

**Monthly Account
Performance Report
1 Nov 2019 — 30 Nov 2019**

New Beauty Wellness

278-427-9054

Key Performance Indicators (KPIs)

Cost

\$897

↓ 31%

Conv

4.8

↓ 58%

Conv Rate

1.17%

↓ 36%

Cost / Conv

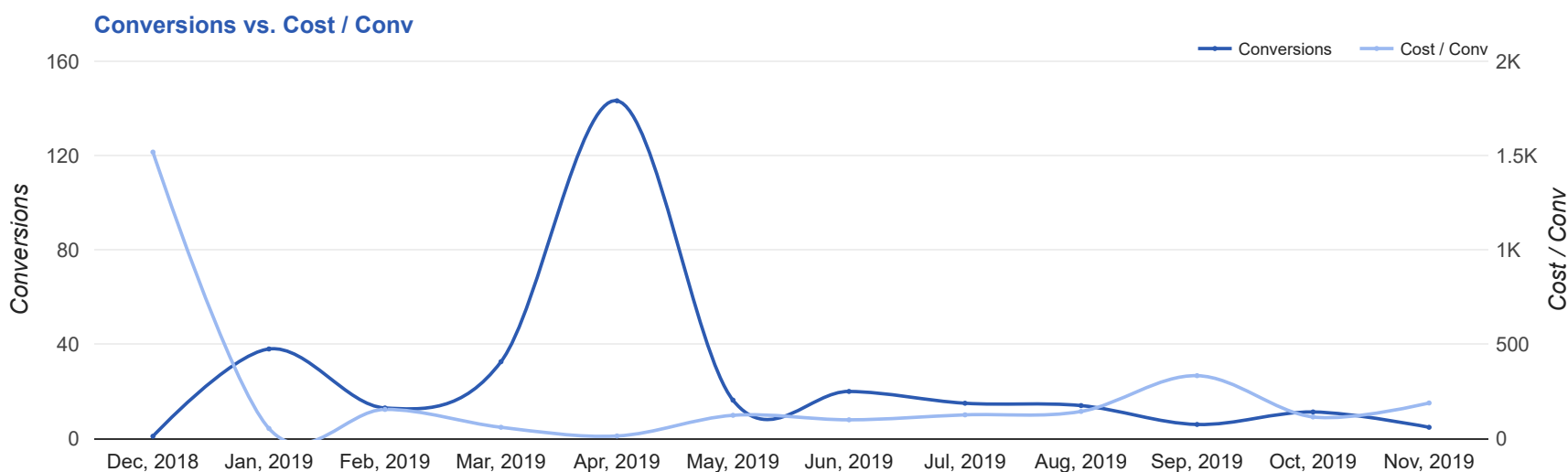
\$188.87

↑ 64%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2019 — 31 Oct 2019	11,069	616	\$1,291.94	\$2.10	5.57%	-	11.3	1.83%	\$114.84	47.47%
1 Nov 2019 — 30 Nov 2019	5,659	407	\$897.15	\$2.20	7.19%	-	4.8	1.17%	\$188.87	49.16%
Change	5,410 ↓ 49%	209 ↓ 34%	\$394.79 ↓ 31%	\$0.10 ↑ 5%	1.62% ↑ 29%	--	6.50 ↓ 58%	0.66% ↓ 36%	\$74.03 ↑ 64%	1.69% ↑ 4%

Performance by Month - 1 Dec 2018 — 30 Nov 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Dec '18	20,934	491	\$1,518.11	\$3.09	2.35%	-	1	0.2%	\$1,518.11	32.55%
Jan '19	13,243	447	\$2,044.93	\$4.57	3.38%	-	38	8.5%	\$53.81	42.73%
Feb '19	5,977	289	\$2,011.84	\$6.96	4.84%	-	13	4.5%	\$154.76	54.15%
Mar '19	7,462	336	\$1,958.19	\$5.83	4.5%	-	32.6	9.7%	\$60.10	44.31%
Apr '19	7,784	358	\$2,000.82	\$5.59	4.6%	-	143.2	39.99%	\$13.98	29.25%
May '19	7,202	351	\$2,007.23	\$5.72	4.87%	-	16.3	4.63%	\$123.52	43.58%
Jun '19	10,322	491	\$1,992.92	\$4.06	4.76%	-	20	4.07%	\$99.65	54.14%
Jul '19	12,658	605	\$1,888.90	\$3.12	4.78%	-	15	2.48%	\$125.93	47.21%
Aug '19	12,162	619	\$2,016.30	\$3.26	5.09%	-	14	2.26%	\$144.02	48.39%
Sep '19	6,612	308	\$2,000.83	\$6.50	4.66%	-	6	1.95%	\$333.47	49.58%
Oct '19	11,069	616	\$1,291.94	\$2.10	5.57%	-	11.3	1.83%	\$114.84	47.48%
Nov '19	5,659	407	\$897.15	\$2.20	7.19%	-	4.8	1.17%	\$188.87	49.14%
Total	121,084	5,318	\$21,629.16	\$4.07	4.39%	-	315	5.92%	\$68.66	42.41%

Campaign Summary - 1 Nov 2019 — 30 Nov 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta laser skin revitalization	2,726	167	\$249.82	\$1.50	6.13%	-	2.8	1.65%	\$90.84	38.81%
search awareness laser hair removal	143	9	\$199.59	\$22.18	6.29%	-	1	11.11%	\$199.59	88.75%
search beta hydrfacial	1,335	130	\$242.09	\$1.86	9.74%	-	1	0.77%	\$242.09	63.7%
search awareness microneedling	1,455	101	\$205.65	\$2.04	6.94%	-	0	0%	\$0.00	65.04%

Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

Top Text Ads

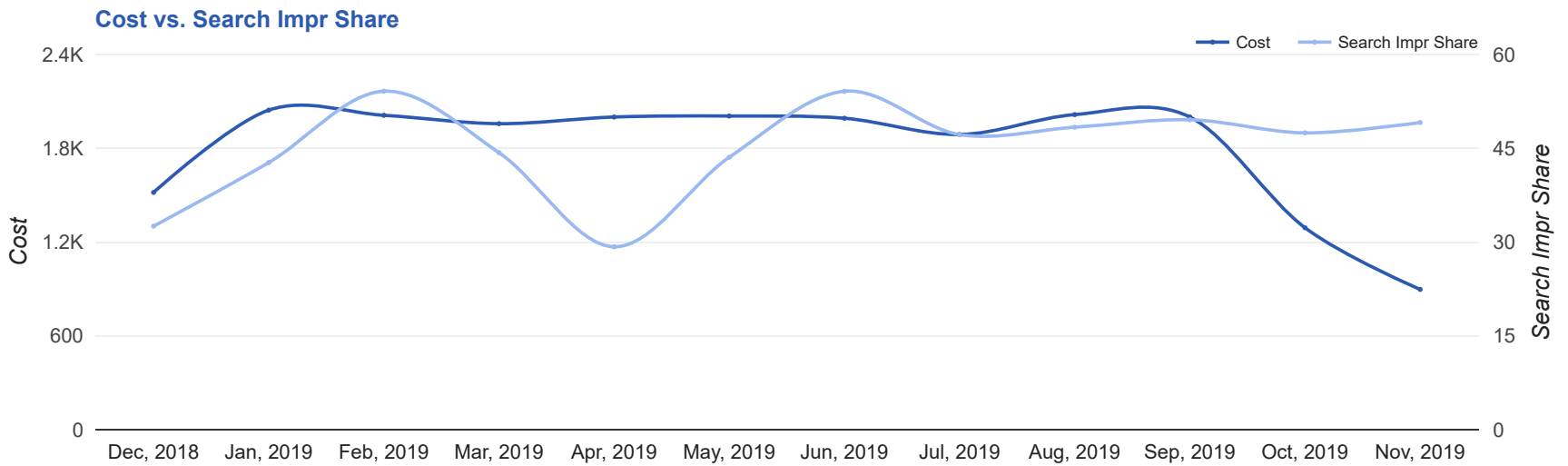
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword: Laser Facial in Westport} - Emerge Fractional Laser in CT - Reverse Aging + Glowing Skin newbeautywellness.com/ --/ -- Look younger & more energized with beautiful skin tone & texture & a radiant complexion	1,882	139	\$207.03	\$1.49	7.39%	-	2.8	1.98%	\$75.28
{Keyword:Best Laser Hair Removal} - 50% Off Laser Hair Removal - Advanced Laser Technology newbeautywellness.com/ --/ -- Laser Hair Removal Treatments are Quick, Safe & Permanent. Safe with All Skin Types.	42	4	\$96.21	\$24.05	9.52%	-	1	25.00%	\$96.21
{Keyword: Best Facial Westport} - Cleanse + Exfoliate + Hydrate - The Best Skin of Your Life newbeautywellness.com/ --/ -- Cleanses, Extracts, and Hydrates + Super Serums & Nutrients for Instant Glow.	914	93	\$171.10	\$1.84	10.18%	-	1	1.08%	\$171.10
50% Off Laser Hair Removal - Remove Unwanted Hair for Good - Advanced Laser Technology newbeautywellness.com/ Laser Hair Removal Treatments are Quick, Safe & Permanent. Safe with All Skin Types.	44	3	\$46.44	\$15.48	6.82%	-	0	0.00%	-
Laser Hair Removal Special - Enjoy Smooth, Silky Skin - Permanent Hair Reduction newbeautywellness.com/ #1 Laser Hair Removal in CT. Painless, Effective & Permanent Hair Removal. Receive 50% Off	57	2	\$56.94	\$28.47	3.51%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2019 — 30 Nov 2019

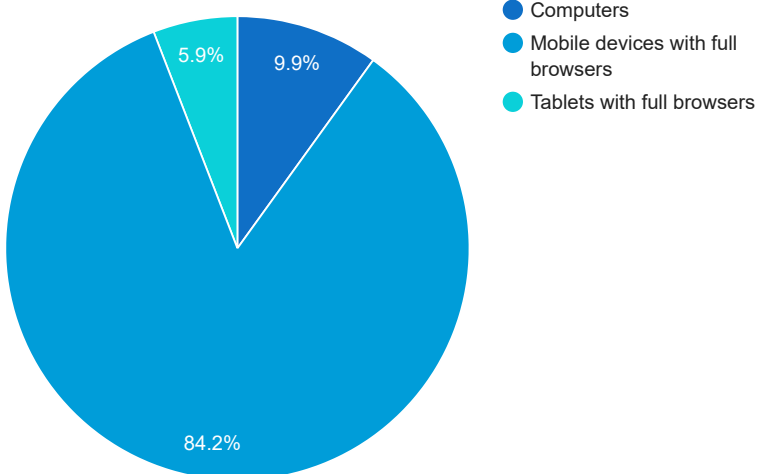
Budget Coverage



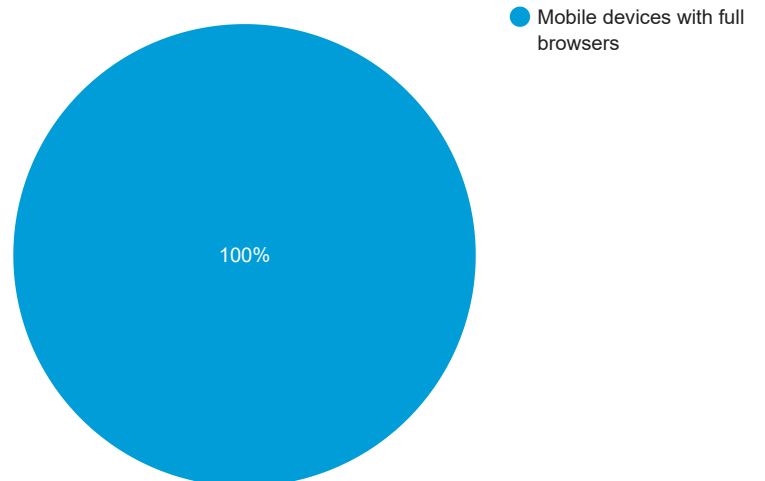
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	1,518.11	32.55
Jan, 2019	2,044.93	42.73
Feb, 2019	2,011.84	54.15
Mar, 2019	1,958.19	44.31
Apr, 2019	2,000.82	29.25
May, 2019	2,007.23	43.58
Jun, 2019	1,992.92	54.14
Jul, 2019	1,888.90	47.21
Aug, 2019	2,016.30	48.39
Sep, 2019	2,000.83	49.58
Oct, 2019	1,291.94	47.48
Nov, 2019	897.15	49.14

Cost and Conversions by Device

Cost



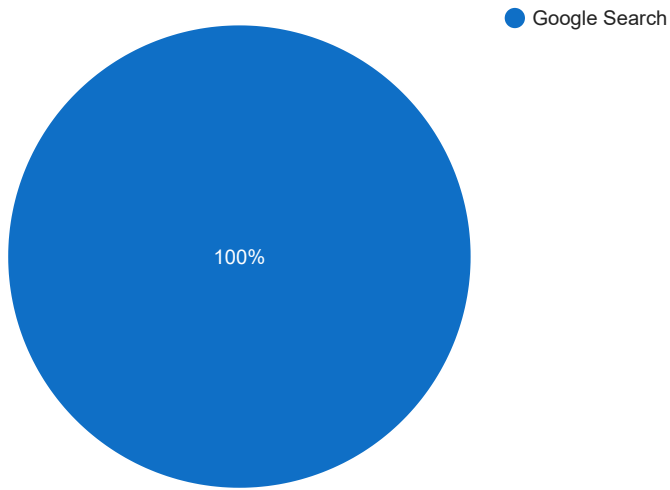
Conversions



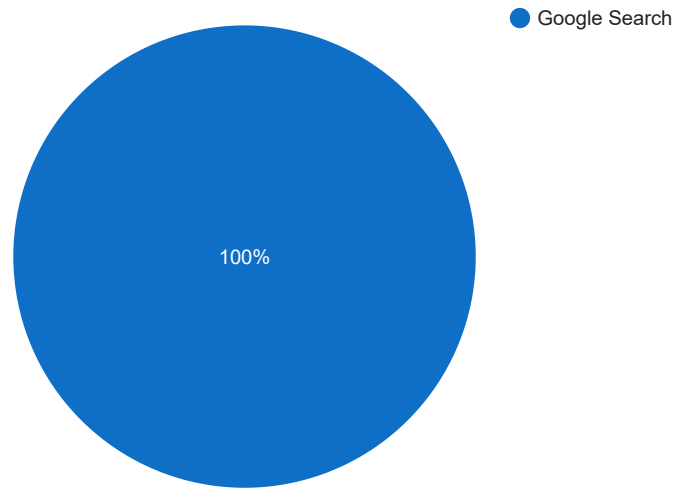
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	4,488	355	\$755.14	\$2.13	7.91%	-	4.8	1.34%	\$158.98
Computers	809	32	\$89.26	\$2.79	3.96%	-	0	0%	\$0.00
Tablets with full browsers	362	20	\$52.75	\$2.64	5.52%	-	0	0%	\$0.00

Cost and Conversions by Network (Search vs. Display)

Cost



Conversions



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Google search	5,659	407	\$897.15	\$2.20	7.19%	-	4.8	1.17%	\$188.87

Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE	CONV
Form Submit	2.8
Phone Call	1
Calls from ads	1
Laser Hair Removal Leads (All Web Site Data)	0
Laser Facial Leads (All Web Site Data)	0

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 page 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