

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

New Beauty Wellness

278-427-9054

Key Performance Indicators (KPIs)

Cost

\$3,225

↑ 5%

Conv

26.8

↑ 16%

Conv Rate

3.57%

↓ 52%

Cost / Conv

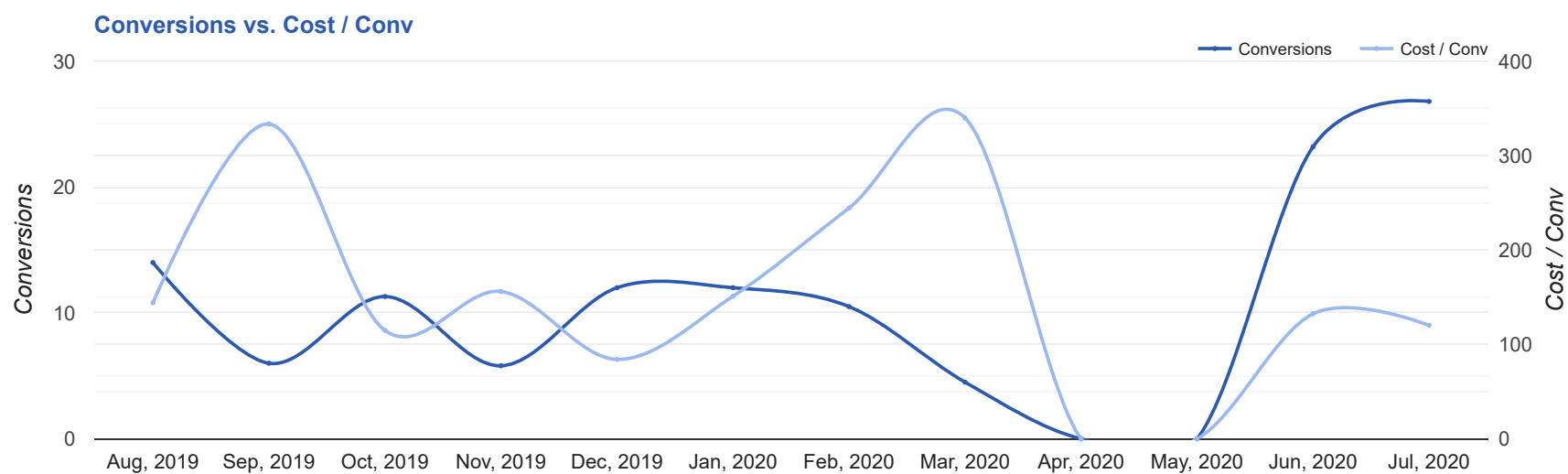
\$120.14

↓ 9%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jun 2020 — 30 Jun 2020	4,412	311	\$3,065.77	\$9.86	7.05%	-	23.2	7.45%	\$132.37	71.93%
1 Jul 2020 — 31 Jul 2020	9,654	751	\$3,224.59	\$4.29	7.78%	-	26.8	3.57%	\$120.14	52.62%
Change	5,242 ↑ 119%	440 ↑ 141%	\$158.82 ↑ 5%	\$5.57 ↓ 56%	0.73% ↑ 10%	--	3.68 ↑ 16%	3.88% ↓ 52%	\$12.23 ↓ 9%	19.31% ↓ 27%

Performance by Month - 1 Aug 2019 — 31 Jul 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	10.5	3.93%	\$244.48	76.6%
Mar '20	2,839	199	\$1,529.26	\$7.68	7.01%	-	4.5	2.26%	\$339.84	75.15%
Apr '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
May '20	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
Jun '20	4,412	311	\$3,065.77	\$9.86	7.05%	-	23.2	7.45%	\$132.37	71.93%
Jul '20	9,654	751	\$3,224.59	\$4.29	7.78%	-	26.8	3.57%	\$120.14	52.62%
Total	64,354	4,014	\$19,414.82	\$4.84	6.24%	-	126	3.14%	\$154.09	53.18%

Campaign Summary - 1 Jul 2020 — 31 Jul 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta laser hair removal	2,694	200	\$800.00	\$4.00	7.42%	-	15.8	7.92%	\$50.51	49.11%
search beta dermal fillers	4,880	341	\$736.26	\$2.16	6.99%	-	3	0.88%	\$245.42	46.75%
search beta sculpsure	424	45	\$686.92	\$15.26	10.61%	-	3	6.67%	\$228.97	81.45%
search beta laser skin revitalization	790	70	\$501.44	\$7.16	8.86%	-	3	4.29%	\$167.15	85.87%
search beta microneedling	866	95	\$499.97	\$5.26	10.97%	-	2	2.11%	\$249.99	88.14%

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

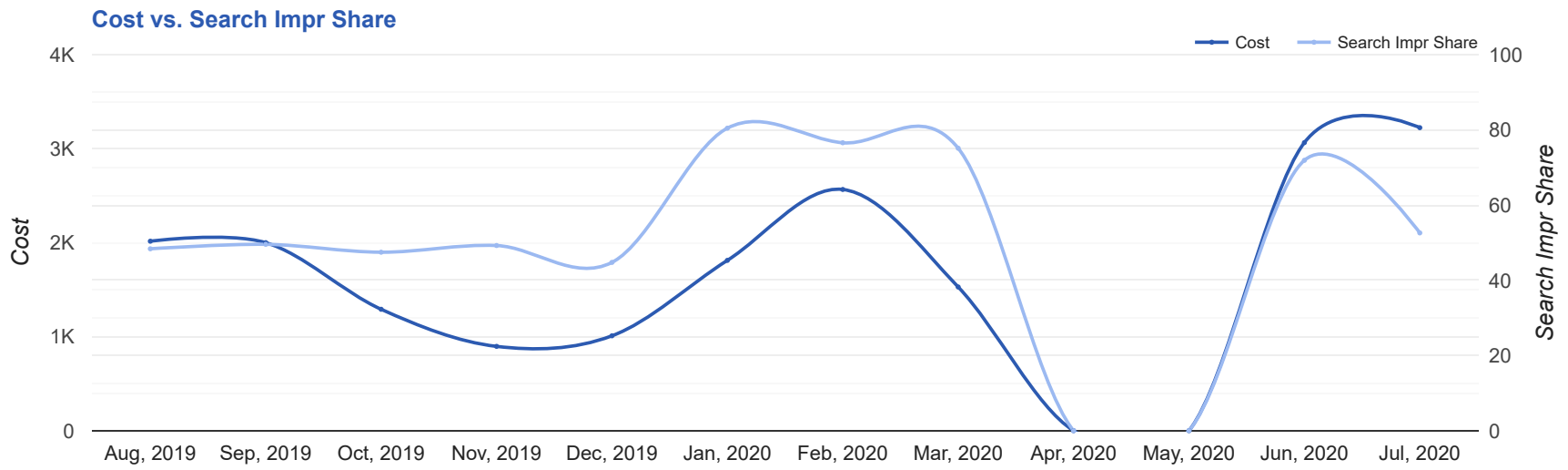
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Best Laser Hair Removal in CT - #1 Westport Skin & Laser Spa - Remove Unwanted Hair for Good newbeautywellness.com/laser_hair/removal Effectively Remove Hair on the Chest, Legs, Back, Arms, Face, Armpit, Bikini Area & More	616	46	\$180.28	\$3.92	7.47%	-	3.2	6.98%	\$56.16
{Keyword:New Beauty & Wellness Spa} - Dermal Fillers Westport - Smooth Wrinkles Restore Volume newbeautywellness.com/dermal_fillers/ -- Look Younger and More Energized with Dermal Fillers. Leading Provider in Westport, CT.	2,529	185	\$443.65	\$2.40	7.32%	-	3	1.62%	\$147.88
{Keyword:Laser Hair Removal Near Me} - #1 Westport Skin & Laser Spa - Advanced Laser Technology newbeautywellness.com/near_me/ -- Laser Hair Removal Treatments are Quick, Safe & Permanent. Safe with All Skin Types.	83	10	\$48.40	\$4.84	12.05%	-	2.8	28.40%	\$17.04
{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.	270	18	\$74.02	\$4.11	6.67%	-	2.8	15.50%	\$26.53
{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.	887	52	\$247.40	\$4.76	5.86%	-	2	3.85%	\$123.70

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

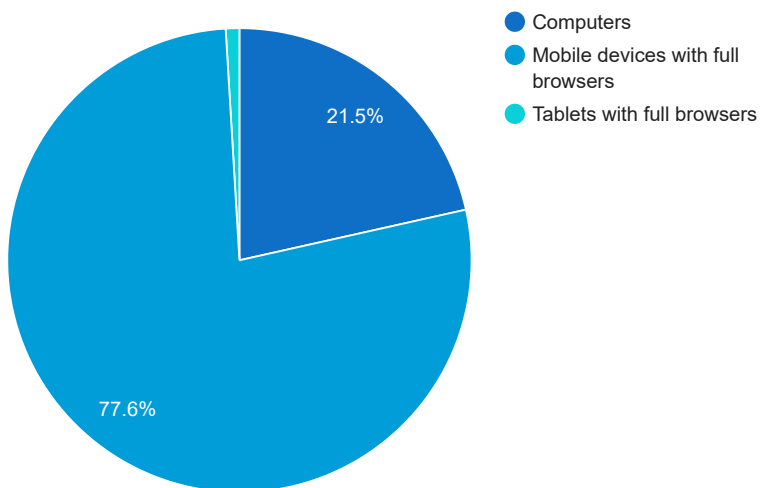
Budget Coverage



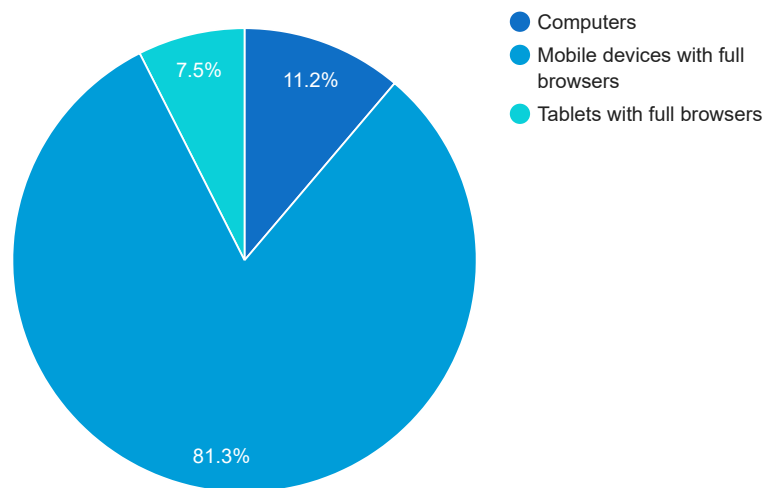
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	2,016.30	48.39
Sep, 2019	2,000.83	49.58
Oct, 2019	1,291.94	47.48
Nov, 2019	897.15	49.26
Dec, 2019	1,009.57	44.77
Jan, 2020	1,812.41	80.48
Feb, 2020	2,567	76.60
Mar, 2020	1,529.26	75.15
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	3,065.77	71.93
Jul, 2020	3,224.59	52.62

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	7,700	629	\$2,500.86	\$3.98	8.17%	-	21.8	3.47%	\$114.51
Computers	1,800	114	\$693.23	\$6.08	6.33%	-	3	2.63%	\$231.08
Tablets with full browsers	154	8	\$30.50	\$3.81	5.19%	-	2	25%	\$15.25

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	9,654	751	\$3,224.59	\$4.29	7.78%	-	26.8	3.57%	\$120.14

Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE	CONV
Form Submit	20.8
Phone Call	3
Calls from ads	2
Dermal Fillers Lead (All Web Site Data)	1
Laser Hair Removal Leads (All Web Site Data)	0
Sculpsure 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