

**Monthly Account
Performance Report
1 Sep 2019 — 30 Sep 2019**

Truth and Beauty

819-162-2398

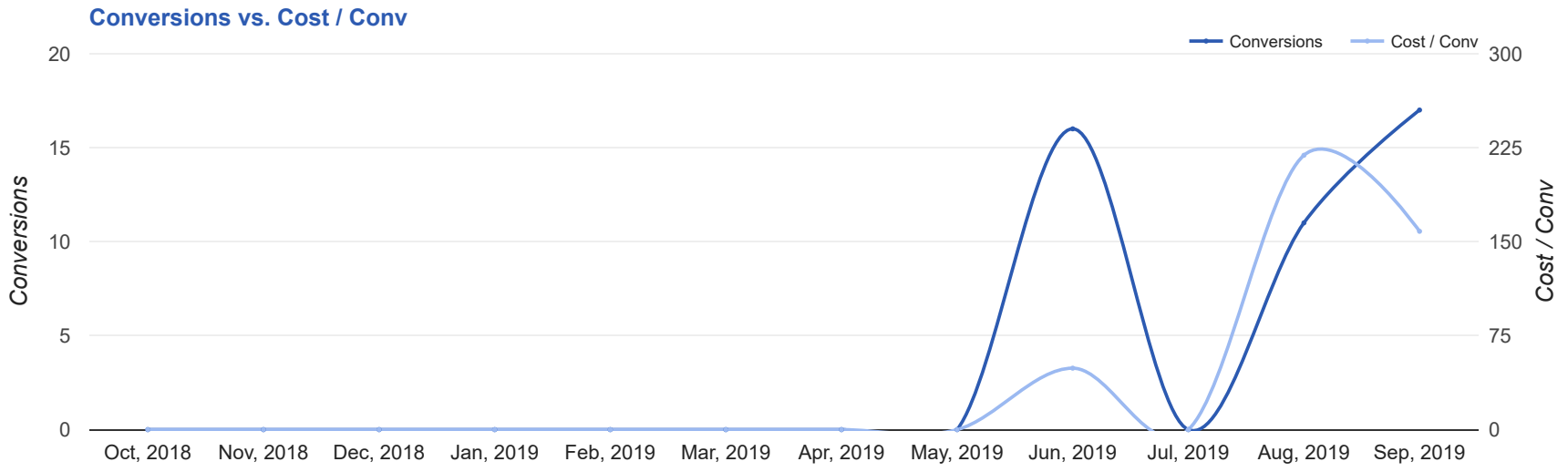
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,690	17	2.21%	\$158.24
↑ 12%	↑ 55%	↑ 36%	↓ 28%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
1 Aug 2019 — 31 Aug 2019	11,256	675	\$2,408.00	\$3.57	6%	2.40	11	1.63%	\$218.91
1 Sep 2019 — 30 Sep 2019	12,344	769	\$2,690.03	\$3.50	6.23%	2.20	17	2.21%	\$158.24
Change	1,088 ↑ 10%	94 ↑ 14%	\$282.03 ↑ 12%	\$0.07 ↓ 2%	0.23% ↑ 4%	0.20 ↑ 8%	6 ↑ 55%	0.58% ↑ 36%	\$60.67 ↓ 28%

Performance by Month - 1 Oct 2018 — 30 Sep 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Jun '19	2,796	180	\$784.69	\$4.36	6.44%	2.30	16	8.89%	\$49.04
Jul '19	709	37	\$141.89	\$3.83	5.22%	2.50	0	0%	\$0.00
Aug '19	11,256	675	\$2,408.00	\$3.57	6%	2.40	11	1.63%	\$218.91
Sep '19	12,344	769	\$2,690.03	\$3.50	6.23%	2.20	17	2.21%	\$158.24
Total	27,105	1,661	\$6,024.61	\$3.63	6.13%	2.30	44	2.65%	\$136.92

Campaign Summary - 1 Sep 2019 — 30 Sep 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
search beta laser resurfacing	3,388	135	\$242.72	\$1.80	3.98%	2.70	5	3.7%	\$48.54
search beta emsculpt	2,328	163	\$1,201.14	\$7.37	7%	3	4	2.45%	\$300.29
search beta dermaplaning	1,850	109	\$249.90	\$2.29	5.89%	1.30	3	2.75%	\$83.30
search beta ultherapy	1,082	98	\$499.81	\$5.10	9.06%	2.20	3	3.06%	\$166.60
search beta microneedling	2,437	204	\$247.97	\$1.22	8.37%	1.80	1	0.49%	\$247.97
search beta photofacial	1,259	60	\$248.49	\$4.14	4.77%	1.70	1	1.67%	\$248.49

Top Keywords & Placements - 1 Sep 2019 — 30 Sep 2019

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
dr aivee ultherapy price	1	1	\$6.76	\$6.76	100.00%	2	1	100.00%	\$6.76
sono bello	40	6	\$62.17	\$10.36	15.00%	1.70	1	16.67%	\$62.17
ultherapy full face quotes	2	2	\$11.34	\$5.67	100.00%	2.50	1	50.00%	\$11.34
co2 lazer pictures	1	1	\$1.46	\$1.46	100.00%	2	1	100.00%	\$1.46
dermablading facial near me	7	4	\$7.13	\$1.78	57.14%	1.40	1	25.00%	\$7.13
laser scar removal	7	2	\$4.08	\$2.04	28.57%	2	1	50.00%	\$4.08
fat freezing	7	3	\$27.63	\$9.21	42.86%	2.10	1	33.33%	\$27.63
derma planning	3	1	\$3.56	\$3.56	33.33%	1	1	100.00%	\$3.56
photofacial near me	5	4	\$16.56	\$4.14	80.00%	3.60	1	25.00%	\$16.56
laser treatment 11040	1	1	\$1.53	\$1.53	100.00%	6	1	100.00%	\$1.53

Top Display Placements

No Data Found for this account

Top Performing Ads - 1 Sep 2019 — 30 Sep 2019

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Laser Skin Treatment in NY} - Non Surgical. Minimal Downtime - Non Ablative Skin Resurfacing www.truthandbeautyspa.com/ -- -- Look Younger & More Energized with Beautiful Skin Tone & Texture & a Radiant Complexion	2,648	116	\$210.07	\$1.81	4.38%	2.60	4	3.45%	\$52.52
{Keyword:Best Ultherapy Roslyn Heights} - Tighten Skin Without Surgery - Non-Surgical Skin Tightening www.truthandbeautyspa.com/ -- -- Non-Invasive Skin Tightening. Save on Ultherapy Cost + Ultherapy Before and After Pics.	801	81	\$408.47	\$5.04	10.11%	2.20	3	3.70%	\$136.16
Dermaplaning Treatments - Exfoliate. No Lasers/Chemicals - Safe on All Skin Types www.truthandbeautyspa.com/ Dermaplaning Exfoliation from Leading Skin Spa in Roslyn Heights, Long Island.	550	24	\$66.05	\$2.75	4.36%	1.20	2	8.33%	\$33.02
{Keyword:#1 Emsculpt in NY} - Non-Invasive Body Contouring - EmSculpt Before and After www.truthandbeautyspa.com/ -- -- EmSculpt is a Non-Surgical Alternative to Liposuction that Reduces Fat and Builds Muscles.	1,351	93	\$608.33	\$6.54	6.88%	2.90	2	2.15%	\$304.17
{Keyword:#1 Microneedling Provider} - Rejuvenate Skin Naturally - Microneedling Treatments www.truthandbeautyspa.com/ -- -- Microneedling Treatments from Leading Skin Spa in Roslyn Heights. Schedule a Free Consult.	2,289	199	\$237.70	\$1.19	8.69%	1.70	1	0.50%	\$237.70

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2019 — 30 Sep 2019

Budget Coverage

Display Impr Share

0%

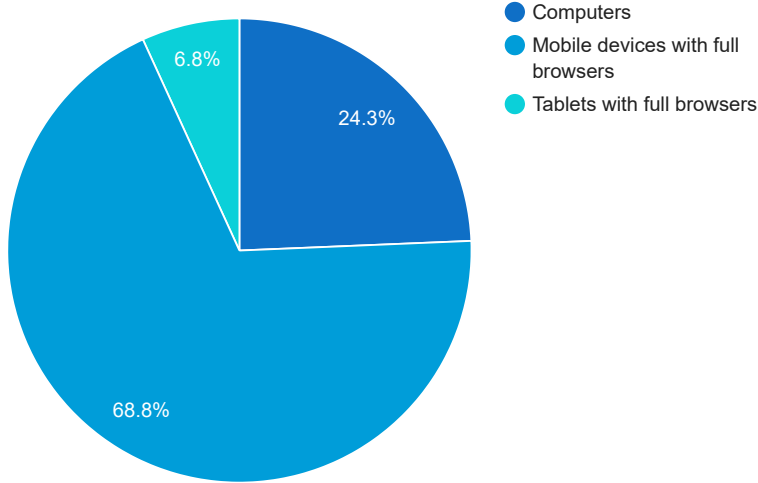
Search Impr Share

46.5%

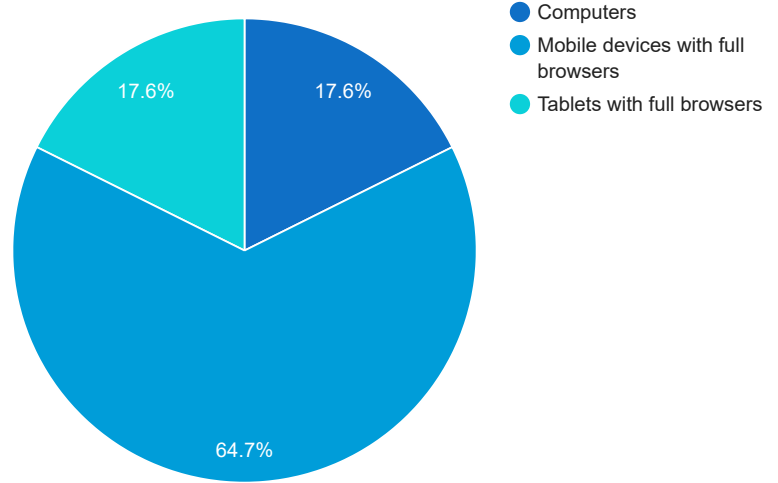
↑ 7%

Cost and Conversions by Device

Cost



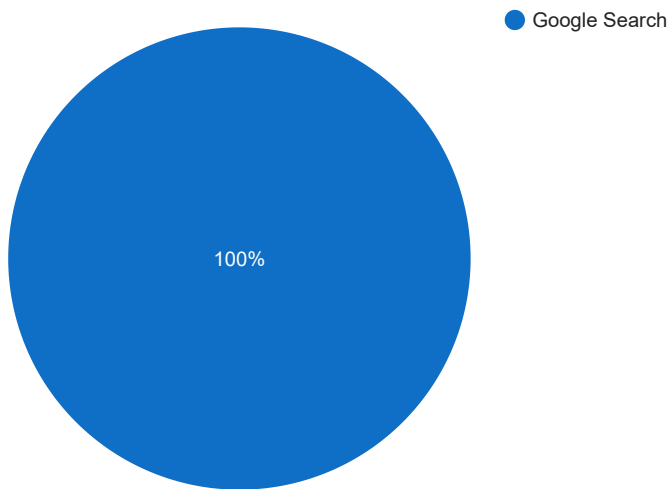
Conversions



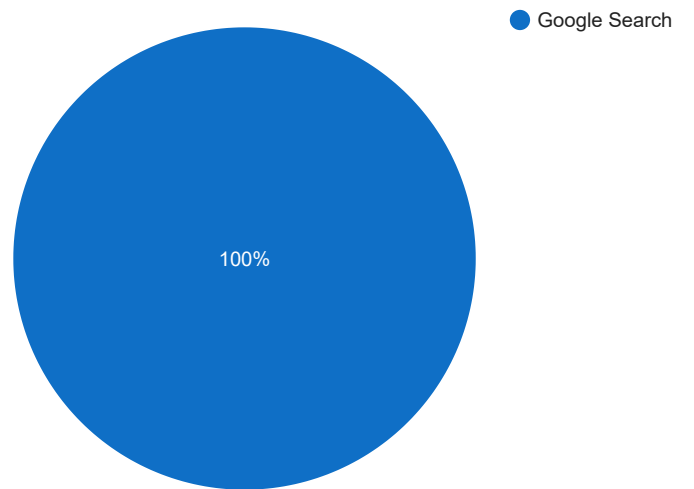
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	8,753	591	\$1,851.69	\$3.13	6.75%	2.20	11	1.86%	\$168.34
Computers	2,709	126	\$654.71	\$5.20	4.65%	2	3	2.38%	\$218.24
Tablets with full browsers	882	52	\$183.63	\$3.53	5.9%	2.30	3	5.77%	\$61.21

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	12,344	769	\$2,690.03	\$3.50	6.23%	2.20	17	2.21%	\$158.24

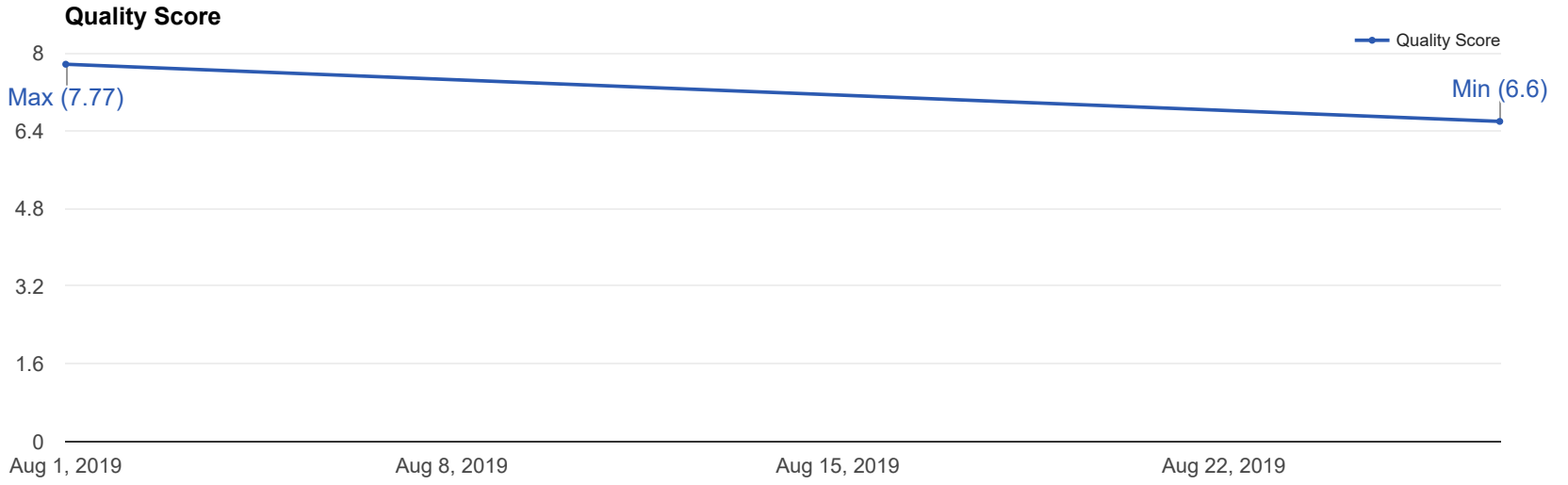
Account Health - Quality Score

Current Quality Score

7.3

Quality Score

Quality Score Trend - 1 Oct 2018 — 30 Sep 2019



Conversion Types - 1 Sep 2019 — 30 Sep 2019

CONVERSION TYPE	CONV
Form Submission	13
Schedule Link (Truth + Beauty)	2
Mobile Calls (Truth + Beauty)	2
Local actions - Website visits	0
Local actions - Other engagements	0
Local actions - Directions	0

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