

**Monthly Account
Performance Report
1 Apr 2021 — 30 Apr 2021**

New Beauty Wellness

278-427-9054

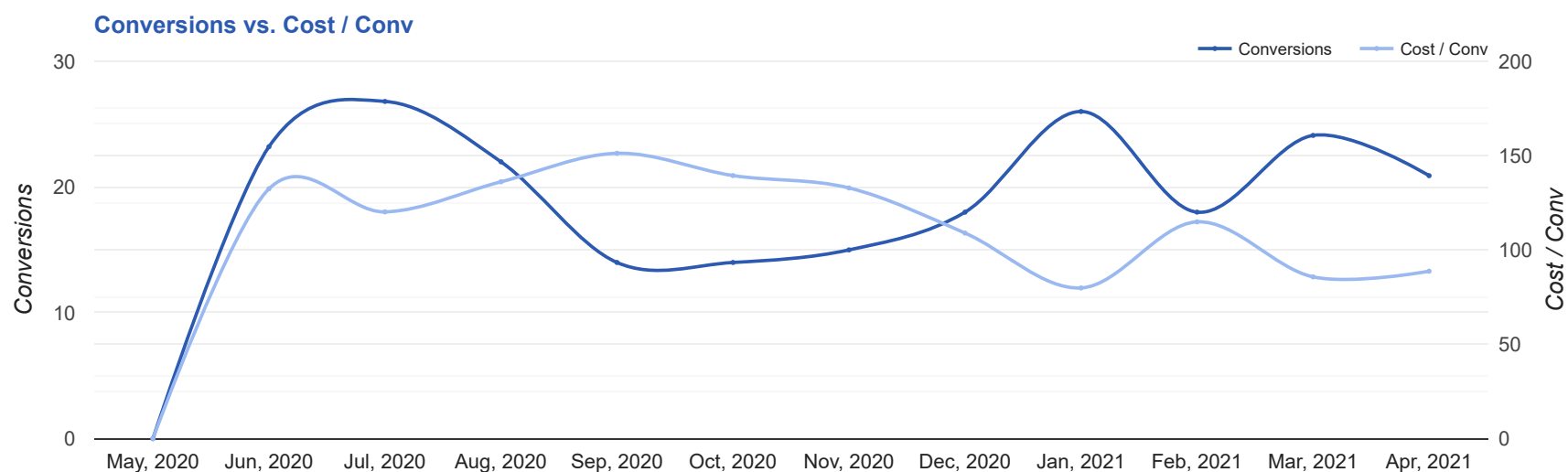
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,856	20.9	4.17%	\$88.70
↓ 10%	↓ 13%	↑ 1%	↑ 3%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Mar 2021 — 31 Mar 2021	7,863	584	\$2,062.96	\$3.53	7.43%	-	24.1	4.12%	\$85.71	40.85%
1 Apr 2021 — 30 Apr 2021	7,155	502	\$1,856.41	\$3.70	7.02%	-	20.9	4.17%	\$88.70	40.58%
Change	708 ↓ 9%	82 ↓ 14%	\$206.55 ↓ 10%	\$0.17 ↑ 5%	0.41% ↓ 6%	0 ↔ -	3.14 ↓ 13%	0.05% ↑ 1%	\$2.99 ↑ 3%	0.27% ↓ 1%

Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	18	3.23%	\$114.86	41.74%	
Mar '21	7,863	584	\$2,062.96	\$3.53	7.43%	-	24.1	4.12%	\$85.71	40.85%	
Apr '21	7,155	502	\$1,856.41	\$3.70	7.02%	-	20.9	4.17%	\$88.70	40.58%	
Total	81,368	5,736	\$25,367.42	\$4.42	7.05%	-	222	3.87%	\$114.27	46.07%	

Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta dermal fillers	5,863	371	\$945.51	\$2.55	6.33%	-	12.9	3.49%	\$73.13	37.55%
search beta sculpsure	575	67	\$567.76	\$8.47	11.65%	-	6	8.96%	\$94.63	87.39%
search beta hydrfacial	717	64	\$343.14	\$5.36	8.93%	-	2	3.13%	\$171.57	52.45%

Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

Top Text Ads

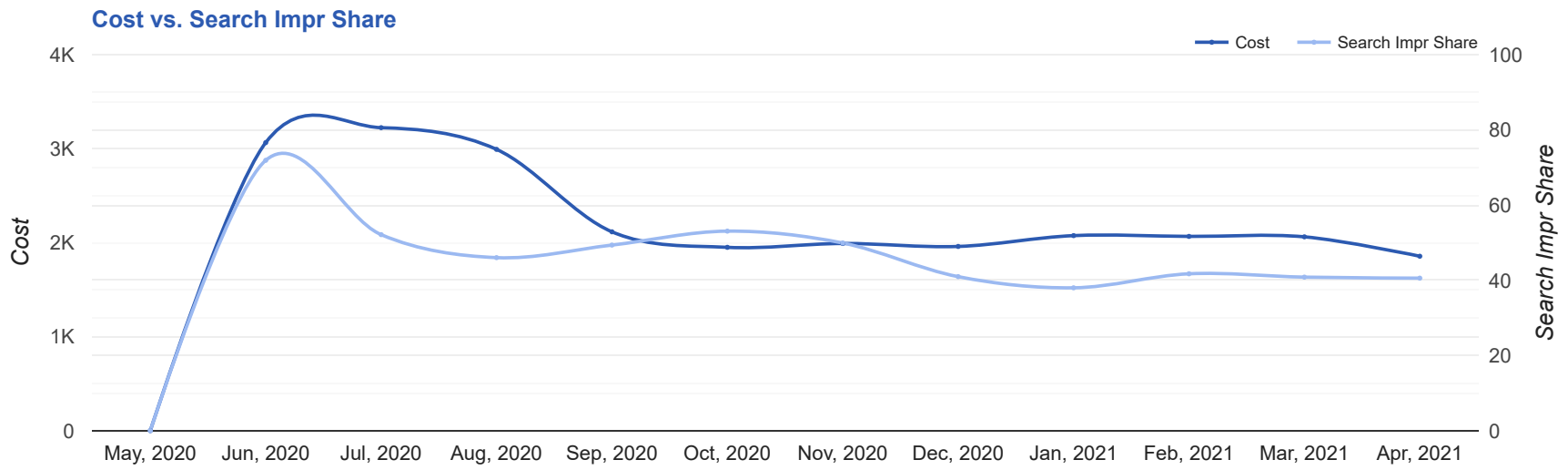
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:New Beauty & Wellness Spa} - Dermal Fillers Westport - Smooth Wrinkles Restore Volume newbeautywellness.com/dermal_fillers/ -- Look Younger and More Energized with Dermal Fillers. Leading Provider in Westport, CT.	3,380	223	\$591.60	\$2.65	6.60%	-	8	3.60%	\$73.67
\$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.	230	30	\$280.63	\$9.35	13.04%	-	4	13.33%	\$70.16
{Keyword:Best Hydrating Facial} - Hydrating Facial Treatment - Cleanse + Exfoliate + Hydrate newbeautywellness.com/ -- -- Best Professional Facial Treatments from New Beauty Wellness. Schedule a Free Consult.	605	44	\$246.30	\$5.60	7.27%	-	2	4.55%	\$123.15
{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.	629	45	\$84.83	\$1.89	7.15%	-	2	4.44%	\$42.41
[Dynamic Headline] [Dynamic Display URL] Receive \$500 off 2 Sculpsure Treatments from the leading SculpSure providers in Westport.	137	18	\$145.00	\$8.06	13.14%	-	1	5.56%	\$145.00

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Apr 2021 — 30 Apr 2021

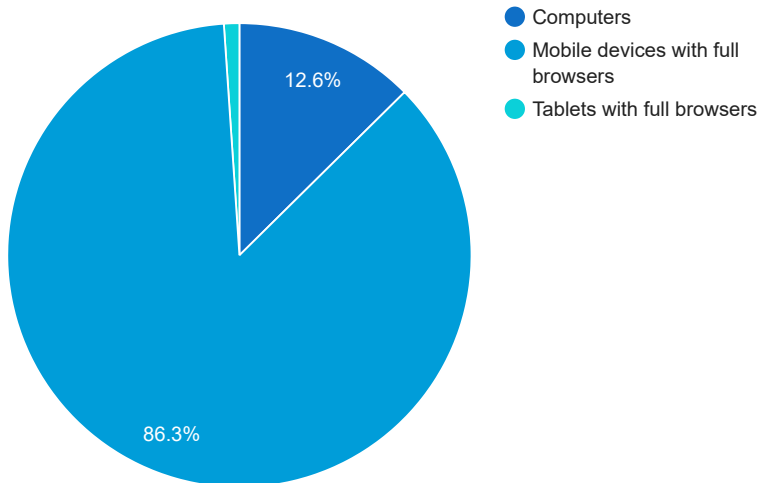
Budget Coverage



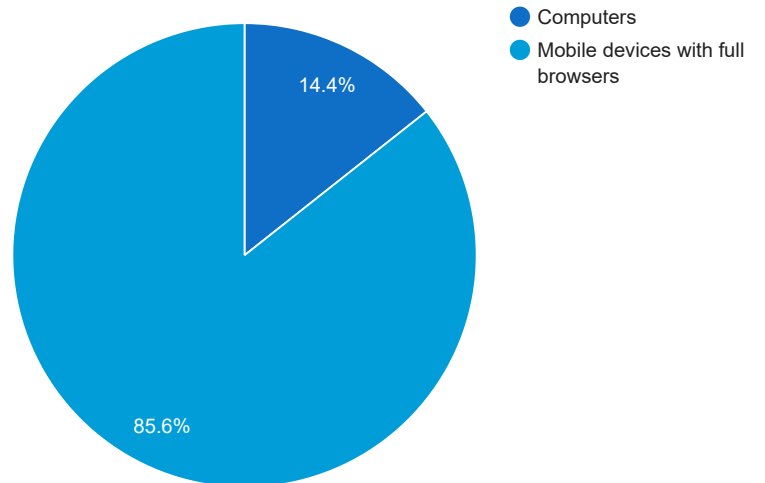
DATE	COST	SEARCH IMPR SHARE
May, 2020	0	0
Jun, 2020	3,065.77	71.93
Jul, 2020	3,224.59	52.16
Aug, 2020	2,993.73	46.04
Sep, 2020	2,116.46	49.38
Oct, 2020	1,951.27	53.09
Nov, 2020	1,992.30	49.93
Dec, 2020	1,960.60	40.98
Jan, 2021	2,075.82	38.01
Feb, 2021	2,067.51	41.74
Mar, 2021	2,062.96	40.85
Apr, 2021	1,856.41	40.58

Cost and Conversions by Device

Cost



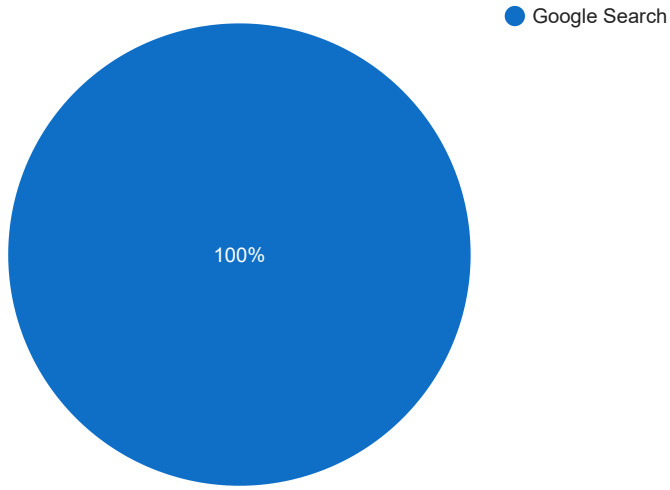
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	5,719	432	\$1,602.61	\$3.71	7.55%	-	17.9	4.15%	\$89.38
Computers	1,319	65	\$233.91	\$3.60	4.93%	-	3	4.62%	\$77.97
Tablets with full browsers	117	5	\$19.89	\$3.98	4.27%	-	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	7,155	502	\$1,856.41	\$3.70	7.02%	-	20.9	4.17%	\$88.70

Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	CONV
Form Submit	19.9
Facials page Leads (All Web Site Data)	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