

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

New Beauty Wellness

278-427-9054

Key Performance Indicators (KPIs)

Cost

\$1,992

↑ 2%

Conv

15

↑ 7%

Conv Rate

3.48%

↑ 19%

Cost / Conv

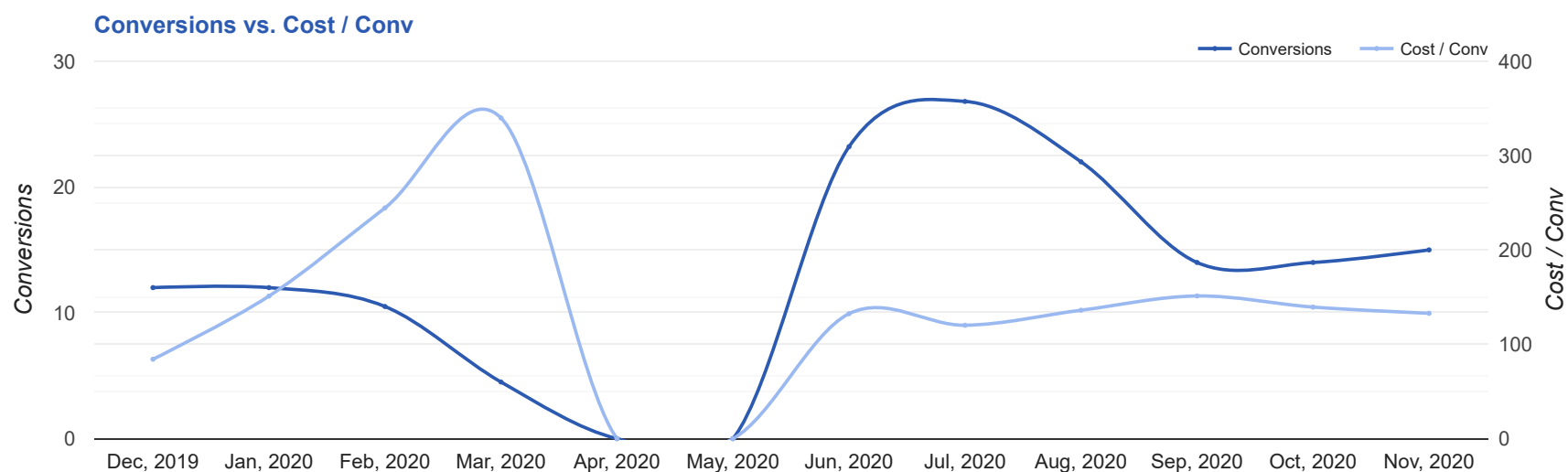
\$132.82

↓ 5%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	7,922	480	\$1,951.27	\$4.07	6.06%	-	14	2.92%	\$139.38	53.09%
1 Nov 2020 — 30 Nov 2020	6,971	431	\$1,992.30	\$4.62	6.18%	-	15	3.48%	\$132.82	49.9%
Change	951 ↓ 12%	49 ↓ 10%	\$41.03 ↑ 2%	\$0.55 ↑ 14%	0.12% ↑ 2%	--	1 ↑ 7%	0.56% ↑ 19%	\$6.56 ↓ 5%	3.19% ↓ 6%

Performance by Month - 1 Dec 2019 — 30 Nov 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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	53.09%	
Nov '20	6,971	431	\$1,992.30	\$4.62	6.18%	-	15	3.48%	\$132.82	49.9%	
Total	61,452	4,177	\$22,262.36	\$5.33	6.8%	-	154	3.69%	\$144.56	53.88%	

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta dermal fillers	5,676	341	\$996.67	\$2.92	6.01%	-	8	2.35%	\$124.58	46.25%
search beta hydrafacial	730	43	\$262.60	\$6.11	5.89%	-	4	9.3%	\$65.65	76.91%
search beta sculpsure	565	47	\$733.03	\$15.60	8.32%	-	3	6.38%	\$244.34	75.92%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

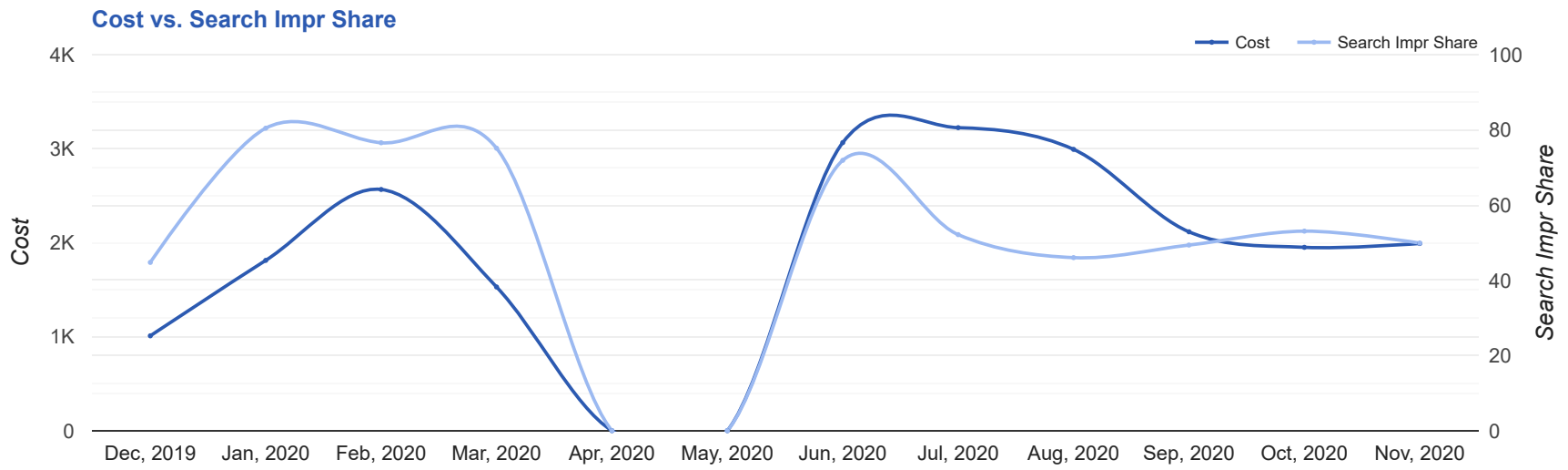
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:New Beauty & Wellness Spa} - Dermal Fillers Westport - Smooth Wrinkles Restore Volume newbeautywellness.com/restylane/ -- Restylane Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.	1,133	61	\$170.48	\$2.79	5.38%	-	4.7	7.64%	\$36.58
{Keyword:Best Hydrating Facial} - 3 Steps. 30 Minutes. - Repair Resurface & Replenish newbeautywellness.com/ Easy 3-step Treatment: Cleanse + Peel. Extract + Hydrate. Infuse + Protect.	464	28	\$133.28	\$4.76	6.03%	-	3.5	12.50%	\$38.08
{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.	1,879	132	\$407.40	\$3.09	7.03%	-	3	2.27%	\$135.80
\$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.	137	14	\$174.10	\$12.44	10.22%	-	1	7.14%	\$174.10
[Dynamic Headline] [Dynamic Display URL] Slim down & reduce unwanted bulges without liposuction. Natural, long lasting results.	179	16	\$253.42	\$15.84	8.94%	-	1	6.25%	\$253.42

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

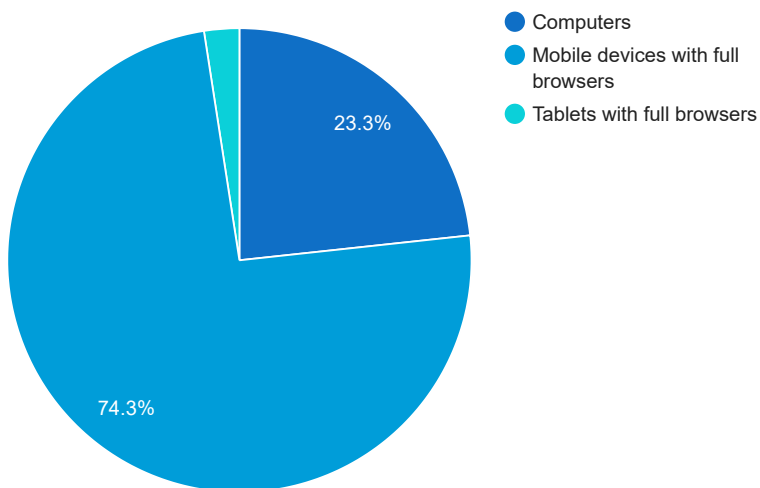
Budget Coverage



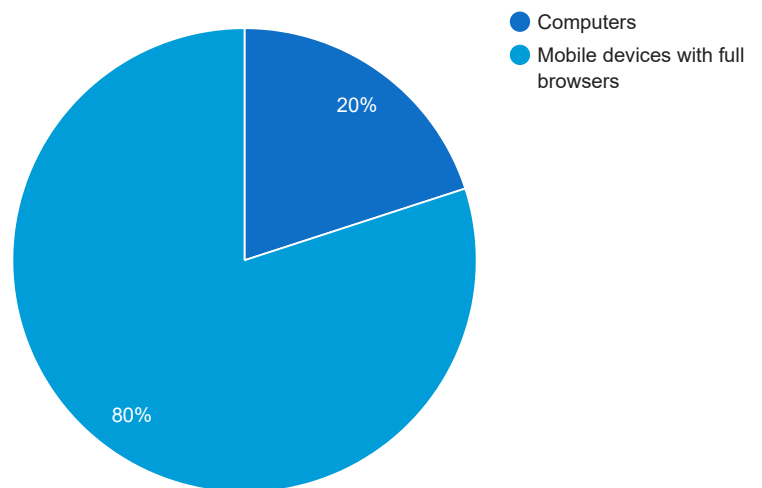
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	1,009.57	44.77
Jan, 2020	1,812.41	80.48
Feb, 2020	2,567	76.60
Mar, 2020	1,529.26	75.15
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	3,065.77	71.93
Jul, 2020	3,224.59	52.16
Aug, 2020	2,993.73	46.04
Sep, 2020	2,116.46	49.38
Oct, 2020	1,951.27	53.09
Nov, 2020	1,992.30	49.90

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	5,686	346	\$1,479.57	\$4.28	6.09%	-	12	3.47%	\$123.30
Computers	1,188	80	\$463.98	\$5.80	6.73%	-	3	3.75%	\$154.66
Tablets with full browsers	97	5	\$48.75	\$9.75	5.15%	-	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	6,971	431	\$1,992.30	\$4.62	6.18%	-	15	3.48%	\$132.82

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Form Submit	11
Phone Call	4
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