

**Monthly Account
Performance Report
1 Sep 2020 — 30 Sep 2020**

New Beauty Wellness

278-427-9054

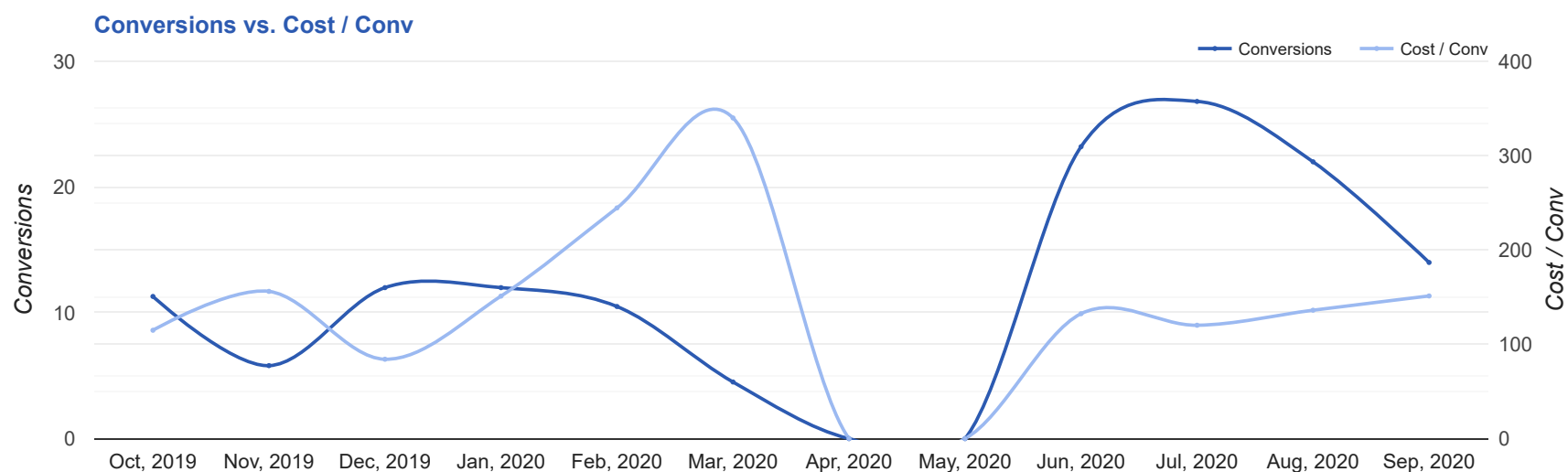
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,116	14	2.82%	\$151.18
↓ 29%	↓ 36%	↓ 10%	↑ 11%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	9,555	705	\$2,993.73	\$4.25	7.38%	-	22	3.12%	\$136.08	46.04%
1 Sep 2020 — 30 Sep 2020	8,152	497	\$2,116.46	\$4.26	6.1%	-	14	2.82%	\$151.18	49.38%
Change	1,403 ↓ 15%	208 ↓ 30%	\$877.27 ↓ 29%	\$0.01 ↑ 0%	1.28% ↓ 17%	--	8 ↓ 36%	0.30% ↓ 10%	\$15.10 ↑ 11%	3.34% ↑ 7%

Performance by Month - 1 Oct 2019 — 30 Sep 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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	46.04%	
Sep '20	8,152	497	\$2,116.46	\$4.26	6.1%	-	14	2.82%	\$151.18	49.38%	
Total	63,287	4,289	\$20,507.88	\$4.78	6.78%	-	142	3.31%	\$144.42	52.75%	

Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta laser hair removal	2,151	127	\$567.01	\$4.46	5.9%	-	6	4.72%	\$94.50	38.69%
search beta dermal fillers	5,344	314	\$819.61	\$2.61	5.88%	-	4	1.27%	\$204.90	52.6%
search beta sculpsure	354	41	\$577.35	\$14.08	11.58%	-	4	9.76%	\$144.34	80.5%
search beta hydrfacial	303	15	\$152.49	\$10.17	4.95%	-	0	0%	\$0.00	85.92%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

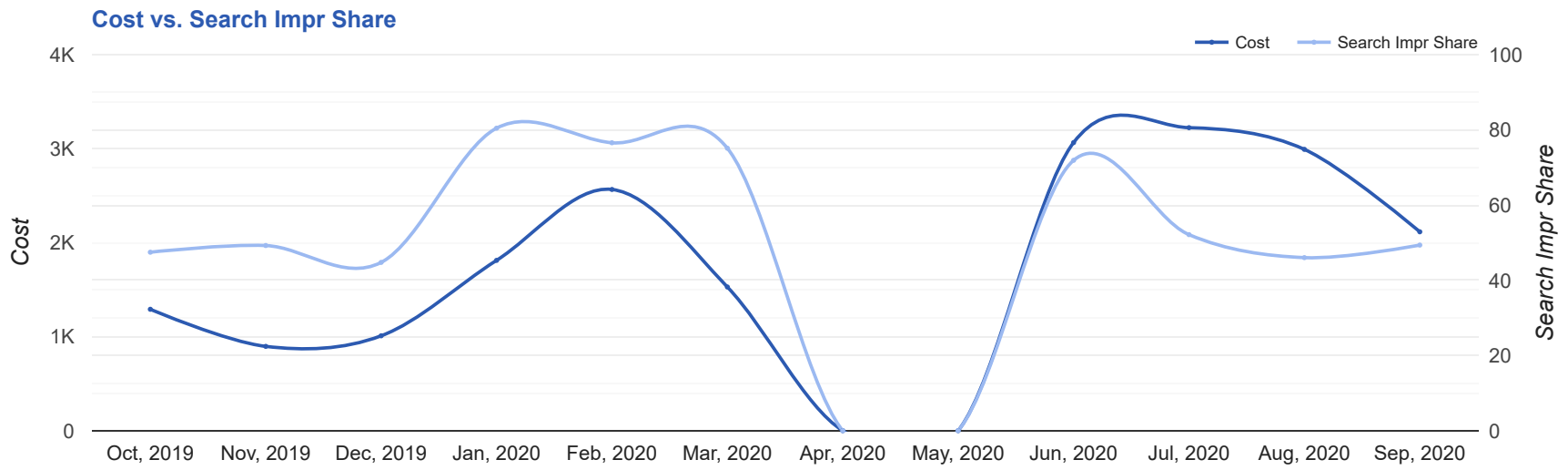
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Best Laser Hair Removal in CT - #1 Westport Skin & Laser Spa - Remove Unwanted Hair for Good newbeautywellness.com/laser_hair/removal Effectively Remove Hair on the Chest, Legs, Back, Arms, Face, Armpit, Bikini Area & More	384	13	\$53.04	\$4.08	3.39%	-	3	23.08%	\$17.68
\$500 off SculpSure Cost - #1 SculpSure Deal in Westport - Non-Invasive Fat Reduction newbeautywellness.com/ Receive \$500 off 2 Sculpsure Treatments from the leading SculpSure providers in Westport.	107	11	\$112.48	\$10.23	10.28%	-	2.5	22.73%	\$44.99
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	302	18	\$89.94	\$5.00	5.96%	-	2	11.11%	\$44.97
{Keyword:New Beauty & Wellness Spa} - Dermal Fillers Westport - Smooth Wrinkles Restore Volume newbeautywellness.com/restylane/ -- Restylane Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.	1,052	60	\$156.23	\$2.60	5.70%	-	1.5	2.45%	\$106.28
{Keyword:New Beauty & Wellness Spa} - Dermal Fillers Westport - Smooth Wrinkles Restore Volume newbeautywellness.com/juvederm/ -- Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.	1,460	95	\$243.06	\$2.56	6.51%	-	1.4	1.42%	\$180.04

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

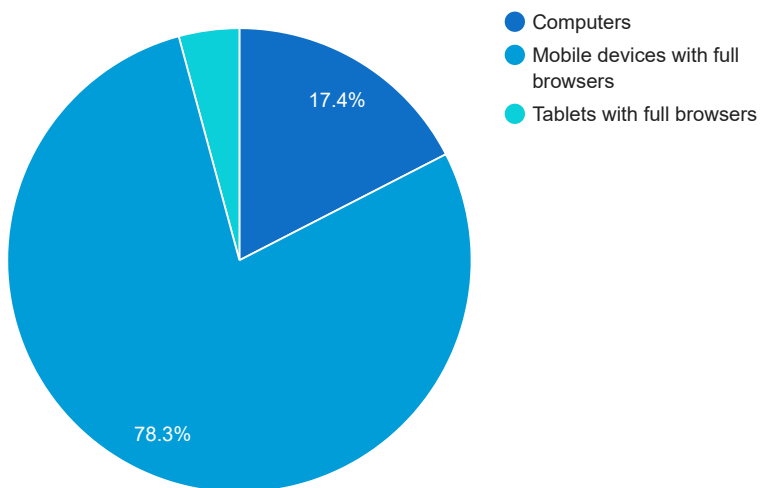
Budget Coverage



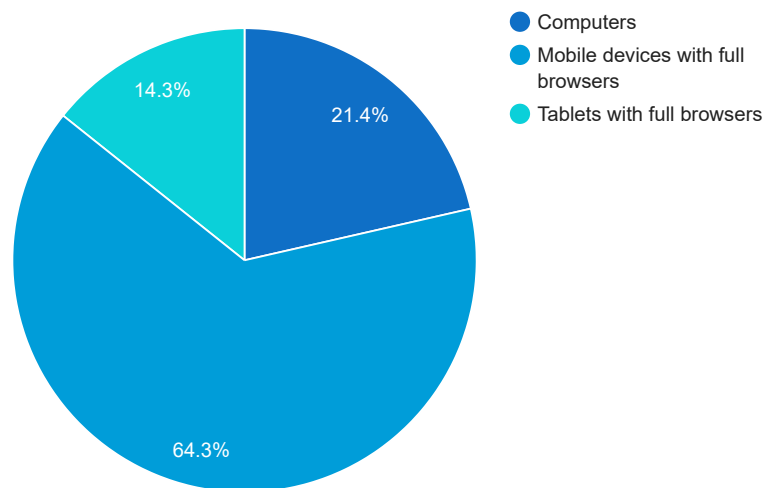
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	1,291.94	47.48
Nov, 2019	897.15	49.26
Dec, 2019	1,009.57	44.77
Jan, 2020	1,812.41	80.48
Feb, 2020	2,567	76.60
Mar, 2020	1,529.26	75.15
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	3,065.77	71.93
Jul, 2020	3,224.59	52.16
Aug, 2020	2,993.73	46.04
Sep, 2020	2,116.46	49.38

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	6,265	406	\$1,657.93	\$4.08	6.48%	-	9	2.22%	\$184.21
Computers	1,667	77	\$369.30	\$4.80	4.62%	-	3	3.9%	\$123.10
Tablets with full browsers	220	14	\$89.23	\$6.37	6.36%	-	2	14.29%	\$44.62

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	8,152	497	\$2,116.46	\$4.26	6.1%	-	14	2.82%	\$151.18

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
Form Submit	12
Phone Call	2
Laser Hair Removal Leads (All Web Site Data)	0
Sculpsure 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