

**Monthly Account
Performance Report
1 Sep 2020 — 30 Sep 2020**

Truth and Beauty

819-162-2398

Key Performance Indicators (KPIs)

Cost

\$5,447

↔ 0%

Conv

100

↑ 40%

Conv Rate

5.22%

↑ 17%

Cost / Conv

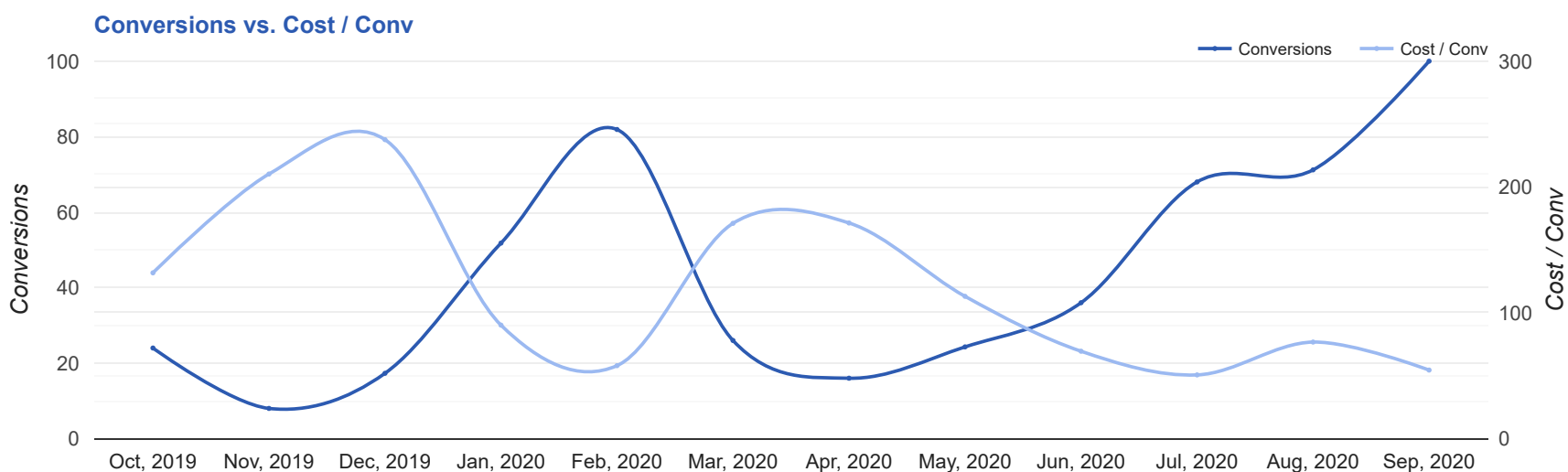
\$54.48

↓ 29%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	25,508	1,594	\$5,460.35	\$3.43	6.25%	-	71.2	4.46%	\$76.74	35.7%
1 Sep 2020 — 30 Sep 2020	31,652	1,914	\$5,446.73	\$2.85	6.05%	-	100	5.22%	\$54.48	33.46%
Change	6,144 ↑ 24%	320 ↑ 20%	\$13.62 ↓ 0%	\$0.58 ↓ 17%	0.20% ↓ 3%	--	28.82 ↑ 40%	0.76% ↑ 17%	\$22.26 ↓ 29%	2.24% ↓ 6%

Performance by Month - 1 Oct 2019 — 30 Sep 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	68	6.08%	\$50.63	40.59%
Aug '20	25,508	1,594	\$5,460.35	\$3.43	6.25%	-	71.2	4.46%	\$76.74	35.7%
Sep '20	31,652	1,914	\$5,446.73	\$2.85	6.05%	-	100	5.22%	\$54.48	33.46%
Total	192,407	12,006	\$45,153.90	\$3.76	6.24%	-	524.4	4.37%	\$86.11	40.07%

Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta rhinoplasty	11,653	616	\$2,006.58	\$3.26	5.29%	-	41.4	6.71%	\$48.53	32.75%
search beta laser resurfacing	5,717	360	\$731.42	\$2.03	6.3%	-	29.7	8.24%	\$24.65	25.21%
search beta ultherapy	3,180	281	\$733.49	\$2.61	8.84%	-	11.5	4.09%	\$63.78	62.63%
search beta emsculpt	5,660	267	\$1,231.27	\$4.61	4.72%	-	11	4.12%	\$111.93	29.11%
search beta dermaplaning	1,824	108	\$249.78	\$2.31	5.92%	-	4	3.7%	\$62.45	49.03%
search beta microneedling	3,618	282	\$494.19	\$1.75	7.79%	-	2.5	0.87%	\$200.89	44.69%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

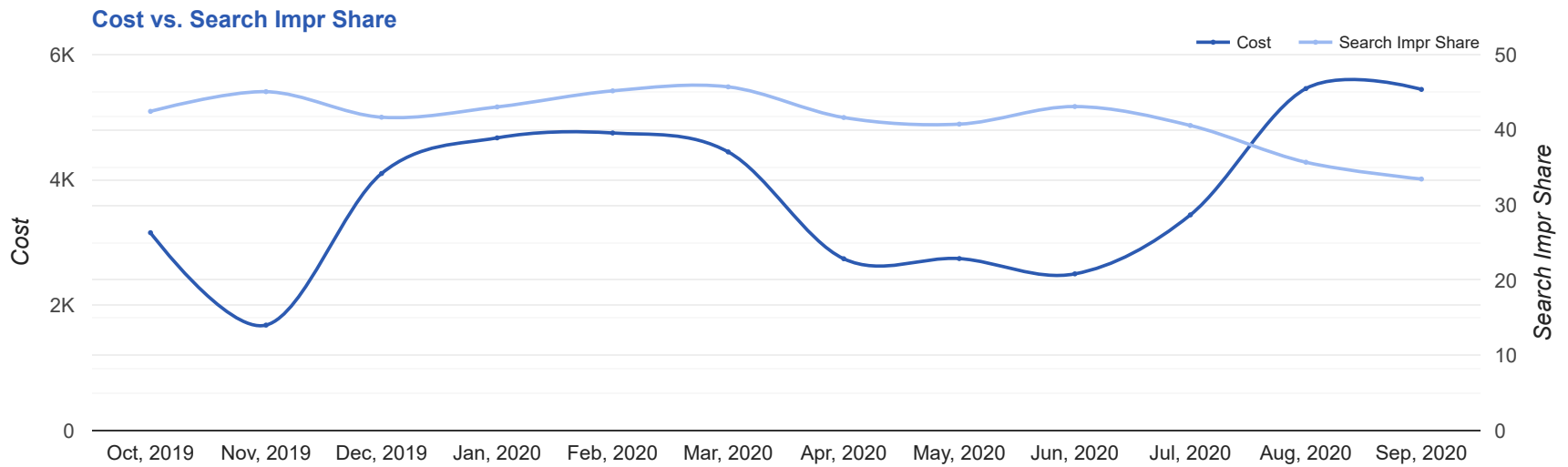
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Rhinoplasty Nose Job Surgery - Rhinoplasty Long Island - Dr. Thomas Romo MD, FACS www.truthandbeautyspa.com/ -- Minimally Invasive Nose Job. Performed by Renowned NY Plastic Surgeon, Dr. Thomas Romo	10,105	546	\$1,823.69	\$3.34	5.40%	-	38.9	7.12%	\$46.91
{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	4,785	301	\$595.02	\$1.98	6.29%	-	23.6	7.82%	\$25.27
{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.	2,540	250	\$637.52	\$2.55	9.84%	-	7.5	3.00%	\$85.00
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	650	42	\$103.84	\$2.47	6.46%	-	4.1	9.81%	\$25.20
{Keyword:Truth + Beauty Spa Emsculpting} - Transform Your Physique Today - #1 Provider in Long Island www.truthandbeautyspa.com/ -- Emsculpt is a Non-Surgical Alternative to Liposuction That Reduces Fat and Builds Muscles	886	35	\$241.43	\$6.90	3.95%	-	4	11.43%	\$60.36

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

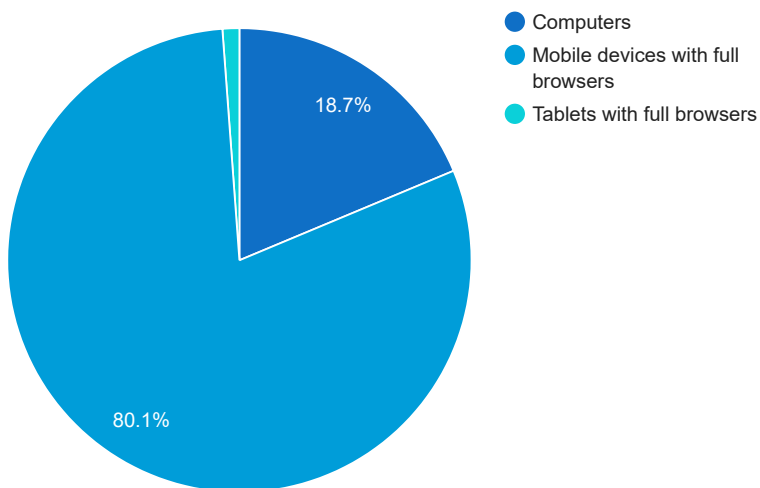
Budget Coverage



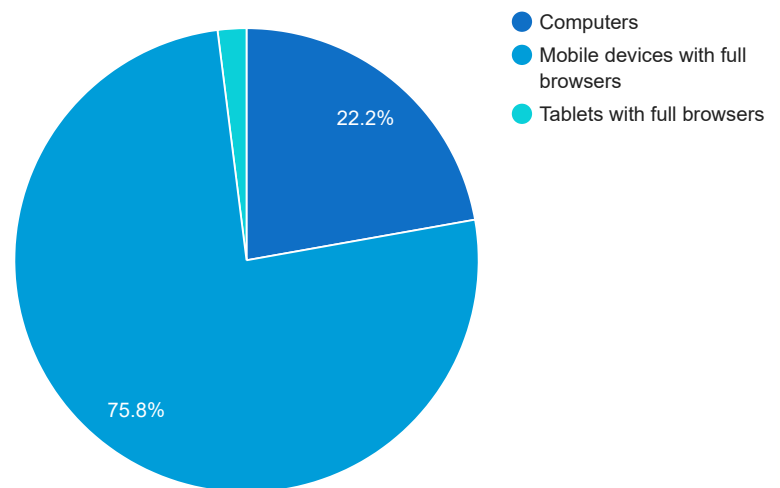
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	3,158.19	42.47
Nov, 2019	1,682.29	45.09
Dec, 2019	4,103.86	41.69
Jan, 2020	4,672.76	43.06
Feb, 2020	4,750.98	45.20
Mar, 2020	4,448.66	45.73
Apr, 2020	2,742.09	41.65
May, 2020	2,744.78	40.77
Jun, 2020	2,500.64	43.11
Jul, 2020	3,442.57	40.59
Aug, 2020	5,460.35	35.70
Sep, 2020	5,446.73	33.46

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	25,356	1,560	\$4,364.26	\$2.80	6.15%	-	75.8	4.86%	\$57.58
Computers	5,589	323	\$1,018.60	\$3.15	5.78%	-	22.2	6.86%	\$45.94
Tablets with full browsers	707	31	\$63.87	\$2.06	4.38%	-	2	6.45%	\$31.94

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	31,652	1,914	\$5,446.73	\$2.85	6.05%	-	100	5.22%	\$54.48

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
Form Submission	58.1
Phone Call	18.9
Mobile Calls (Truth + Beauty)	7
Schedule Link (Truth + Beauty)	5
Calls From Ads	4
Book Now General (Truth + Beauty)	3
Click to Call	3
Book Now Consult (Truth + Beauty)	1
Local actions - Website visits	0
Clicks to call	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