

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

Truth and Beauty

819-162-2398

Key Performance Indicators (KPIs)

Cost

\$5,949

↑ 1%

Conv

85.4

↓ 35%

Conv Rate

5.11%

↓ 26%

Cost / Conv

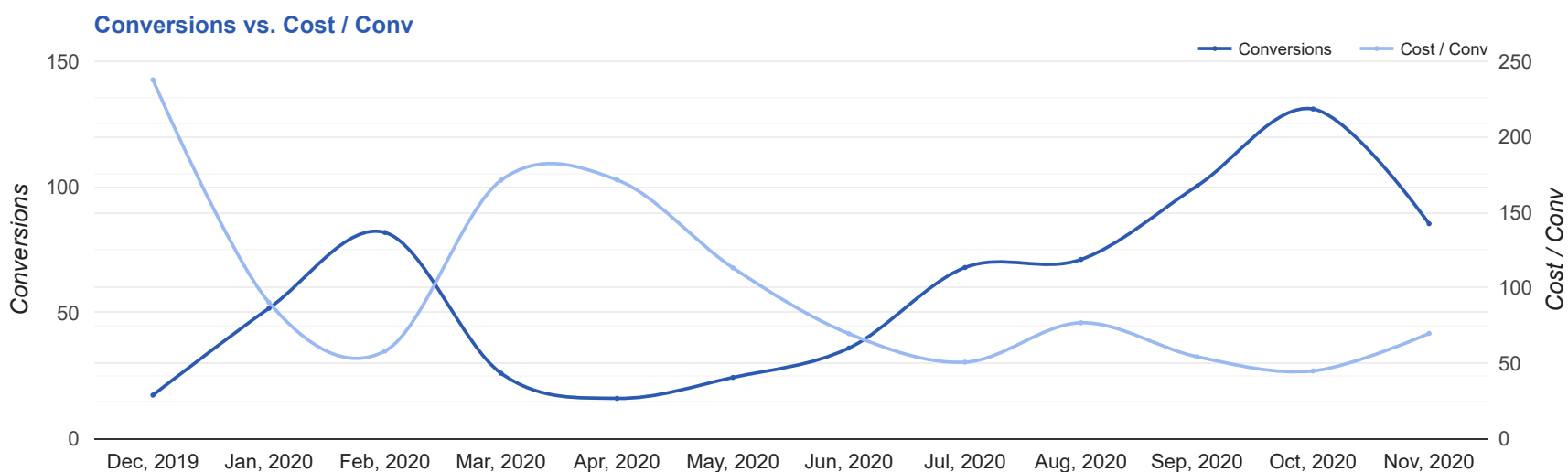
\$69.65

↑ 55%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	33,254	1,891	\$5,870.27	\$3.10	5.69%	-	131	6.93%	\$44.81	29.52%
1 Nov 2020 — 30 Nov 2020	30,284	1,673	\$5,948.80	\$3.56	5.52%	-	85.4	5.11%	\$69.65	27.8%
Change	2,970 ↓ 9%	218 ↓ 12%	\$78.53 ↑ 1%	\$0.46 ↑ 15%	0.17% ↓ 3%	--	45.60 ↓ 35%	1.82% ↓ 26%	\$24.84 ↑ 55%	1.72% ↓ 6%

Performance by Month - 1 Dec 2019 — 30 Nov 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	131	6.93%	\$44.81	29.52%
Nov '20	30,284	1,673	\$5,948.80	\$3.56	5.52%	-	85.4	5.11%	\$69.65	27.8%
Total	239,181	14,364	\$52,132.49	\$3.63	6.01%	-	709.3	4.94%	\$73.50	36.08%

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta rhinoplasty	10,672	542	\$1,978.47	\$3.65	5.08%	-	34.2	6.31%	\$57.83	25%
search beta ultherapy	3,340	252	\$744.13	\$2.95	7.54%	-	17	6.75%	\$43.77	56.86%
search beta hydrafacial	2,532	130	\$747.01	\$5.75	5.13%	-	12.5	9.62%	\$59.76	55.15%
search beta laser resurfacing	5,685	285	\$736.09	\$2.58	5.01%	-	10	3.51%	\$73.61	21.12%
search beta cellulite	2,774	196	\$496.67	\$2.53	7.07%	-	7.9	4.05%	\$62.55	37.97%
search beta emscolpt	5,281	268	\$1,246.43	\$4.65	5.07%	-	3.8	1.4%	\$331.50	25.44%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

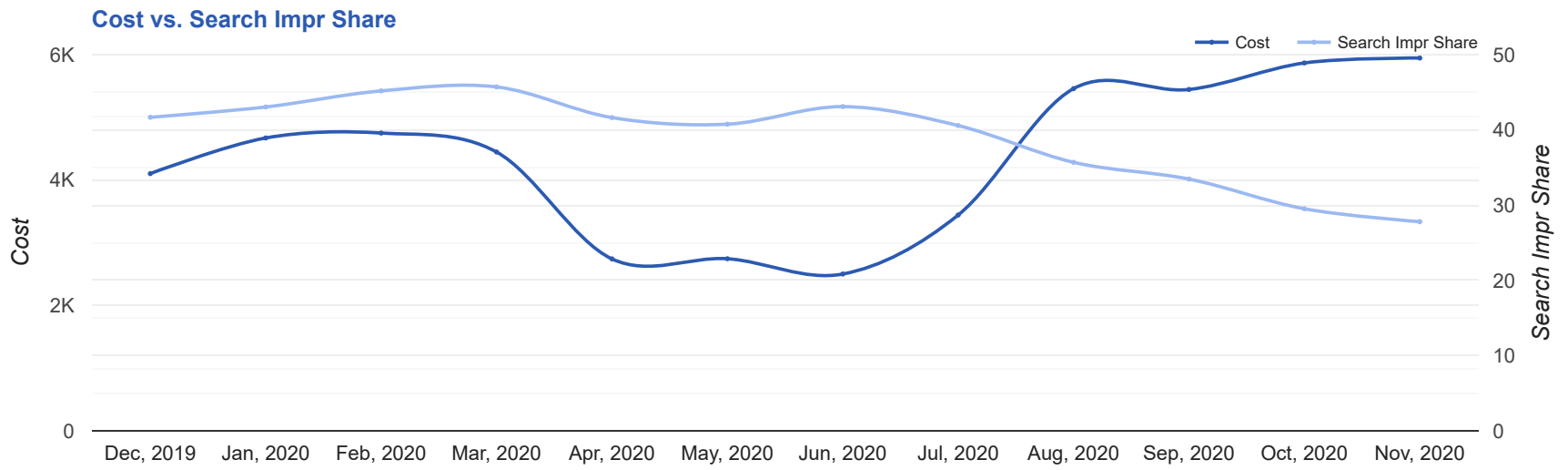
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Rhinoplasty Nose Job Surgery - Rhinoplasty Long Island - Dr. Thomas Romo MD, FACS www.truthandbeautyspa.com/ --/ -- Minimally Invasive Nose Job. Performed by Renowned NY Plastic Surgeon, Dr. Thomas Romo	7,869	401	\$1,467.53	\$3.66	5.10%	-	18.7	4.67%	\$78.39
{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.	2,145	197	\$581.74	\$2.95	9.18%	-	14.5	7.37%	\$40.09
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	1,855	103	\$331.53	\$3.22	5.55%	-	11.9	11.55%	\$27.86
HydraFacial in Roslyn Heights - Get Healthy, Radiant Skin - Save on HydraFacial Cost www.truthandbeautyspa.com/ HydraFacial Cleanses, Extracts, and Hydrates + Super Serums & Nutrients for Instant Glow.	863	41	\$232.90	\$5.68	4.75%	-	8.5	20.73%	\$27.40
{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	3,609	188	\$488.16	\$2.60	5.21%	-	6	3.19%	\$81.36

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

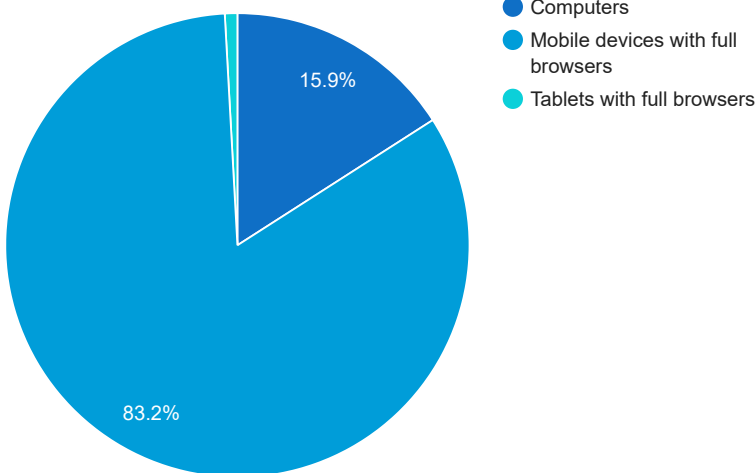
Budget Coverage



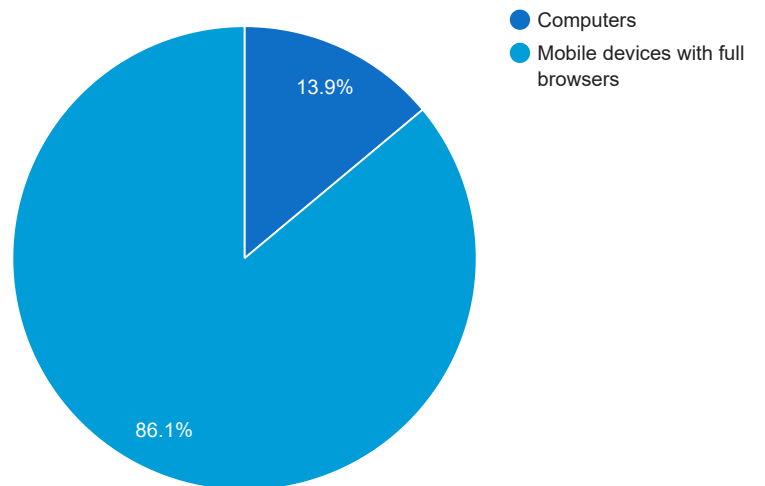
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	4,103.86	41.69
Jan, 2020	4,672.76	43.06
Feb, 2020	4,750.98	45.20
Mar, 2020	4,448.66	45.73
Apr, 2020	2,742.09	41.65
May, 2020	2,744.78	40.77
Jun, 2020	2,500.64	43.11
Jul, 2020	3,442.57	40.59
Aug, 2020	5,460.35	35.70
Sep, 2020	5,446.73	33.47
Oct, 2020	5,870.27	29.52
Nov, 2020	5,948.80	27.80

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	24,020	1,382	\$4,949.51	\$3.58	5.75%	-	73.5	5.32%	\$67.37
Computers	5,602	271	\$947.48	\$3.50	4.84%	-	11.9	4.41%	\$79.35
Tablets with full browsers	662	20	\$51.81	\$2.59	3.02%	-	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	30,284	1,673	\$5,948.80	\$3.56	5.52%	-	85.4	5.11%	\$69.65

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Form Submission	42.5
Phone Call	24.9
Mobile Calls (Truth + Beauty)	10
Click to Call	4
Calls From Ads	3
Book Now General (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