

**Monthly Account  
Performance Report  
1 Jan 2020 — 31 Jan 2020**

Sight of Beauty

897-841-9662

# Key Performance Indicators (KPIs)

Cost

\$4,296

↑ 187%

Conv

3

↑ ∞

Conv Rate

0.83%

↑ ∞

Cost / Conv

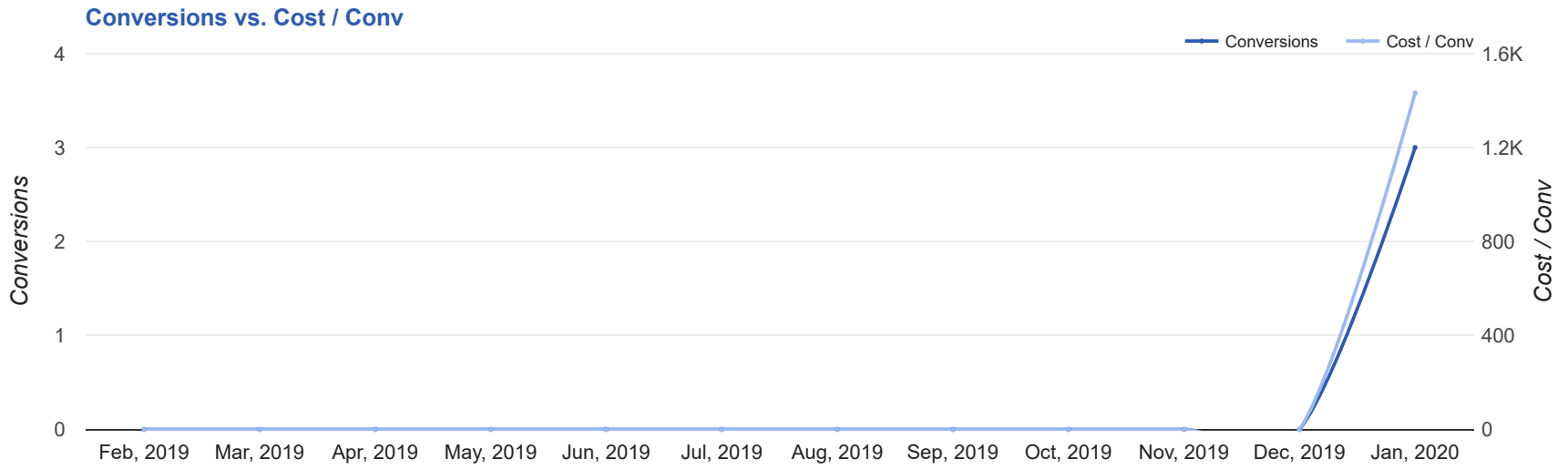
\$1,432.14

↑ ∞

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2019 — 31 Dec 2019	1,231	68	\$1,496.04	\$22.00	5.52%	-	0	0%	\$0.00	67.44%
1 Jan 2020 — 31 Jan 2020	7,135	362	\$4,296.43	\$11.87	5.07%	-	3	0.83%	\$1,432.14	44.72%
<b>Change</b>	5,904 ↑ 480%	294 ↑ 432%	\$2,800.39 ↑ 187%	\$10.13 ↓ 46%	0.45% ↓ 8%	--	3 ↑ ∞%	0.83% ↑ ∞%	\$1,432.14 ↑ ∞%	22.72% ↓ 34%

# Performance by Month - 1 Feb 2019 — 31 Jan 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Dec '19	1,231	68	\$1,496.04	\$22.00	5.52%	-	0	0%	\$0.00	67.44%
Jan '20	7,135	362	\$4,296.43	\$11.87	5.07%	-	3	0.83%	\$1,432.14	44.71%
<b>Total</b>	<b>8,366</b>	<b>430</b>	<b>\$5,792.47</b>	<b>\$13.47</b>	<b>5.14%</b>	<b>-</b>	<b>3</b>	<b>0.7%</b>	<b>\$1,930.82</b>	<b>47.04%</b>

# Campaign Summary - 1 Jan 2020 — 31 Jan 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	1,671	83	\$2,366.18	\$28.51	4.97%	-	2	2.41%	\$1,183.09	51.72%
search   beta   dermal fillers	2,722	162	\$497.40	\$3.07	5.95%	-	1	0.62%	\$497.40	40.61%
search   alpha   coolsculpting	727	39	\$804.27	\$20.62	5.36%	-	0	0%	\$0.00	40.51%
search   beta   ultherapy	542	42	\$357.75	\$8.52	7.75%	-	0	0%	\$0.00	77.99%
search   beta   laser hair removal	741	16	\$192.33	\$12.02	2.16%	-	0	0%	\$0.00	37.6%
search   beta   skin resurfacing	732	20	\$78.50	\$3.93	2.73%	-	0	0%	\$0.00	46.89%

# Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

## Top Text Ads

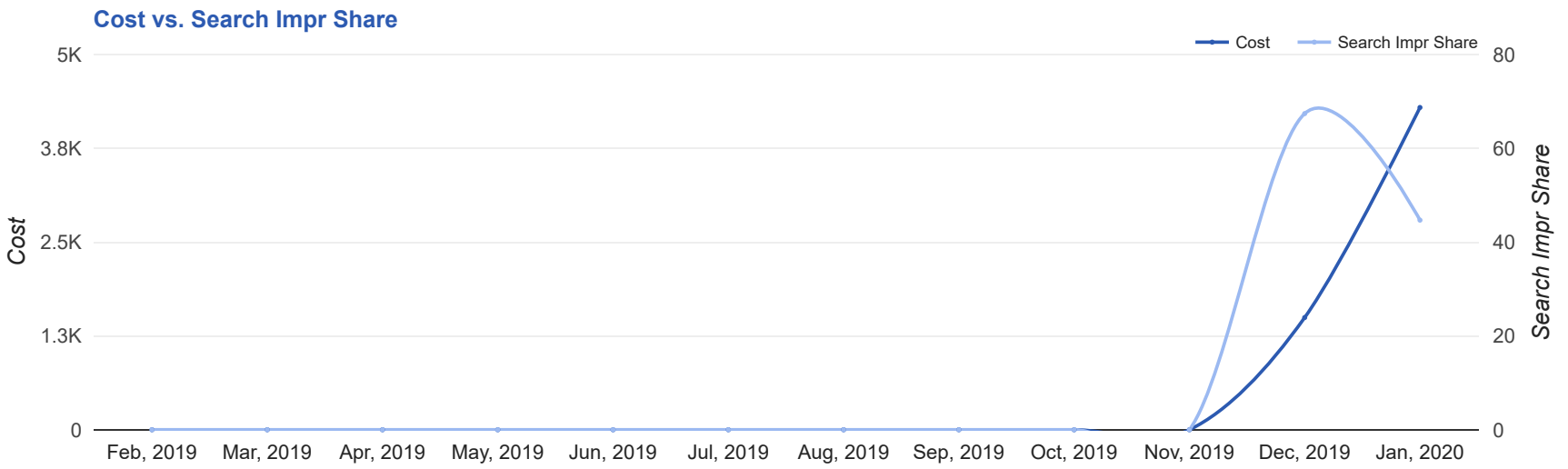
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
25% Off All CoolSculpting® - Best Price in Plainview - Sight of Beauty <a href="https://sightofbeauty.com/coolsculpting/special">sightofbeauty.com/coolsculpting/special</a> Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	79	8	\$153.08	\$19.14	10.13%	-	1	12.50%	\$153.08
CoolSculpting in Plainview - Freeze Away Stubborn Fat - Sight of Beauty <a href="https://sightofbeauty.com/coolsculpting/">sightofbeauty.com/coolsculpting/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	316	23	\$571.25	\$24.84	7.28%	-	1	4.35%	\$571.25
Dermal Fillers Plainview NY - Longest Lasting Facial Filler - Look Younger & More Energized <a href="https://sightofbeauty.com//">sightofbeauty.com//</a> Long-Lasting Dermal Filler That Treats Wrinkles and Skin Folds	239	6	\$34.12	\$5.69	2.51%	-	1	16.67%	\$34.12
#1 Provider in Plainview - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® <a href="https://sightofbeauty.com/coolsculpting/plainview">sightofbeauty.com/coolsculpting/plainview</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Plainview, NY. Free Consult.	270	11	\$162.50	\$14.77	4.07%	-	0	0.00%	-
{Keyword:Best Price in Plainview} - Sight of Beauty - Flexible Payment Options <a href="https://sightofbeauty.com/coolsculpting/special">sightofbeauty.com/coolsculpting/special</a> Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	2	1	\$39.40	\$39.40	50.00%	-	0	0.00%	-

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jan 2020 — 31 Jan 2020

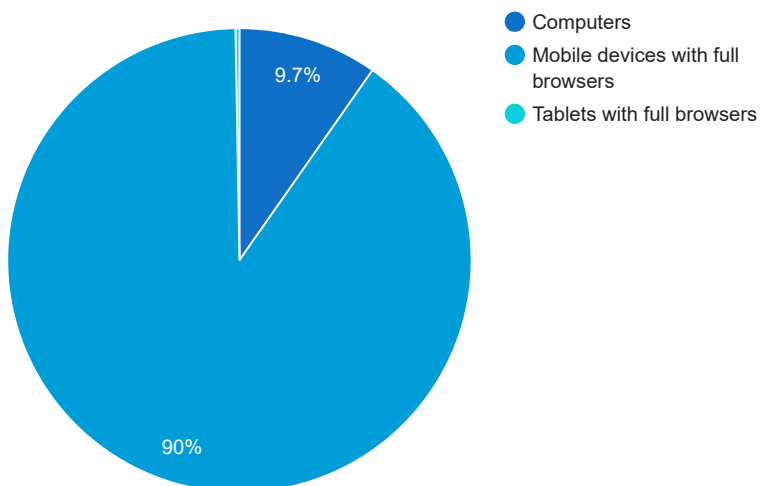
## Budget Coverage



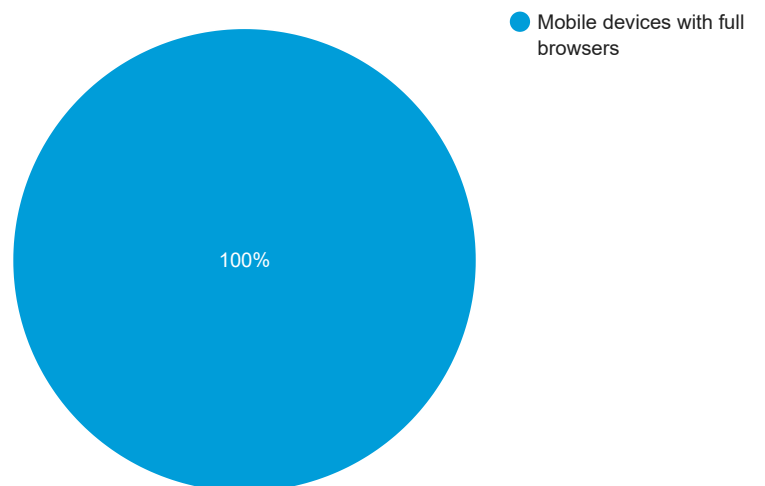
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	1,496.04	67.44
Jan, 2020	4,296.43	44.71

## 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	5,755	318	\$3,866.88	\$12.16	5.53%	-	3	0.94%	\$1,288.96
Computers	1,128	40	\$417.80	\$10.45	3.55%	-	0	0%	\$0.00
Tablets with full browsers	252	4	\$11.75	\$2.94	1.59%	-	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	7,135	362	\$4,296.43	\$11.87	5.07%	-	3	0.83%	\$1,432.14

# Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE

CONV

Form Submission

2

Phone Call

1

## 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