

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

Truth and Beauty

819-162-2398

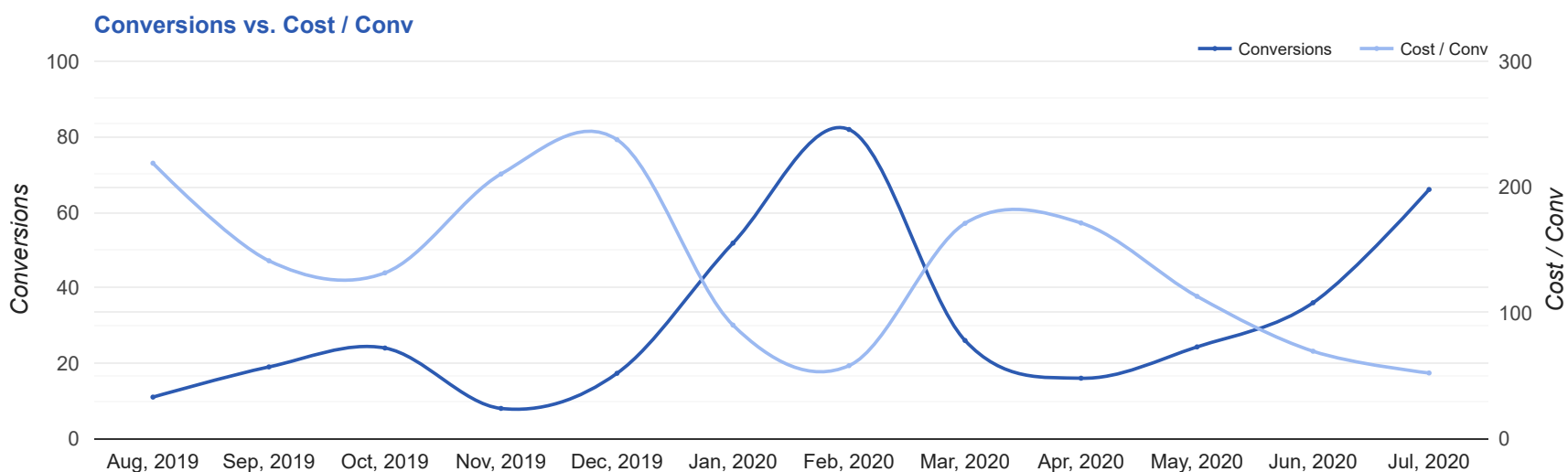
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,443	66	5.9%	\$52.16
↑ 38%	↑ 83%	↑ 10%	↓ 25%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jun 2020 — 30 Jun 2020	9,764	674	\$2,500.64	\$3.71	6.9%	-	36	5.34%	\$69.46	43.11%
1 Jul 2020 — 31 Jul 2020	14,676	1,119	\$3,442.57	\$3.08	7.62%	-	66	5.9%	\$52.16	40.41%
Change	4,912 ↑ 50%	445 ↑ 66%	\$941.93 ↑ 38%	\$0.63 ↓ 17%	0.72% ↑ 10%	--	30 ↑ 83%	0.56% ↑ 10%	\$17.30 ↓ 25%	2.70% ↓ 6%

Performance by Month - 1 Aug 2019 — 31 Jul 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	81.9	6.48%	\$57.99	45.2%
Mar '20	16,698	992	\$4,448.66	\$4.48	5.94%	-	26	2.62%	\$171.10	45.73%
Apr '20	9,414	594	\$2,742.09	\$4.62	6.31%	-	16	2.69%	\$171.38	41.65%
May '20	11,168	766	\$2,744.78	\$3.58	6.86%	-	24.3	3.17%	\$113.09	40.77%
Jun '20	9,764	674	\$2,500.64	\$3.71	6.9%	-	36	5.34%	\$69.46	43.11%
Jul '20	14,676	1,119	\$3,442.57	\$3.08	7.62%	-	66	5.9%	\$52.16	40.41%
Total	158,847	9,942	\$39,344.85	\$3.96	6.26%	-	381.3	3.83%	\$103.19	43.32%

Campaign Summary - 1 Jul 2020 — 31 Jul 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta laser resurfacing	4,835	298	\$713.83	\$2.40	6.16%	-	27	9.06%	\$26.44	27.61%
search beta ultherapy	2,524	249	\$730.87	\$2.94	9.87%	-	20	8.03%	\$36.54	66.87%
search beta emsculpt	2,180	184	\$1,263.88	\$6.87	8.44%	-	10	5.43%	\$126.39	81.53%
search beta dermaplaning	1,721	144	\$250.16	\$1.74	8.37%	-	5	3.47%	\$50.03	39.34%
search beta microneedling	3,416	244	\$483.83	\$1.98	7.14%	-	4	1.64%	\$120.96	42.03%

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

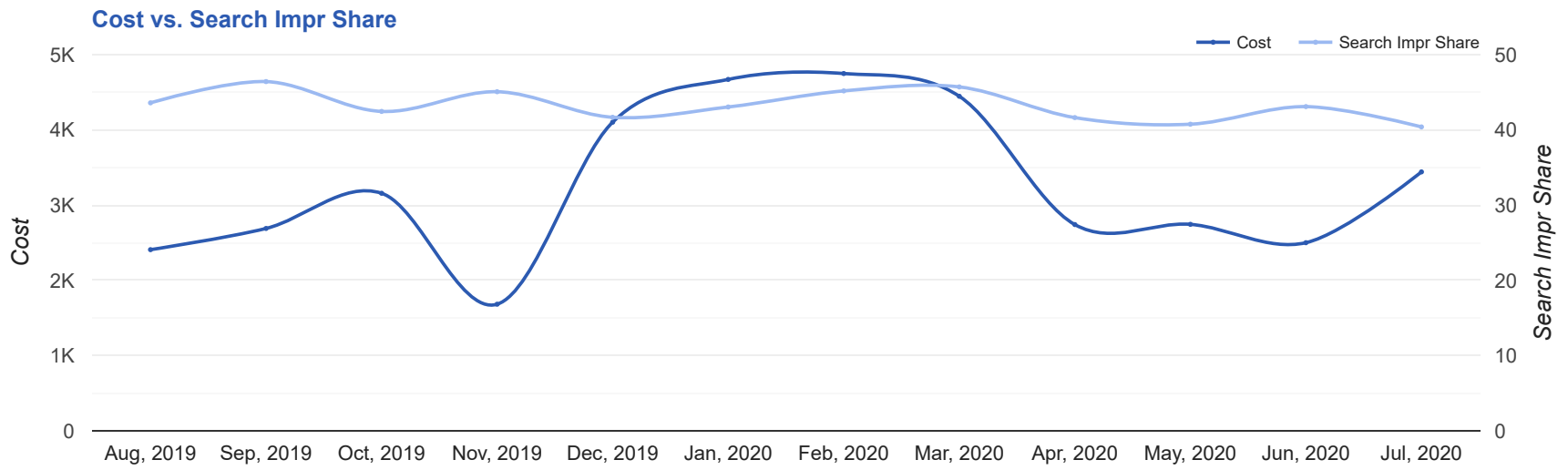
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Laser Skin Treatment in NY} - Non Surgical. Minimal Downtime - Non Ablative Skin Resurfacing www.truthandbeautyspa.com/ --/ -- Look Younger & More Energized with Beautiful Skin Tone & Texture & a Radiant Complexion	4,174	260	\$618.76	\$2.38	6.23%	-	20.5	7.88%	\$30.18
{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.	2,112	218	\$615.31	\$2.82	10.32%	-	15	6.88%	\$41.02
Laser Skin Treatment in NY - Book A Virtual Consultation - Non Surgical. Minimal Downtime www.truthandbeautyspa.com/ Look Younger & More Energized with Beautiful Skin Tone & Texture & a Radiant Complexion	526	31	\$81.17	\$2.62	5.89%	-	6.5	20.97%	\$12.49
{Keyword: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.	1,567	134	\$230.33	\$1.72	8.55%	-	4	2.99%	\$57.58
Best Ultherapy Roslyn Heights - Book A Virtual Consultation - Tighten Skin Without Surgery www.truthandbeautyspa.com/ Non-Invasive Skin Tightening. Save on Ultherapy Cost + Ultherapy Before and After Pics.	270	19	\$75.07	\$3.95	7.04%	-	4	21.05%	\$18.77

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

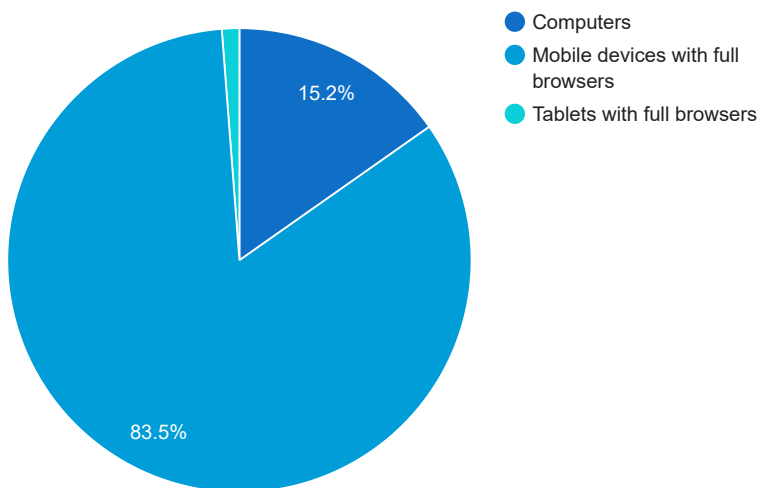
Budget Coverage



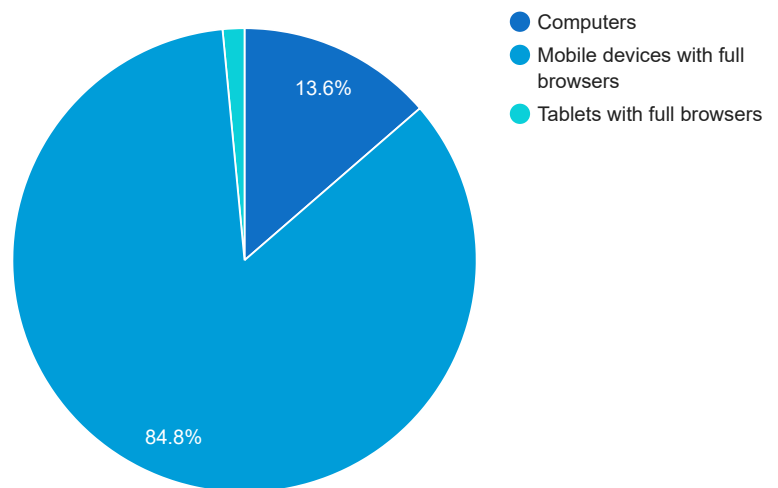
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	2,408	43.61
Sep, 2019	2,690.03	46.44
Oct, 2019	3,158.19	42.47
Nov, 2019	1,682.29	45.09
Dec, 2019	4,103.86	41.69
Jan, 2020	4,672.76	43.06
Feb, 2020	4,750.98	45.20
Mar, 2020	4,448.66	45.73
Apr, 2020	2,742.09	41.65
May, 2020	2,744.78	40.77
Jun, 2020	2,500.64	43.11
Jul, 2020	3,442.57	40.41

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	11,713	929	\$2,875.85	\$3.10	7.93%	-	56	6.03%	\$51.35
Computers	2,625	170	\$524.85	\$3.09	6.48%	-	9	5.29%	\$58.32
Tablets with full browsers	338	20	\$41.87	\$2.09	5.92%	-	1	5%	\$41.87

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	14,676	1,119	\$3,442.57	\$3.08	7.62%	-	66	5.9%	\$52.16

Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE	CONV
Form Submission	38
Phone Call	17
Mobile Calls (Truth + Beauty)	6
Book Now General (Truth + Beauty)	3
Schedule Link (Truth + Beauty)	2
Local actions - Other engagements	0
Local actions - Directions	0
Local actions - Website visits	0
Clicks to call	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