

**Monthly Account  
Performance Report  
1 Jan 2021 — 31 Jan 2021**

Truth and Beauty

819-162-2398

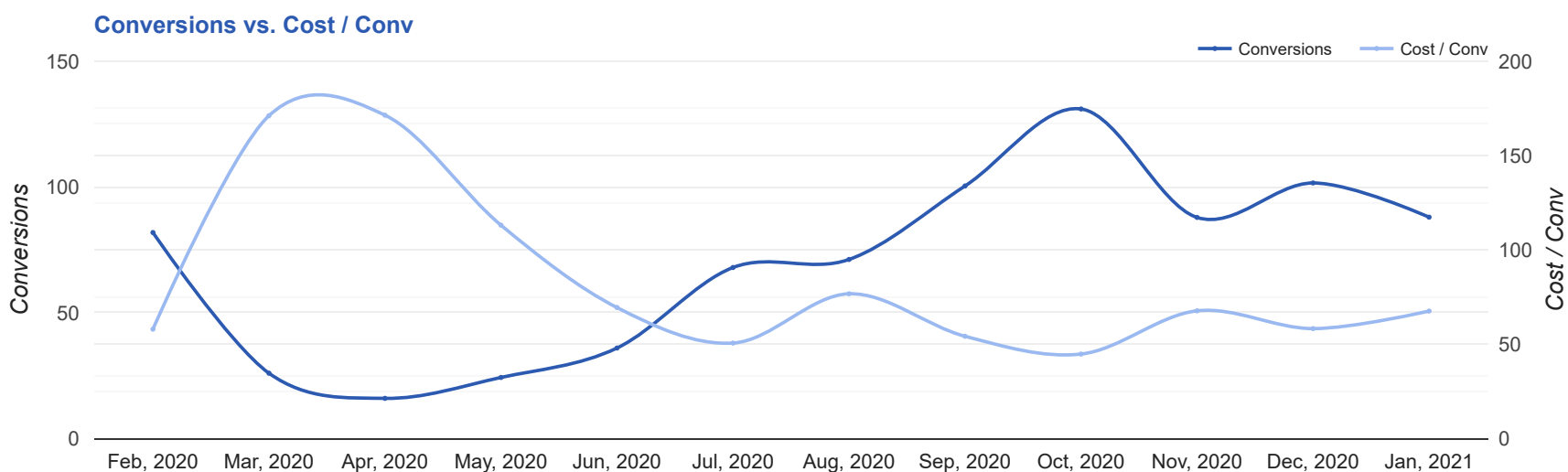
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$5,948	88	4.86%	\$67.59
↔ 0%	↓ 13%	↓ 20%	↑ 16%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	31,279	1,661	\$5,919.57	\$3.56	5.31%	-	101.6	6.11%	\$58.29	28.11%
1 Jan 2021 — 31 Jan 2021	33,075	1,810	\$5,947.51	\$3.29	5.47%	-	88	4.86%	\$67.59	26.57%
Change	1,796 ↑ 6%	149 ↑ 9%	\$27.94 ↑ 0%	\$0.27 ↓ 8%	0.16% ↑ 3%	--	13.55 ↓ 13%	1.25% ↓ 20%	\$9.30 ↑ 16%	1.54% ↓ 5%

# Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	28.11%
Jan '21	33,075	1,810	\$5,947.51	\$3.29	5.47%	-	88	4.86%	\$67.59	26.57%
<b>Total</b>	269,590	15,953	\$55,222.95	\$3.46	5.92%	-	832.2	5.22%	\$66.36	32.88%

# Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   rhinoplasty	12,157	571	\$1,984.01	\$3.47	4.7%	-	26.5	4.64%	\$74.92	24.09%
search   beta   laser resurfacing	6,077	331	\$739.38	\$2.23	5.45%	-	19.8	5.98%	\$37.34	21.54%
search   beta   emsculpt	5,849	282	\$1,249.68	\$4.43	4.82%	-	12.2	4.33%	\$102.43	22.79%
search   beta   hydrafacial	2,795	169	\$728.08	\$4.31	6.05%	-	12	7.1%	\$60.67	57.61%
search   beta   cellulite	2,836	197	\$499.92	\$2.54	6.95%	-	9	4.57%	\$55.55	34.77%
search   beta   ultherapy	3,361	260	\$746.44	\$2.87	7.74%	-	8.5	3.28%	\$87.61	56.52%

# Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

## Top Text Ads

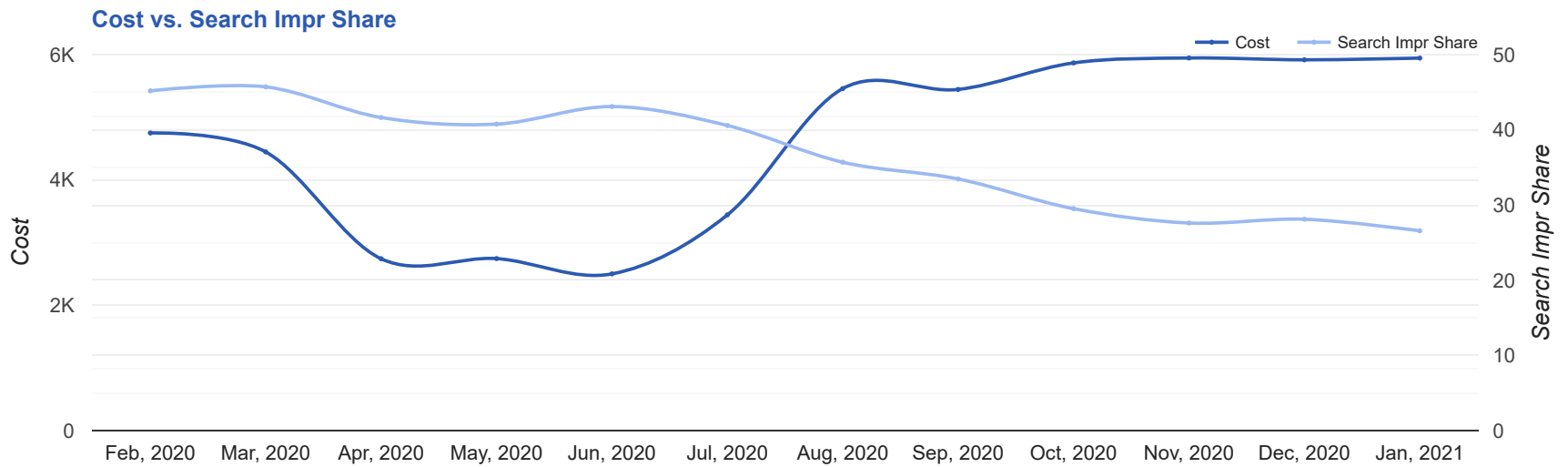
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Rhinoplasty   Nose Job Surgery - Rhinoplasty Long Island - Dr. Thomas Romo MD, FACS <a href="http://www.truthandbeautyspa.com/--/--">www.truthandbeautyspa.com/--/--</a> Minimally Invasive Nose Job. Performed by Renowned NY Plastic Surgeon, Dr. Thomas Romo	7,982	383	\$1,353.81	\$3.53	4.80%	-	16.7	4.35%	\$81.31
{Keyword:Truth + Beauty Spa} - 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	2,985	170	\$368.72	\$2.17	5.70%	-	6.9	4.06%	\$53.44
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	1,461	80	\$198.16	\$2.48	5.48%	-	6	7.50%	\$33.03
Rhinoplasty   Nose Job Surgery - Double Board Certified Surgeon - Natural Looking Results <a href="http://www.truthandbeautyspa.com//">www.truthandbeautyspa.com//</a> Nose Surgery. Expert Technique. Natural Looking. Maintain Normal Breathing Function.	1,310	60	\$222.12	\$3.70	4.58%	-	5.5	9.17%	\$40.39
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	80	\$273.93	\$3.42	5.04%	-	5	6.25%	\$54.79

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jan 2021 — 31 Jan 2021

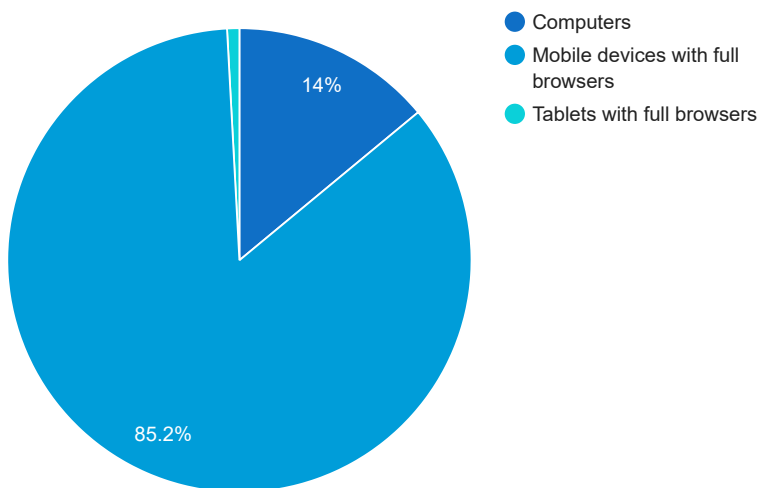
## Budget Coverage



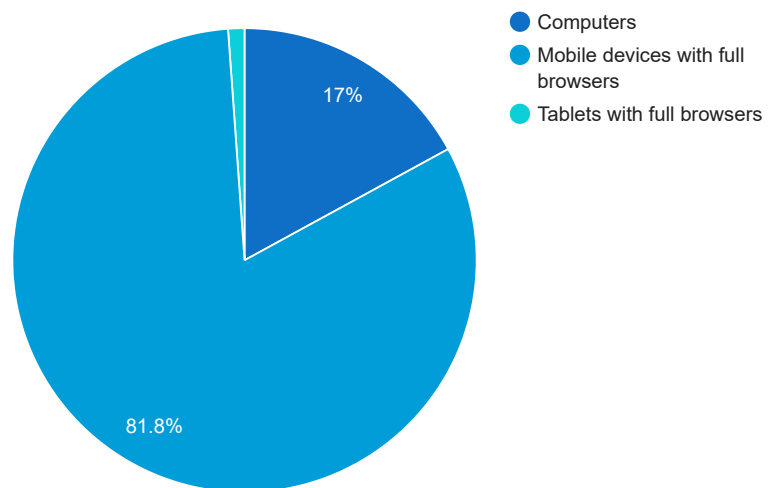
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	4,750.98	45.20
Mar, 2020	4,448.66	45.73
Apr, 2020	2,742.09	41.65
May, 2020	2,744.78	40.77
Jun, 2020	2,500.64	43.11
Jul, 2020	3,442.57	40.59
Aug, 2020	5,460.35	35.70
Sep, 2020	5,446.73	33.47
Oct, 2020	5,870.27	29.52
Nov, 2020	5,948.80	27.61
Dec, 2020	5,919.57	28.11
Jan, 2021	5,947.51	26.57

## Cost and Conversions by Device

### Cost



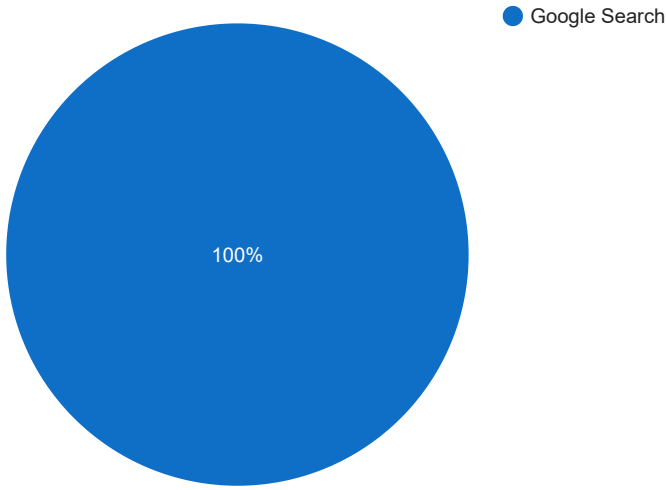
### Conversions



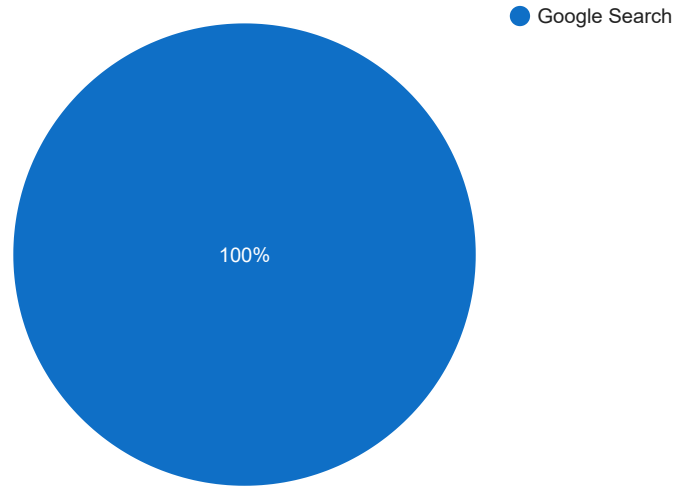
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	26,287	1,535	\$5,064.60	\$3.30	5.84%	-	72	4.69%	\$70.34
Computers	6,237	256	\$832.22	\$3.25	4.1%	-	15	5.86%	\$55.48
Tablets with full browsers	551	19	\$50.69	\$2.67	3.45%	-	1	5.26%	\$50.69

### 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	33,075	1,810	\$5,947.51	\$3.29	5.47%	-	88	4.86%	\$67.59

## Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Form Submission	48
Phone Call	12
Calls From Ads	9
Mobile Calls (Truth + Beauty)	7
Book Now General (Truth + Beauty)	6
Schedule Link (Truth + Beauty)	4
Click to Call	1
Book Now Memberships (Truth + Beauty)	1
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