

**Monthly Account
Performance Report
1 Jan 2021 — 31 Jan 2021**

New Beauty Wellness

278-427-9054

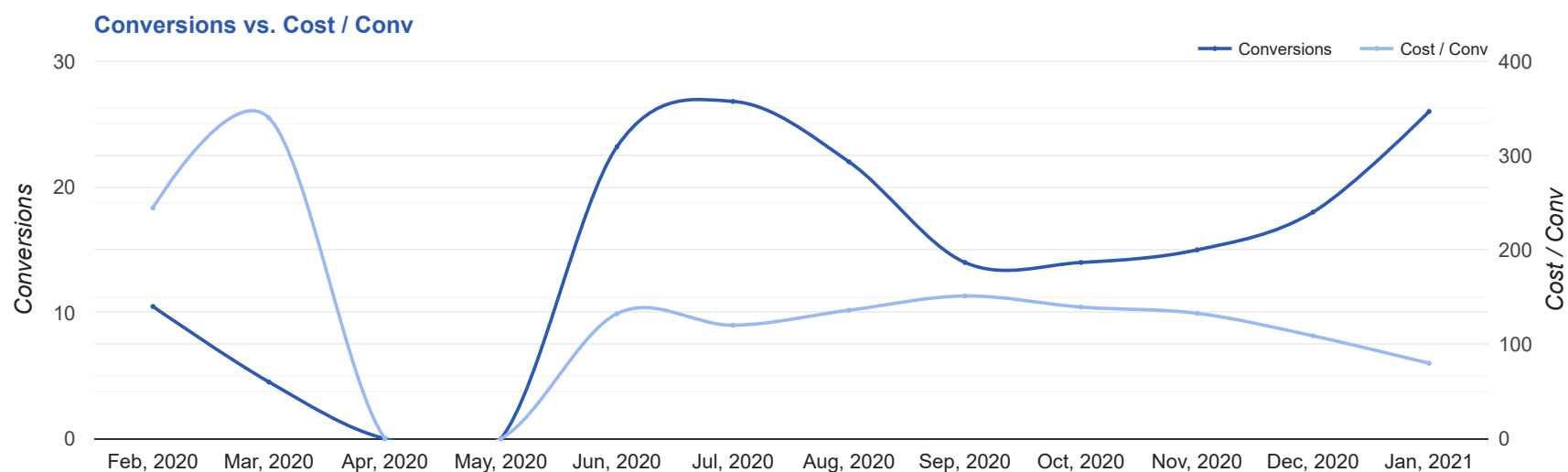
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,076	26	5.42%	\$79.84
↑ 6%	↑ 44%	↑ 32%	↓ 27%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	6,185	437	\$1,960.60	\$4.49	7.07%	-	18	4.12%	\$108.92	40.98%
1 Jan 2021 — 31 Jan 2021	6,370	480	\$2,075.82	\$4.32	7.54%	-	26	5.42%	\$79.84	37.85%
Change	185 ↑ 3%	43 ↑ 10%	\$115.22 ↑ 6%	\$0.17 ↓ 4%	0.47% ↑ 7%	--	8 ↑ 44%	1.30% ↑ 32%	\$29.08 ↓ 27%	3.13% ↓ 8%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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	40.98%	
Jan '21	6,370	480	\$2,075.82	\$4.32	7.54%	-	26	5.42%	\$79.84	37.85%	
Total	66,251	4,558	\$23,476.80	\$5.15	6.88%	-	174	3.82%	\$134.92	50.21%	

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta dermal fillers	5,283	366	\$983.40	\$2.69	6.93%	-	17	4.64%	\$57.85	34.91%
search beta sculpsure	415	61	\$748.39	\$12.27	14.7%	-	6	9.84%	\$124.73	55.97%
search beta hydrfacial	672	53	\$344.03	\$6.49	7.89%	-	3	5.66%	\$114.68	70.15%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

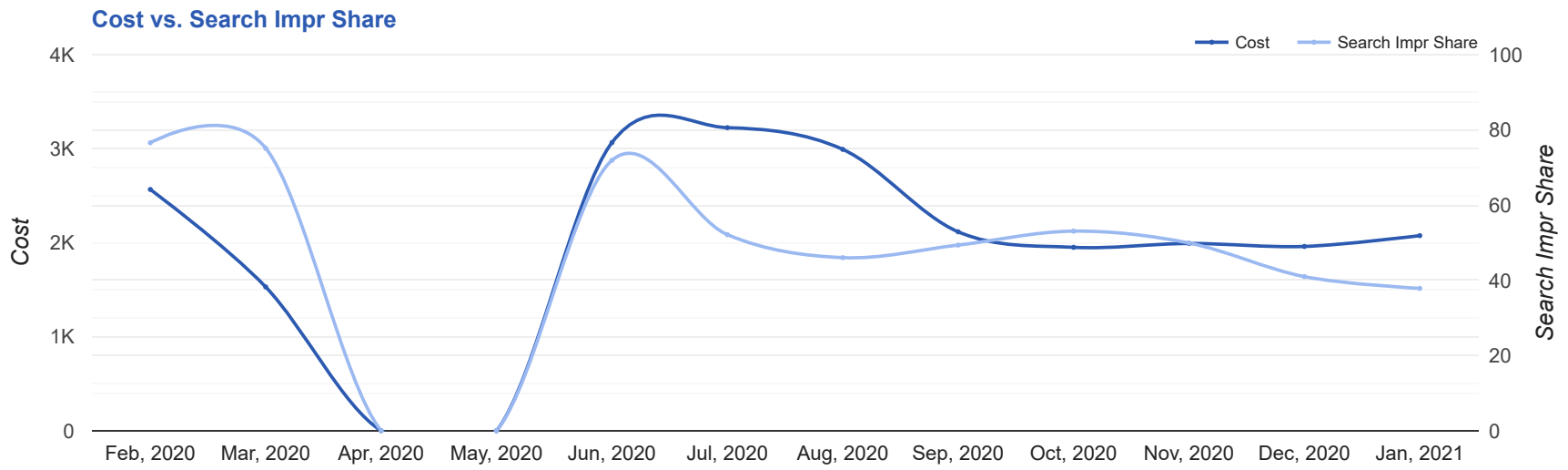
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:New Beauty & Wellness Spa} - Dermal Fillers Westport - Smooth Wrinkles Restore Volume newbeautywellness.com/dermal_fillers/ -- Look Younger and More Energized with Dermal Fillers. Leading Provider in Westport, CT.	2,659	231	\$624.88	\$2.71	8.69%	-	11	4.76%	\$56.81
{Keyword:New Beauty & Wellness Spa} - Dermal Fillers in Westport - Look Younger & More Energized newbeautywellness.com/dermal_fillers/ Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Undereye Bags	409	29	\$57.08	\$1.97	7.09%	-	4	13.79%	\$14.27
[Dynamic Headline] [Dynamic Display URL] Receive \$500 off 2 SculpSure Treatments from the leading SculpSure providers in Westport.	23	4	\$33.80	\$8.45	17.39%	-	3	75.00%	\$11.27
{Keyword: #1 SculpSure Deal in Westport} - \$500 off SculpSure Cost - Non-Invasive Fat Reduction newbeautywellness.com/ -- -- Receive \$500 off 2 SculpSure Treatments from the leading SculpSure providers in Westport.	129	18	\$132.91	\$7.38	13.95%	-	2	11.11%	\$66.45
{Keyword:Best Hydrating Facial} - 3 Steps. 30 Minutes. - Repair, Resurface & Replenish newbeautywellness.com/ Easy 3-step Treatment: Cleanse + Peel. Extract + Hydrate. Infuse + Protect.	409	29	\$126.41	\$4.36	7.09%	-	2	6.90%	\$63.20

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

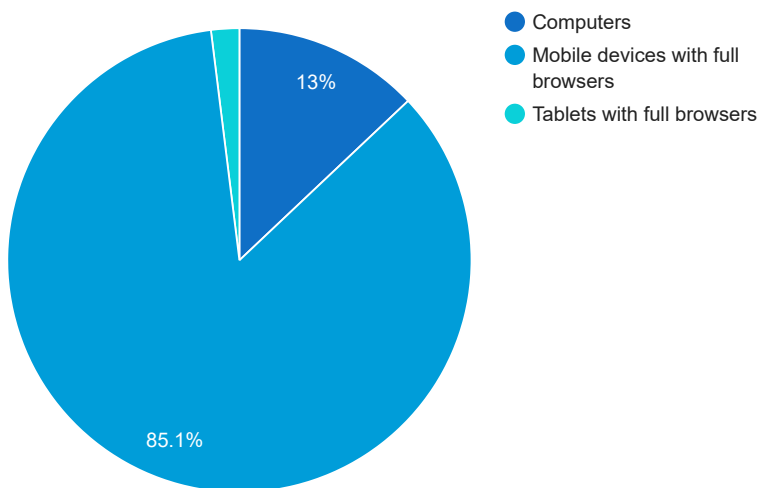
Budget Coverage



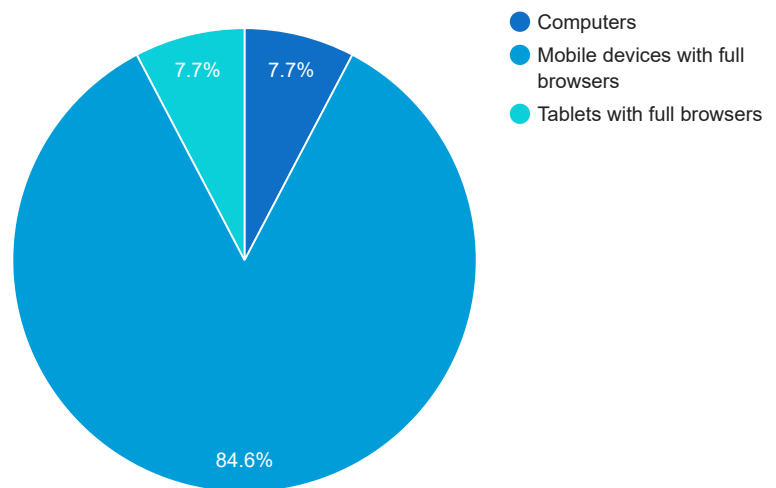
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	2,567	76.60
Mar, 2020	1,529.26	75.15
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	3,065.77	71.93
Jul, 2020	3,224.59	52.16
Aug, 2020	2,993.73	46.04
Sep, 2020	2,116.46	49.38
Oct, 2020	1,951.27	53.09
Nov, 2020	1,992.30	49.93
Dec, 2020	1,960.60	40.98
Jan, 2021	2,075.82	37.85

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	5,234	412	\$1,766.17	\$4.29	7.87%	-	22	5.34%	\$80.28
Computers	1,043	57	\$268.85	\$4.72	5.47%	-	2	3.51%	\$134.43
Tablets with full browsers	93	11	\$40.80	\$3.71	11.83%	-	2	18.18%	\$20.40

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	6,370	480	\$2,075.82	\$4.32	7.54%	-	26	5.42%	\$79.84

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Form Submit	20
Phone Call	3
Click to Call	2
Calls from ads	1
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