

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

New Beauty Wellness

278-427-9054

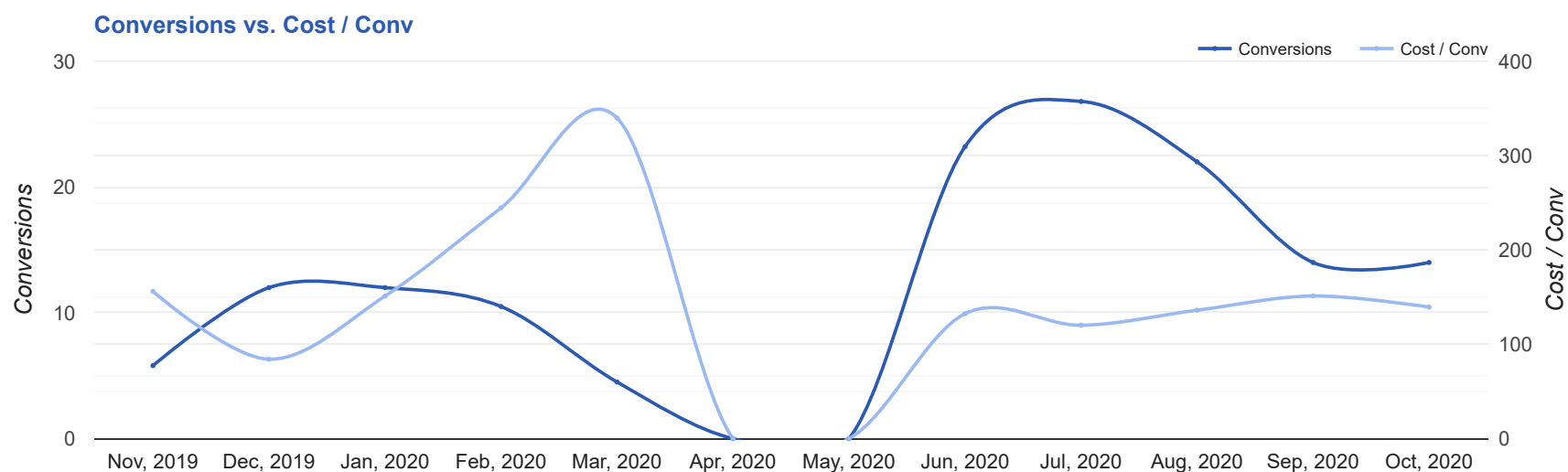
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,951	14	2.92%	\$139.38
↓ 8%	↔ 0%	↑ 4%	↓ 8%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	8,152	497	\$2,116.46	\$4.26	6.1%	-	14	2.82%	\$151.18	49.38%
1 Oct 2020 — 31 Oct 2020	7,922	480	\$1,951.27	\$4.07	6.06%	-	14	2.92%	\$139.38	52.98%
<b>Change</b>	230 ↓ 3%	17 ↓ 3%	\$165.19 ↓ 8%	\$0.19 ↓ 4%	0.04% ↓ 1%	--	0 ↔ 0%	0.10% ↑ 4%	\$11.80 ↓ 8%	3.60% ↑ 7%

# Performance by Month - 1 Nov 2019 — 31 Oct 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	
Oct '20	7,922	480	\$1,951.27	\$4.07	6.06%	-	14	2.92%	\$139.38	52.98%	
<b>Total</b>	60,140	4,153	\$21,167.21	\$5.10	6.91%	-	144.8	3.49%	\$146.23	53.88%	

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

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   dermal fillers	6,526	374	\$981.25	\$2.62	5.73%	-	9	2.41%	\$109.03	49.73%
search   beta   sculpsure	570	56	\$700.09	\$12.50	9.82%	-	3	5.36%	\$233.36	64.85%
search   beta   hydrfacial	826	50	\$269.93	\$5.40	6.05%	-	2	4%	\$134.97	86.39%

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

## Top Text Ads

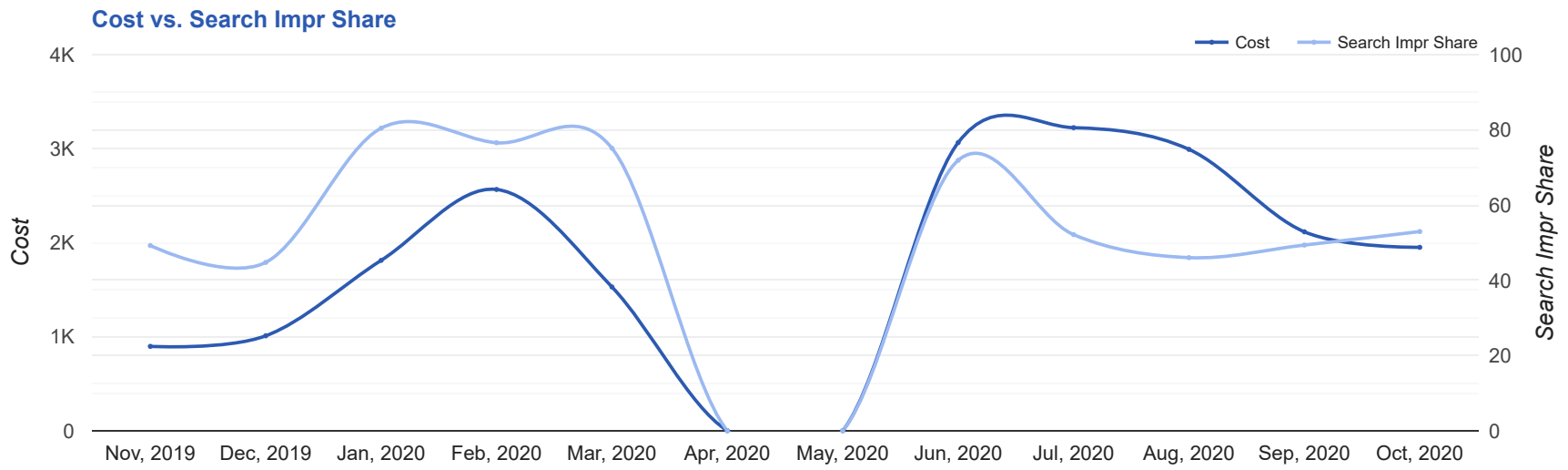
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">{Keyword:New Beauty &amp; Wellness Spa} - Dermal Fillers Westport - Smooth Wrinkles Restore Volume</a> <a href="https://newbeautywellness.com/dermal_fillers/">newbeautywellness.com/dermal_fillers/</a> -- Look Younger and More Energized with Dermal Fillers. Leading Provider in Westport, CT.	2,670	160	\$468.64	\$2.93	5.99%	-	5.2	3.26%	\$89.95
<a href="#">{Keyword:New Beauty &amp; Wellness Spa} - Dermal Fillers Westport - Smooth Wrinkles Restore Volume</a> <a href="https://newbeautywellness.com/juvederm/">newbeautywellness.com/juvederm/</a> -- Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.	1,799	106	\$264.96	\$2.50	5.89%	-	2.8	2.63%	\$94.97
<a href="#">\$500 off SculpSure Cost - #1 SculpSure Deal in Westport - Non-Invasive Fat Reduction</a> <a href="https://newbeautywellness.com/">newbeautywellness.com/</a> Receive \$500 off 2 Sculpsure Treatments from the leading SculpSure providers in Westport.	153	19	\$245.31	\$12.91	12.42%	-	2	10.53%	\$122.66
<a href="#">{Keyword: Best Facial Westport} - Cleanse + Exfoliate + Hydrate - The Best Skin of Your Life</a> <a href="https://newbeautywellness.com/">newbeautywellness.com/</a> Cleanses & Hydrates, Extracts Impurities, and Nourishes the Skin with Super Serums.	261	26	\$128.80	\$4.95	9.96%	-	2	7.69%	\$64.40
<a href="#">{Keyword: #1 SculpSure Deal in Westport} - \$500 off SculpSure Cost - Non-Invasive Fat Reduction</a> <a href="https://newbeautywellness.com/">newbeautywellness.com/</a> --/ -- Receive \$500 off 2 Sculpsure Treatments from the leading SculpSure providers in Westport.	200	12	\$166.99	\$13.92	6.00%	-	1	8.33%	\$166.99

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Oct 2020 — 31 Oct 2020

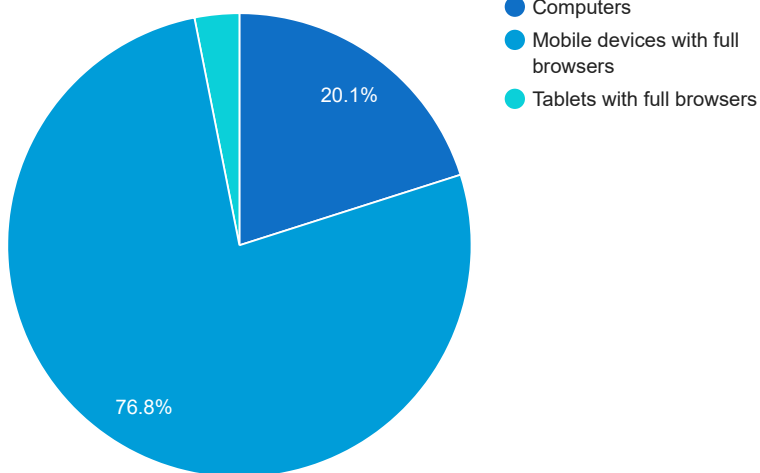
## Budget Coverage



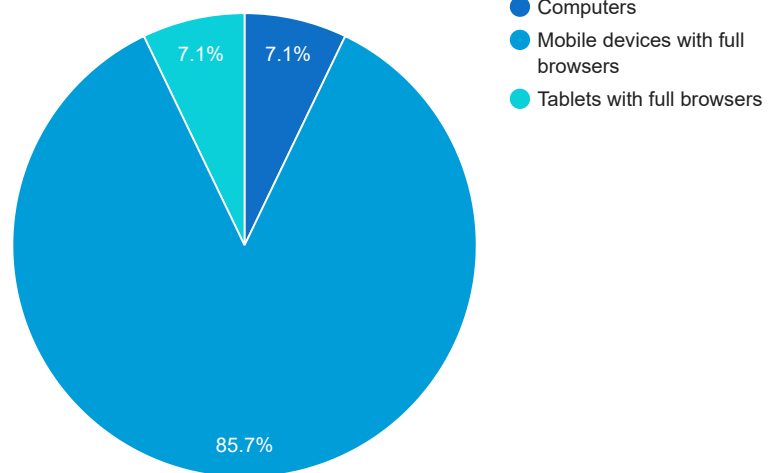
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	897.15	49.26
Dec, 2019	1,009.57	44.77
Jan, 2020	1,812.41	80.48
Feb, 2020	2,567	76.60
Mar, 2020	1,529.26	75.15
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	3,065.77	71.93
Jul, 2020	3,224.59	52.16
Aug, 2020	2,993.73	46.04
Sep, 2020	2,116.46	49.38
Oct, 2020	1,951.27	52.98

## 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	6,410	398	\$1,498.67	\$3.77	6.21%	-	12	3.02%	\$124.89
Computers	1,352	71	\$391.93	\$5.52	5.25%	-	1	1.41%	\$391.93
Tablets with full browsers	160	11	\$60.67	\$5.52	6.88%	-	1	9.09%	\$60.67

### 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	7,922	480	\$1,951.27	\$4.07	6.06%	-	14	2.92%	\$139.38

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

CONVERSION TYPE	CONV
Form Submit	10
Phone Call	4
Hydrafacial Leads (All Web Site Data)	0
Dermal Fillers Lead (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