

New Beauty Wellness Monthly Ad Performance Summary

08/01/2021 - 08/31/2021

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Overall Performance Summary

08/01/2021 - 08/31/2021

Account Performance Summary (by Platform) Cross-platform

	Cost	Impressions	Clicks	CTR	Conversions	Cost / conv.
Google Ads						
08/01/2021 - 08/31/2021	\$3,020.81	6,320	508	8.04%	48	\$62.93
07/01/2021 - 07/31/2021	\$2,190.85	4,716	394	8.35%	45	\$48.69
% Change	37.88%	34.01%	28.93%	-3.71%	6.67%	29.27%
Facebook Ads						
08/01/2021 - 08/31/2021	\$1,268.17	81,196	725	0.89%	48	\$26.42
07/01/2021 - 07/31/2021	\$970.63	58,689	518	0.88%	43	\$22.57
% Change	30.65%	38.35%	39.96%	1.16%	11.63%	17.04%

Google Ads | Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
New Beauty Wellness

\$3,020.81

\$2,190.85 **37.88%**

Clicks
New Beauty Wellness

508

394 **28.93%**

Avg. CPC
New Beauty Wellness

\$5.95

\$5.56 **6.94%**

Conversions
New Beauty Wellness

48

45 **6.67%**

Conv. rate
New Beauty Wellness

9.45%

11.42% **-17.25%**

Cost / Conv
New Beauty Wellness

\$62.93

\$48.69 **29.27%**

Google Ads | Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Overall Performance Summary
New Beauty Wellness

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$3,020.81	\$2,190.85	37.88%
Impressions	6,320	4,716	34.01%
Clicks	508	394	28.93%
Avg CPC	\$5.95	\$5.56	7.01%
CTR	8.04%	8.35%	-3.71%
Conversions	48	45	6.67%
Conv Rate	9.45%	11.42%	-17.25%
Cost / Conv	\$62.93	\$48.69	29.25%

Google Ads | Budget Coverage

Search Impr. Share
New Beauty Wellness

71.91%

68.33% **5.24%**

Search IS Lost (due to Budget)
New Beauty Wellness

11.99%

12.88% **-6.91%**

Search IS Lost (due to Rank)
New Beauty Wellness

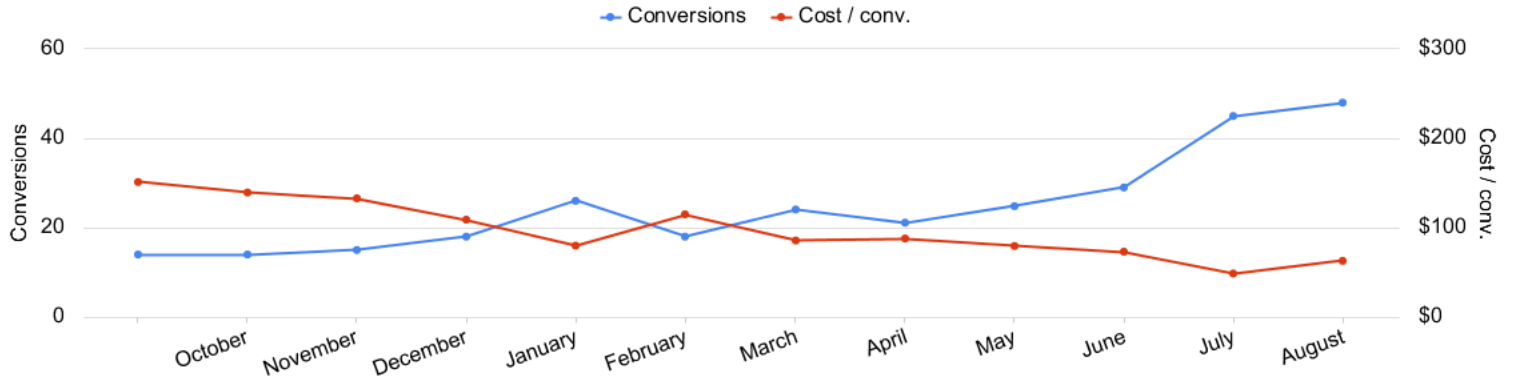
16.10%

18.79% **-14.32%**

Google Ads | Monthly Performance Trends

09/01/2020 - 08/31/2021

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)
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%	45	11.42%	\$48.69	68.33%	12.88%
08/01/2021	\$3,020.81	6,320	508	\$5.95	8.04%	48	9.45%	\$62.93	71.91%	11.99%
Total	\$25,388.33	81,014	5,804	\$4.37	7.16%	297	5.12%	\$85.48	47.06%	12.67%

Google Ads | Campaign Performance Summary (by Conversions)

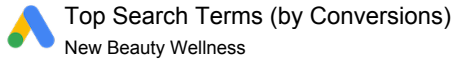
08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)
New Beauty Wellness

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta dermal fillers	\$1,543.82	4,263	298	\$5.18	6.99%	19	6.38%	\$81.25
search beta sculpsure	\$950.02	649	76	\$12.50	11.71%	12	15.79%	\$79.17
search beta brand	\$181.64	173	66	\$2.75	38.15%	11	16.67%	\$16.51
search beta hydrfacial	\$345.33	1,235	68	\$5.08	5.51%	6	8.82%	\$57.55

Google Ads | Top Search Terms (by Conversions)


08/01/2021 - 08/31/2021



Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
fat melting procedure	\$40.96	1	2	\$20.48	200.00%	5	250.00%	\$8.19
how much does filler cost	\$4.02	1	1	\$4.02	100.00%	2	200.00%	\$2.01
mirza aesthetics reviews	\$8.40	2	1	\$8.40	50.00%	2	200.00%	\$4.20
lip fillers near me	\$85.55	4	5	\$17.11	125.00%	1	20.00%	\$85.55
lip fillers	\$24.44	5	5	\$4.89	100.00%	1	20.00%	\$24.44
what is body sculpting	\$4.15	1	1	\$4.15	100.00%	1	100.00%	\$4.15
face facial near me	\$2.89	1	1	\$2.89	100.00%	1	100.00%	\$2.89
facial face near me	\$6.03	1	1	\$6.03	100.00%	1	100.00%	\$6.03
non surgical fat removal	\$34.66	1	2	\$17.33	200.00%	1	50.00%	\$34.66
whats the best under eye filler	\$4.43	1	1	\$4.43	100.00%	1	100.00%	\$4.43
groupon injectable fillers	\$3.44	1	1	\$3.44	100.00%	1	100.00%	\$3.44
liquid rhinoplasty near me	\$3.84	1	1	\$3.84	100.00%	1	100.00%	\$3.84
facial near me	\$92.63	48	16	\$5.79	33.33%	1	6.25%	\$92.63
facial spa near me	\$7.54	4	2	\$3.77	50.00%	1	50.00%	\$7.54
where can i get a facial near me	\$13.94	1	1	\$13.94	100.00%	1	100.00%	\$13.94
mirza aesthetics	\$45.30	5	6	\$7.55	120.00%	1	16.67%	\$45.30
russian lip technique near me	\$7.61	1	1	\$7.61	100.00%	1	100.00%	\$7.61
face fillers cost	\$19.38	1	1	\$19.38	100.00%	1	100.00%	\$19.38
voluma cheeks	\$3.22	2	1	\$3.22	50.00%	1	100.00%	\$3.22
hyaluronic acid injections face	\$7.19	2	2	\$3.60	100.00%	1	50.00%	\$7.19

Google Ads | Top Search Ads (by Conversions)

08/01/2021 - 08/31/2021

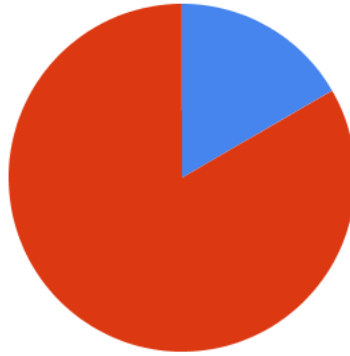
 Top Responsive Search Ads (by Conversions)
New Beauty Wellness

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<p>{Keyword:New Beauty & Wellness Spa} Dermal Fillers Westport Smooth Wrinkles Restore Volume</p> <p>newbeautywellness.com/dermal_fillers/westport</p> <p>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</p>	search beta dermal fillers	\$714.19	2,088	153	\$4.67	7.33%	7.33	4.79%	\$97.43
<p>{Keyword:Best Hydrating Facial} Hydrating Facial Treatment Cleanse + Exfoliate + Hydrate</p> <p>newbeautywellness.com/hydrfacial/westport</p> <p>Best Professional Facial Treatments from New Beauty Wellness. Schedule a Free Consult. Leave Skin Glowing, Reduces Wrinkles & Refreshes Skin Tone. 3 Steps. 30 Minutes.</p>	search beta hydrfacial	\$267.37	952	54	\$4.95	5.67%	6	11.11%	\$44.56
<p>{Keyword:New Beauty & Wellness Spa} Dermal Fillers Westport Smooth Wrinkles Restore Volume</p> <p>newbeautywellness.com/juvederm/westport</p> <p>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</p>	search beta dermal fillers	\$342.80	1,224	71	\$4.83	5.80%	5	7.04%	\$68.56
<p>{Keyword: #1 SculpSure Deal in Westport} \$500 off SculpSure Cost Non-Invasive Fat Reduction</p> <p>newbeautywellness.com/sculpsure/westport</p> <p>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.</p>	search beta sculpsure	\$257.07	203	20	\$12.85	9.85%	1.5	7.50%	\$171.38
<p>{Keyword:New Beauty & Wellness Spa} Dermal Fillers Westport Smooth Wrinkles Restore Volume</p> <p>newbeautywellness.com/restylane/westport</p> <p>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</p>	search beta dermal fillers	\$39.92	225	15	\$2.66	6.67%	0	0.00%	\$0.00

Google Ads | Budget Utilization by Device

Conversions by Device

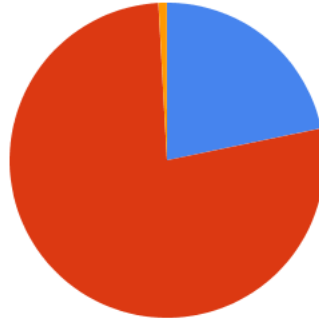
New Beauty Wellness



Computers - Conversions: 8 (16.67%) Mobile devices with full browsers - Conversions: 40 (83.33%)

Cost by Device

New Beauty Wellness



Computers - Cost: \$657.18 (21.76%) Mobile devices with full browsers - Cost: \$2,337.25 (77.37%)
 Tablets with full browsers - Cost: \$26.38 (0.87%)

Device Performance (by Conversions)

New Beauty Wellness

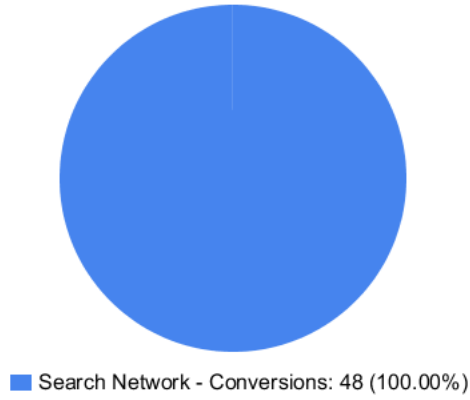
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	4,880	413	\$2,337.25	\$5.66	8.46%	40	9.69%	\$58.43
Computers	1,348	91	\$657.18	\$7.22	6.75%	8	8.79%	\$82.15
Tablets with full browsers	92	4	\$26.38	\$6.59	4.35%	0	0.00%	\$0.00

Google Ads | 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	6,320	508	\$3,020.81	\$5.95	8.04%	48	9.45%	\$62.93

Google Ads | Conversion Summary

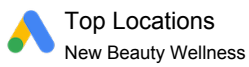
08/01/2021 - 08/31/2021



Conversion name	All conv.
Form Submit	25
Click to Call	15
Dermal Fillers Lead (All Web Site Data)	12
Calls from ads	8
Sculpsure Leads (All Web Site Data)	5
Hydrafacial Leads (All Web Site Data)	1

Google Ads | Geo-Targeting Summary

08/01/2021 - 08/31/2021



Region	Clicks	Conversions	Cost / conv.
Connecticut	507	48	\$62.89

Facebook | Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
New Beauty Wellness

\$1,268.17

\$970.63 30.65%

Impressions
New Beauty Wellness

81,196

58,689 38.35%

Reach
New Beauty Wellness

14,416

11,596 24.32%

Clicks (Link)
New Beauty Wellness

725

518 39.96%

Leads
New Beauty Wellness

55

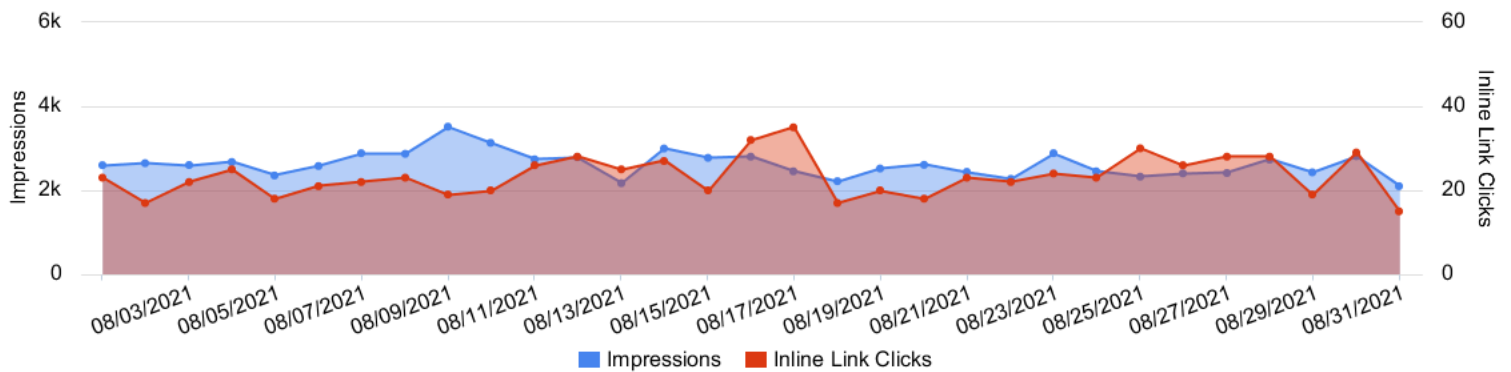
54 1.85%

Cost / Lead
New Beauty Wellness

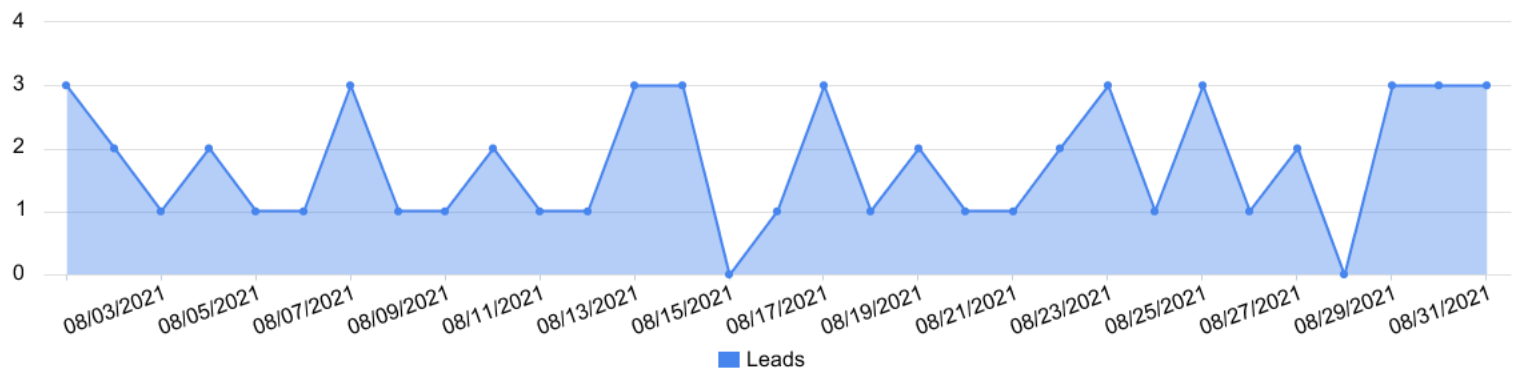
\$23.06

\$17.97 28.32%

Impressions vs Inline Link Clicks
New Beauty Wellness



Conversions by day
New Beauty Wellness



Facebook | Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Overall Performance Summary New Beauty Wellness

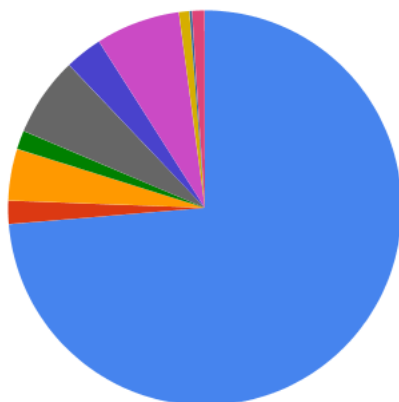
Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$1,268.17	\$970.63	30.65%
Impressions	81,196	58,689	38.35%
Reach	14,416	11,596	24.32%
Clicks	725	518	39.96%
CTR	0.89%	0.88%	1.16%
Frequency	5.63	5.06	11.29%
Leads	55	54	1.85%
Cost / Lead	\$23.06	\$17.97	28.32%

Engagement Summary New Beauty Wellness

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	0	0	0.00%
Post Reactions	0	4	-100.00%
Post Shares	0	0	0.00%

08/01/2021 - 08/31/2021

Reach Summary (by Placement) New Beauty Wellness



- Audience Network - An Classic - Reach: 11,864 (73.69%)
- Facebook - Facebook Stories - Reach: 308 (1.91%)
- Facebook - Feed - Reach: 680 (4.22%)
- Facebook - Instant Article - Reach: 248 (1.54%)
- Facebook - Instream Video - Reach: 1,048 (6.51%)
- Facebook - Right Hand Column - Reach: 496 (3.08%)
- Facebook - Video Feeds - Reach: 1,116 (6.93%)
- Instagram - Feed - Reach: 140 (0.87%)
- Instagram - Instagram Explore - Reach: 32 (0.20%)
- Instagram - Instagram Stories - Reach: 168 (1.04%)

Placement Performance (by Leads) New Beauty Wellness

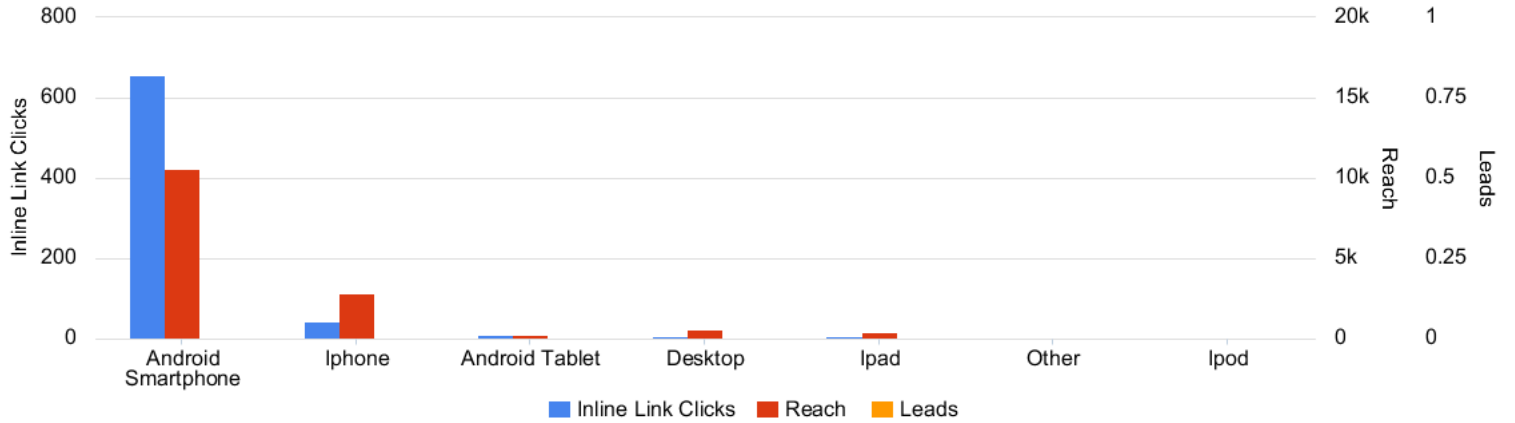
There was an error

Facebook | Device Performance Summary

08/01/2021 - 08/31/2021

Device Performance Chart

New Beauty Wellness



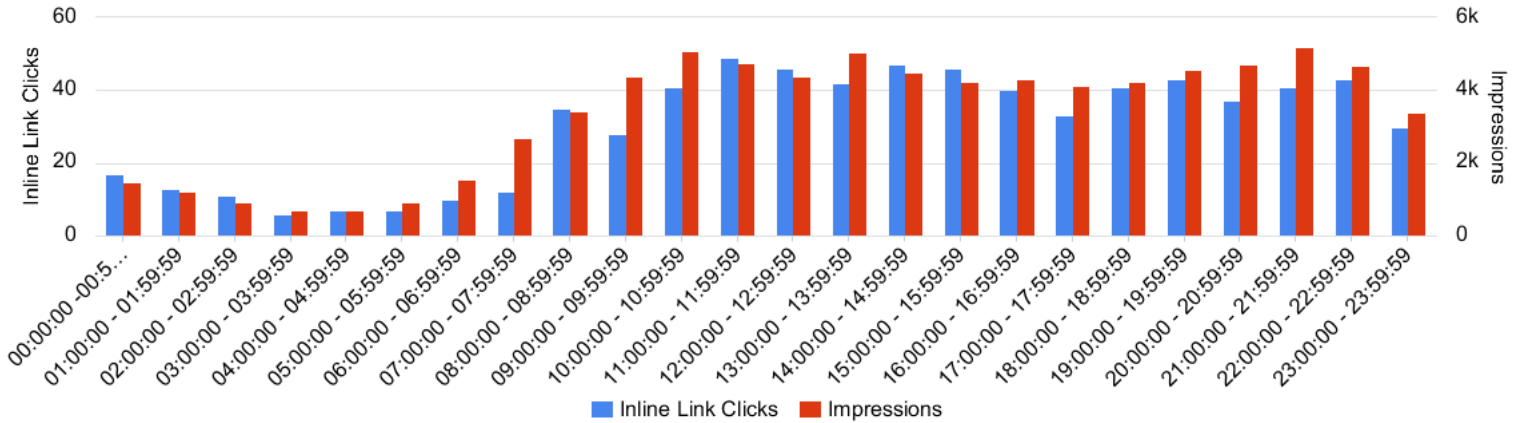
Device Platform Performance

New Beauty Wellness

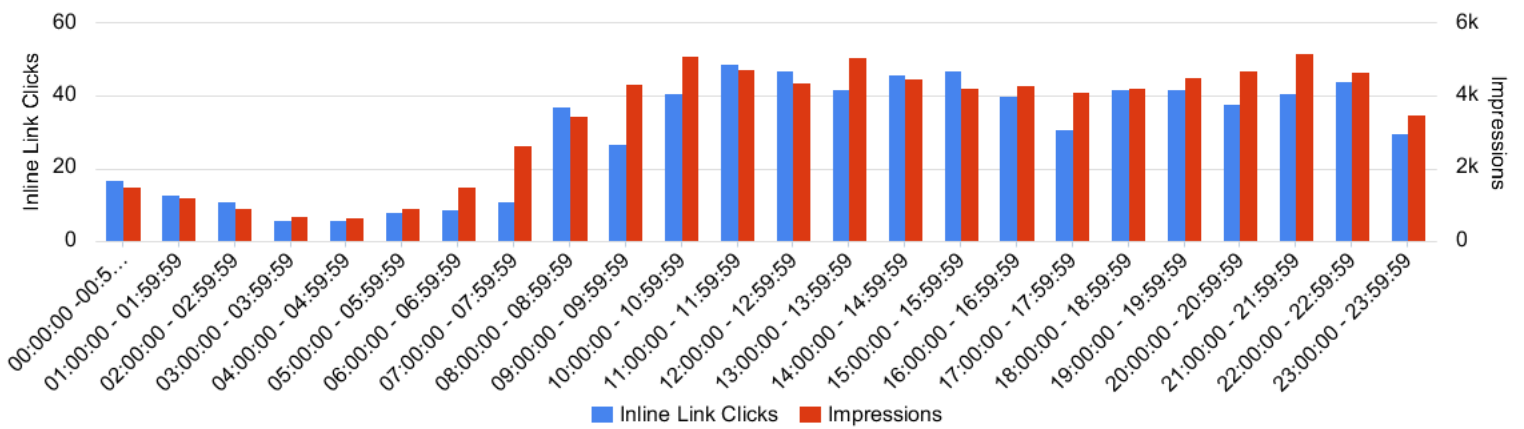
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
New Beauty Wellness	\$1,268.17	81,196	725	0.92%	14,416	5.63	55
> Mobile App	\$1,244.01	79,015	716	0.94%	13,848	5.71	0
> Desktop	\$16.11	1,980	8	0.40%	580	3.41	0
> Mobile Web	\$8.05	201	1	0.50%	92	2.18	0
> Unknown	\$0.00	0	0	--	0	0	0

08/01/2021 - 08/31/2021

Time of Day (Viewer)
New Beauty Wellness




Time of Day (Ad Account)
New Beauty Wellness



Facebook | Campaign Performance Summary (by Leads)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown
New Beauty Wellness

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Botox - Conversions	\$1,268.17	81,196	725	55	\$23.06
Total	\$1,268.17	81,196	725	55	\$23.06

Facebook | Ad Set Performance Summary (by Leads)


08/01/2021 - 08/31/2021

 Top Performing Ad Sets
New Beauty Wellness

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Botox - Prospecting - Women - Dynamic	Botox - Conversions	\$1,268.17	81,196	725	55	\$23.06
	Total	\$1,268.17	81,196	725	55	\$23.06

Facebook | Ad Performance Summary

08/01/2021 - 08/31/2021

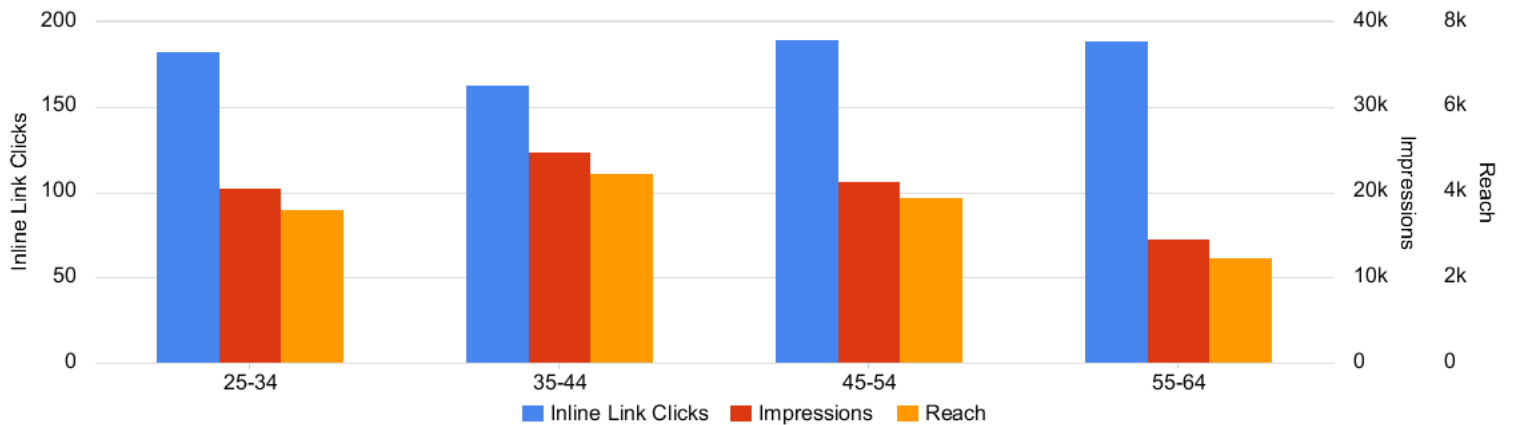
 Top Performing Ads (by Leads)
New Beauty Wellness

There was an error

Facebook | Demographic Performance - Age

08/01/2021 - 08/31/2021

Age Performance Chart
New Beauty Wellness



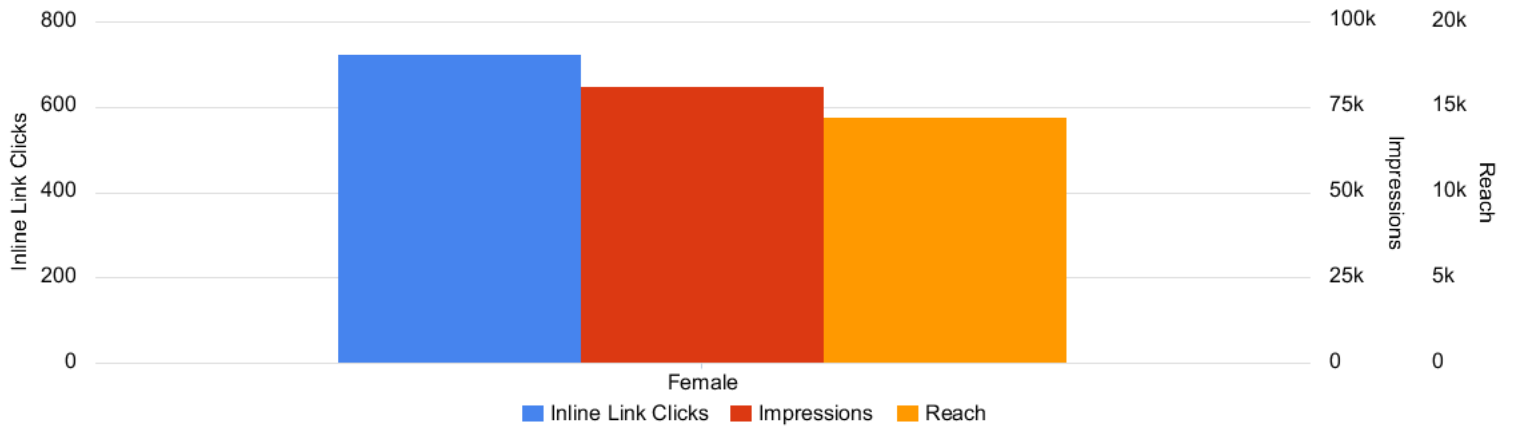
Age Performance Summary
New Beauty Wellness

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
New Beauty Wellness	\$1,268.17	81,196	14,416	725	0.92%	5.63	55
> 25-34	\$303.69	20,505	3,604	183	0.91%	5.69	0
> 35-44	\$319.71	24,821	4,468	163	0.68%	5.56	0
> 45-54	\$333.19	21,275	3,880	190	0.93%	5.48	0
> 55-64	\$311.58	14,595	2,464	189	1.34%	5.92	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Demographic Performance - Gender

08/01/2021 - 08/31/2021

Gender Performance Chart
New Beauty Wellness



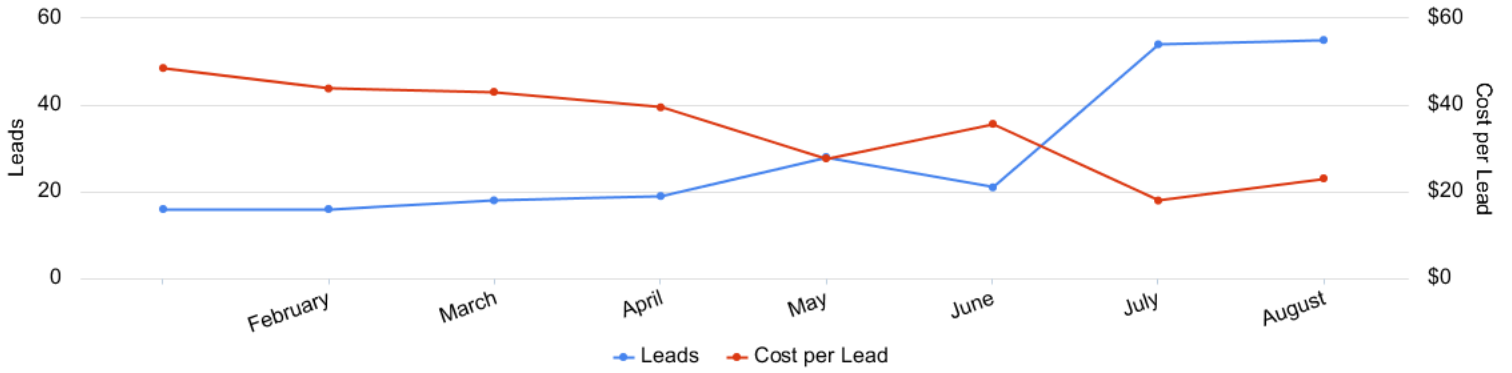
Gender Performance Summary
New Beauty Wellness

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
New Beauty Wellness	\$1,268.17	81,196	14,416	725	0.92%	5.63	55
> Female	\$1,268.17	81,196	14,416	725	0.92%	5.63	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Year-to-Date Performance

01/01/2021 - 08/31/2021

Year-to-Date Trend
New Beauty Wellness



Historical table (by month)
New Beauty Wellness

There was an error

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