

Sugar & Hive Beauty Bar Monthly Google Performance Summary

08/01/2021 - 08/31/2021

Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
Sugar & Hive BB

\$793.87
\$0.00 100.00%

Conversions
Sugar & Hive BB

4
0 100.00%

Clicks
Sugar & Hive BB

89
0 100.00%

Conv. Rate
Sugar & Hive BB

4.49%
0.00% 100.00%

Avg CPC
Sugar & Hive BB

\$8.92
\$0.00 100.00%

Cost / Conv
Sugar & Hive BB

\$198.47
\$0.00 100.00%

Month-Over-Month Performance Comparison

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

Overall Performance Summary
Sugar & Hive BB

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$793.87	\$0.00	100.00%
Impressions	1,894	0	100.00%
Clicks	89	0	100.00%
Avg CPC	\$8.92	\$0.00	100.00%
CTR	4.70%	0.00%	100.00%
Conversions	4	0	100.00%
Conv Rate	4.49%	0.00%	100.00%
Cost / Conv	\$198.47	\$0.00	100.00%

Budget Coverage

Search Impr. Share
Sugar & Hive BB

42.96%
0.00% 100.00%

Search IS Lost (due to Budget)
Sugar & Hive BB

0.00%
0.00% 0.00%

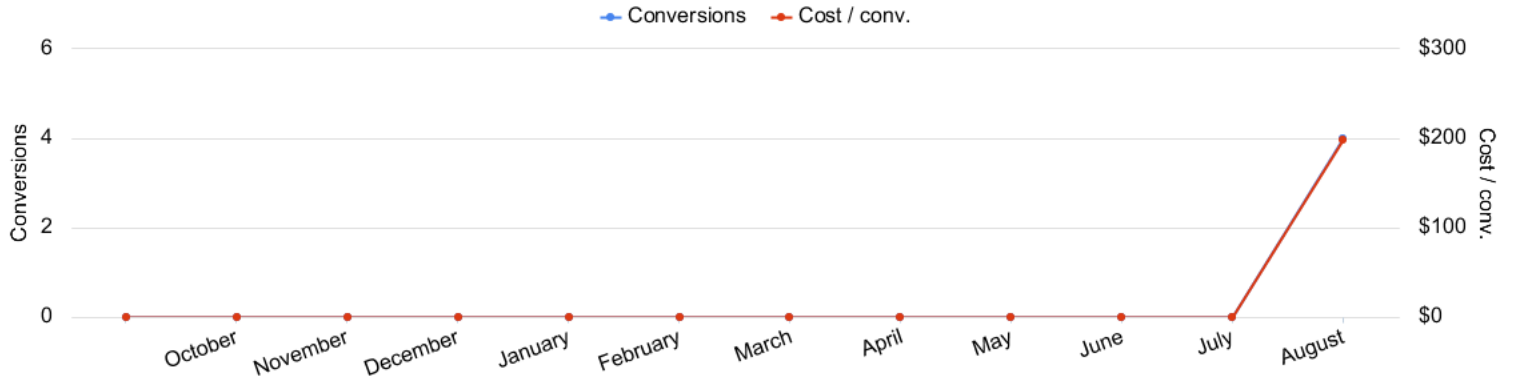
Search IS Lost (due to Rank)
Sugar & Hive BB

57.04%
0.00% 100.00%

Monthly Performance Trends

09/01/2020 - 08/31/2021

Conversions vs Cost/ Conv
Sugar & Hive BB




Account Performance by Month
Sugar & Hive BB

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2021	\$793.87	1,894	89	\$8.92	4.70%	4	4.49%	\$198.47	42.96%	0.00%
Total	\$793.87	1,894	89	\$8.92	4.70%	4	4.49%	\$198.47	42.96%	0.00%

Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)
Sugar & Hive BB

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta emsculpt neo	\$793.87	1,894	89	\$8.92	4.70%	4	4.49%	\$198.47

Top Search Terms (by Conversions)


08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)
Sugar & Hive BB

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
non invasive body contouring	\$16.68	5	3	\$5.56	60.00%	1	33.33%	\$16.68
sculpsure	\$7.49	2	1	\$7.49	50.00%	1	100.00%	\$7.49
emsculpt	\$17.43	27	5	\$3.49	18.52%	1	20.00%	\$17.43
ems traine	\$0.00	3	0	\$0.00	0.00%	0	0.00%	\$0.00
emsculpt northern va	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
hiit workout plan for weight loss	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
effects of planks on body	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
skinny fat	\$0.00	3	0	\$0.00	0.00%	0	0.00%	\$0.00
obliques and lower abs workout	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
30 day ab challenge women	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
started exercising and not losing weight	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
inner thigh workouts	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
ab workout with 10 pound weights	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
48 hour six pack cost	\$5.41	1	1	\$5.41	100.00%	0	0.00%	\$0.00
workout for butt and stomach	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
are ab stimulators safe	\$0.00	2	0	\$0.00	0.00%	0	0.00%	\$0.00
tighten belly fat	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
how many calories should i eat to gain muscle	\$0.00	3	0	\$0.00	0.00%	0	0.00%	\$0.00
lose 20 in 2 months	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
foods to build lean muscle	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00

Top Search Ads (by Conversions)

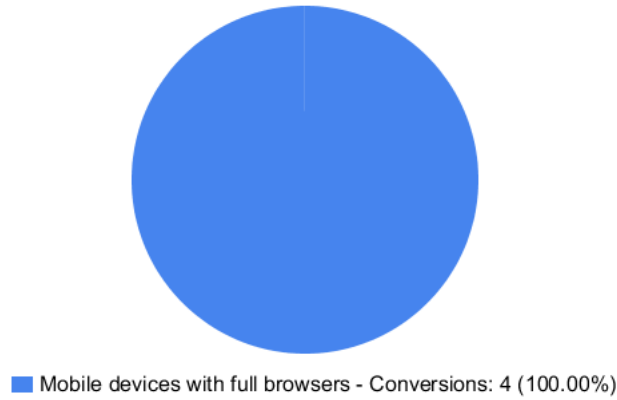
08/01/2021 - 08/31/2021

 Top Responsive Search Ads (by Conversions)
Sugar & Hive BB

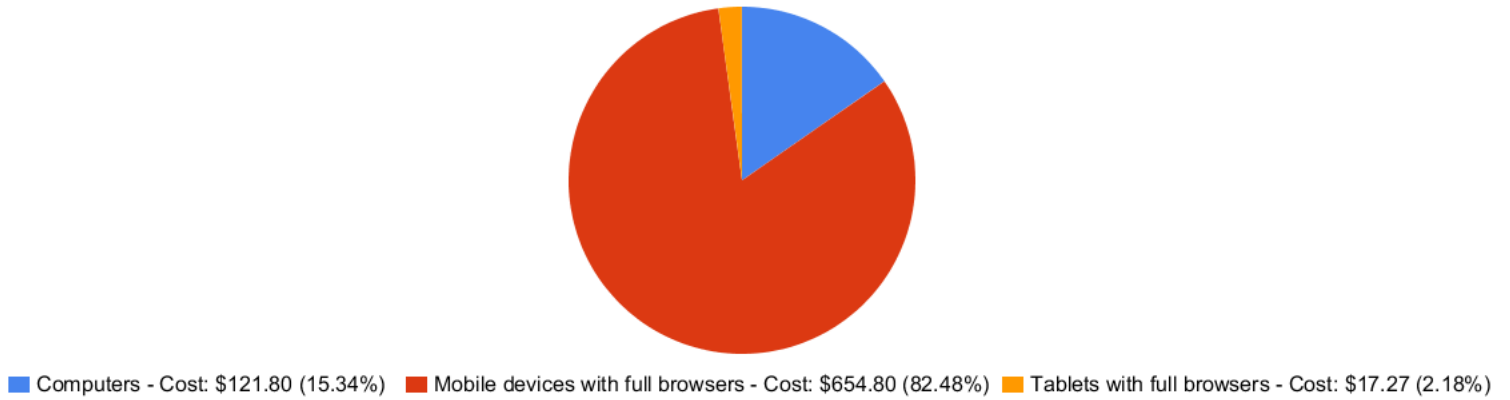
Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
{Keyword: Sugar & Hive Beauty Bar} Best Price in Henrico, VA #1 Provider in Henrico, VA www.sugarandhive.com/emsculpt_henrico Leading Emsculpt Neo Provider in Henrico, VA. Build Muscle + Burn Fat. Free Consultation. What's the Price of Emsculpt Neo? A Lot Less Than You Might Think. Our Lowest Pricing Ever	search beta emsculpt neo	\$111.71	78	10	\$11.17	12.82%	2	20.00%	\$55.85
Sugar & Hive Beauty Bar Best Price in Henrico, VA #1 Provider in Henrico, VA www.sugarandhive.com/emsculpt_neo_henrico Leading Emsculpt Neo Provider in Henrico, VA. Build Muscle + Burn Fat. Free Consultation. What's the Price of Emsculpt Neo? A Lot Less Than You Might Think. Our Lowest Pricing Ever	search beta emsculpt neo	\$215.02	595	26	\$8.27	4.37%	0	0.00%	\$0.00
{Keyword: Sugar & Hive Beauty Bar} Best Price in Henrico, VA #1 Provider in Henrico, VA www.sugarandhive.com/emsculpt_neo_henrico Leading Emsculpt Neo Provider in Henrico, VA. Build Muscle + Burn Fat. Free Consultation. What's the Price of Emsculpt Neo? A Lot Less Than You Might Think. Our Lowest Pricing Ever	search beta emsculpt neo	\$215.73	103	18	\$11.98	17.48%	0	0.00%	\$0.00

Budget Utilization by Device

Conversions by Device
Sugar & Hive BB




Cost by Device
Sugar & Hive BB




Device Performance (by Conversions)
Sugar & Hive BB

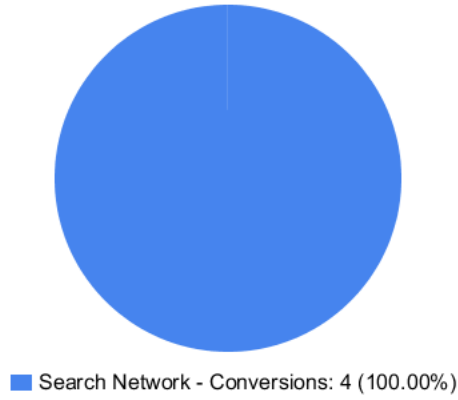
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	1,587	78	\$654.80	\$8.39	4.91%	4	5.13%	\$163.70
Computers	266	9	\$121.80	\$13.53	3.38%	0	0.00%	\$0.00
Tablets with full browsers	41	2	\$17.27	\$8.63	4.88%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
Sugar & Hive BB



 Conversions by Network
Sugar & Hive BB




 Network Performance
Sugar & Hive BB

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	1,894	89	\$793.87	\$8.92	4.70%	4	4.49%	\$198.47

Conversion Summary


08/01/2021 - 08/31/2021

 Conversion Performance
Sugar & Hive BB

Conversion name	All conv.
Submit lead form	2
Click to Call	1
Call From Ads (MS)	1

Geo-Targeting Summary

08/01/2021 - 08/31/2021

 Top Locations
Sugar & Hive BB

Region	Clicks	Conversions	Cost / conv.
Virginia	89	4	\$198.47

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