

**Monthly Account
Performance Report
1 Jan 2020 — 31 Jan 2020**

New Beauty Wellness

278-427-9054

Key Performance Indicators (KPIs)

Cost

\$1,812

↑ 80%

Conv

12

↔ 0%

Conv Rate

4.98%

↑ 22%

Cost / Conv

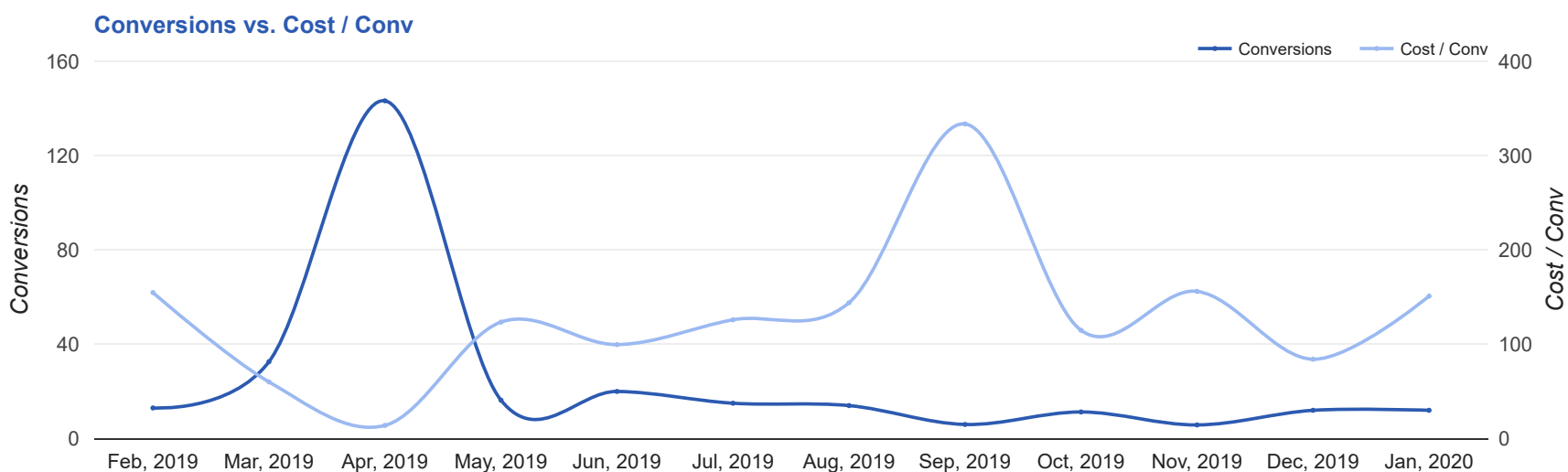
\$151.03

↑ 80%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2019 — 31 Dec 2019	4,420	295	\$1,009.57	\$3.42	6.67%	-	12	4.07%	\$84.13	44.77%
1 Jan 2020 — 31 Jan 2020	3,336	241	\$1,812.41	\$7.52	7.22%	-	12	4.98%	\$151.03	80.42%
Change	1,084 ↓ 25%	54 ↓ 18%	\$802.84 ↑ 80%	\$4.10 ↑ 120%	0.55% ↑ 8%	--	0 ↔ 0%	0.91% ↑ 22%	\$66.90 ↑ 80%	35.65% ↑ 80%

Performance by Month - 1 Feb 2019 — 31 Jan 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	5.8	1.41%	\$156.03	49.26%	
Dec '19	4,420	295	\$1,009.57	\$3.42	6.67%	-	12	4.07%	\$84.13	44.77%	
Jan '20	3,336	241	\$1,812.41	\$7.52	7.22%	-	12	4.98%	\$151.03	80.42%	
Total	94,663	4,916	\$20,888.10	\$4.25	5.19%	-	301	6.12%	\$69.40	46.36%	

Campaign Summary - 1 Jan 2020 — 31 Jan 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search awareness laser hair removal	976	77	\$730.95	\$9.49	7.89%	-	6	7.79%	\$121.83	78.52%
search beta laser skin revitalization	404	42	\$428.46	\$10.20	10.4%	-	2	4.76%	\$214.23	61.54%
search beta photofacial	464	16	\$94.91	\$5.93	3.45%	-	2	12.5%	\$47.46	81.69%
search beta hydrafacial	1,056	84	\$462.47	\$5.51	7.95%	-	1	1.19%	\$462.47	86.06%
search awareness microneedling	436	22	\$95.62	\$4.35	5.05%	-	1	4.55%	\$95.62	96.03%

Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

Top Text Ads

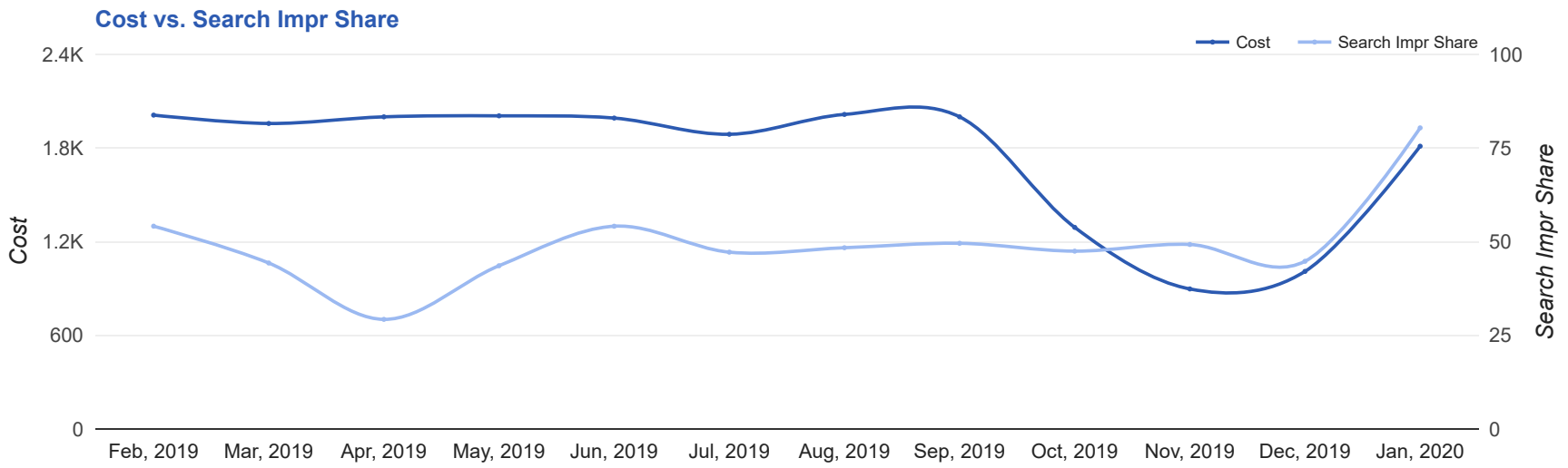
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Best Laser Hair Removal in CT - #1 Westport Skin & Laser Spa - Remove Unwanted Hair for Good newbeautywellness.com// Effectively Remove Hair on the Chest, Legs, Back, Arms, Face, Armpit, Bikini Area & More	160	21	\$184.76	\$8.80	13.13%	-	3	14.29%	\$61.59
{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	313	36	\$368.13	\$10.23	11.50%	-	2	5.56%	\$184.06
{Keyword:Photofacial: Westport} - No Surgery or Pain - Photorejuvenation Facial newbeautywellness.com/ --/ -- Rejuvenate Your Skin Without Surgery or Downtime. Improve Skin Tone and Texture.	204	10	\$52.18	\$5.22	4.90%	-	2	20.00%	\$26.09
Remove Unwanted Hair for Good - Laser Hair Removal in Westport - Enjoy Smooth Silky Skin newbeautywellness.com// Most Advanced Laser Technology: Painless, Safe on All Skin Types & Less Time & Treatments.	180	9	\$105.36	\$11.71	5.00%	-	1	11.11%	\$105.36
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	143	10	\$144.73	\$14.47	6.99%	-	1	10.00%	\$144.73

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2020 — 31 Jan 2020

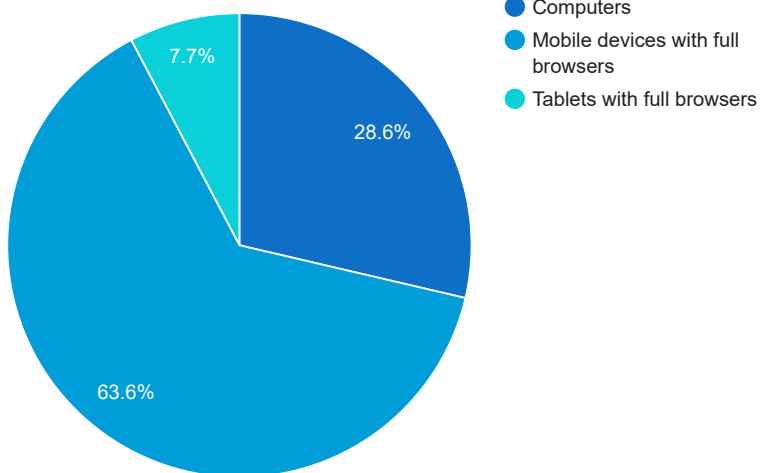
Budget Coverage



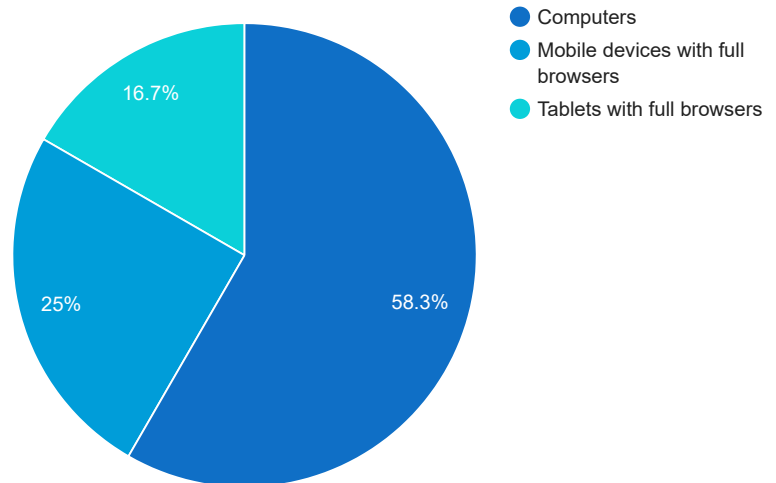
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	2,011.84	54.15
Mar, 2019	1,958.19	44.31
Apr, 2019	2,000.82	29.25
May, 2019	2,007.23	43.58
Jun, 2019	1,992.92	54.14
Jul, 2019	1,888.90	47.21
Aug, 2019	2,016.30	48.39
Sep, 2019	2,000.83	49.58
Oct, 2019	1,291.94	47.48
Nov, 2019	897.15	49.26
Dec, 2019	1,009.57	44.77
Jan, 2020	1,812.41	80.42

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	2,358	170	\$1,153.20	\$6.78	7.21%	-	3	1.76%	\$384.40
Computers	887	53	\$519.25	\$9.80	5.98%	-	7	13.21%	\$74.18
Tablets with full browsers	91	18	\$139.96	\$7.78	19.78%	-	2	11.11%	\$69.98

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	3,336	241	\$1,812.41	\$7.52	7.22%	-	12	4.98%	\$151.03

Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE	CONV
Form Submit	10
Phone Call	2
Laser Hair Removal Leads (All Web Site Data)	0
Hydrafacial 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 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