

**Monthly Account
Performance Report
1 Feb 2020 — 29 Feb 2020**

New Beauty Wellness

278-427-9054

Key Performance Indicators (KPIs)

Cost

\$2,567

↑ 42%

Conv

9

↓ 25%

Conv Rate

3.37%

↓ 32%

Cost / Conv

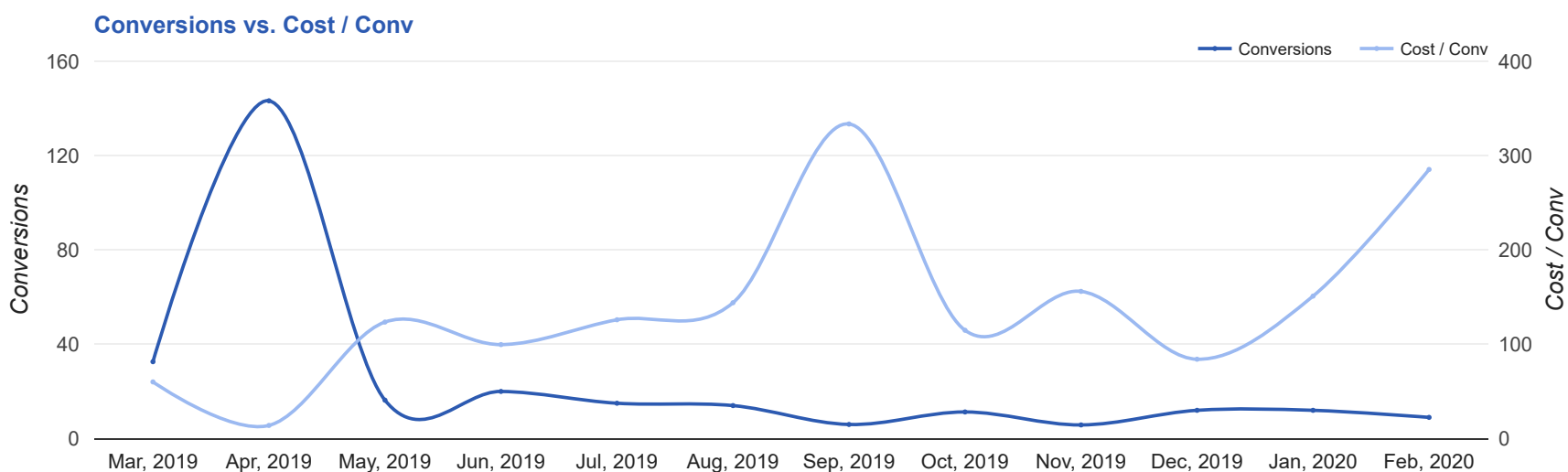
\$285.22

↑ 89%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2020 — 31 Jan 2020	3,336	241	\$1,812.41	\$7.52	7.22%	-	12	4.98%	\$151.03	80.48%
1 Feb 2020 — 29 Feb 2020	4,191	267	\$2,567.00	\$9.61	6.37%	-	9	3.37%	\$285.22	76.6%
Change	855 ↑ 26%	26 ↑ 11%	\$754.59 ↑ 42%	\$2.09 ↑ 28%	0.85% ↓ 12%	--	3 ↓ 25%	1.61% ↓ 32%	\$134.19 ↑ 89%	3.88% ↓ 5%

Performance by Month - 1 Mar 2019 — 29 Feb 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	80.48%
Feb '20	4,191	267	\$2,567.00	\$9.61	6.37%	-	9	3.37%	\$285.22	76.6%
Total	92,877	4,894	\$21,443.26	\$4.38	5.27%	-	297	6.07%	\$72.20	46.76%

Campaign Summary - 1 Feb 2020 — 29 Feb 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta microneedling	954	64	\$492.25	\$7.69	6.71%	-	4	6.25%	\$123.06	81.82%
search beta hydrafacial	849	63	\$416.67	\$6.61	7.42%	-	3	4.76%	\$138.89	94.44%
search beta laser hair removal	1,372	67	\$788.42	\$11.77	4.88%	-	2	2.99%	\$394.21	61.14%
search beta laser skin revitalization	427	35	\$458.19	\$13.09	8.2%	-	0	0%	\$0.00	84.55%
search beta photofacial	589	38	\$411.47	\$10.83	6.45%	-	0	0%	\$0.00	89.65%

Top Performing Ads - 1 Feb 2020 — 29 Feb 2020

Top Text Ads

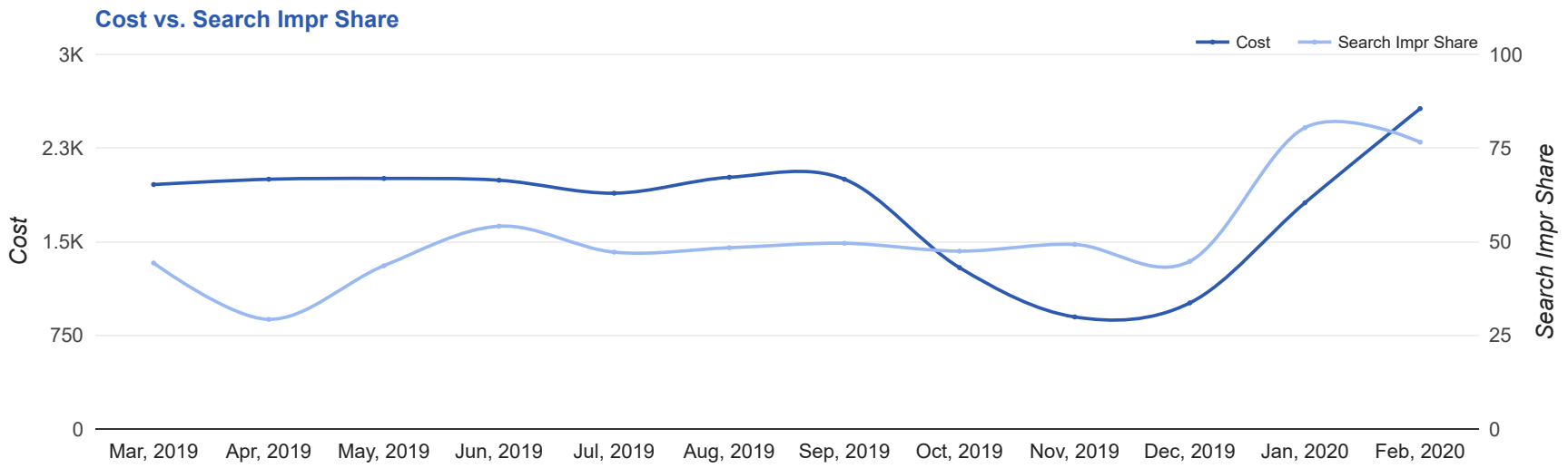
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:New Beauty & Wellness Spa} - #1 Microneedling Provider - Rejuvenate Skin Naturally newbeautywellness.com/microneedling/ -- Comprehensive, Non-Invasive Skin Treatment that Naturally Repairs & Rejuvenates Skin.	417	34	\$218.28	\$6.42	8.15%	-	3	8.82%	\$72.76
{Keyword: Best Facial Westport} - Cleanse + Exfoliate + Hydrate - The Best Skin of Your Life newbeautywellness.com/ Cleanses & Hydrates, Extracts Impurities, and Nourishes the Skin with Super Serums.	232	22	\$155.86	\$7.08	9.48%	-	2	9.09%	\$77.93
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	331	16	\$168.59	\$10.54	4.83%	-	1	6.25%	\$168.59
{Keyword:Best Laser Hair Removal} - #1 Westport Skin & Laser Spa - Advanced Laser Technology newbeautywellness.com/ -- Laser Hair Removal Treatments are Quick, Safe & Permanent. Safe with All Skin Types.	604	24	\$189.96	\$7.92	3.97%	-	1	4.17%	\$189.96
{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.	617	41	\$260.81	\$6.36	6.65%	-	1	2.44%	\$260.81

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2020 — 29 Feb 2020

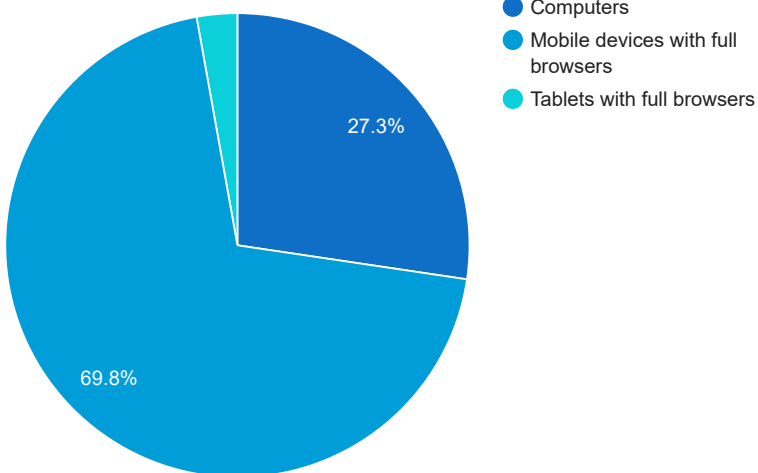
Budget Coverage



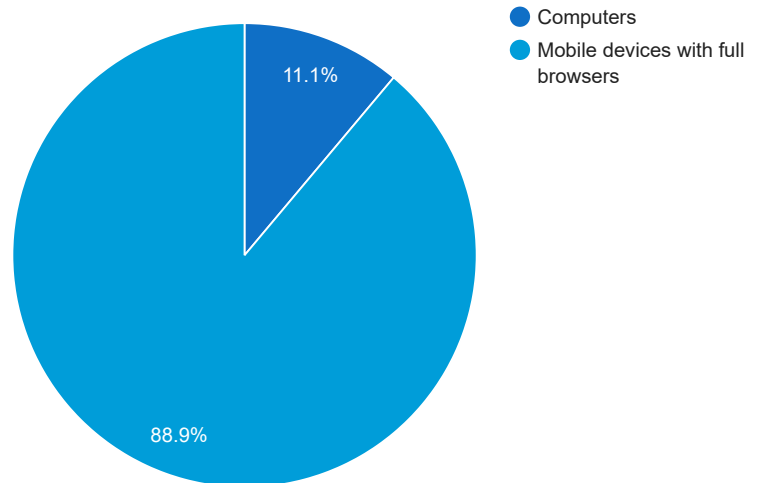
DATE	COST	SEARCH IMPR SHARE
Mar, 2019	1,958.19	44.31
Apr, 2019	2,000.82	29.25
May, 2019	2,007.23	43.58
Jun, 2019	1,992.92	54.14
Jul, 2019	1,888.90	47.21
Aug, 2019	2,016.30	48.39
Sep, 2019	2,000.83	49.58
Oct, 2019	1,291.94	47.48
Nov, 2019	897.15	49.26
Dec, 2019	1,009.57	44.77
Jan, 2020	1,812.41	80.48
Feb, 2020	2,567	76.60

Cost and Conversions by Device

Cost



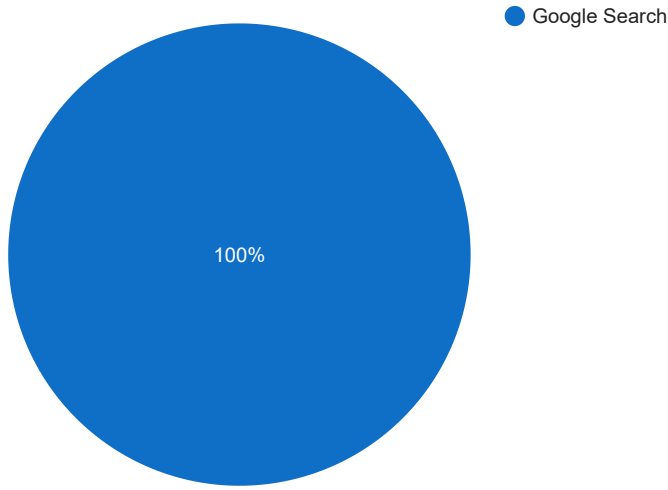
Conversions



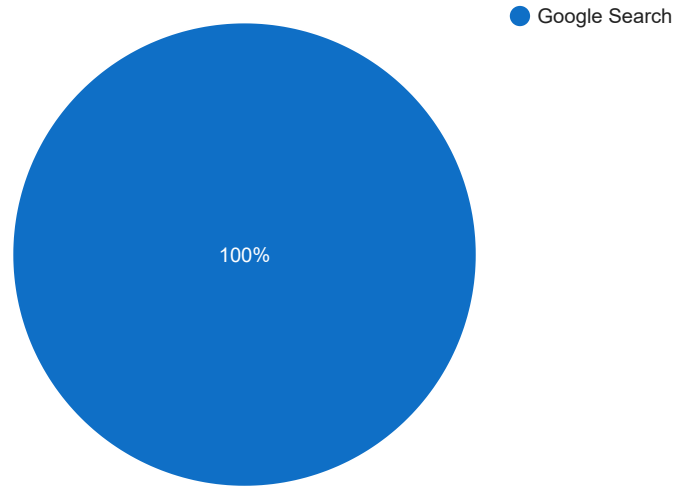
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	2,976	211	\$1,792.57	\$8.50	7.09%	-	8	3.79%	\$224.07
Computers	1,126	49	\$701.96	\$14.33	4.35%	-	1	2.04%	\$701.96
Tablets with full browsers	89	7	\$72.47	\$10.35	7.87%	-	0	0%	\$0.00

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	4,191	267	\$2,567.00	\$9.61	6.37%	-	9	3.37%	\$285.22

Conversion Types - 1 Feb 2020 — 29 Feb 2020

CONVERSION TYPE	CONV
Form Submit	4
Phone Call	3
Calls from ads	1
Dermal Fillers Lead (All Web Site Data)	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