

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

Truth and Beauty

819-162-2398

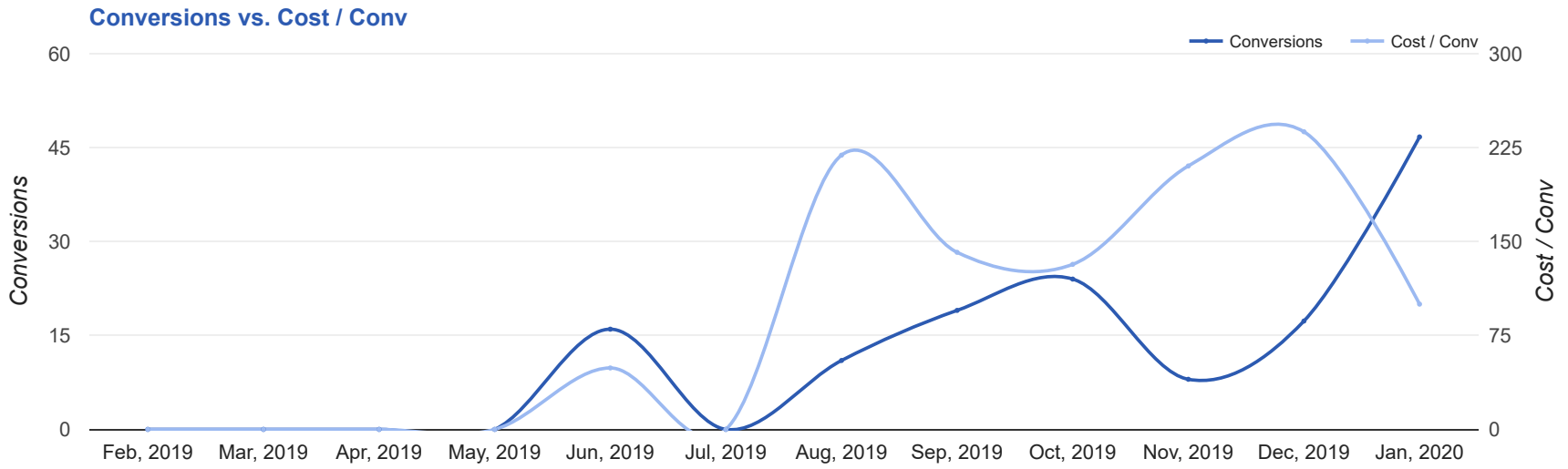
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$4,673	46.7	3.7%	\$99.99
↑ 14%	↑ 170%	↑ 33%	↓ 58%

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	9,630	618	\$4,103.86	\$6.64	6.42%	-	17.3	2.79%	\$237.63	41.66%
1 Jan 2020 — 31 Jan 2020	24,315	1,264	\$4,672.76	\$3.70	5.2%	-	46.7	3.7%	\$99.99	43.08%
Change	14,685 ↑ 152%	646 ↑ 105%	\$568.90 ↑ 14%	\$2.94 ↓ 44%	1.22% ↓ 19%	--	29.46 ↑ 170%	0.91% ↑ 33%	\$137.64 ↓ 58%	1.42% ↑ 3%

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	
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%	-	8	2.09%	\$210.29		45.09%
Dec '19	9,630	618	\$4,103.86	\$6.64	6.42%	-	17.3	2.79%	\$237.63		41.69%
Jan '20	24,315	1,264	\$4,672.76	\$3.70	5.2%	-	46.7	3.7%	\$99.99		43.08%
Total	77,814	4,749	\$19,641.71	\$4.14	6.1%	-	142	2.99%	\$138.32		44.5%

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 rhinoplasty	11,955	430	\$1,988.73	\$4.62	3.6%	-	25	5.81%	\$79.55	45.06%
search beta laser resurfacing	3,361	175	\$249.46	\$1.43	5.21%	-	6	3.43%	\$41.58	24.23%
search beta microneedling	2,893	255	\$248.84	\$0.98	8.81%	-	6	2.35%	\$41.47	43%
search beta dermaplaning	2,225	179	\$247.61	\$1.38	8.04%	-	4	2.23%	\$61.90	61.21%
search beta ultherapy	1,636	129	\$485.24	\$3.76	7.89%	-	2	1.55%	\$242.62	72.03%
search beta emsulpt	898	36	\$624.98	\$17.36	4.01%	-	1.7	4.81%	\$361.26	76.06%
search beta photofacial	320	19	\$47.00	\$2.47	5.94%	-	1	5.26%	\$47.00	49.6%
search alpha emsulpt	726	26	\$611.58	\$23.52	3.58%	-	1	3.85%	\$611.58	70.31%
search beta morpheus	301	15	\$169.32	\$11.29	4.98%	-	0	0%	\$0.00	83.14%

Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

Top Text Ads

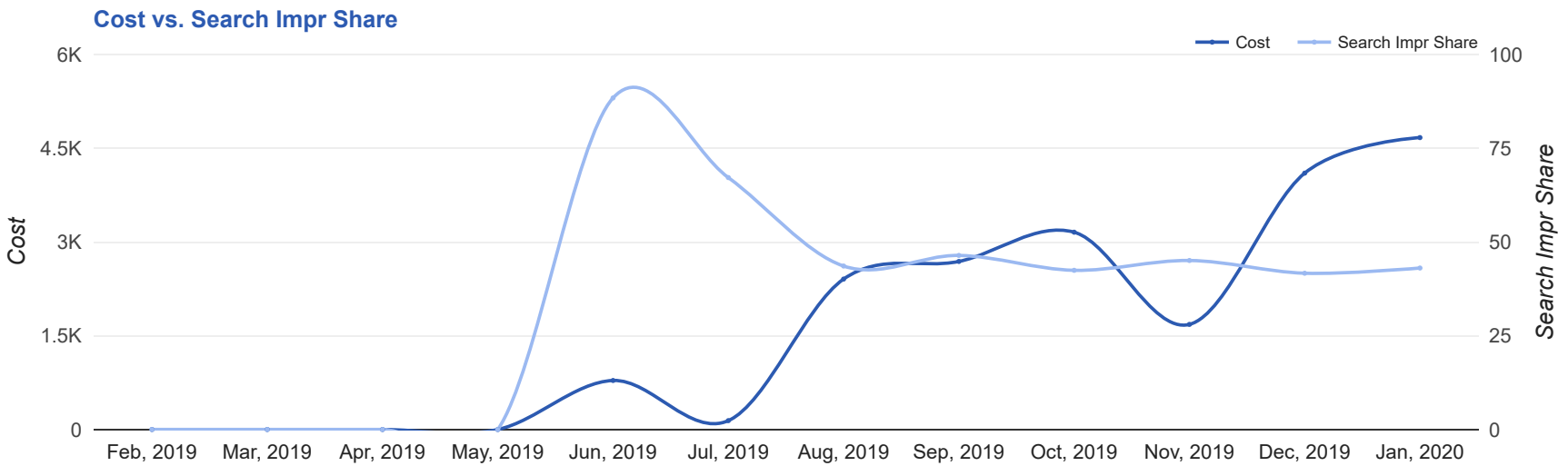
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Rhinoplasty Nose Job Surgery - Rhinoplasty Long Island - Dr. Thomas Romo MD, FACS www.truthandbeautyspa.com/ -- Minimally Invasive Nose Job. Performed by Renowned NY Plastic Surgeon, Dr. Thomas Romo	8,552	289	\$1,388.84	\$4.81	3.38%	-	17	5.88%	\$81.70
Rhinoplasty Long Island - Top Long Island Surgeon - Dr. Thomas Romo MD FACS www.truthandbeautyspa.com/ Minimally Invasive Nose Job. Performed by Renowned NY Plastic Surgeon, Dr. Thomas Romo	2,217	99	\$382.34	\$3.86	4.47%	-	4.5	4.55%	\$84.96
{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.	2,639	239	\$228.19	\$0.95	9.06%	-	4	1.67%	\$57.05
{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	2,362	144	\$199.22	\$1.38	6.10%	-	4	2.78%	\$49.80
Rhinoplasty Nose Job Surgery - Double Board Certified Surgeon - Natural Looking Results www.truthandbeautyspa.com/ Nose Surgery. Expert Technique. Natural Looking. Maintain Normal Breathing Function.	1,186	42	\$217.55	\$5.18	3.54%	-	3.5	8.33%	\$62.16

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2020 — 31 Jan 2020

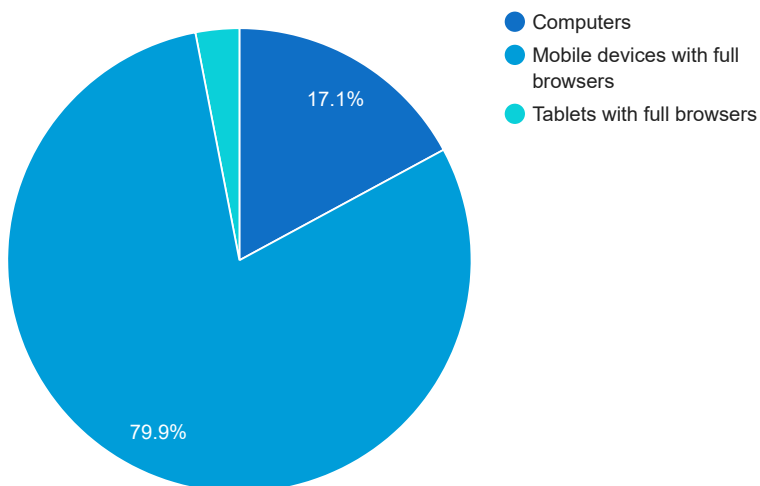
Budget Coverage



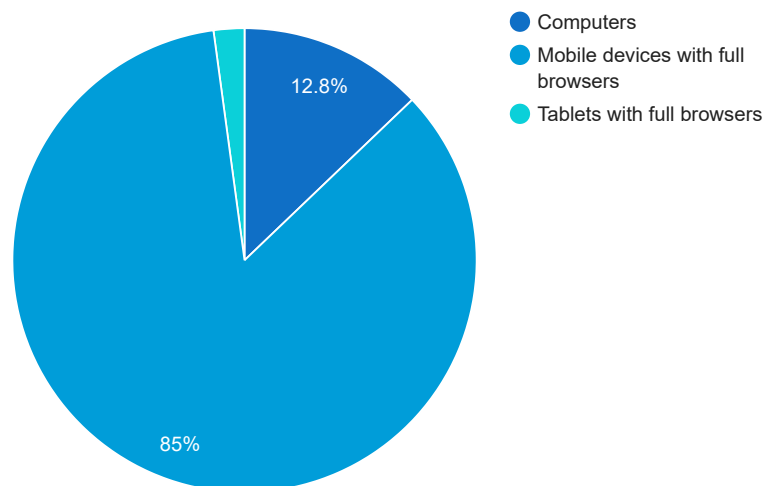
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	784.69	88.46
Jul, 2019	141.89	67.21
Aug, 2019	2,408	43.61
Sep, 2019	2,690.03	46.44
Oct, 2019	3,158.19	42.47
Nov, 2019	1,682.29	45.09
Dec, 2019	4,103.86	41.69
Jan, 2020	4,672.76	43.08

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	18,297	1,039	\$3,731.20	\$3.59	5.68%	-	39.7	3.82%	\$93.91
Computers	5,176	184	\$799.26	\$4.34	3.55%	-	6	3.26%	\$133.21
Tablets with full browsers	842	41	\$142.30	\$3.47	4.87%	-	1	2.44%	\$142.30

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	24,315	1,264	\$4,672.76	\$3.70	5.2%	-	46.7	3.7%	\$99.99

Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE	CONV
Form Submission	25
Phone Call	11.7
Mobile Calls (Truth + Beauty)	3
Calls From Ads	3
Book Now General (Truth + Beauty)	2
Schedule Link (Truth + Beauty)	2
Local actions - Website visits	0
Local actions - Other engagements	0
Clicks to call	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