

New Beauty Wellness Monthly Ad Performance Summary

09/01/2021 - 09/30/2021

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Overall Performance Summary

09/01/2021 - 09/30/2021

Account Performance Summary (by Platform) Cross-platform

	Cost	Impressions	Clicks	CTR	Conversions	Cost / conv.
Google Ads						
09/01/2021 - 09/30/2021	\$3,183.96	5,917	489	8.26%	41.73	\$76.30
08/01/2021 - 08/31/2021	\$3,020.81	6,320	508	8.04%	49.27	\$61.31
% Change	5.40%	-6.38%	-3.74%	2.74%	-15.30%	24.45%
Facebook Ads						
09/01/2021 - 09/30/2021	\$1,228.91	72,718	610	0.84%	58	\$21.19
08/01/2021 - 08/31/2021	\$1,268.17	81,196	725	0.89%	48	\$26.42
% Change	-3.10%	-10.44%	-15.86%	-6.05%	20.83%	-19.80%

Google Ads | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
New Beauty Wellness

\$3,183.96

\$3,020.81 **5.40%**

Clicks
New Beauty Wellness

489

508 **-3.74%**

Avg. CPC
New Beauty Wellness

\$6.51

\$5.95 **9.50%**

Conversions
New Beauty Wellness

41.73

49.27 **-15.30%**

Conv. rate
New Beauty Wellness

8.53%

9.70% **-12.06%**

Cost / Conv
New Beauty Wellness

\$76.30

\$61.31 **24.45%**

Google Ads | Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary
New Beauty Wellness

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$3,183.96	\$3,020.81	5.40%
Impressions	5,917	6,320	-6.38%
Clicks	489	508	-3.74%
Avg CPC	\$6.51	\$5.95	9.41%
CTR	8.26%	8.04%	2.74%
Conversions	41.73	49.27	-15.30%
Conv Rate	8.53%	9.70%	-12.06%
Cost / Conv	\$76.30	\$61.31	24.45%

Google Ads | Budget Coverage

Search Impr. Share
New Beauty Wellness

72.61%

71.97% **0.89%**

Search IS Lost (due to Budget)
New Beauty Wellness

12.30%

11.96% **2.84%**

Search IS Lost (due to Rank)
New Beauty Wellness

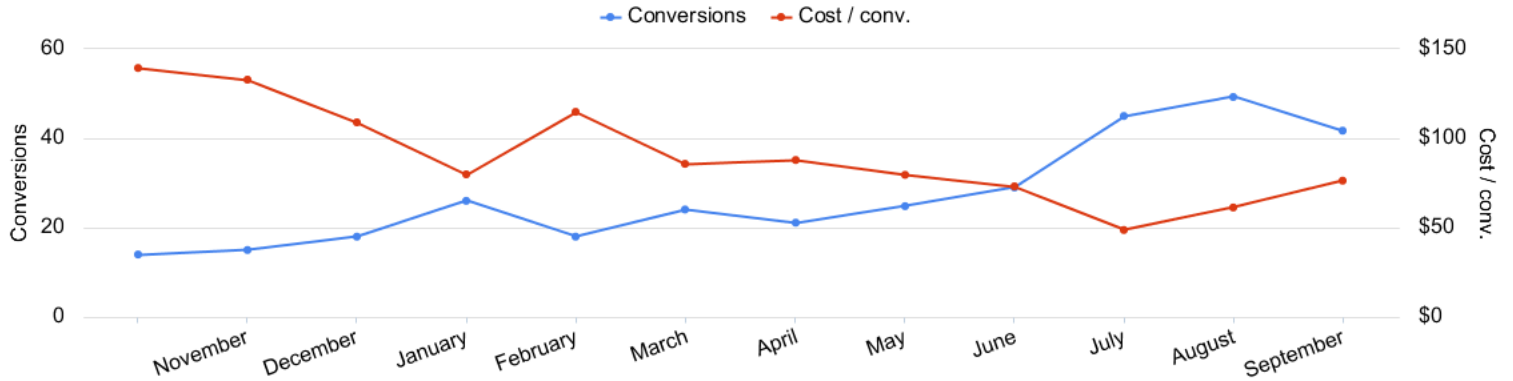
15.09%

16.07% **-6.10%**

Google Ads | Monthly Performance Trends

10/01/2020 - 09/30/2021

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)
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%	49.27	9.70%	\$61.31	71.97%	11.96%
09/01/2021	\$3,183.96	5,917	489	\$6.51	8.26%	41.73	8.53%	\$76.30	72.61%	12.30%
Total	\$26,455.83	78,779	5,796	\$4.56	7.36%	326	5.62%	\$81.15	48.08%	13.03%

Google Ads | Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
New Beauty Wellness

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search dermal fillers	\$1,762.56	3,983	306	\$5.76	7.68%	17	5.56%	\$103.68
search brand	\$117.57	145	73	\$1.61	50.34%	15	20.55%	\$7.84
search hydrafacial	\$345.23	996	57	\$6.06	5.72%	5	8.77%	\$69.05
search sculpSure	\$894.57	585	52	\$17.20	8.89%	4.73	9.10%	\$189.13
search botox	\$64.03	208	1	\$64.03	0.48%	0	0.00%	\$0.00

Google Ads | Top Search Terms (by Conversions)

09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
New Beauty Wellness

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
where to do facial near me	\$7.46	1	2	\$3.73	200.00%	3	150.00%	\$2.49
hyaluronic acid fillers	\$3.38	1	1	\$3.38	100.00%	1.17	117.00%	\$2.89
jawline filler near me	\$3.63	1	1	\$3.63	100.00%	1	100.00%	\$3.63
facials for acne near me	\$8.16	6	1	\$8.16	16.67%	1	100.00%	\$8.16
lip injections	\$9.42	28	2	\$4.71	7.14%	1	50.00%	\$9.42
lips injections	\$4.03	2	1	\$4.03	50.00%	1	100.00%	\$4.03
lip filler near me	\$34.05	23	3	\$11.35	13.04%	1	33.33%	\$34.05
under eye fillers before and after	\$3.44	1	1	\$3.44	100.00%	1	100.00%	\$3.44
body contouring near me	\$51.30	14	4	\$12.82	28.57%	1	25.00%	\$51.30
how much are lip fillers	\$12.81	9	3	\$4.27	33.33%	1	33.33%	\$12.81
hydrafacial near me	\$22.93	29	3	\$7.64	10.34%	1	33.33%	\$22.93
kysse lip filler	\$4.28	8	1	\$4.28	12.50%	1	100.00%	\$4.28
coolsculpting mini near me	\$28.11	1	1	\$28.11	100.00%	1	100.00%	\$28.11
sculpsure near me	\$97.38	3	3	\$32.46	100.00%	1	33.33%	\$97.38
lip fillers near me	\$24.81	27	2	\$12.40	7.41%	1	50.00%	\$24.81
fillers for face and neck	\$7.18	1	1	\$7.18	100.00%	0.09	9.00%	\$79.78
neck fillers	\$8.34	1	1	\$8.34	100.00%	0.09	9.00%	\$92.67
cosmetic models needed near me	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
affordable facials near me	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
what is the best filler for buttocks	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00

Google Ads | Top Search Ads (by Conversions)

09/01/2021 - 09/30/2021

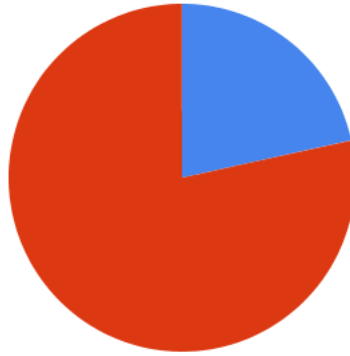
Top Responsive Search Ads (by Conversions)
New Beauty Wellness

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 newbeautywellness.com/dermal_fillers/westport 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 dermal fillers	\$876.50	2,029	147	\$5.96	7.24%	8.32	5.66%	\$105.35
<p>{Keyword:New Beauty & Wellness Spa} Dermal Fillers Westport Smooth Wrinkles Restore Volume newbeautywellness.com/juvederm/westport 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 dermal fillers	\$561.96	1,182	105	\$5.35	8.88%	2.24	2.13%	\$250.88
<p>{Keyword:Best Hydrating Facial} Hydrating Facial Treatment Cleanse + Exfoliate + Hydrate newbeautywellness.com/hydrfacial/westport 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 hydrfacial	\$245.78	696	42	\$5.85	6.03%	1.57	3.74%	\$156.55
<p>{Keyword: #1 SculpSure Deal in Westport} \$500 off SculpSure Cost Non-Invasive Fat Reduction newbeautywellness.com/sculpsure/westport 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 sculpsure	\$169.44	108	9	\$18.83	8.33%	1	11.11%	\$169.44
<p>{Keyword:New Beauty & Wellness Spa} Dermal Fillers Westport Smooth Wrinkles Restore Volume newbeautywellness.com/restylane/westport 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 dermal fillers	\$42.03	126	9	\$4.67	7.14%	0.09	1.00%	\$467.00

Google Ads | Budget Utilization by Device

Conversions by Device

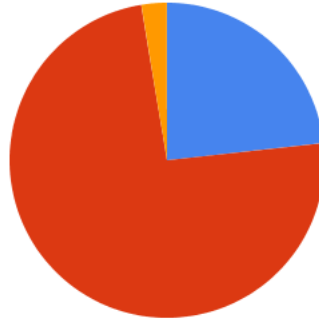
New Beauty Wellness



■ Computers - Conversions: 9 (21.57%)
 ■ Mobile devices with full browsers - Conversions: 32.73 (78.43%)

Cost by Device

New Beauty Wellness



■ Computers - Cost: \$740.91 (23.27%)
 ■ Mobile devices with full browsers - Cost: \$2,359.57 (74.11%)
 ■ Tablets with full browsers - Cost: \$83.48 (2.62%)

Device Performance (by Conversions)

New Beauty Wellness

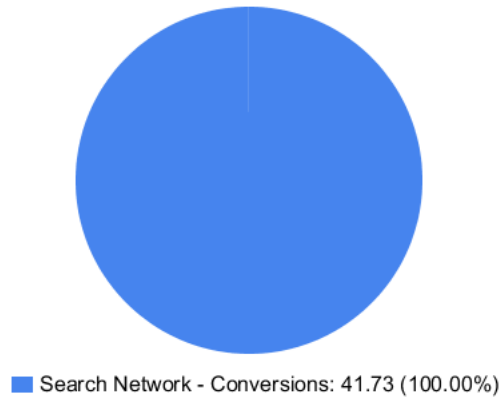
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	4,597	360	\$2,359.57	\$6.55	7.83%	32.73	9.09%	\$72.09
Computers	1,252	122	\$740.91	\$6.07	9.74%	9	7.38%	\$82.32
Tablets with full browsers	68	7	\$83.48	\$11.93	10.29%	0	0.00%	\$0.00

Google Ads | Budget Utilization by Network

Cost by Network
New Beauty Wellness



Conversions by Network
New Beauty Wellness

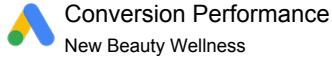


Network Performance
New Beauty Wellness

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	5,917	489	\$3,183.96	\$6.51	8.26%	41.73	8.53%	\$76.30

Google Ads | Conversion Summary

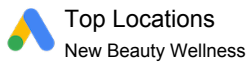
09/01/2021 - 09/30/2021



Conversion name	All conv.
Form Submit	20.73
Click to Call	20
Dermal Fillers Lead (All Web Site Data)	5
Sculpsure Leads (All Web Site Data)	5
Hydrafacial Leads (All Web Site Data)	2
Calls From Ads (MS)	1

Google Ads | Geo-Targeting Summary

09/01/2021 - 09/30/2021



Region	Clicks	Conversions	Cost / conv.
Connecticut	485	41.73	\$73.86

Facebook | Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
New Beauty Wellness

\$1,228.91
\$1,268.17 -3.10%

Impressions
New Beauty Wellness

72,718
81,196 -10.44%

Reach
New Beauty Wellness

13,797
14,416 -4.29%

Clicks (Link)
New Beauty Wellness

610
725 -15.86%

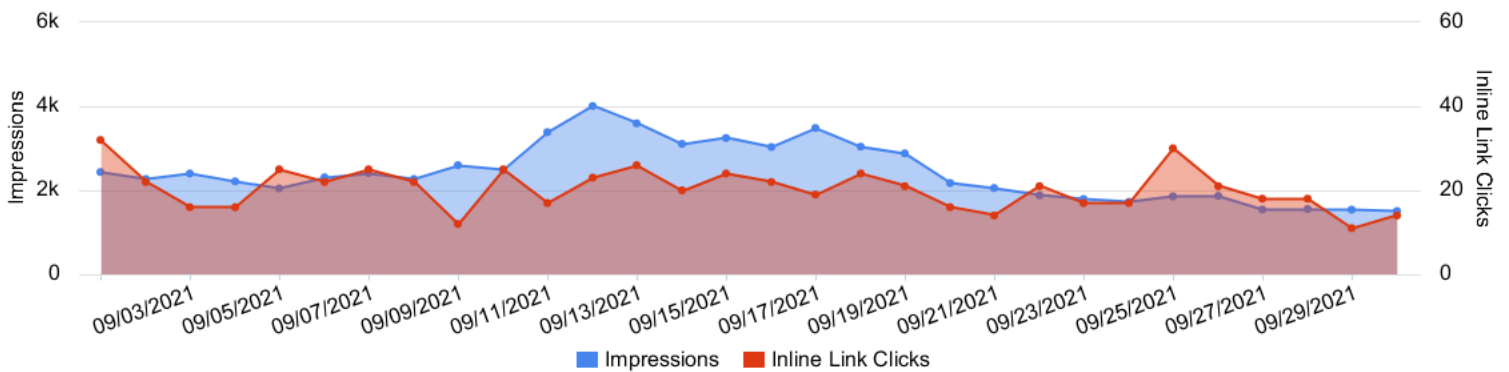
Leads
New Beauty Wellness

66
55 20.00%

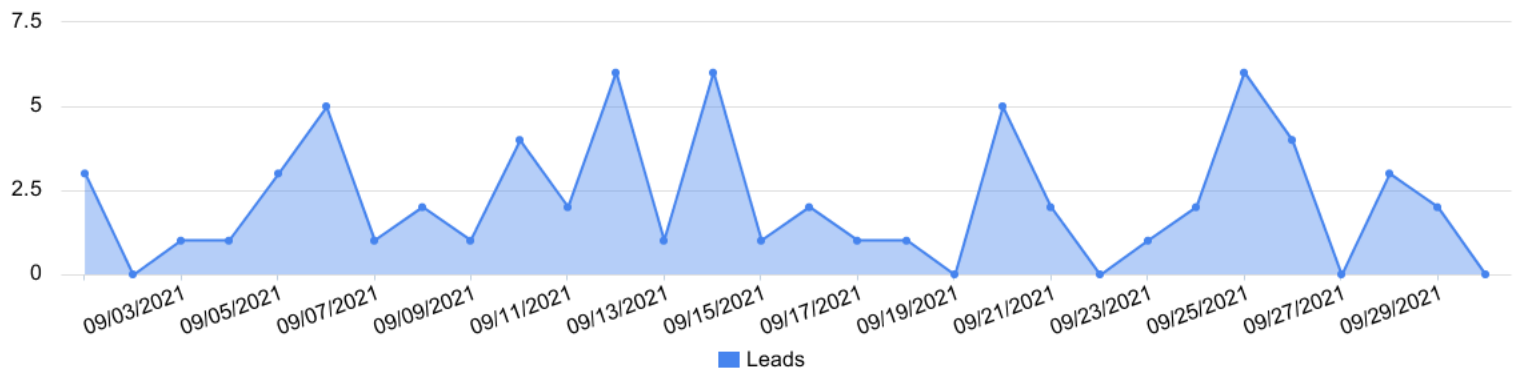
Cost / Lead
New Beauty Wellness

\$18.62
\$23.06 -19.25%

Impressions vs Inline Link Clicks
New Beauty Wellness



Conversions by day
New Beauty Wellness



Facebook | Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary New Beauty Wellness

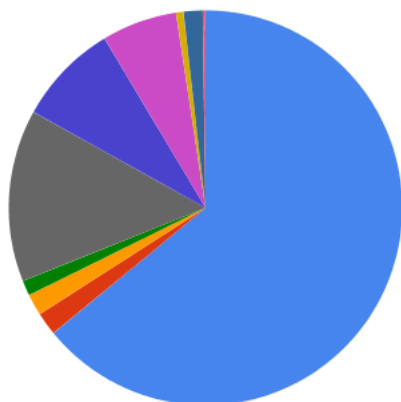
Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$1,228.91	\$1,268.17	-3.10%
Impressions	72,718	81,196	-10.44%
Reach	13,797	14,416	-4.29%
Clicks	610	725	-15.86%
CTR	0.84%	0.89%	-6.05%
Frequency	5.27	5.63	-6.42%
Leads	66	55	20.00%
Cost / Lead	\$18.62	\$23.06	-19.25%

Engagement Summary New Beauty Wellness

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Page Likes	0	0	0.00%
Post Comments	0	0	0.00%
Post Reactions	0	0	0.00%
Post Shares	0	0	0.00%

09/01/2021 - 09/30/2021

Reach Summary (by Placement) New Beauty Wellness



- Audience Network - An Classic - Reach: 9,874 (64.08%)
- Facebook - Facebook Stories - Reach: 288 (1.87%)
- Facebook - Feed - Reach: 272 (1.77%)
- Facebook - Instant Article - Reach: 192 (1.25%)
- Facebook - Instream Video - Reach: 2,175 (14.12%)
- Facebook - Right Hand Column - Reach: 1,288 (8.36%)
- Facebook - Video Feeds - Reach: 952 (6.18%)
- Instagram - Feed - Reach: 92 (0.60%)
- Instagram - Instagram Explore - Reach: 244 (1.58%)
- Instagram - Instagram Stories - Reach: 32 (0.21%)

Placement Performance (by Leads) New Beauty Wellness

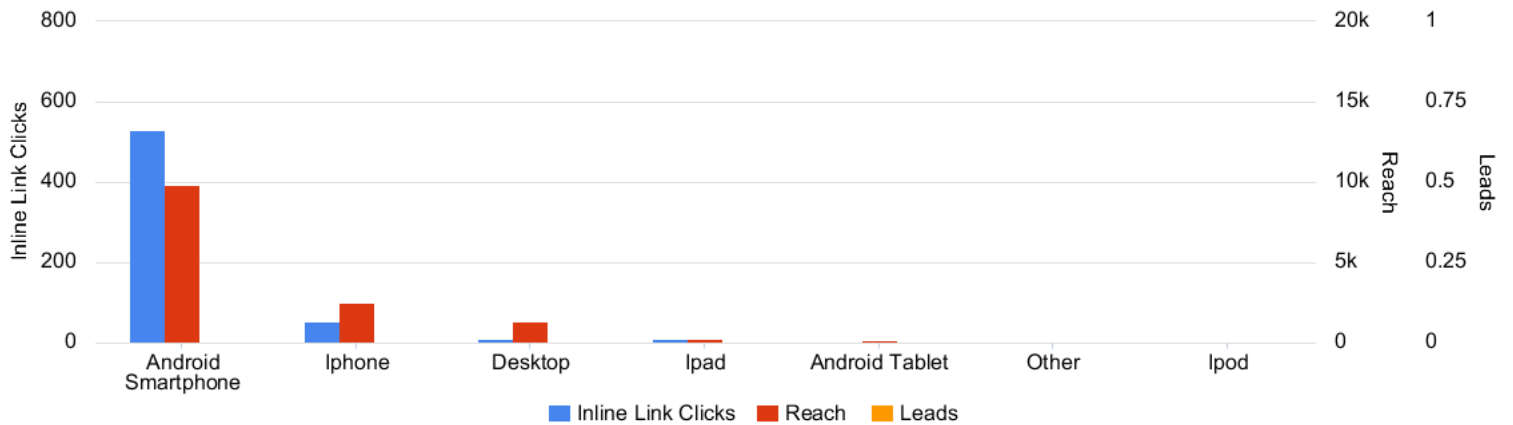
There was an error

Facebook | Device Performance Summary

09/01/2021 - 09/30/2021

Device Performance Chart

New Beauty Wellness



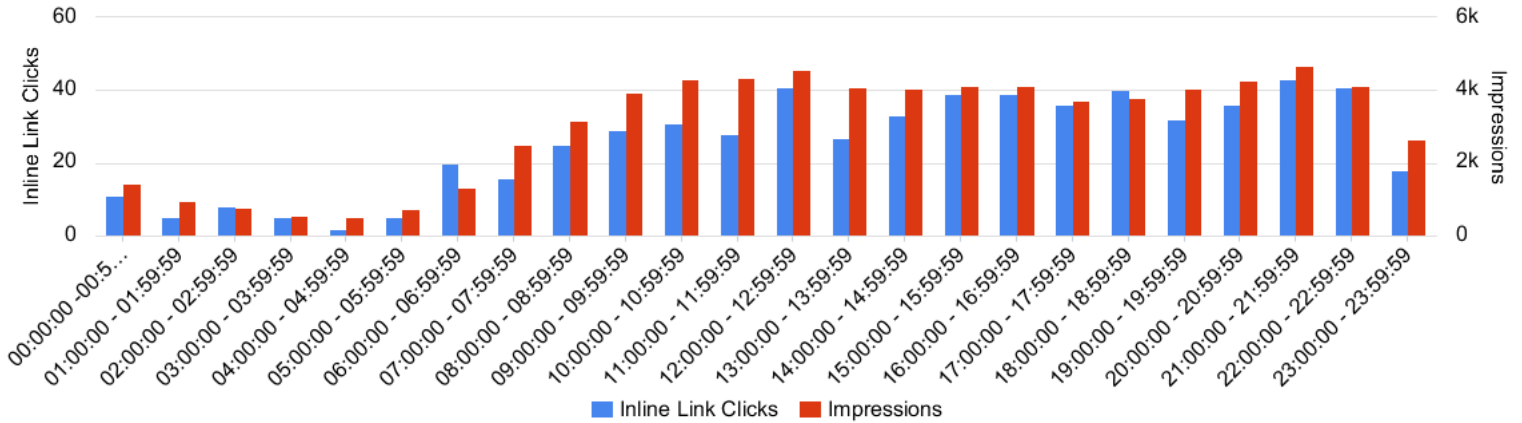
Device Platform Performance

New Beauty Wellness

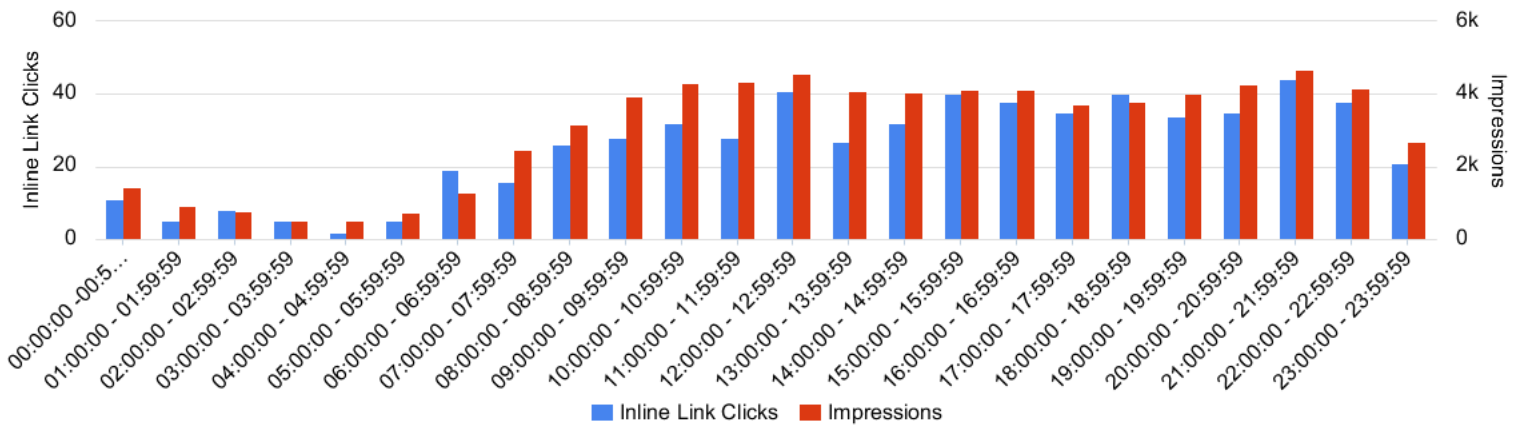
Account	Amount Spent	Impressions	Inline Link Clicks	CTR (All)	Reach	Frequency	Leads
New Beauty Wellness	\$1,228.91	72,718	610	0.85%	13,797	5.27	66
> Mobile App	\$1,204.17	63,398	599	0.96%	12,577	5.04	0
> Desktop	\$22.41	9,240	11	0.12%	1,320	7	0
> Unknown	\$0.00	0	0	--	0	0	0
> Mobile Web	\$2.33	80	0	1.25%	16	5	0

09/01/2021 - 09/30/2021

Time of Day (Viewer)
New Beauty Wellness




Time of Day (Ad Account)
New Beauty Wellness



Facebook | Campaign Performance Summary (by Leads)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown
New Beauty Wellness

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Botox - Conversions	\$1,228.91	72,718	610	66	\$18.62
Total	\$1,228.91	72,718	610	66	\$18.62

Facebook | Ad Set Performance Summary (by Leads)


09/01/2021 - 09/30/2021


 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	\$1,228.91	72,718	610	66	\$18.62
	Total	\$1,228.91	72,718	610	66	\$18.62

Facebook | Ad Performance Summary

09/01/2021 - 09/30/2021

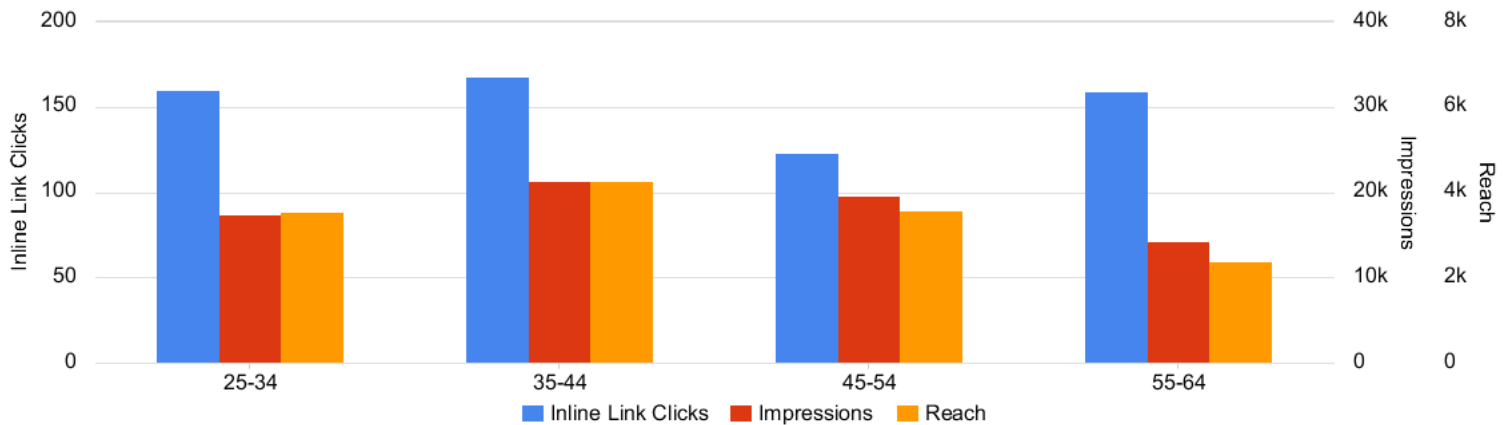
 Top Performing Ads (by Leads)
New Beauty Wellness

Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
2020-03 - Botox - Women -		Botox - Conversions	\$1,228.91	610	72,718	13,797	5.27	0.85%	66
Total			\$1,228.91	610	72,718	13,797	5.27	0.85%	66

Facebook | Demographic Performance - Age

09/01/2021 - 09/30/2021

Age Performance Chart
New Beauty Wellness



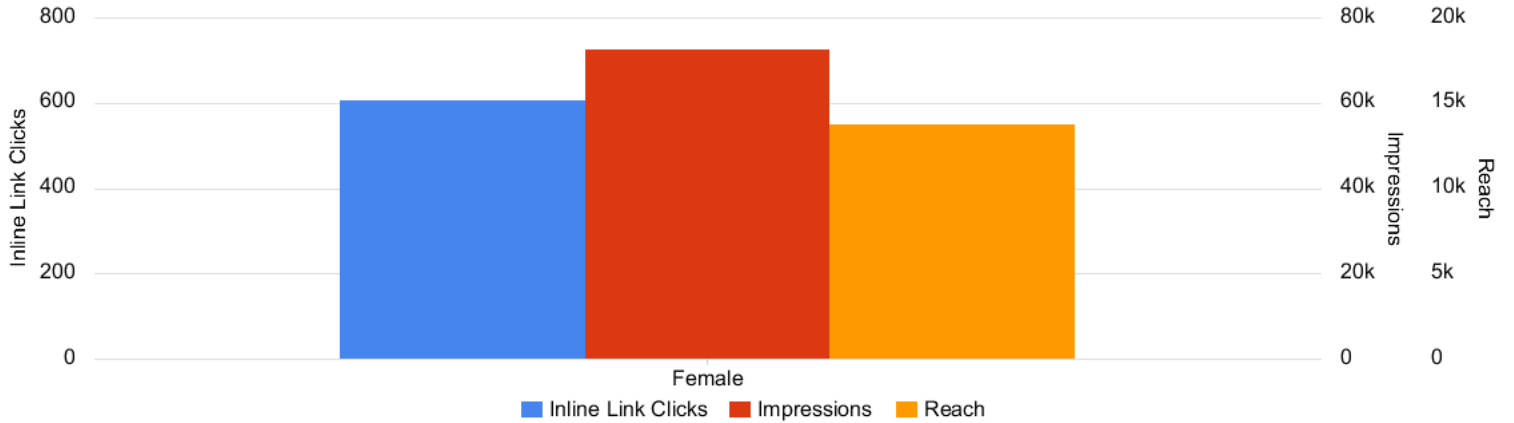
Age Performance Summary
New Beauty Wellness

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
New Beauty Wellness	\$1,228.91	72,718	13,797	610	0.85%	5.27	66
> 25-34	\$297.35	17,484	3,551	160	0.92%	4.92	0
> 35-44	\$310.17	21,303	4,263	168	0.81%	5	0
> 45-54	\$308.15	19,630	3,583	123	0.64%	5.48	0
> 55-64	\$313.23	14,301	2,399	159	1.13%	5.96	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Demographic Performance - Gender

09/01/2021 - 09/30/2021

Gender Performance Chart
New Beauty Wellness



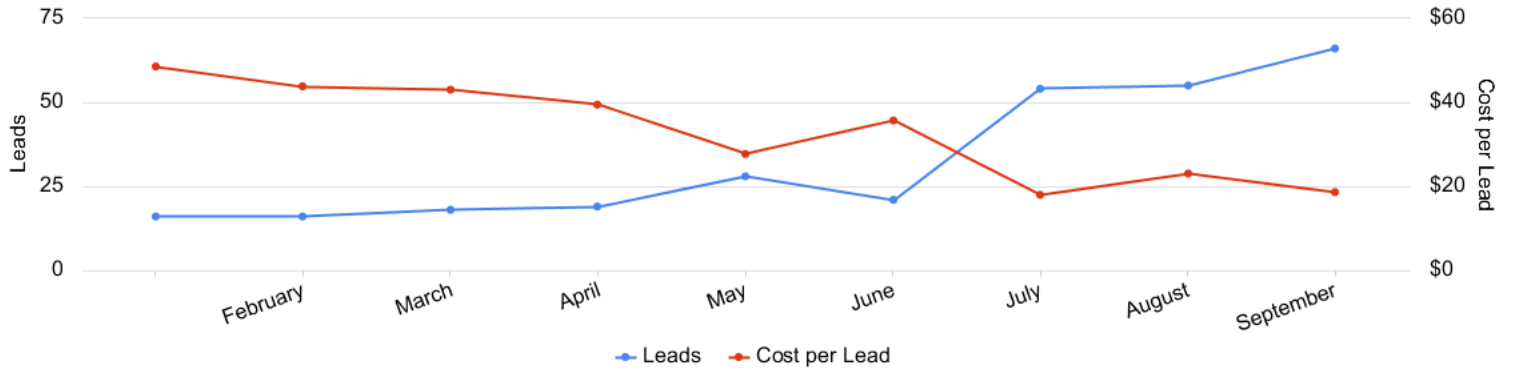
Gender Performance Summary
New Beauty Wellness

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
New Beauty Wellness	\$1,228.91	72,718	13,797	610	0.85%	5.27	66
> Female	\$1,228.91	72,718	13,797	610	0.85%	5.27	0
> Unknown	\$0.00	0	0	0	--	0	0

Facebook | Year-to-Date Performance

01/01/2021 - 09/30/2021

Year-to-Date Trend
New Beauty Wellness



Historical table (by month)
New Beauty Wellness

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
New Beauty Wellness	\$7,993.27	2,999	370,409	56,368	6.57	1.07%	293
> 2021-01-01 - 2021-01-31	\$776.26	213	29,664	10,567	2.81	1.27%	16
> 2021-02-01 - 2021-02-28	\$700.77	184	28,887	9,848	2.93	1.16%	16
> 2021-03-01 - 2021-03-31	\$774.50	148	29,595	9,460	3.13	1.32%	18
> 2021-04-01 - 2021-04-30	\$749.70	197	24,838	9,066	2.74	1.57%	19
> 2021-05-01 - 2021-05-31	\$775.28	194	21,974	7,347	2.99	1.42%	28
> 2021-06-01 - 2021-06-30	\$749.05	210	22,848	9,381	2.44	1.16%	21
> 2021-07-01 - 2021-07-31	\$970.63	518	58,689	11,596	5.06	0.91%	54
> 2021-08-01 - 2021-08-31	\$1,268.17	725	81,196	14,416	5.63	0.92%	55
> 2021-09-01 - 2021-09-30	\$1,228.91	610	72,718	13,797	5.27	0.85%	66

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