

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

New Beauty Wellness

278-427-9054

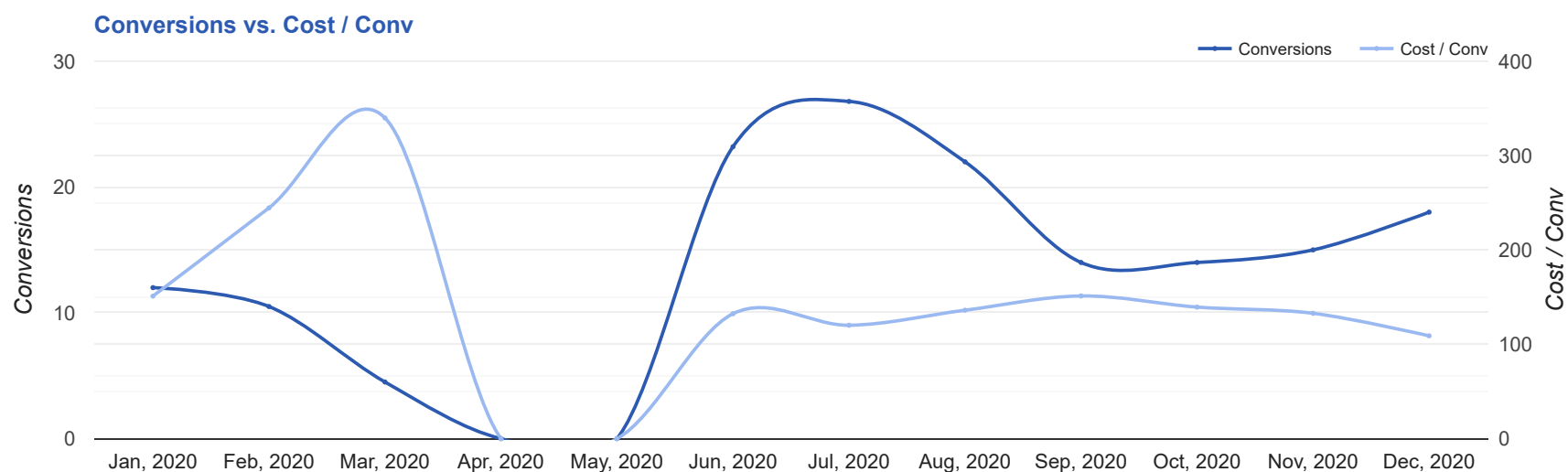
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,961	18	4.12%	\$108.92
↓ 2%	↑ 20%	↑ 18%	↓ 18%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	6,971	431	\$1,992.30	\$4.62	6.18%	-	15	3.48%	\$132.82	49.93%
1 Dec 2020 — 31 Dec 2020	6,185	437	\$1,960.60	\$4.49	7.07%	-	18	4.12%	\$108.92	40.93%
Change	786 ↓ 11%	6 ↑ 1%	\$31.70 ↓ 2%	\$0.13 ↓ 3%	0.89% ↑ 14%	--	3 ↑ 20%	0.64% ↑ 18%	\$23.90 ↓ 18%	9% ↓ 18%

# Performance by Month - 1 Jan 2020 — 31 Dec 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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	49.93%	
Dec '20	6,185	437	\$1,960.60	\$4.49	7.07%	-	18	4.12%	\$108.92	40.93%	
<b>Total</b>	<b>63,217</b>	<b>4,319</b>	<b>\$23,213.39</b>	<b>\$5.37</b>	<b>6.83%</b>	<b>-</b>	<b>160</b>	<b>3.7%</b>	<b>\$145.08</b>	<b>52.99%</b>	

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

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   dermal fillers	5,161	349	\$984.87	\$2.82	6.76%	-	15	4.3%	\$65.66	38.06%
search   beta   sculpsure	502	43	\$636.28	\$14.80	8.57%	-	2	4.65%	\$318.14	79.84%
search   beta   hydrfacial	522	45	\$339.45	\$7.54	8.62%	-	1	2.22%	\$339.45	57.53%

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

## Top Text Ads

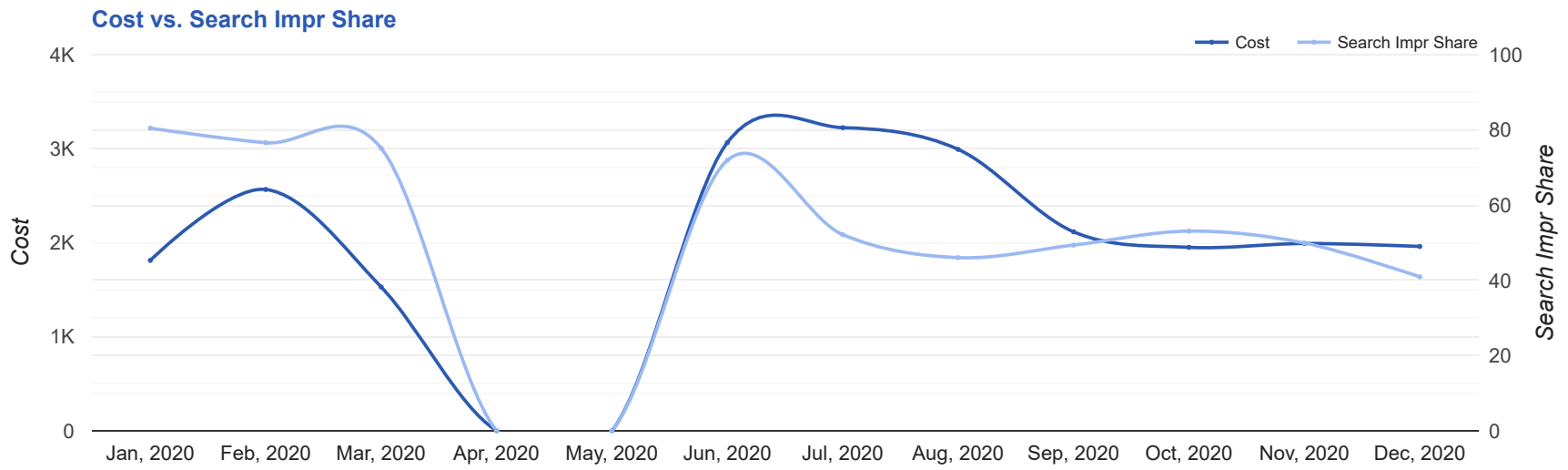
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:New Beauty & Wellness Spa} - Dermal Fillers Westport - Smooth Wrinkles Restore Volume <a href="http://newbeautywellness.com/dermal_fillers/">newbeautywellness.com/dermal_fillers/</a> -- Look Younger and More Energized with Dermal Fillers. Leading Provider in Westport, CT.	2,548	196	\$564.01	\$2.88	7.69%	-	11	5.61%	\$51.27
{Keyword:New Beauty & Wellness Spa} - Dermal Fillers Westport - Smooth Wrinkles Restore Volume <a href="http://newbeautywellness.com/juvederm/">newbeautywellness.com/juvederm/</a> -- Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.	871	55	\$135.25	\$2.46	6.31%	-	2	3.64%	\$67.63
{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.	191	14	\$267.25	\$19.09	7.33%	-	1	7.14%	\$267.25
[Dynamic Headline] [Dynamic Display URL] Slim down & reduce unwanted bulges without liposuction. Natural, long lasting results.	92	11	\$161.60	\$14.69	11.96%	-	1	9.09%	\$161.60
Dermal Fillers in Westport - New Clients Get \$50 Off - Look Younger & More Energized <a href="http://newbeautywellness.com/dermal_fillers/">newbeautywellness.com/dermal_fillers/</a> Smooth Wrinkles, Restore Volume, and Stimulate Collagen Production for Long-Term Results	71	4	\$9.35	\$2.34	5.63%	-	1	25.00%	\$9.35

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Dec 2020 — 31 Dec 2020

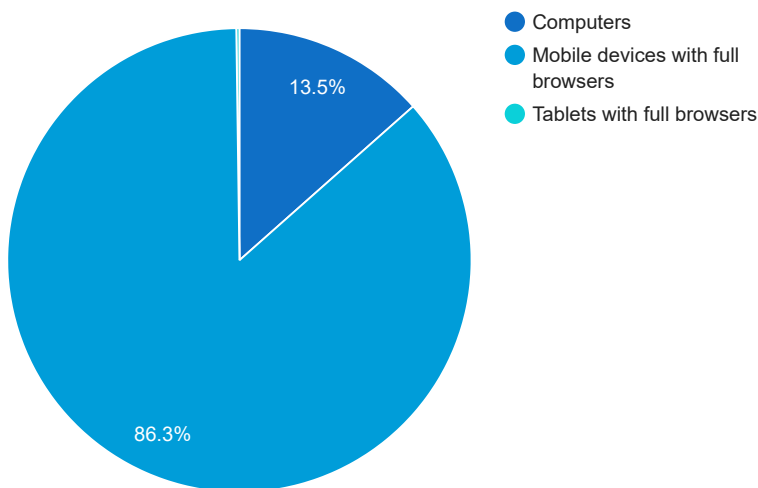
## Budget Coverage



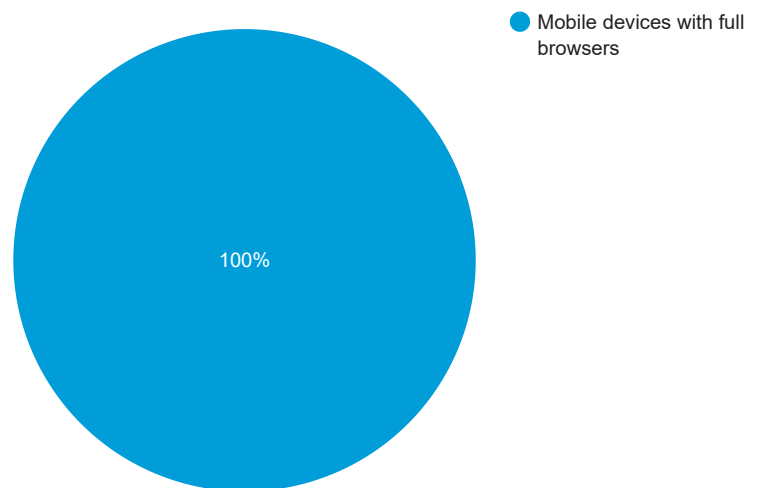
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	1,812.41	80.48
Feb, 2020	2,567	76.60
Mar, 2020	1,529.26	75.15
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	3,065.77	71.93
Jul, 2020	3,224.59	52.16
Aug, 2020	2,993.73	46.04
Sep, 2020	2,116.46	49.38
Oct, 2020	1,951.27	53.09
Nov, 2020	1,992.30	49.93
Dec, 2020	1,960.60	40.93

## 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	5,127	393	\$1,692.42	\$4.31	7.67%	-	18	4.58%	\$94.02
Computers	971	42	\$263.95	\$6.28	4.33%	-	0	0%	\$0.00
Tablets with full browsers	87	2	\$4.23	\$2.12	2.3%	-	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	6,185	437	\$1,960.60	\$4.49	7.07%	-	18	4.12%	\$108.92

# Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Form Submit	17
Calls from ads	1
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