


New Beauty Wellness Monthly Google Performance Summary

07/01/2021 - 07/31/2021


Key Performance Indicators

07/01/2021 - 07/31/2021

 Cost
New Beauty Wellness


\$2,190.85

\$2,120.02 **3.34%**

 Clicks
New Beauty Wellness


394

444 **-11.26%**

 Avg CPC
New Beauty Wellness


\$5.56

\$4.77 **16.56%**

 Conversions
New Beauty Wellness


44

29 **51.72%**

 Conv. Rate
New Beauty Wellness

11.17%

6.53% **71.06%**


 Cost / Conv
New Beauty Wellness

\$49.79

\$73.10 **-31.89%**


Month-Over-Month Performance Comparison

07/01/2021 - 07/31/2021 - Comparing to 06/01/2021 - 06/30/2021

 Overall Performance Summary
New Beauty Wellness


Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$2,190.85	\$2,120.02	3.34%
Impressions	4,716	5,577	-15.44%
Clicks	394	444	-11.26%
Avg CPC	\$5.56	\$4.77	16.56%
CTR	8.35%	7.96%	4.90%
Conversions	44	29	51.72%
Conv Rate	11.17%	6.53%	71.06%
Cost / Conv	\$49.79	\$73.10	-31.89%

Budget Coverage

 Search Impr. Share
New Beauty Wellness


68.33%

59.51% **14.82%**

 Search IS Lost (due to Budget)
New Beauty Wellness

12.88%

15.19% **-15.21%**

 Search IS Lost (due to Rank)
New Beauty Wellness

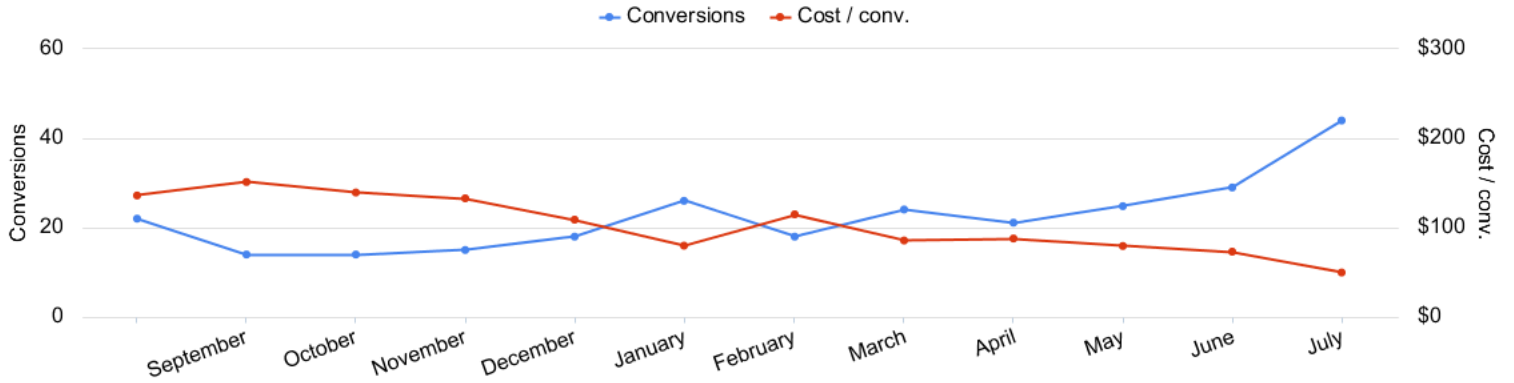
18.79%

25.30% **-25.73%**

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
New Beauty Wellness




Account Performance by Month
New Beauty Wellness

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$2,993.73	9,555	705	\$4.25	7.38%	22	3.12%	\$136.08	46.04%	7.10%
09/01/2020	\$2,116.46	8,152	497	\$4.26	6.10%	14	2.82%	\$151.18	49.38%	8.88%
10/01/2020	\$1,951.27	7,922	480	\$4.07	6.06%	14	2.92%	\$139.38	53.09%	4.88%
11/01/2020	\$1,992.30	6,971	431	\$4.62	6.18%	15	3.48%	\$132.82	49.93%	11.40%
12/01/2020	\$1,960.60	6,185	437	\$4.49	7.07%	18	4.12%	\$108.92	40.98%	19.58%
01/01/2021	\$2,075.82	6,370	480	\$4.32	7.54%	26	5.42%	\$79.84	38.01%	16.86%
02/01/2021	\$2,067.51	7,129	558	\$3.71	7.83%	18	3.23%	\$114.86	41.74%	8.18%
03/01/2021	\$2,062.96	7,863	584	\$3.53	7.43%	24.07	4.12%	\$85.70	40.85%	11.11%
04/01/2021	\$1,856.41	7,155	502	\$3.70	7.02%	21.12	4.21%	\$87.90	40.52%	22.08%
05/01/2021	\$1,973.32	6,654	489	\$4.04	7.35%	24.81	5.07%	\$79.55	41.99%	9.08%
06/01/2021	\$2,120.02	5,577	444	\$4.77	7.96%	29	6.53%	\$73.10	59.51%	15.19%
07/01/2021	\$2,190.85	4,716	394	\$5.56	8.35%	44	11.17%	\$49.79	68.33%	12.88%
Total	\$25,361.25	84,249	6,001	\$4.23	7.12%	270	4.50%	\$93.93	45.77%	12.07%

Campaign Performance Summary (by Conversions)

07/01/2021 - 07/31/2021




Campaign Performance Breakdown (by Conversions)

New Beauty Wellness

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta dermal fillers	\$1,068.15	3,048	223	\$4.79	7.32%	13	5.83%	\$82.17
search beta sculpsure	\$722.08	571	62	\$11.65	10.86%	11	17.74%	\$65.64
search beta brand	\$119.86	149	55	\$2.18	36.91%	10	18.18%	\$11.99
search beta hydrfacial	\$280.76	948	54	\$5.20	5.70%	10	18.52%	\$28.08

Top Search Terms (by Conversions)

07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
New Beauty Wellness

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
hydrafacial	\$16.76	15	4	\$4.19	26.67%	3	75.00%	\$5.59
nose fillers near me	\$22.36	2	2	\$11.18	100.00%	2	100.00%	\$11.18
facials near	\$8.35	1	1	\$8.35	100.00%	2	200.00%	\$4.17
hydrafacial westport ct	\$19.21	3	4	\$4.80	133.33%	2	50.00%	\$9.61
what is zerona	\$17.93	1	1	\$17.93	100.00%	2	200.00%	\$8.96
how much for lip fillers	\$5.27	1	1	\$5.27	100.00%	1	100.00%	\$5.27
body sculpting near me	\$100.99	6	7	\$14.43	116.67%	1	14.29%	\$100.99
facial near me	\$70.45	54	13	\$5.42	24.07%	1	7.69%	\$70.45
best non invasive treatment for belly fat	\$4.17	1	1	\$4.17	100.00%	1	100.00%	\$4.17
is dermal filler safe	\$4.79	1	1	\$4.79	100.00%	1	100.00%	\$4.79
lifecell lip plumping treatment before and after	\$4.49	1	1	\$4.49	100.00%	1	100.00%	\$4.49
fat loss therapy	\$23.70	1	1	\$23.70	100.00%	1	100.00%	\$23.70
facials near me	\$17.45	4	2	\$8.72	50.00%	1	50.00%	\$17.45
non surgical liposuction	\$17.13	1	1	\$17.13	100.00%	1	100.00%	\$17.13
jawline fillers cost	\$3.78	1	1	\$3.78	100.00%	1	100.00%	\$3.78
radiesse	\$1.87	1	1	\$1.87	100.00%	1	100.00%	\$1.87
wrinkle filler	\$4.40	1	1	\$4.40	100.00%	1	100.00%	\$4.40
juvederm	\$21.50	7	5	\$4.30	71.43%	0.65	13.00%	\$33.08
how much do lip injections cost	\$5.11	2	2	\$2.56	100.00%	0.35	17.50%	\$14.60
hydrafacial near me	\$14.10	2	2	\$7.05	100.00%	0.31	15.50%	\$45.48

Top Search Ads (by Conversions)

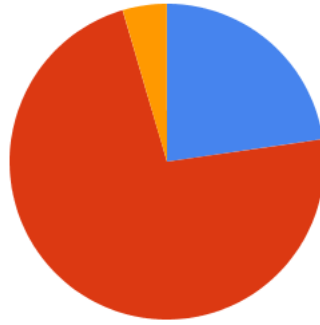
07/01/2021 - 07/31/2021

Top Responsive Search Ads (by Conversions)
New Beauty Wellness

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	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. Reverse the Signs of Aging + Stimulate Collagen Production. Schedule A Free Consultation	search beta dermal fillers	\$546.15	1,602	126	\$4.33	7.87%	7	5.56%	\$78.02
{Keyword:Best Hydrating Facial} Hydrating Facial Treatment Cleanse + Exfoliate + Hydrate newbeautywellness.com/ Best Professional Facial Treatments from New Beauty Wellness. Schedule a Free Consult. Leave Skin Glowing, Reduces Wrinkles & Refreshes Skin Tone. 3 Steps. 30 Minutes.	search beta hydrafacial	\$222.71	698	41	\$5.43	5.87%	5.69	13.88%	\$39.14
{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. SculpSure is a leading non-invasive fat reduction treatment. Long lasting results.	search beta sculpsure	\$104.84	152	9	\$11.65	5.92%	3	33.33%	\$34.95
{Keyword:New Beauty & Wellness Spa} Dermal Fillers Westport Smooth Wrinkles Restore Volume newbeautywellness.com/juvederm Juvederm Corrects Smile Lines, Treats Wrinkles and Skin Folds. Natural Looking Results. Juvederm is the #1 Line of Hyaluronic Acid Fillers & a Leading Anti Aging Treatment	search beta dermal fillers	\$246.45	555	37	\$6.66	6.67%	2.65	7.16%	\$93.00
{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. Restylane Decreases Signs of Aging and Fills in Smile and Laugh Lines. Feel Younger	search beta dermal fillers	\$37.33	151	14	\$2.67	9.27%	0	0.00%	\$0.00

Budget Utilization by Device

Conversions by Device
New Beauty Wellness



■ Computers - Conversions: 10 (22.73%)
 ■ Mobile devices with full browsers - Conversions: 32 (72.73%)
 ■ Tablets with full browsers - Conversions: 2 (4.55%)

Cost by Device
New Beauty Wellness




■ Computers - Cost: \$637.82 (29.11%)
 ■ Mobile devices with full browsers - Cost: \$1,475.83 (67.36%)
 ■ Tablets with full browsers - Cost: \$77.20 (3.52%)


Device Performance (by Conversions)
New Beauty Wellness

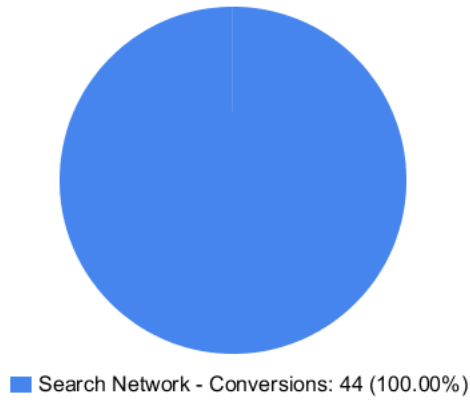
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	3,495	281	\$1,475.83	\$5.25	8.04%	32	11.39%	\$46.12
Computers	1,140	107	\$637.82	\$5.96	9.39%	10	9.35%	\$63.78
Tablets with full browsers	81	6	\$77.20	\$12.87	7.41%	2	33.33%	\$38.60


Budget Utilization by Network

 Cost by Network
New Beauty Wellness



 Conversions by Network
New Beauty Wellness

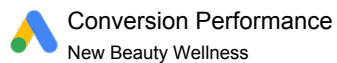


 Network Performance
New Beauty Wellness

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	4,716	394	\$2,190.85	\$5.56	8.35%	44	11.17%	\$49.79

Conversion Summary


07/01/2021 - 07/31/2021



Conversion name	All conv.
Form Submit	22
Click to Call	21
Sculpsure Leads (All Web Site Data)	5
Dermal Fillers Lead (All Web Site Data)	5
Calls from ads	1
Hydrafacial Leads (All Web Site Data)	1

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
New Beauty Wellness

Region	Clicks	Conversions	Cost / conv.
Connecticut	393	44	\$49.56

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
- Conversion Value (Conv Val) - Reported revenue by the eCommerce site. Does not include returns, refunds, or canceled orders.
- Conversion Value / Click (Conv Val / Click) - Average revenue generated per click. Is used to determine effectiveness of the account when compared against average cost per click (CPC).
- Conversion Value / Cost (Conv Val / Cost) - is a metric that shows the conversion value over the cost of advertising. This is the same calculation as Return on Ad Spend (ROAS) but is not expressed as a percentage.
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage