

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

New Beauty Wellness

278-427-9054

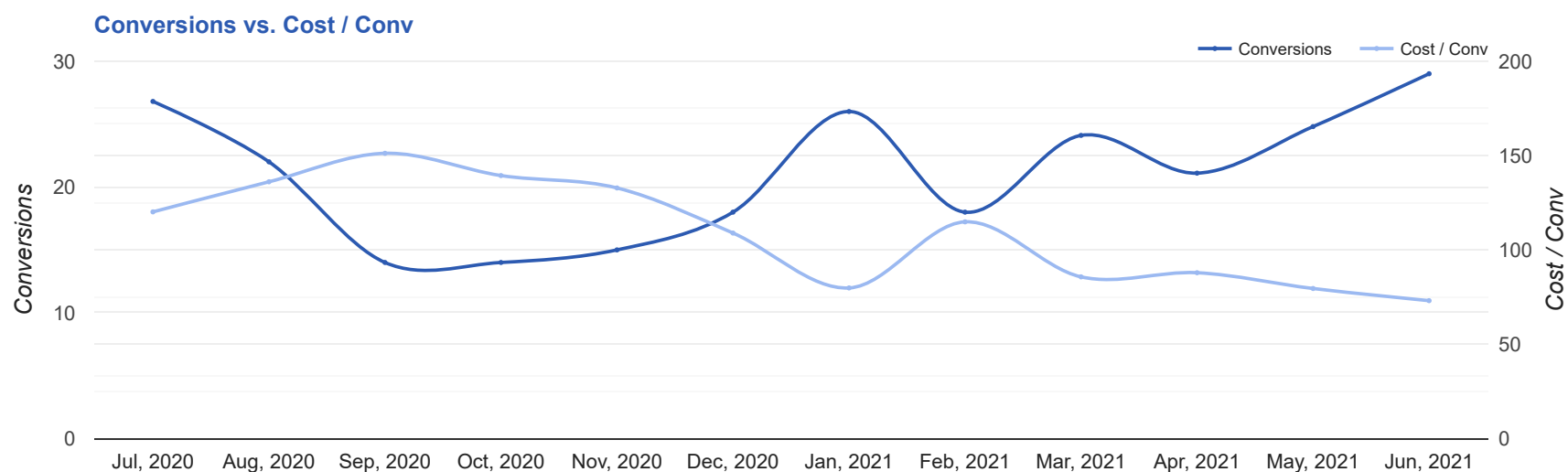
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,120	29	6.53%	\$73.10
↑ 7%	↑ 17%	↑ 29%	↓ 8%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 May 2021 — 31 May 2021	6,654	489	\$1,973.32	\$4.04	7.35%	-	24.8	5.07%	\$79.54	41.99%
1 Jun 2021 — 30 Jun 2021	5,577	444	\$2,120.02	\$4.77	7.96%	-	29	6.53%	\$73.10	59.51%
Change	1,077 ↓ 16%	45 ↓ 9%	\$146.70 ↑ 7%	\$0.73 ↑ 18%	0.61% ↑ 8%	0 ↔ -	4.19 ↑ 17%	1.46% ↑ 29%	\$6.44 ↓ 8%	17.52% ↑ 42%

Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	41.99%
Jun '21	5,577	444	\$2,120.02	\$4.77	7.96%	-	29	6.53%	\$73.10	59.51%
Total	89,187	6,358	\$26,394.99	\$4.15	7.13%	-	252.8	3.98%	\$104.39	45.57%

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta dermal fillers	4,157	309	\$916.60	\$2.97	7.43%	-	17	5.5%	\$53.92	56.75%
search beta brand	103	43	\$98.70	\$2.30	41.75%	-	4	9.3%	\$24.68	88.03%
search beta sculpsure	252	30	\$790.66	\$26.36	11.9%	-	4	13.33%	\$197.67	95.09%
search beta hydrfacial	1,065	62	\$314.06	\$5.07	5.82%	-	4	6.45%	\$78.52	63.96%

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

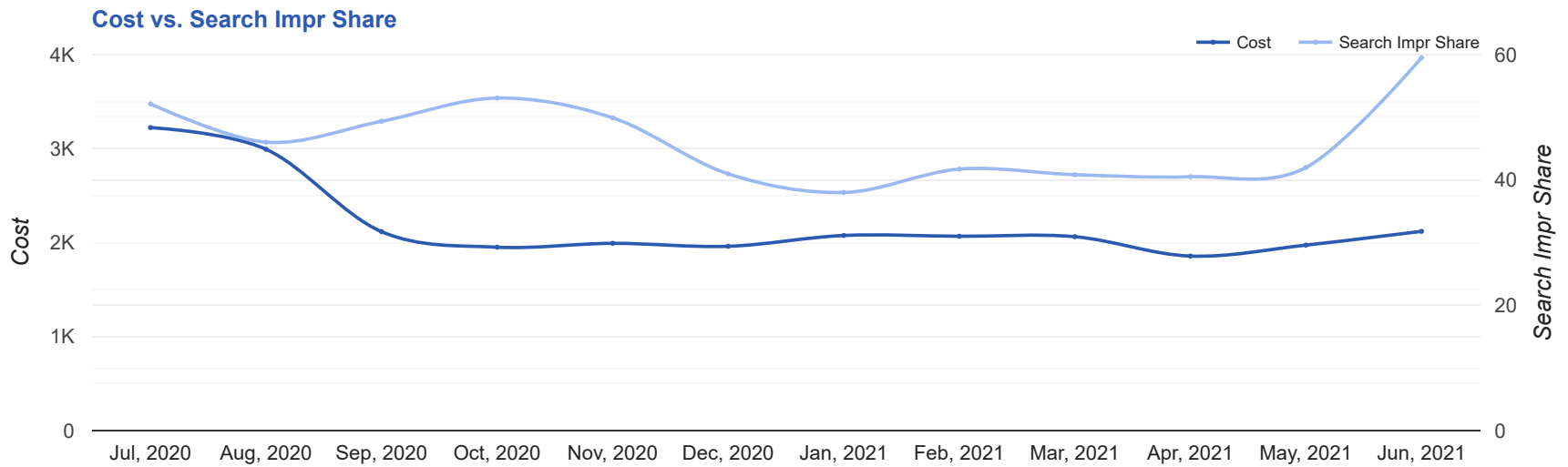
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:New Beauty & Wellness Spa} - Dermal Fillers Westport - Smooth Wrinkles Restore Volume newbeautywellness.com/dermal_fillers/ -- Look Younger and More Energized with Dermal Fillers. Leading Provider in Westport, CT.	2,258	173	\$499.75	\$2.89	7.66%	-	7	4.05%	\$71.39
{Keyword:Best Hydrating Facial} - Hydrating Facial Treatment - Cleanse + Exfoliate + Hydrate newbeautywellness.com/ -- Best Professional Facial Treatments from New Beauty Wellness. Schedule a Free Consult.	757	48	\$260.57	\$5.43	6.34%	-	4	8.33%	\$65.14
Erin Myers-Albaridi, PA-C - New Beauty & Wellness Spa - Westport, CT newbeautywellness.com/ Master Injector Specializing in Dermal Fillers. Certified Allergen Trainer.	72	35	\$82.93	\$2.37	48.61%	-	4	11.43%	\$20.73
{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	121	15	\$54.21	\$3.61	12.40%	-	3	20.00%	\$18.07
Dermal Fillers in Westport - New Clients Get \$50 Off - Look Younger & More Energized newbeautywellness.com/dermal_fillers/ Smooth Wrinkles, Restore Volume, and Stimulate Collagen Production for Long-Term Results	120	10	\$50.00	\$5.00	8.33%	-	3	30.00%	\$16.67

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

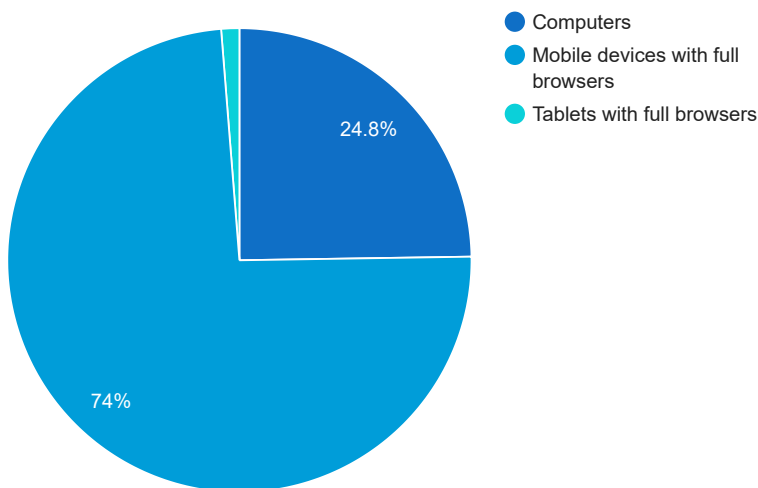
Budget Coverage



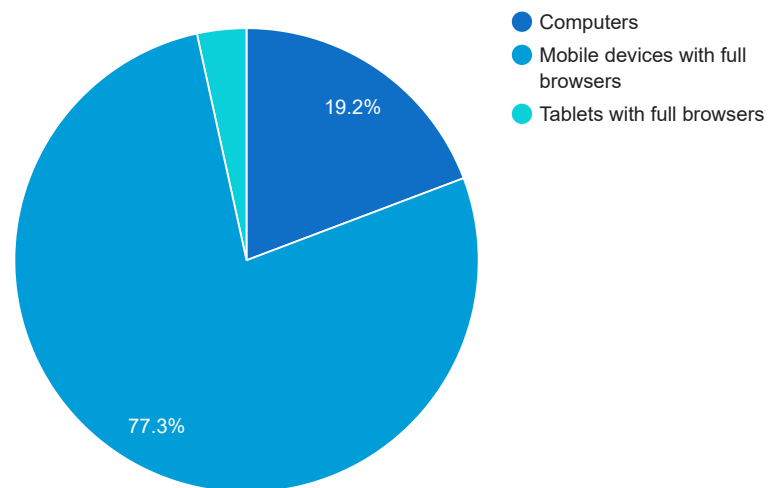
DATE	COST	SEARCH IMPR SHARE
Jul, 2020	3,224.59	52.16
Aug, 2020	2,993.73	46.04
Sep, 2020	2,116.46	49.38
Oct, 2020	1,951.27	53.09
Nov, 2020	1,992.30	49.93
Dec, 2020	1,960.60	40.98
Jan, 2021	2,075.82	38.01
Feb, 2021	2,067.51	41.74
Mar, 2021	2,062.96	40.85
Apr, 2021	1,856.41	40.52
May, 2021	1,973.32	41.99
Jun, 2021	2,120.02	59.51

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	4,185	337	\$1,568.54	\$4.65	8.05%	-	22.5	6.66%	\$69.87
Computers	1,319	99	\$524.75	\$5.30	7.51%	-	5.6	5.61%	\$94.55
Tablets with full browsers	73	8	\$26.73	\$3.34	10.96%	-	1	12.5%	\$26.73

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	5,577	444	\$2,120.02	\$4.77	7.96%	-	29	6.53%	\$73.10

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	CONV
Click to Call	16
Form Submit	12
Calls from ads	1
Dermal Fillers Lead (All Web Site Data)	0
Sculpsure Leads (All Web Site Data)	0
Hydrafacial 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