

**Monthly Account  
Performance Report  
1 Feb 2021 — 28 Feb 2021**

New Beauty Wellness

278-427-9054

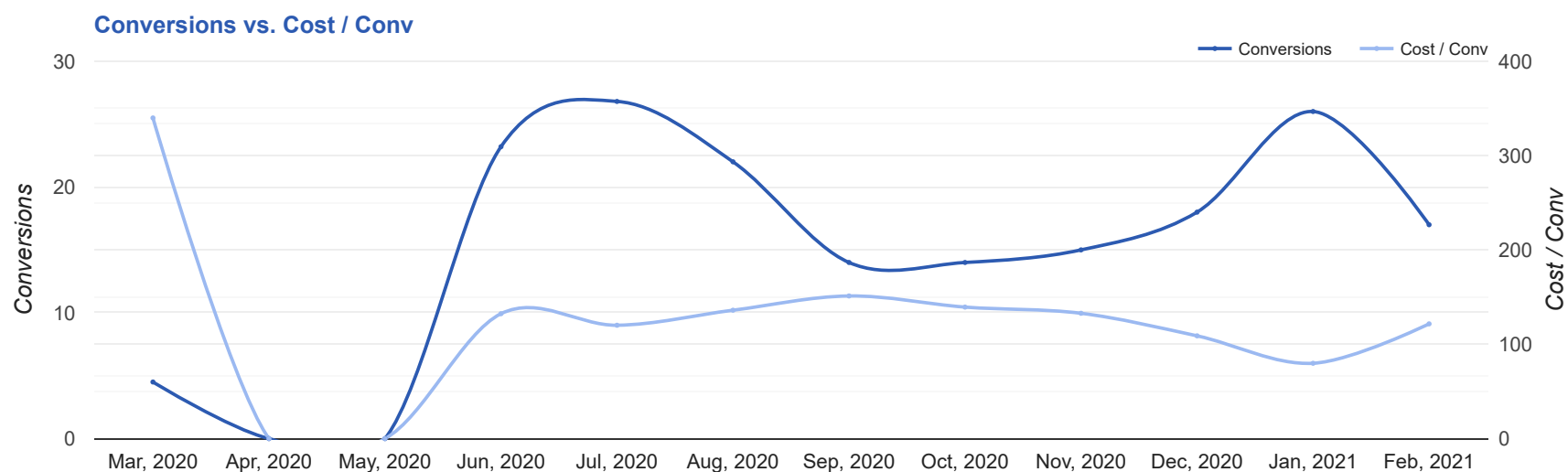
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,068	17	3.05%	\$121.62
↔ 0%	↓ 35%	↓ 44%	↑ 52%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	6,370	480	\$2,075.82	\$4.32	7.54%	-	26	5.42%	\$79.84	38.01%
1 Feb 2021 — 28 Feb 2021	7,129	558	\$2,067.51	\$3.71	7.83%	-	17	3.05%	\$121.62	41.31%
Change	759 ↑ 12%	78 ↑ 16%	\$8.31 ↓ 0%	\$0.61 ↓ 14%	0.29% ↑ 4%	--	9 ↓ 35%	2.37% ↓ 44%	\$41.78 ↑ 52%	3.30% ↑ 9%

# Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	38.01%
Feb '21	7,129	558	\$2,067.51	\$3.71	7.83%	-	17	3.05%	\$121.62	41.31%
<b>Total</b>	<b>69,189</b>	<b>4,849</b>	<b>\$22,977.31</b>	<b>\$4.74</b>	<b>7.01%</b>	<b>-</b>	<b>180.5</b>	<b>3.72%</b>	<b>\$127.30</b>	<b>48.16%</b>

# Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   dermal fillers	5,775	428	\$993.53	\$2.32	7.41%	-	10	2.34%	\$99.35	37.15%
search   beta   sculpsure	473	63	\$740.82	\$11.76	13.32%	-	4	6.35%	\$185.21	78.82%
search   beta   hydrfacial	881	67	\$333.16	\$4.97	7.6%	-	3	4.48%	\$111.05	76.52%

# Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

## Top Text Ads

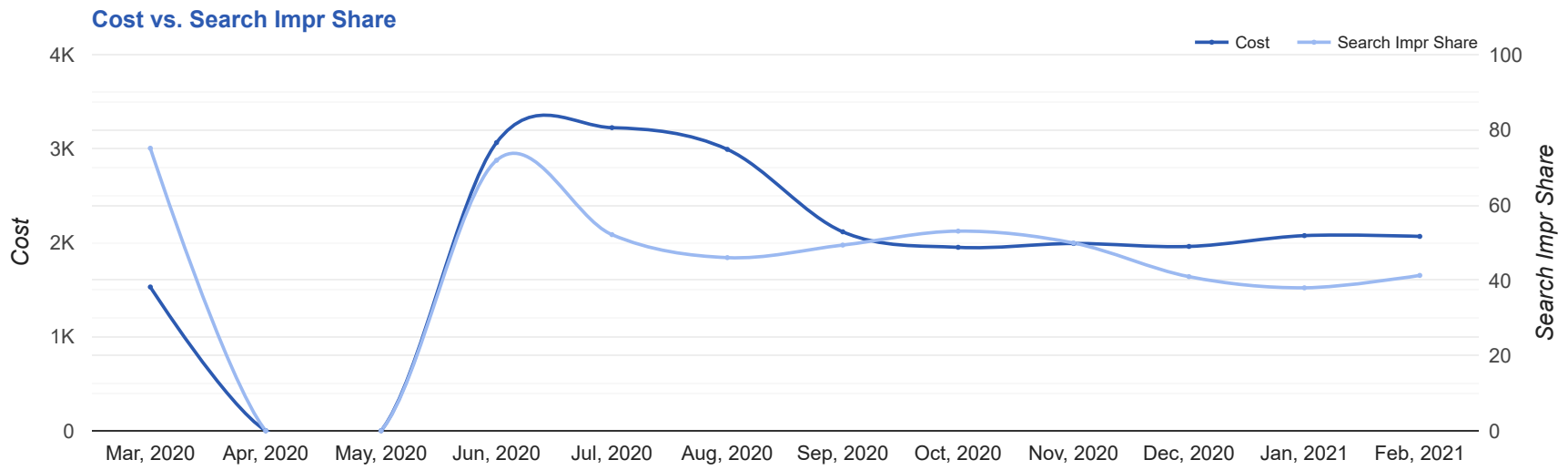
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">{Keyword:New Beauty &amp; Wellness Spa} - Dermal Fillers Westport - Smooth Wrinkles Restore Volume</a> <a href="http://newbeautywellness.com/dermal_fillers/">newbeautywellness.com/dermal_fillers/</a> -- Look Younger and More Energized with Dermal Fillers. Leading Provider in Westport, CT.	2,525	190	\$457.82	\$2.41	7.52%	-	4	2.11%	\$114.45
<a href="#">\$500 off SculpSure Cost - #1 SculpSure Deal in Westport - Non-Invasive Fat Reduction</a> <a href="http://newbeautywellness.com/">newbeautywellness.com/</a> Receive \$500 off 2 Sculpsure Treatments from the leading SculpSure providers in Westport.	150	23	\$384.93	\$16.74	15.33%	-	3	13.04%	\$128.31
<a href="#">{Keyword:New Beauty &amp; Wellness Spa} - Dermal Fillers Westport - Smooth Wrinkles Restore Volume</a> <a href="http://newbeautywellness.com/restylane/">newbeautywellness.com/restylane/</a> -- Restylane Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results.	905	74	\$166.50	\$2.25	8.18%	-	3	4.05%	\$55.50
<a href="#">{Keyword:Best Hydrating Facial} - 3 Steps. 30 Minutes. - Repair, Resurface &amp; Replenish</a> <a href="http://newbeautywellness.com/">newbeautywellness.com/</a> Easy 3-step Treatment: Cleanse + Peel. Extract + Hydrate. Infuse + Protect.	364	22	\$99.31	\$4.51	6.04%	-	3	13.64%	\$33.10
<a href="#">SculpSure Body Sculpting Laser - Non-Invasive Fat Reduction - No Surgery, Pain or Downtime</a> <a href="http://newbeautywellness.com/">newbeautywellness.com/</a> Slim down & reduce unwanted bulges without liposuction. Natural, long lasting results.	44	9	\$87.11	\$9.68	20.45%	-	1	11.11%	\$87.11

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Feb 2021 — 28 Feb 2021

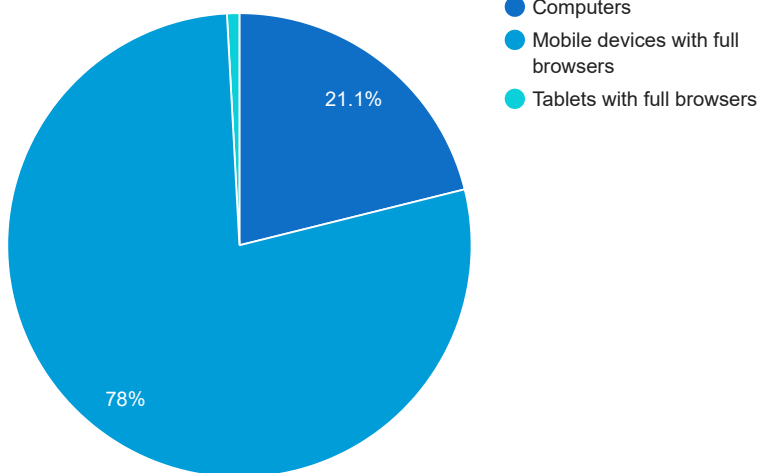
## Budget Coverage



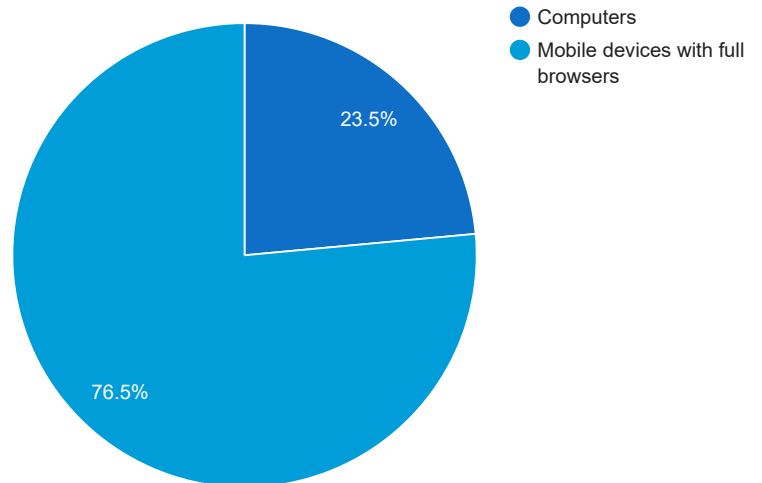
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	1,529.26	75.15
Apr, 2020	0	0
May, 2020	0	0
Jun, 2020	3,065.77	71.93
Jul, 2020	3,224.59	52.16
Aug, 2020	2,993.73	46.04
Sep, 2020	2,116.46	49.38
Oct, 2020	1,951.27	53.09
Nov, 2020	1,992.30	49.93
Dec, 2020	1,960.60	40.98
Jan, 2021	2,075.82	38.01
Feb, 2021	2,067.51	41.31

## 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	5,816	470	\$1,612.92	\$3.43	8.08%	-	13	2.77%	\$124.07
Computers	1,219	83	\$436.79	\$5.26	6.81%	-	4	4.82%	\$109.20
Tablets with full browsers	94	5	\$17.80	\$3.56	5.32%	-	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	7,129	558	\$2,067.51	\$3.71	7.83%	-	17	3.05%	\$121.62

# Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Form Submit	15
Click to Call	1
Calls from ads	1
Sculpsure Leads (All Web Site Data)	0
Hydrafacial 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 page 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