

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

Truth and Beauty

819-162-2398

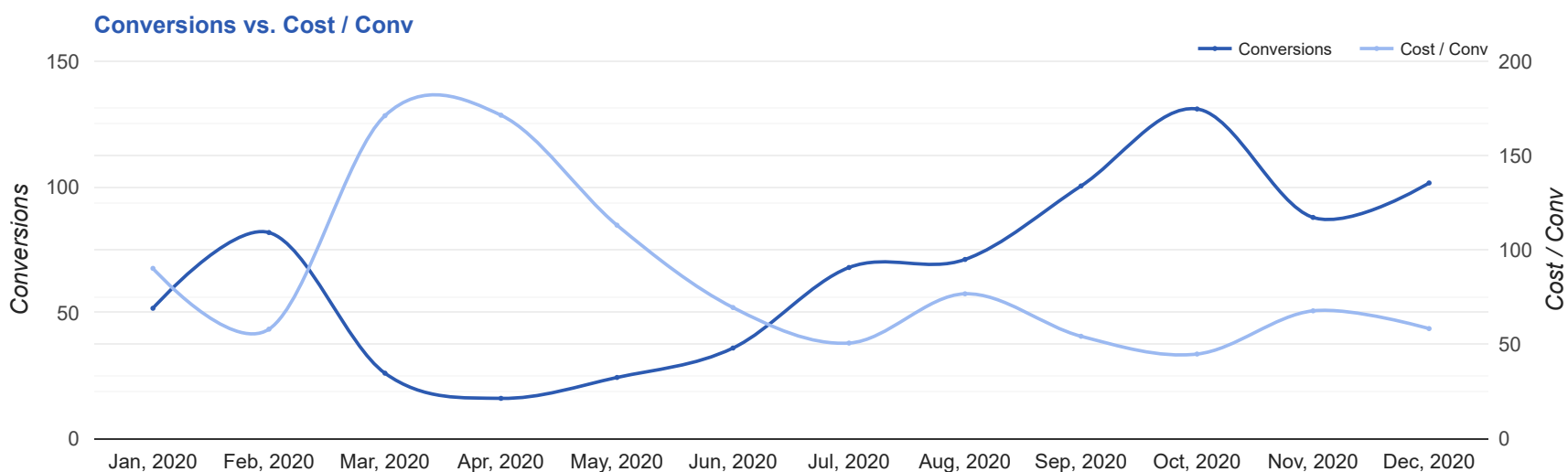
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$5,920	101.6	6.11%	\$58.29
↔ 0%	↑ 16%	↑ 16%	↓ 14%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	30,284	1,673	\$5,948.80	\$3.56	5.52%	-	87.9	5.25%	\$67.71	27.61%
1 Dec 2020 — 31 Dec 2020	31,279	1,661	\$5,919.57	\$3.56	5.31%	-	101.6	6.11%	\$58.29	28.15%
<b>Change</b>	995 ↑ 3%	12 ↓ 1%	\$29.23 ↓ 0%	\$0.00 ↔ 0%	0.21% ↓ 4%	--	13.69 ↑ 16%	0.86% ↑ 16%	\$9.42 ↓ 14%	0.54% ↑ 2%

# Performance by Month - 1 Jan 2020 — 31 Dec 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	87.9	5.25%	\$67.71	27.61%
Dec '20	31,279	1,661	\$5,919.57	\$3.56	5.31%	-	101.6	6.11%	\$58.29	28.15%
<b>Total</b>	<b>260,830</b>	<b>15,407</b>	<b>\$53,948.20</b>	<b>\$3.50</b>	<b>5.91%</b>	<b>-</b>	<b>796</b>	<b>5.17%</b>	<b>\$67.77</b>	<b>34.7%</b>

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

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   rhinoplasty	11,325	552	\$1,933.58	\$3.50	4.87%	-	50.6	9.16%	\$38.25	24.71%
search   beta   hydrafacial	2,712	168	\$749.96	\$4.46	6.19%	-	17	10.12%	\$44.12	52.38%
search   beta   ultherapy	2,888	225	\$742.80	\$3.30	7.79%	-	14	6.22%	\$53.06	57.46%
search   beta   laser resurfacing	5,880	287	\$747.18	\$2.60	4.88%	-	11	3.83%	\$67.93	22.96%
search   beta   emscolpt	5,643	264	\$1,253.90	\$4.75	4.68%	-	7	2.65%	\$179.13	25.94%
search   beta   cellulite	2,831	165	\$492.15	\$2.98	5.83%	-	2	1.21%	\$246.08	42.04%

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

## Top Text Ads

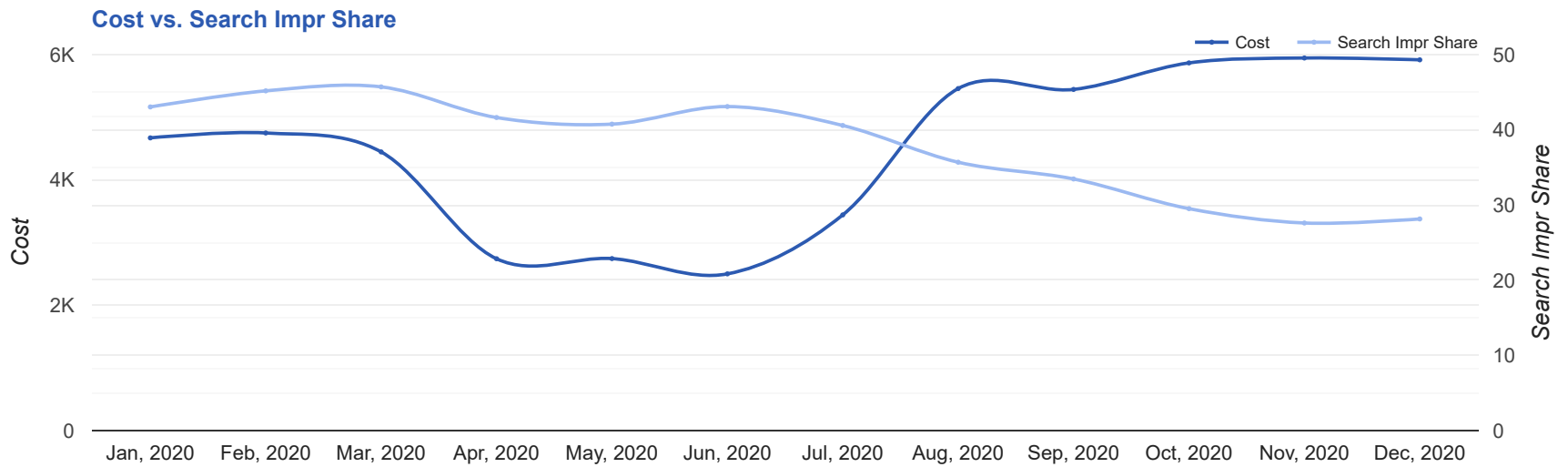
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
<a href="#">Rhinoplasty   Nose Job Surgery - Rhinoplasty Long Island - Dr. Thomas Romo MD, FACS</a> <a href="http://www.truthandbeautyspa.com/">www.truthandbeautyspa.com/</a> -- Minimally Invasive Nose Job. Performed by Renowned NY Plastic Surgeon, Dr. Thomas Romo	7,640	380	\$1,392.16	\$3.66	4.97%	-	36.1	9.50%	\$38.56
<a href="#">Rhinoplasty Long Island - Top Long Island Surgeon - Dr. Thomas Romo MD, FACS</a> <a href="http://www.truthandbeautyspa.com/">www.truthandbeautyspa.com/</a> Minimally Invasive Nose Job. Performed by Renowned NY Plastic Surgeon, Dr. Thomas Romo	2,470	105	\$309.11	\$2.94	4.25%	-	9.2	8.76%	\$33.60
{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.	1,484	137	\$437.18	\$3.19	9.23%	-	7	5.11%	\$62.45
{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.	1,398	91	\$374.50	\$4.12	6.51%	-	6	6.59%	\$62.42
<a href="#">Rhinoplasty   Nose Job Surgery - Double Board Certified Surgeon - Natural Looking Results</a> <a href="http://www.truthandbeautyspa.com/">www.truthandbeautyspa.com/</a> Nose Surgery. Expert Technique. Natural Looking. Maintain Normal Breathing Function.	982	53	\$197.14	\$3.72	5.40%	-	5.3	9.91%	\$37.55

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Dec 2020 — 31 Dec 2020

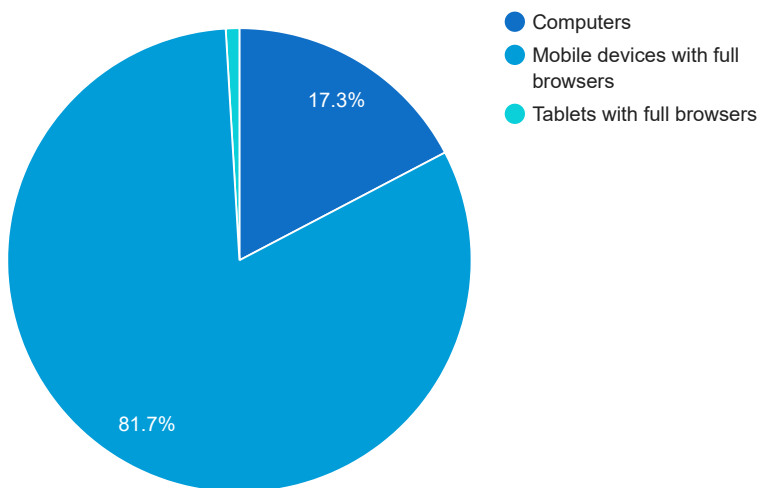
## Budget Coverage



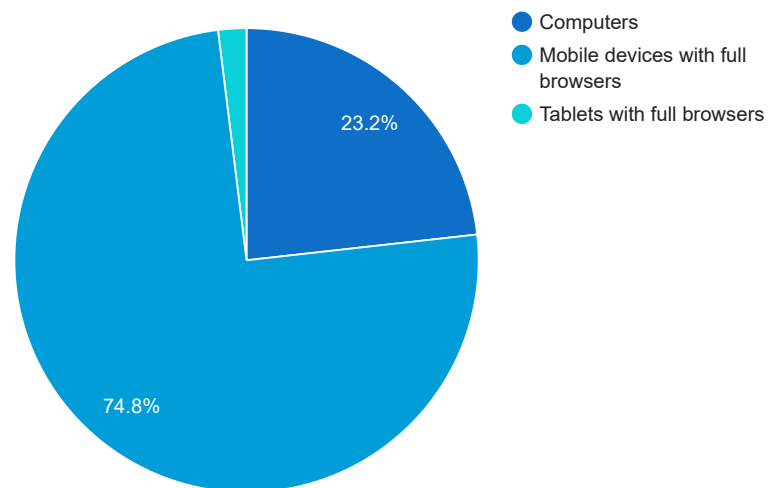
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	4,672.76	43.06
Feb, 2020	4,750.98	45.20
Mar, 2020	4,448.66	45.73
Apr, 2020	2,742.09	41.65
May, 2020	2,744.78	40.77
Jun, 2020	2,500.64	43.11
Jul, 2020	3,442.57	40.59
Aug, 2020	5,460.35	35.70
Sep, 2020	5,446.73	33.47
Oct, 2020	5,870.27	29.52
Nov, 2020	5,948.80	27.61
Dec, 2020	5,919.57	28.15

## 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	24,609	1,365	\$4,838.51	\$3.54	5.55%	-	76	5.56%	\$63.70
Computers	6,098	270	\$1,025.09	\$3.80	4.43%	-	23.6	8.74%	\$43.45
Tablets with full browsers	572	26	\$55.97	\$2.15	4.55%	-	2	7.69%	\$27.99

### 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	31,279	1,661	\$5,919.57	\$3.56	5.31%	-	101.6	6.11%	\$58.29

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

CONVERSION TYPE	CONV
Form Submission	47.6
Phone Call	25
Mobile Calls (Truth + Beauty)	12
Book Now General (Truth + Beauty)	7
Calls From Ads	4
Book Now Consult (Truth + Beauty)	2
Click to Call	2
Schedule Link (Truth + Beauty)	2
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