

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

New Beauty Wellness

278-427-9054

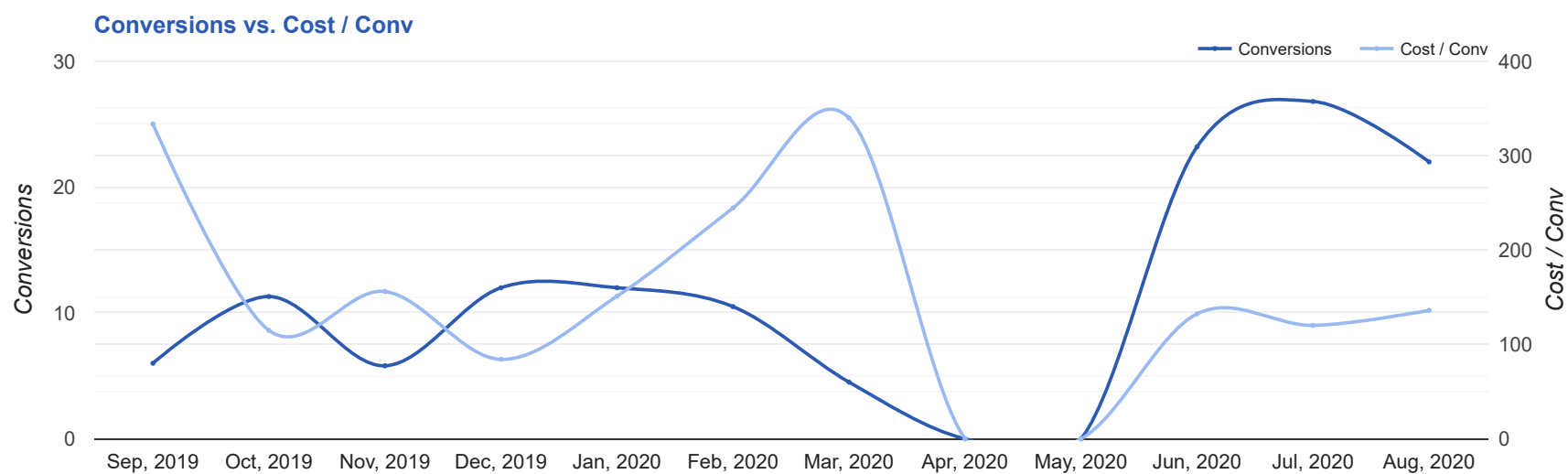
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,994	22	3.12%	\$136.08
↓ 7%	↓ 18%	↓ 13%	↑ 13%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jul 2020 — 31 Jul 2020	9,654	751	\$3,224.59	\$4.29	7.78%	-	26.8	3.57%	\$120.14	52.16%
1 Aug 2020 — 31 Aug 2020	9,555	705	\$2,993.73	\$4.25	7.38%	-	22	3.12%	\$136.08	46.21%
<b>Change</b>	99 ↓ 1%	46 ↓ 6%	\$230.86 ↓ 7%	\$0.04 ↓ 1%	0.40% ↓ 5%	--	4.84 ↓ 18%	0.45% ↓ 13%	\$15.94 ↑ 13%	5.95% ↓ 11%

# Performance by Month - 1 Sep 2019 — 31 Aug 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	52.16%
Aug '20	9,555	705	\$2,993.73	\$4.25	7.38%	-	22	3.12%	\$136.08	46.21%
<b>Total</b>	<b>61,747</b>	<b>4,100</b>	<b>\$20,392.25</b>	<b>\$4.97</b>	<b>6.64%</b>	<b>-</b>	<b>134</b>	<b>3.27%</b>	<b>\$152.18</b>	<b>52.9%</b>

## Campaign Summary - 1 Aug 2020 — 31 Aug 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   dermal fillers	5,050	318	\$744.84	\$2.34	6.3%	-	8	2.52%	\$93.11	48.6%
search   beta   laser hair removal	3,034	225	\$799.60	\$3.55	7.42%	-	8	3.56%	\$99.95	35.32%
search   beta   sculpsure	545	54	\$727.90	\$13.48	9.91%	-	5	9.26%	\$145.58	88.67%
search   beta   microneedling	582	66	\$333.56	\$5.05	11.34%	-	1	1.52%	\$333.56	89.95%
search   beta   laser skin revitalization	344	42	\$387.83	\$9.23	12.21%	-	0	0%	\$0.00	80.37%

# Top Performing Ads - 1 Aug 2020 — 31 Aug 2020

## Top Text Ads

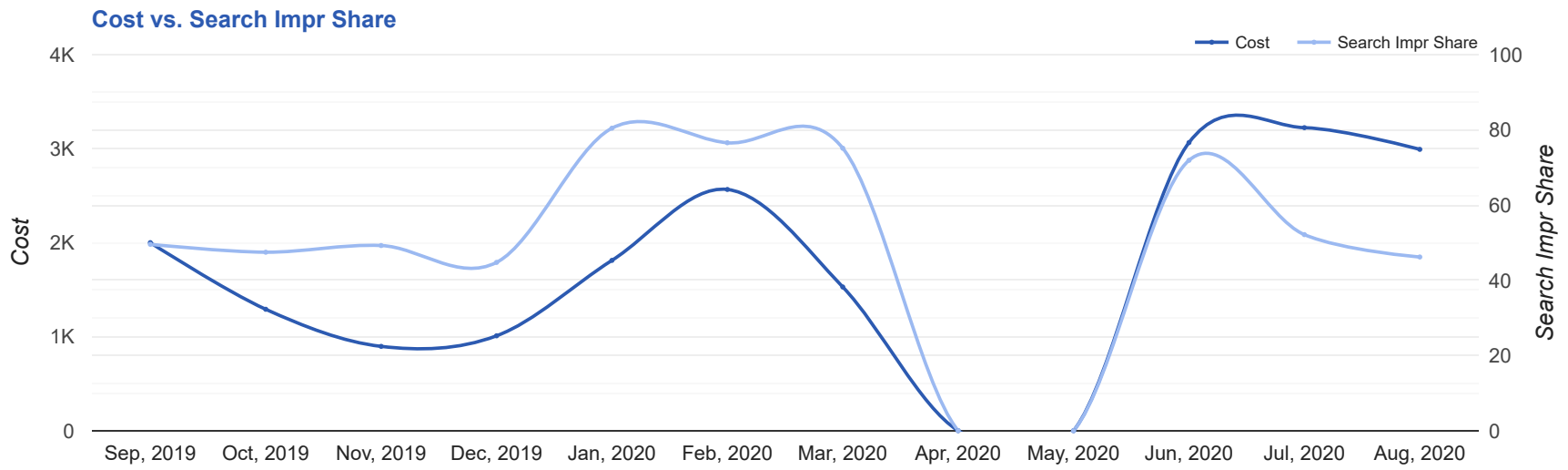
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:New Beauty & Wellness Spa} - Dermal Fillers Westport - Smooth Wrinkles Restore Volume <a href="http://newbeautywellness.com/dermal_fillers/">newbeautywellness.com/dermal_fillers/</a> -- Look Younger and More Energized with Dermal Fillers. Leading Provider in Westport, CT.	2,352	175	\$448.10	\$2.56	7.44%	-	5	2.86%	\$89.62
Best Laser Hair Removal - #1 Westport Skin & Laser Spa - Advanced Laser Technology <a href="http://newbeautywellness.com/">newbeautywellness.com/</a> -- Laser Hair Removal Treatments are Quick, Safe & Permanent. Safe with All Skin Types.	475	19	\$78.22	\$4.12	4.00%	-	3	15.79%	\$26.07
{Keyword: #1 SculpSure Deal in Westport} - \$500 off SculpSure Cost - Non-Invasive Fat Reduction <a href="http://newbeautywellness.com/">newbeautywellness.com/</a> -- Receive \$500 off 2 Sculpsure Treatments from the leading SculpSure providers in Westport.	188	24	\$372.21	\$15.51	12.77%	-	2	8.33%	\$186.10
\$500 off SculpSure Cost - #1 SculpSure Deal in Westport - Non-Invasive Fat Reduction <a href="http://newbeautywellness.com/">newbeautywellness.com/</a> Receive \$500 off 2 Sculpsure Treatments from the leading SculpSure providers in Westport.	248	16	\$174.09	\$10.88	6.45%	-	2	12.50%	\$87.05
Laser Hair Removal in Westport - Permanent Hair Reduction - Advanced Laser Technology <a href="http://newbeautywellness.com/laser_hair/removal">newbeautywellness.com/laser_hair/removal</a> Laser Hair Removal Treatments are Quick, Safe & Permanent. Safe with All Skin Types.	196	20	\$52.98	\$2.65	10.20%	-	1	5.00%	\$52.98

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Aug 2020 — 31 Aug 2020

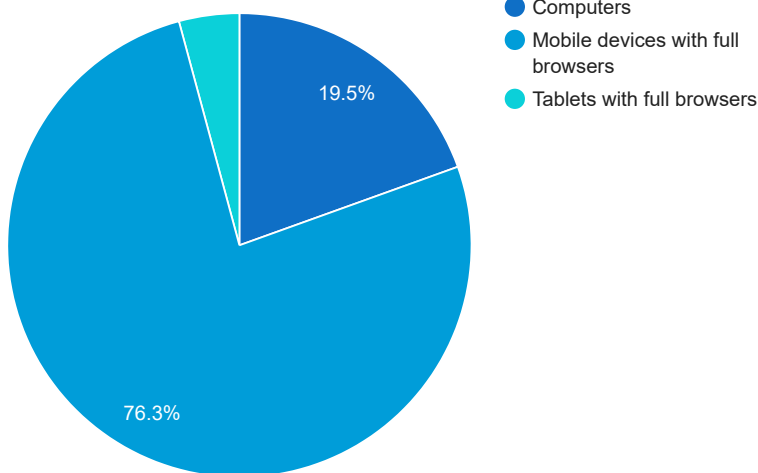
## Budget Coverage



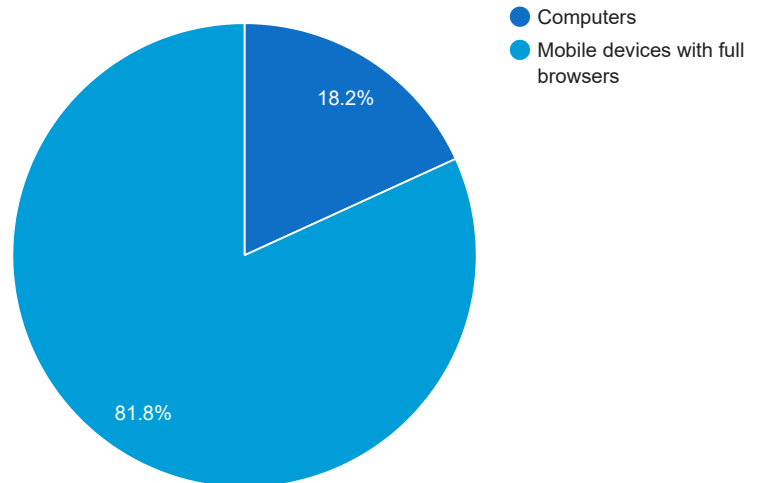
DATE	COST	SEARCH IMPR SHARE
Sep, 2019	2,000.83	49.58
Oct, 2019	1,291.94	47.48
Nov, 2019	897.15	49.26
Dec, 2019	1,009.57	44.77
Jan, 2020	1,812.41	80.48
Feb, 2020	2,567	76.60
Mar, 2020	1,529.26	75.15
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	3,065.77	71.93
Jul, 2020	3,224.59	52.16
Aug, 2020	2,993.73	46.21

## 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	7,632	583	\$2,283.95	\$3.92	7.64%	-	18	3.09%	\$126.89
Computers	1,740	106	\$584.04	\$5.51	6.09%	-	4	3.77%	\$146.01
Tablets with full browsers	183	16	\$125.74	\$7.86	8.74%	-	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	9,555	705	\$2,993.73	\$4.25	7.38%	-	22	3.12%	\$136.08

## Conversion Types - 1 Aug 2020 — 31 Aug 2020

CONVERSION TYPE	CONV
Form Submit	16
Phone Call	6
Sculpsure Leads (All Web Site Data)	0
Laser Hair Removal Leads (All Web Site Data)	0
Dermal Fillers Lead (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