

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

Truth and Beauty

819-162-2398

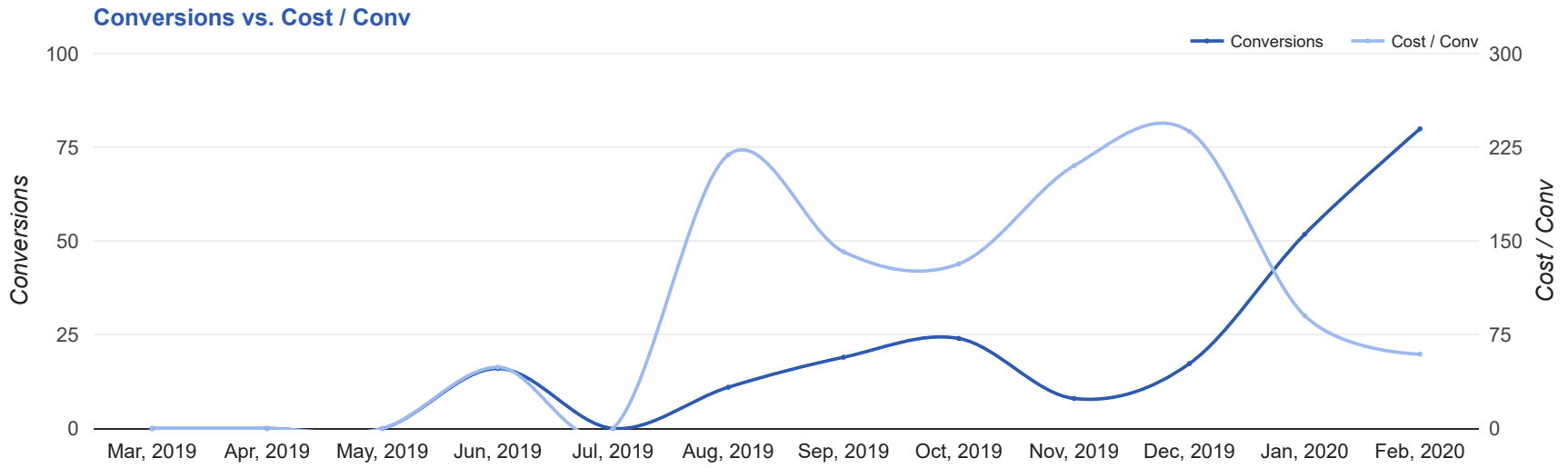
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$4,751	79.9	6.32%	\$59.44
↑ 2%	↑ 54%	↑ 54%	↓ 34%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2020 — 31 Jan 2020	24,315	1,264	\$4,672.76	\$3.70	5.2%	-	51.8	4.1%	\$90.21	43.06%
1 Feb 2020 — 29 Feb 2020	22,818	1,265	\$4,750.98	\$3.76	5.54%	-	79.9	6.32%	\$59.44	45.2%
Change	1,497 ↓ 6%	1 ↑ 0%	\$78.22 ↑ 2%	\$0.06 ↑ 2%	0.34% ↑ 7%	--	28.13 ↑ 54%	2.22% ↑ 54%	\$30.77 ↓ 34%	2.14% ↑ 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
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%	-	51.8	4.1%	\$90.21	43.06%
Feb '20	22,818	1,265	\$4,750.98	\$3.76	5.54%	-	79.9	6.32%	\$59.44	45.2%
Total	100,632	6,014	\$24,392.69	\$4.06	5.98%	-	227	3.77%	\$107.46	44.65%

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 rhinoplasty	9,790	403	\$1,983.33	\$4.92	4.12%	-	35.9	8.9%	\$55.31	47%
search beta emsulpt	2,176	134	\$1,249.97	\$9.33	6.16%	-	15.5	11.57%	\$80.64	76.39%
search beta laser resurfacing	3,264	169	\$243.18	\$1.44	5.18%	-	9.1	5.37%	\$26.81	24.9%
search beta microneedling	3,013	241	\$249.98	\$1.04	8%	-	9	3.73%	\$27.78	47.01%
search beta ultherapy	1,794	125	\$498.61	\$3.99	6.97%	-	6.5	5.2%	\$76.71	60.02%
search beta dermaplaning	2,046	147	\$252.40	\$1.72	7.18%	-	3	2.04%	\$84.13	63.51%
search beta photofacial	401	32	\$124.74	\$3.90	7.98%	-	1	3.13%	\$124.74	74.75%
search beta hydrfacial	3	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	50%
search alpha emsulpt	48	3	\$35.42	\$11.81	6.25%	-	0	0%	\$0.00	75.44%
search beta morpheus	283	11	\$113.35	\$10.30	3.89%	-	0	0%	\$0.00	97.45%

Top Performing Ads - 1 Feb 2020 — 29 Feb 2020

Top Text Ads

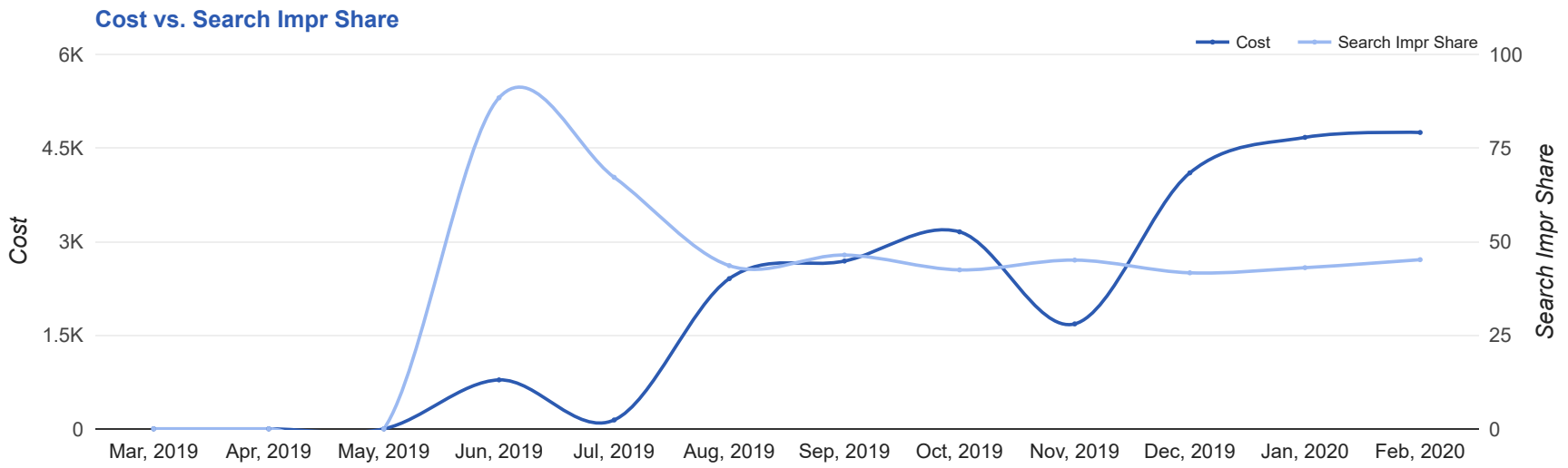
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Rhinoplasty Nose Job Surgery - Rhinoplasty Long Island - Dr. Thomas Romo MD, FACS www.truthandbeautyspa.com/ -- -- Minimally Invasive Nose Job. Performed by Renowned NY Plastic Surgeon, Dr. Thomas Romo	7,401	296	\$1,427.13	\$4.82	4.00%	-	15.4	5.19%	\$92.91
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	1,628	82	\$394.79	\$4.81	5.04%	-	15	18.29%	\$26.32
{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.	866	73	\$668.93	\$9.16	8.43%	-	12	16.44%	\$55.74
{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.	2,746	227	\$225.25	\$0.99	8.27%	-	7	3.08%	\$32.18
{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	2,396	142	\$201.25	\$1.42	5.93%	-	5.6	3.92%	\$36.13

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2020 — 29 Feb 2020

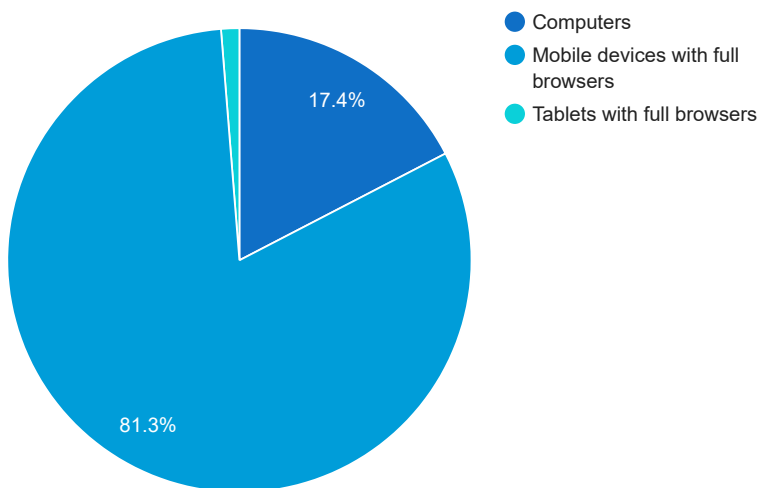
Budget Coverage



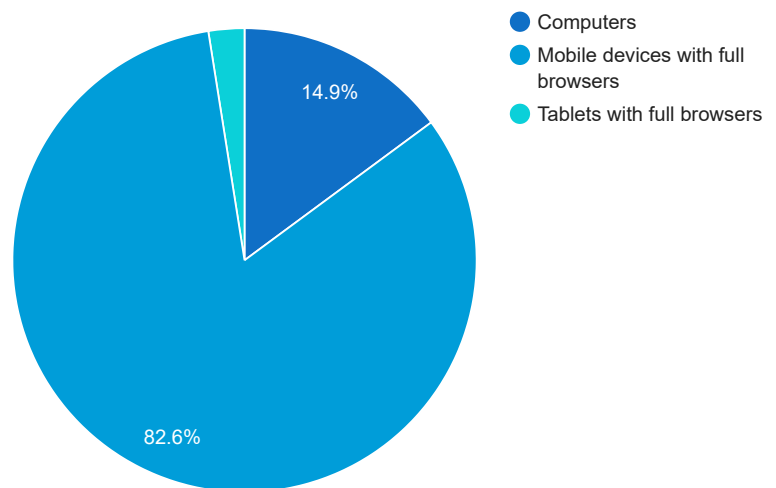
DATE	COST	SEARCH IMPR SHARE
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	784.69	88.46
Jul, 2019	141.89	67.21
Aug, 2019	2,408	43.61
Sep, 2019	2,690.03	46.44
Oct, 2019	3,158.19	42.47
Nov, 2019	1,682.29	45.09
Dec, 2019	4,103.86	41.69
Jan, 2020	4,672.76	43.06
Feb, 2020	4,750.98	45.20

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	17,567	1,042	\$3,864.29	\$3.71	5.93%	-	66.1	6.34%	\$58.49
Computers	4,451	191	\$826.33	\$4.33	4.29%	-	11.9	6.21%	\$69.67
Tablets with full browsers	800	32	\$60.36	\$1.89	4%	-	2	6.25%	\$30.18

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	22,818	1,265	\$4,750.98	\$3.76	5.54%	-	79.9	6.32%	\$59.44

Conversion Types - 1 Feb 2020 — 29 Feb 2020

CONVERSION TYPE	CONV
Form Submission	34.5
Phone Call	18.4
Mobile Calls (Truth + Beauty)	12
Book Now General (Truth + Beauty)	7
Book Now Consult (Truth + Beauty)	5
Calls From Ads	2
Schedule Link (Truth + Beauty)	1
Local actions - Other engagements	0
Clicks to call	0
Local actions - Website visits	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