

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

Truth and Beauty

819-162-2398

# Key Performance Indicators (KPIs)

Cost

\$5,870

↑ 8%

Conv

129.4

↑ 29%

Conv Rate

6.84%

↑ 30%

Cost / Conv

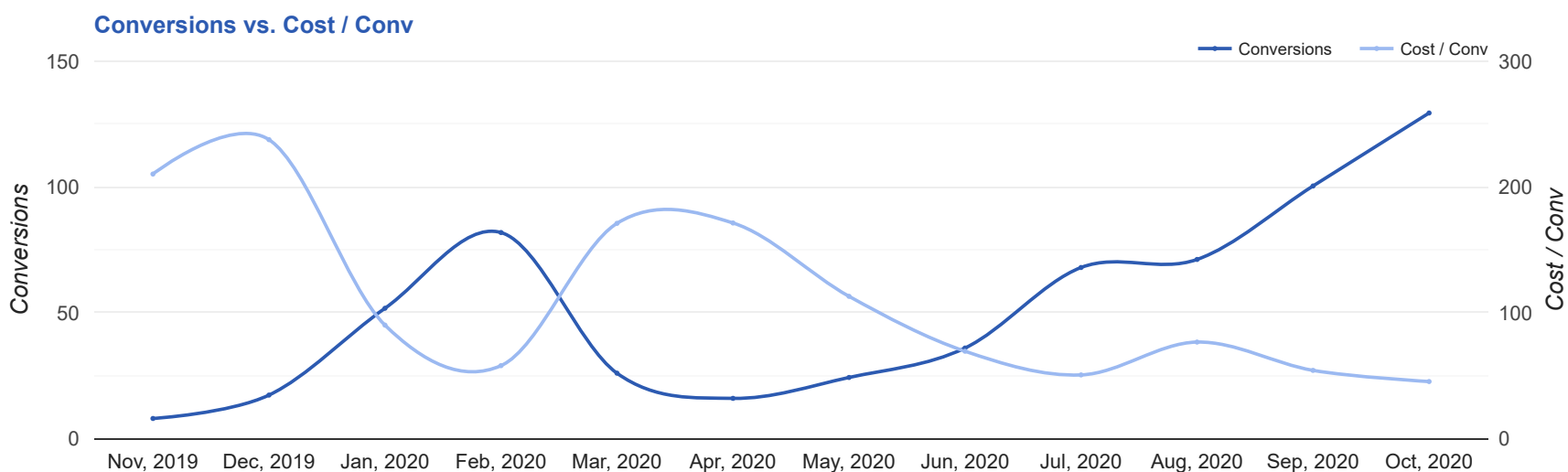
\$45.36

↓ 16%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	31,652	1,914	\$5,446.73	\$2.85	6.05%	-	100.4	5.25%	\$54.23	33.47%
1 Oct 2020 — 31 Oct 2020	33,254	1,891	\$5,870.27	\$3.10	5.69%	-	129.4	6.84%	\$45.36	29.52%
<b>Change</b>	1,602 ↑ 5%	23 ↓ 1%	\$423.54 ↑ 8%	\$0.25 ↑ 9%	0.36% ↓ 6%	--	28.99 ↑ 29%	1.59% ↑ 30%	\$8.87 ↓ 16%	3.95% ↓ 12%

# Performance by Month - 1 Nov 2019 — 31 Oct 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	100.4	5.25%	\$54.23	33.47%	
Oct '20	33,254	1,891	\$5,870.27	\$3.10	5.69%	-	129.4	6.84%	\$45.36	29.52%	
<b>Total</b>	214,362	13,073	\$47,865.98	\$3.66	6.1%	-	630.3	4.82%	\$75.95	37.86%	

## Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   rhinoplasty	12,437	674	\$1,958.03	\$2.91	5.42%	-	42.5	6.31%	\$46.03	27.63%
search   beta   laser resurfacing	6,376	347	\$746.73	\$2.15	5.44%	-	25.9	7.46%	\$28.85	22.26%
search   beta   emsculpt	5,522	276	\$1,213.66	\$4.40	5%	-	19	6.88%	\$63.88	25.66%
search   beta   ultherapy	3,350	229	\$745.31	\$3.25	6.84%	-	18	7.86%	\$41.41	59.09%
search   beta   hydrfacial	2,955	181	\$717.22	\$3.96	6.13%	-	17	9.39%	\$42.19	58.96%
search   beta   cellulite	2,614	184	\$489.32	\$2.66	7.04%	-	7	3.8%	\$69.90	43.3%

# Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

## Top Text Ads

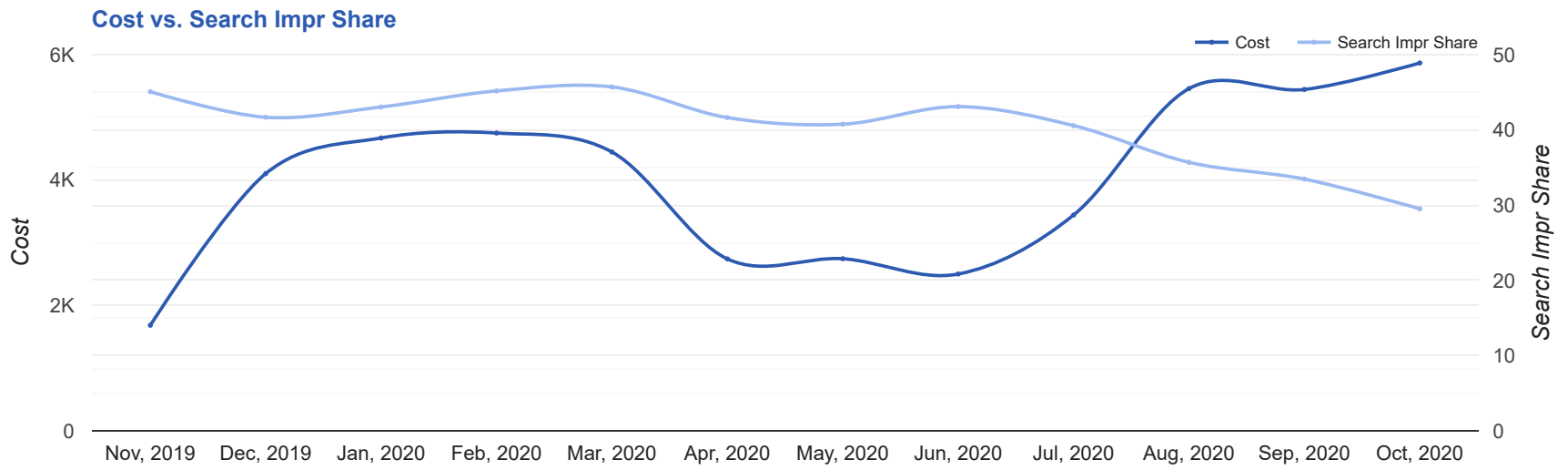
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Rhinoplasty   Nose Job Surgery - Rhinoplasty Long Island - Dr. Thomas Romo MD, FACS <a href="http://www.truthandbeautyspa.com/">www.truthandbeautyspa.com/</a> --/ -- Minimally Invasive Nose Job. Performed by Renowned NY Plastic Surgeon, Dr. Thomas Romo	10,063	548	\$1,625.28	\$2.97	5.45%	-	34.9	6.36%	\$46.60
{Keyword:Laser Skin Treatment in NY} - Non Surgical. Minimal Downtime - Non Ablative Skin Resurfacing <a href="http://www.truthandbeautyspa.com/">www.truthandbeautyspa.com/</a> --/ -- Look Younger & More Energized with Beautiful Skin Tone & Texture & a Radiant Complexion	4,407	250	\$517.69	\$2.07	5.67%	-	17.4	6.95%	\$29.79
{Keyword:Best Hydrating Facial} - 3 Steps. 30 Minutes. - Repair Resurface & Replenish <a href="http://www.truthandbeautyspa.com/">www.truthandbeautyspa.com/</a> Easy 3-step Treatment: Cleanse + Peel. Extract + Hydrate. Infuse + Protect.	1,423	100	\$396.54	\$3.97	7.03%	-	10	10.00%	\$39.65
{Keyword:Best Ultherapy Roslyn Heights} - Tighten Skin Without Surgery - Non-Surgical Skin Tightening <a href="http://www.truthandbeautyspa.com/">www.truthandbeautyspa.com/</a> --/ -- Non-Invasive Skin Tightening. Save on Ultherapy Cost + Ultherapy Before and After Pics.	1,586	138	\$417.59	\$3.03	8.70%	-	7	5.07%	\$59.66
Best Ultherapy Roslyn Heights - Book A Virtual Consultation - Tighten Skin Without Surgery <a href="http://www.truthandbeautyspa.com/">www.truthandbeautyspa.com/</a> Non-Invasive Skin Tightening. Save on Ultherapy Cost + Ultherapy Before and After Pics.	1,032	48	\$201.99	\$4.21	4.65%	-	7	14.58%	\$28.86

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Oct 2020 — 31 Oct 2020

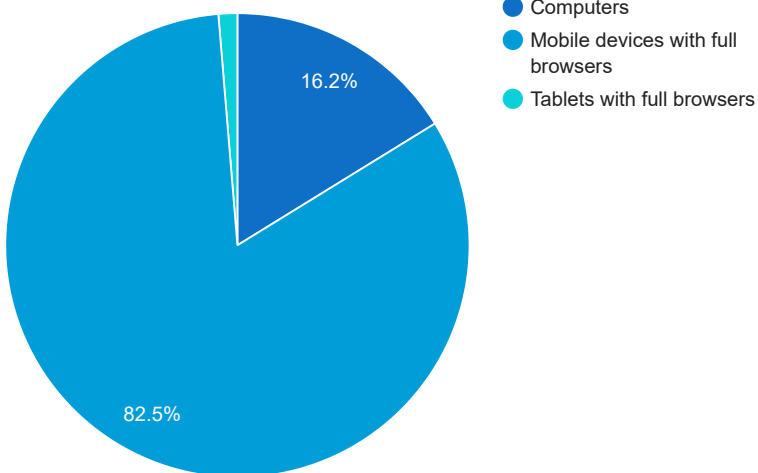
## Budget Coverage



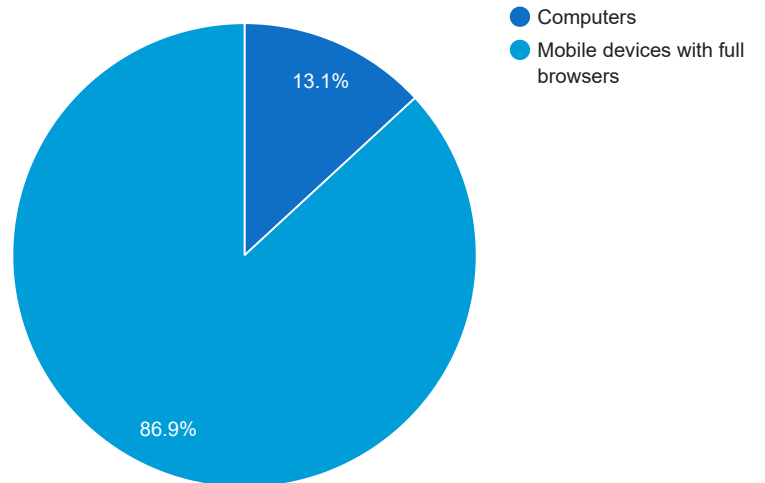
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	1,682.29	45.09
Dec, 2019	4,103.86	41.69
Jan, 2020	4,672.76	43.06
Feb, 2020	4,750.98	45.20
Mar, 2020	4,448.66	45.73
Apr, 2020	2,742.09	41.65
May, 2020	2,744.78	40.77
Jun, 2020	2,500.64	43.11
Jul, 2020	3,442.57	40.59
Aug, 2020	5,460.35	35.70
Sep, 2020	5,446.73	33.47
Oct, 2020	5,870.27	29.52

## 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	26,718	1,576	\$4,841.58	\$3.07	5.9%	-	112.4	7.13%	\$43.07
Computers	5,856	286	\$951.62	\$3.33	4.88%	-	17	5.94%	\$55.98
Tablets with full browsers	680	29	\$77.07	\$2.66	4.26%	-	0	0%	\$0.00

### 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	33,254	1,891	\$5,870.27	\$3.10	5.69%	-	129.4	6.84%	\$45.36

## Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
Form Submission	63.9
Phone Call	25.5
Mobile Calls (Truth + Beauty)	13
Calls From Ads	10
Book Now General (Truth + Beauty)	8
Click to Call	5
Schedule Link (Truth + Beauty)	4
Local actions - Directions	0
Local actions - Other engagements	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