

**Monthly Account  
Performance Report  
1 Feb 2020 — 29 Feb 2020**

Sight of Beauty

897-841-9662

# Key Performance Indicators (KPIs)

Cost

\$4,350

↑ 1%

Conv

16

↑ 431%

Conv Rate

2.58%

↑ 207%

Cost / Conv

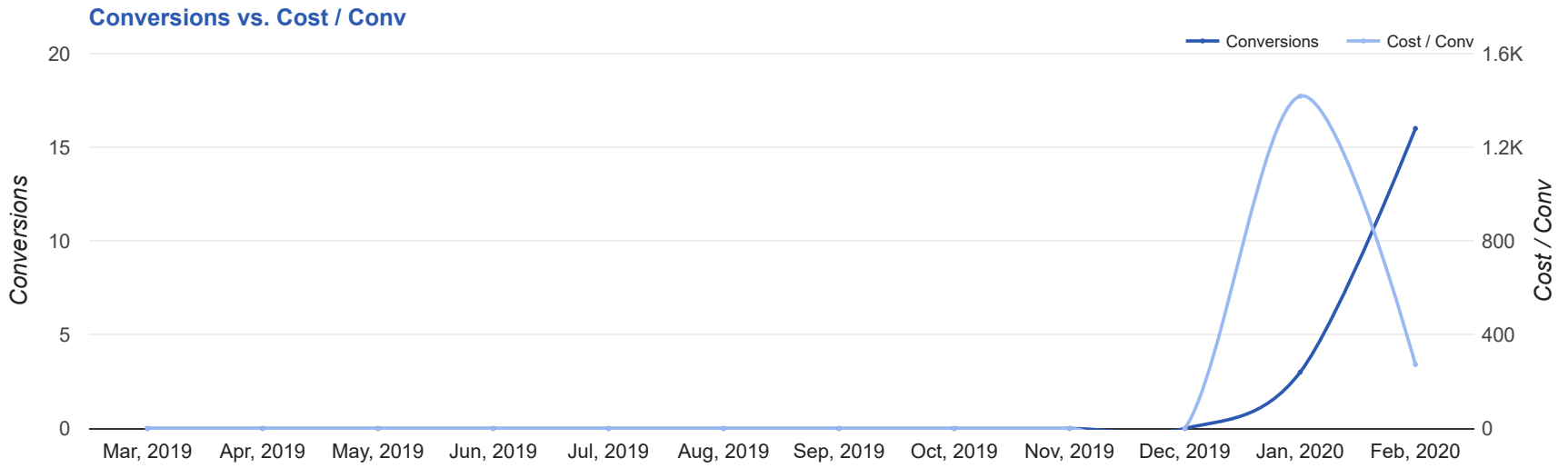
\$272.37

↓ 81%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
<b>1 Jan 2020 — 31 Jan 2020</b>	7,135	362	\$4,296.43	\$11.87	5.07%	-	3	0.84%	\$1,417.96	44.71%
<b>1 Feb 2020 — 29 Feb 2020</b>	14,036	620	\$4,349.78	\$7.02	4.42%	-	16	2.58%	\$272.37	42.62%
<b>Change</b>	6,901 ↑ 97%	258 ↑ 71%	\$53.35 ↑ 1%	\$4.85 ↓ 41%	0.65% ↓ 13%	--	12.94 ↑ 431%	1.74% ↑ 207%	\$1,145.59 ↓ 81%	2.09% ↓ 5%

# Performance by Month - 1 Mar 2019 — 29 Feb 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	0.84%	\$1,417.96	44.71%
Feb '20	14,036	620	\$4,349.78	\$7.02	4.42%	-	16	2.58%	\$272.37	42.62%
<b>Total</b>	22,402	1,050	\$10,142.25	\$9.66	4.69%	-	19	1.81%	\$533.80	44.17%

## Campaign Summary - 1 Feb 2020 — 29 Feb 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	3,623	201	\$2,536.26	\$12.62	5.55%	-	7	3.47%	\$363.88	69.38%
search   beta   skin resurfacing	2,308	77	\$329.13	\$4.27	3.34%	-	4	5.19%	\$82.28	39.25%
search   beta   dermal fillers	4,428	199	\$532.75	\$2.68	4.49%	-	3	1.51%	\$177.58	44.28%
search   beta   ultherapy	797	72	\$468.16	\$6.50	9.03%	-	1	1.39%	\$468.16	65.38%
search   beta   laser hair removal	2,880	71	\$483.48	\$6.81	2.47%	-	1	1.41%	\$483.48	27.14%

# Top Performing Ads - 1 Feb 2020 — 29 Feb 2020

## Top Text Ads

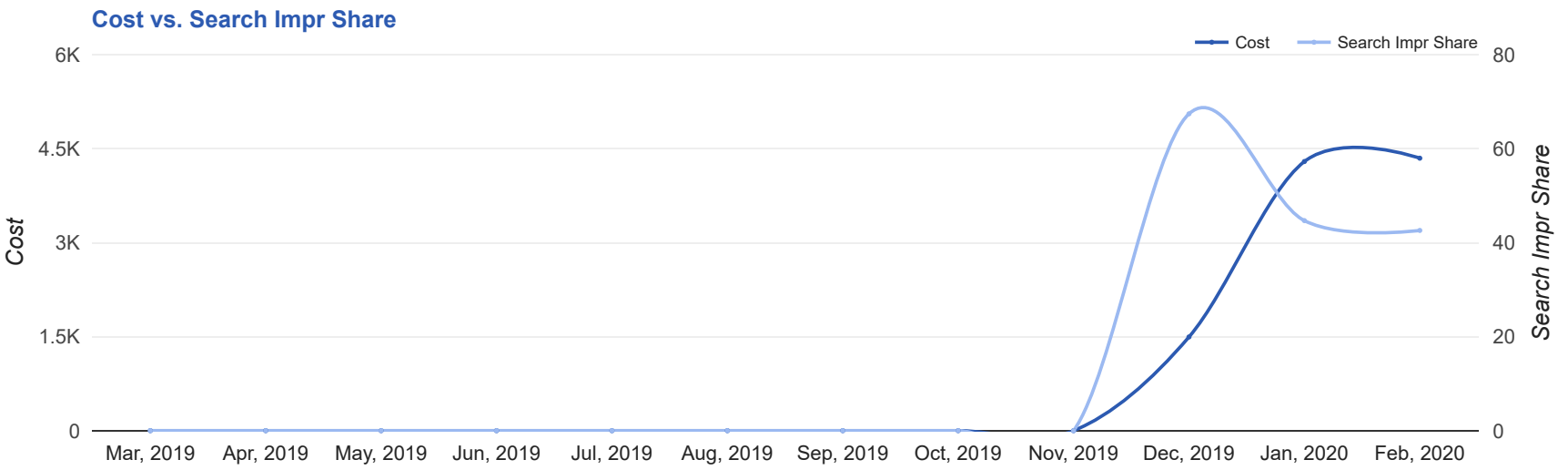
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">#1 Provider in Plainview - Safe &amp; Effective Fat Reduction - 25% Off All CoolSculpting®</a> <a href="https://sightofbeauty.com/coolsculpting/plainview">sightofbeauty.com/coolsculpting/plainview</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Plainview, NY. Free Consult.	1,737	84	\$1,096.36	\$13.05	4.84%	-	4	4.73%	\$276.16
<a href="#">25% Off All CoolSculpting® - Best Price in Plainview - Sight of Beauty</a> <a href="https://sightofbeauty.com/coolsculpting/special">sightofbeauty.com/coolsculpting/special</a> Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	354	54	\$481.76	\$8.92	15.25%	-	2	3.70%	\$240.88
<a href="#">Laser Skin Resurfacing - Laser Facial in Plainview - Non-surgical Skin Rejuvenation</a> <a href="https://sightofbeauty.com/--/--">sightofbeauty.com/--/--</a> Leading Skin and Laser Spa in Plainview, NY. Schedule a Free Consultation Today.	1,130	30	\$106.21	\$3.54	2.65%	-	2	6.67%	\$53.10
<a href="#">CoolSculpting in Plainview - #1 Fat Reduction Treatment - Best Prices. FDA-Cleared.</a> <a href="https://sightofbeauty.com/coolsculpting/fat-freezing">sightofbeauty.com/coolsculpting/fat-freezing</a> No Surgery. Minimal Downtime. Clinically Proven Safe & Effective. New Clients Get 25% Off	80	7	\$59.46	\$8.49	8.75%	-	1	14.29%	\$59.46
<a href="#">Dermal Fillers Plainview NY - See Before and After Pics - Look Younger &amp; More Energized</a> <a href="https://sightofbeauty.com//">sightofbeauty.com//</a> Long-Lasting Dermal Filler That Treats Wrinkles and Skin Folds	708	28	\$79.71	\$2.85	3.95%	-	1	3.57%	\$79.71

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Feb 2020 — 29 Feb 2020

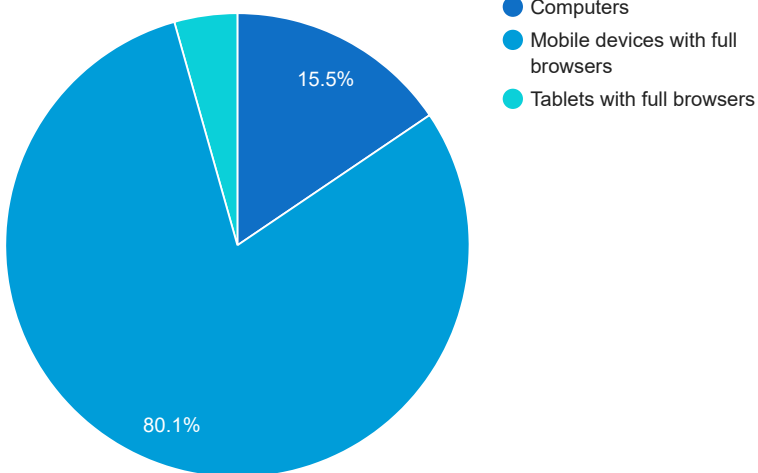
## Budget Coverage



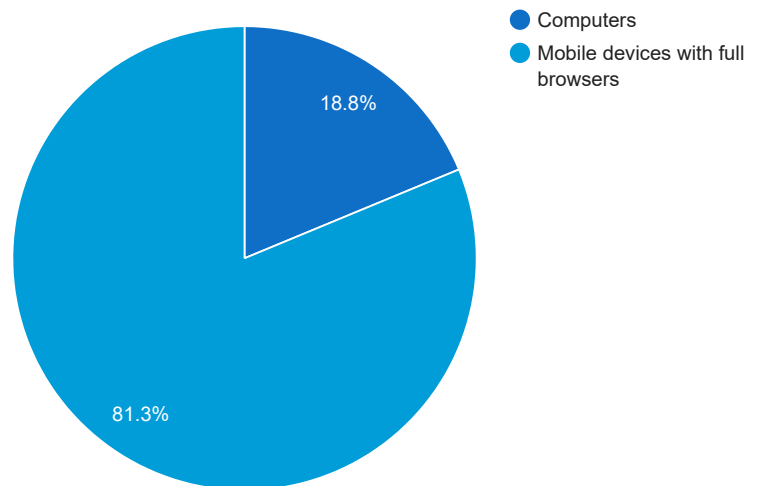
DATE	COST	SEARCH IMPR SHARE
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	1,496.04	67.44
Jan, 2020	4,296.43	44.71
Feb, 2020	4,349.78	42.62

## 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	10,698	494	\$3,483.64	\$7.05	4.62%	-	13	2.63%	\$268.59
Computers	2,883	98	\$675.38	\$6.89	3.4%	-	3	3.06%	\$225.13
Tablets with full browsers	455	28	\$190.76	\$6.81	6.15%	-	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	14,036	620	\$4,349.78	\$7.02	4.42%	-	16	2.58%	\$272.37

# Conversion Types - 1 Feb 2020 — 29 Feb 2020

CONVERSION TYPE

CONV

Form Submission

14

Phone Call

2

## 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