

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

Truth and Beauty

819-162-2398

Key Performance Indicators (KPIs)

Cost

\$1,682

↓ 47%

Conv

7

↓ 71%

Conv Rate

1.83%

↓ 37%

Cost / Conv

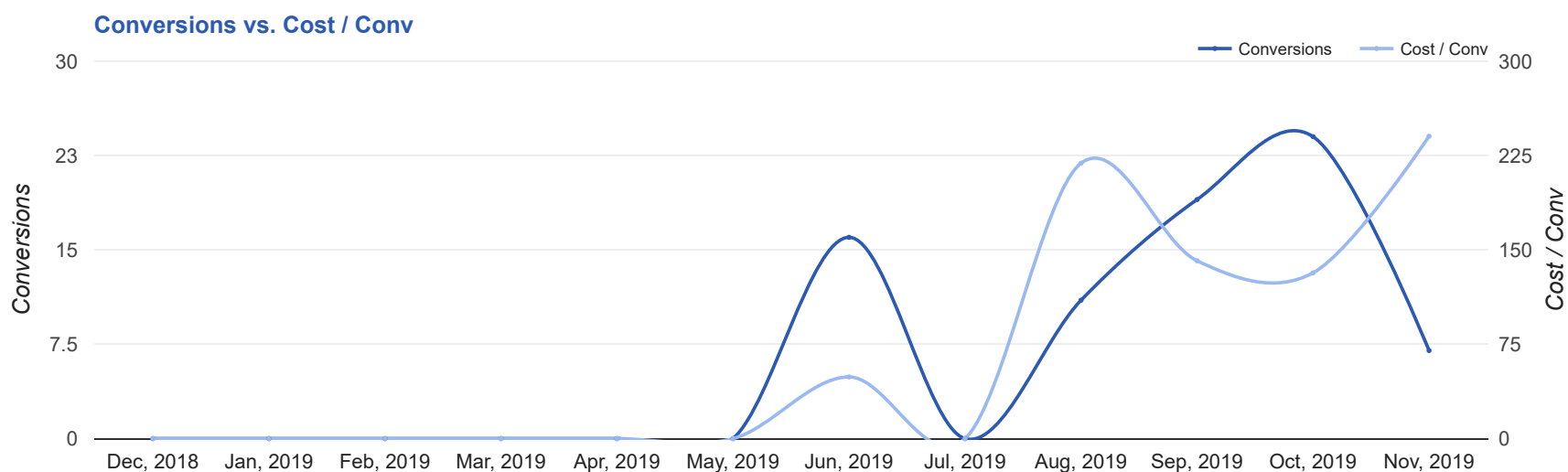
\$240.33

↑ 82%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2019 — 31 Oct 2019	11,299	824	\$3,158.19	\$3.83	7.29%	-	24	2.91%	\$131.76	42.47%
1 Nov 2019 — 30 Nov 2019	5,465	382	\$1,682.29	\$4.40	6.99%	-	7	1.83%	\$240.33	44.87%
Change	5,834 ↓ 52%	442 ↓ 54%	\$1,475.90 ↓ 47%	\$0.57 ↑ 15%	0.30% ↓ 4%	--	16.97 ↓ 71%	1.08% ↓ 37%	\$108.57 ↑ 82%	2.40% ↑ 6%

Performance by Month - 1 Dec 2018 — 30 Nov 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
Jun '19	2,796	180	\$784.69	\$4.36	6.44%	-	16	8.89%	\$49.04	88.46%	
Jul '19	709	37	\$141.89	\$3.83	5.22%	-	0	0%	\$0.00	67.21%	
Aug '19	11,256	675	\$2,408.00	\$3.57	6%	-	11	1.63%	\$218.91	43.61%	
Sep '19	12,344	769	\$2,690.03	\$3.50	6.23%	-	19	2.47%	\$141.36	46.44%	
Oct '19	11,299	824	\$3,158.19	\$3.83	7.29%	-	24	2.91%	\$131.76	42.47%	
Nov '19	5,465	382	\$1,682.29	\$4.40	6.99%	-	7	1.83%	\$240.33	44.9%	
Total	43,869	2,867	\$10,865.09	\$3.79	6.54%	-	77	2.69%	\$141.11	45.99%	

Campaign Summary - 1 Nov 2019 — 30 Nov 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta ultherapy	605	50	\$210.63	\$4.21	8.26%	-	3	6%	\$70.21	79.54%
search beta dermaplaning	1,057	58	\$118.72	\$2.05	5.49%	-	2	3.45%	\$59.36	72.08%
search beta emsculpt	359	36	\$571.36	\$15.87	10.03%	-	1	2.78%	\$571.36	87.17%
search beta microneedling	1,206	117	\$113.37	\$0.97	9.7%	-	1	0.85%	\$113.37	52.1%
search beta laser resurfacing	1,462	68	\$117.18	\$1.72	4.65%	-	0	0%	\$0.00	24.68%
search beta photofacial	680	38	\$108.92	\$2.87	5.59%	-	0	0%	\$0.00	60.69%
search alpha emsculpt	96	15	\$442.11	\$29.47	15.63%	-	0	0%	\$0.00	96%

Top Performing Ads - 1 Nov 2019 — 30 Nov 2019

Top Text Ads

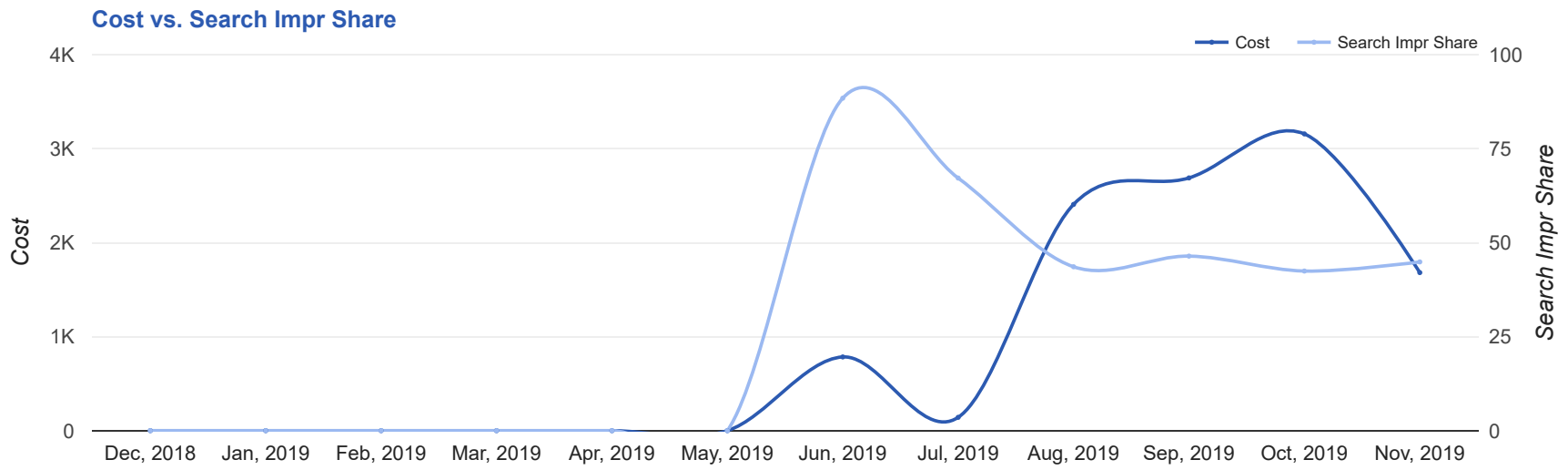
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Best Ultherapy Roslyn Heights} - Tighten Skin Without Surgery - Non-Surgical Skin Tightening www.truthandbeautyspa.com/--/ -- Non-Invasive Skin Tightening. Save on Ultherapy Cost + Ultherapy Before and After Pics.	328	32	\$139.07	\$4.35	9.76%	-	3	9.38%	\$46.36
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.	485	27	\$65.62	\$2.43	5.57%	-	2	7.41%	\$32.81
Truth + Beauty Spa - 20% Off Emsculpt® Special - Roslyn Heights' #1 Provider www.truthandbeautyspa.com// Quick. Painless. No Recovery. In a Half Hour, Emsculpt® Does the Work of 20,000 Crunches!	56	4	\$100.08	\$25.02	7.14%	-	1	25.00%	\$100.08
{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.	1,102	110	\$101.64	\$0.92	9.98%	-	1	0.91%	\$101.64
{Keyword:Best Price in Roslyn Heights} - Truth + Beauty Spa - #1 Provider in Roslyn Heights www.truthandbeautyspa.com/--/ -- Sit Back, Relax, and Let the Stubborn Fat Melt Away. Emsculpt® Treatments Take 30 Minutes.	249	25	\$372.55	\$14.90	10.04%	-	0	0.00%	-

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2019 — 30 Nov 2019

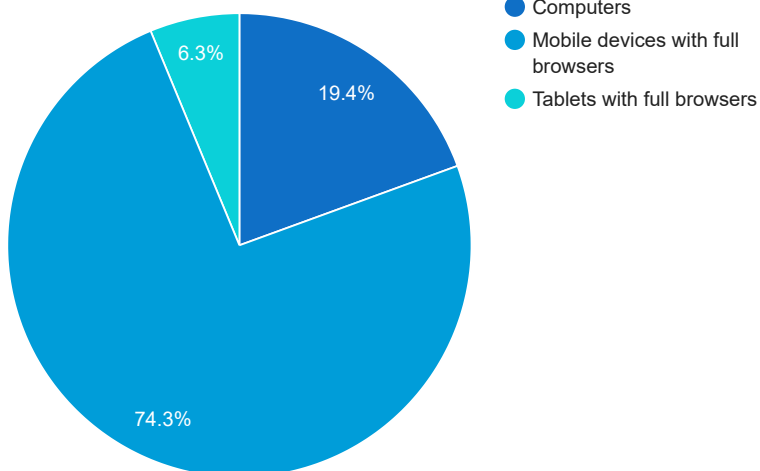
Budget Coverage



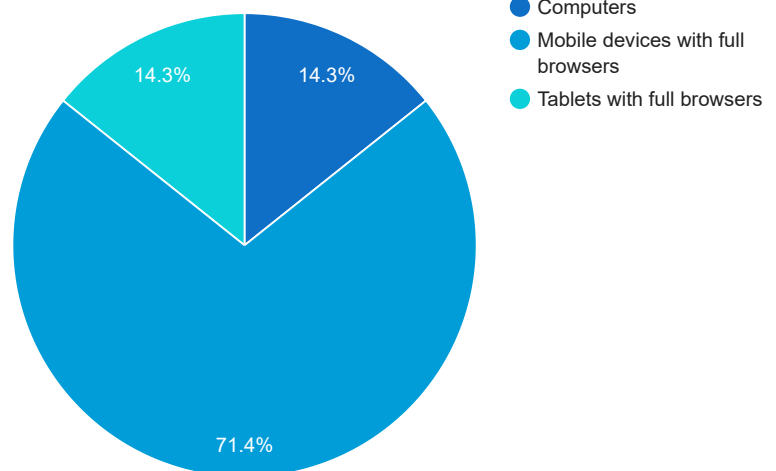
DATE	COST	SEARCH IMPR SHARE
Dec, 2018	0	0
Jan, 2019	0	0
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	784.69	88.46
Jul, 2019	141.89	67.21
Aug, 2019	2,408	43.61
Sep, 2019	2,690.03	46.44
Oct, 2019	3,158.19	42.47
Nov, 2019	1,682.29	44.90

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	3,976	304	\$1,250.04	\$4.11	7.65%	-	5	1.64%	\$250.01
Computers	1,199	56	\$327.08	\$5.84	4.67%	-	1	1.79%	\$327.08
Tablets with full browsers	290	22	\$105.17	\$4.78	7.59%	-	1	4.55%	\$105.17

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	5,465	382	\$1,682.29	\$4.40	6.99%	-	7	1.83%	\$240.33

Conversion Types - 1 Nov 2019 — 30 Nov 2019

CONVERSION TYPE	CONV
Form Submission	4
Phone Call	2
Mobile Calls (Truth + Beauty)	1
Local actions - Website visits	0
Local actions - Other engagements	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