.00	6.24%	10	2.95%	\$135.60	32.27%	20.74%
12/01/2020	\$1,350.90	6,200	362	\$3.73	5.84%	11	3.04%	\$122.81	26.96%	25.03%
01/01/2021	\$1,350.14	7,007	425	\$3.18	6.07%	15	3.53%	\$90.01	24.32%	21.88%
02/01/2021	\$1,352.85	6,339	413	\$3.28	6.52%	14	3.39%	\$96.63	24.63%	19.65%
03/01/2021	\$858.34	3,624	267	\$3.21	7.37%	19	7.12%	\$45.18	24.55%	33.60%
04/01/2021	\$850.19	5,095	411	\$2.07	8.07%	23	5.60%	\$36.96	18.21%	20.68%
05/01/2021	\$849.82	4,768	430	\$1.98	9.02%	16	3.72%	\$53.11	18.67%	29.17%
06/01/2021	\$938.82	5,509	473	\$1.98	8.59%	20.22	4.27%	\$46.43	19.83%	17.85%
07/01/2021	\$410.67	4,990	290	\$1.42	5.81%	9.78	3.37%	\$41.99	17.57%	11.33%
<b>Total</b>	<b>\$9,789.82</b>	<b>50,293</b>	<b>3,455</b>	<b>\$2.83</b>	<b>6.87%</b>	<b>139</b>	<b>4.02%</b>	<b>\$70.43</b>	<b>22.74%</b>	<b>21.36%</b>

# Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)  
J Walker Wellness

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   microblading	\$410.67	4,990	290	\$1.42	5.81%	9.78	3.37%	\$41.99

# Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)  
J Walker Wellness

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
microblading	\$9.56	196	16	\$0.60	8.16%	1	6.25%	\$9.56
microblading near me	\$33.11	315	21	\$1.58	6.67%	1	4.76%	\$33.11
best microblading near me	\$3.04	15	2	\$1.52	13.33%	1	50.00%	\$3.04
eyebrow tattoo nyc	\$1.45	1	1	\$1.45	100.00%	1	100.00%	\$1.45
eyebrow tattoo near me	\$12.96	15	6	\$2.16	40.00%	0.52	8.67%	\$24.92
permanent makeup	\$2.24	8	1	\$2.24	12.50%	0	0.00%	\$0.00
henna eyebrows	\$0.83	2	1	\$0.83	50.00%	0	0.00%	\$0.00
microblading scalp near me	\$1.14	1	1	\$1.14	100.00%	0	0.00%	\$0.00
microblading in elizabeth nj	\$1.04	1	1	\$1.04	100.00%	0	0.00%	\$0.00
microblading newark nj	\$5.12	5	3	\$1.71	60.00%	0	0.00%	\$0.00
permanent eyeshadow makeup	\$0.80	1	1	\$0.80	100.00%	0	0.00%	\$0.00
tattoo eyebrows near me	\$2.76	1	1	\$2.76	100.00%	0	0.00%	\$0.00
eyebrow blading near me	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
best microblading in nj	\$1.81	1	1	\$1.81	100.00%	0	0.00%	\$0.00
permanent makeup near me	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
eye brow services	\$0.93	1	1	\$0.93	100.00%	0	0.00%	\$0.00
microblading vs tattoo	\$0.67	1	1	\$0.67	100.00%	0	0.00%	\$0.00
microblade healing	\$0.42	1	1	\$0.42	100.00%	0	0.00%	\$0.00
microblading	\$0.70	1	1	\$0.70	100.00%	0	0.00%	\$0.00
eyebrows tattoo near me	\$1.96	1	1	\$1.96	100.00%	0	0.00%	\$0.00

# Top Search Ads (by Conversions)

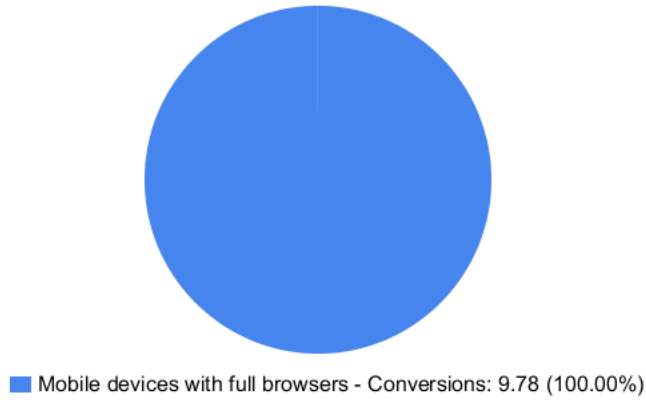
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)  
J Walker Wellness

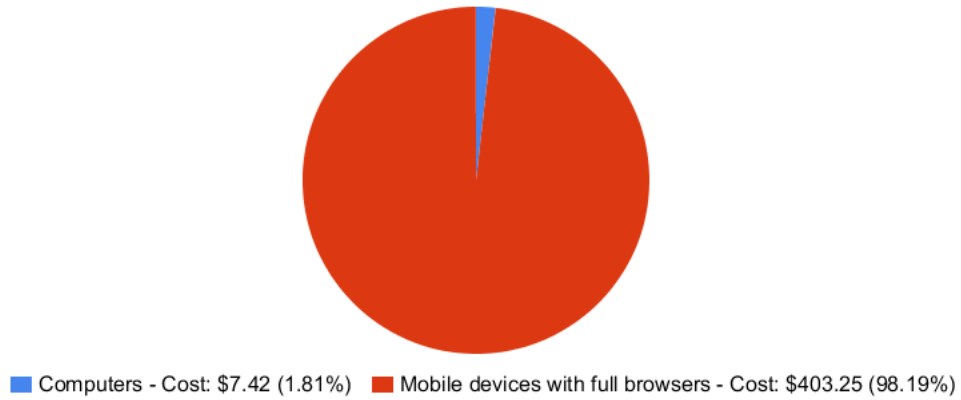
Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">Naturally Defined Eyebrows   Leading Cosmetic Brow Artist   Say Goodbye to Sparse Brows</a> <a href="http://jwalkerwellness.com/">jwalkerwellness.com/</a> Natural Looking Permanent Makeup For Eyebrows. Beautiful Results Lasting Up To 3 Years.   Treatments From The Top Cosmetic Artist Specializing In Permanent Makeup Tattoos.	search   beta   microblading	\$170.08	2,323	130	\$1.31	5.60%	6	4.62%	\$28.35
<a href="#">Naturally Defined Eyebrows   Leading Cosmetic Brow Artist   Say Goodbye to Sparse Brows</a> <a href="http://jwalkerwellness.com/">jwalkerwellness.com/</a> Natural Looking Permanent Makeup For Eyebrows. Beautiful Results Lasting Up To 3 Years.   Treatments From The Top Cosmetic Artist Specializing In Permanent Makeup Tattoos.	search   beta   microblading	\$75.41	822	51	\$1.48	6.20%	2.78	5.45%	\$27.13
<a href="#">Naturally Defined Eyebrows   Leading Cosmetic Brow Artist   Say Goodbye to Sparse Brows</a> <a href="http://jwalkerwellness.com/">jwalkerwellness.com/</a> Natural Looking Permanent Makeup For Eyebrows. Beautiful Results Lasting Up To 3 Years.   Treatments From The Top Cosmetic Artist Specializing In Permanent Makeup Tattoos.	search   beta   microblading	\$98.19	984	62	\$1.58	6.30%	0	0.00%	\$0.00

# Budget Utilization by Device

Conversions by Device  
J Walker Wellness



Cost by Device  
J Walker Wellness



Device Performance (by Conversions)  
J Walker Wellness

Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	4,252	278	\$403.25	\$1.45	6.54%	9.78	3.52%	\$41.23
Computers	578	12	\$7.42	\$0.62	2.08%	0	0.00%	\$0.00
Tablets with full browsers	160	0	\$0.00	\$0.00	0.00%	0	0.00%	\$0.00

# Budget Utilization by Network

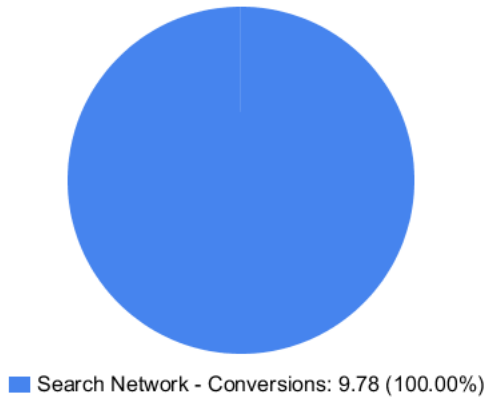
## Cost by Network

J Walker Wellness



## Conversions by Network

J Walker Wellness



## Network Performance


J Walker Wellness

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	4,990	290	\$410.67	\$1.42	5.81%	9.78	3.37%	\$41.99

# Conversion Summary

07/01/2021 - 07/31/2021

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 Conversion Performance  
J Walker Wellness

Conversion name	All conv.
Submit lead form	9
Call From Ads	0.78

# Geo-Targeting Summary

07/01/2021 - 07/31/2021

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 Top Locations  
J Walker Wellness

Region	Clicks	Conversions	Cost / conv.
New Jersey	288	9.78	\$41.82

# Glossary

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- 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
- Conversion Value (Conv Val) - Reported revenue by the eCommerce site. Does not include returns, refunds, or canceled orders.
- Conversion Value / Click (Conv Val / Click) - Average revenue generated per click. Is used to determine effectiveness of the account when compared against average cost per click (CPC).
- Conversion Value / Cost (Conv Val / Cost) - is a metric that shows the conversion value over the cost of advertising. This is the same calculation as Return on Ad Spend (ROAS) but is not expressed as a percentage.
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage