

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

New Beauty Wellness

278-427-9054

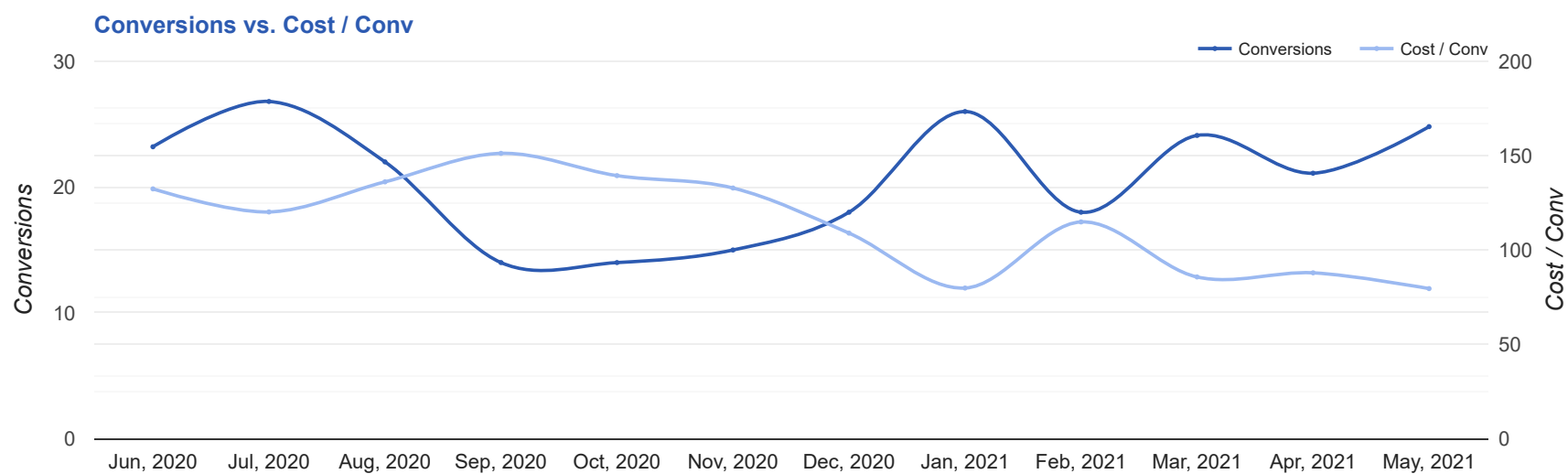
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,973	24.8	5.07%	\$79.54
↑ 6%	↑ 17%	↑ 20%	↓ 10%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2021 — 30 Apr 2021	7,155	502	\$1,856.41	\$3.70	7.02%	-	21.1	4.21%	\$87.90	40.52%
1 May 2021 — 31 May 2021	6,654	489	\$1,973.32	\$4.04	7.35%	-	24.8	5.07%	\$79.54	41.91%
Change	501 ↓ 7%	13 ↓ 3%	\$116.91 ↑ 6%	\$0.34 ↑ 9%	0.33% ↑ 5%	0 ↔ -	3.69 ↑ 17%	0.86% ↑ 20%	\$8.36 ↓ 10%	1.39% ↑ 3%

Performance by Month - 1 Jun 2020 — 31 May 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%	-	21.1	4.21%	\$87.90	40.52%	
May '21	6,654	489	\$1,973.32	\$4.04	7.35%	-	24.8	5.07%	\$79.54	41.91%	
Total	88,022	6,225	\$27,340.74	\$4.39	7.07%	-	247	3.97%	\$110.69	45.73%	

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta dermal fillers	5,504	383	\$971.92	\$2.54	6.96%	-	12.8	3.34%	\$75.87	38.37%
search beta sculpsure	266	38	\$653.66	\$17.20	14.29%	-	6	15.79%	\$108.94	91.1%
search beta hydrfacial	884	68	\$347.74	\$5.11	7.69%	-	6	8.82%	\$57.96	70.99%

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

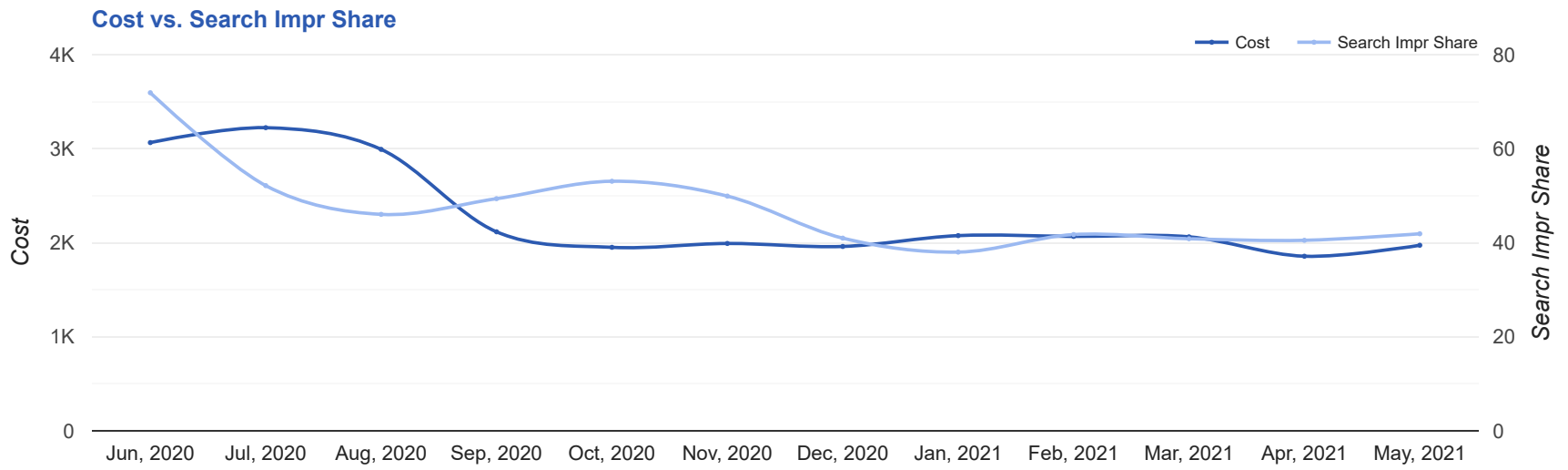
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:New Beauty & Wellness Spa} - Dermal Fillers Westport - Smooth Wrinkles Restore Volume newbeautywellness.com/dermal_fillers/ -- Look Younger and More Energized with Dermal Fillers. Leading Provider in Westport, CT.	3,058	248	\$656.30	\$2.65	8.11%	-	8	3.21%	\$82.35
{Keyword:Best Hydrating Facial} - Hydrating Facial Treatment - Cleanse + Exfoliate + Hydrate newbeautywellness.com/ --/ -- Best Professional Facial Treatments from New Beauty Wellness. Schedule a Free Consult.	740	60	\$313.95	\$5.23	8.11%	-	5	8.33%	\$62.79
\$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.	128	20	\$385.27	\$19.26	15.63%	-	5	25.00%	\$77.05
{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.	725	40	\$84.55	\$2.11	5.52%	-	2	5.00%	\$42.27
Longest Lasting Facial Fillers - Dermal Fillers in Westport - New Client: \$50 Off Fillers newbeautywellness.com/ Plump Up Areas with Age Related Volume Loss. Reduce Wrinkles. Diminish Undereye Bags	29	3	\$5.91	\$1.97	10.34%	-	1.8	61.33%	\$3.21

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

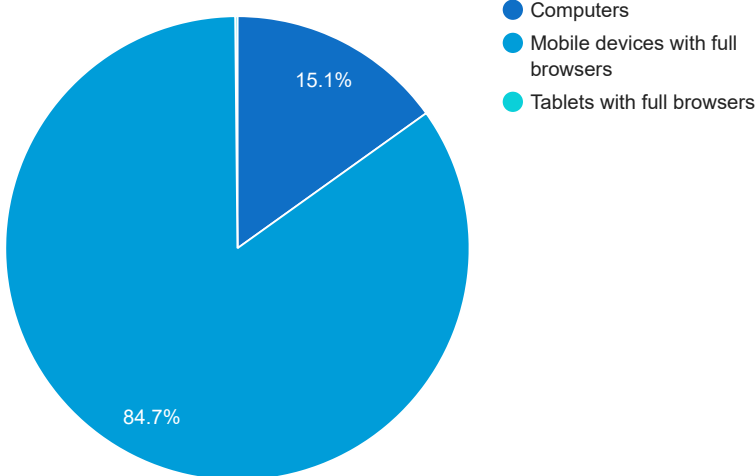
Budget Coverage



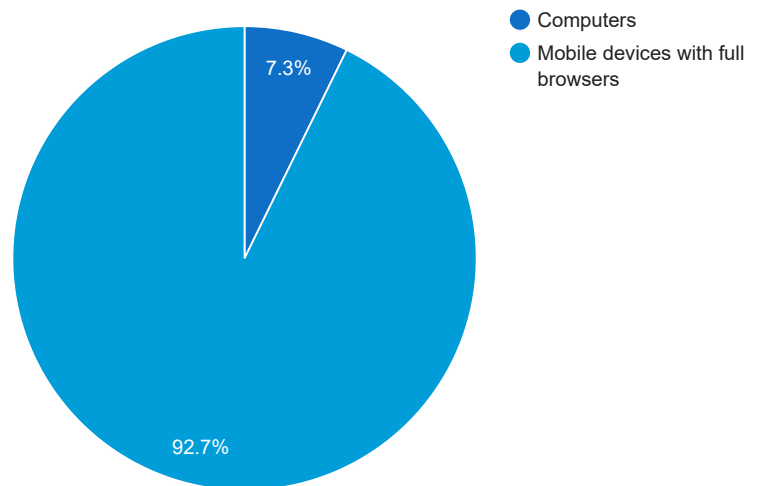
DATE	COST	SEARCH IMPR SHARE
Jun, 2020	3,065.77	71.93
Jul, 2020	3,224.59	52.16
Aug, 2020	2,993.73	46.04
Sep, 2020	2,116.46	49.38
Oct, 2020	1,951.27	53.09
Nov, 2020	1,992.30	49.93
Dec, 2020	1,960.60	40.98
Jan, 2021	2,075.82	38.01
Feb, 2021	2,067.51	41.74
Mar, 2021	2,062.96	40.85
Apr, 2021	1,856.41	40.52
May, 2021	1,973.32	41.91

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	5,477	421	\$1,672.01	\$3.97	7.69%	-	23	5.46%	\$72.79
Computers	1,120	66	\$298.26	\$4.52	5.89%	-	1.8	2.79%	\$162.10
Tablets with full browsers	57	2	\$3.05	\$1.53	3.51%	-	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	6,654	489	\$1,973.32	\$4.04	7.35%	-	24.8	5.07%	\$79.54

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	CONV
Form Submit	15
Click to Call	9.8
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 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