

**Monthly Account
Performance Report
1 Feb 2021 — 28 Feb 2021**

Truth and Beauty

819-162-2398

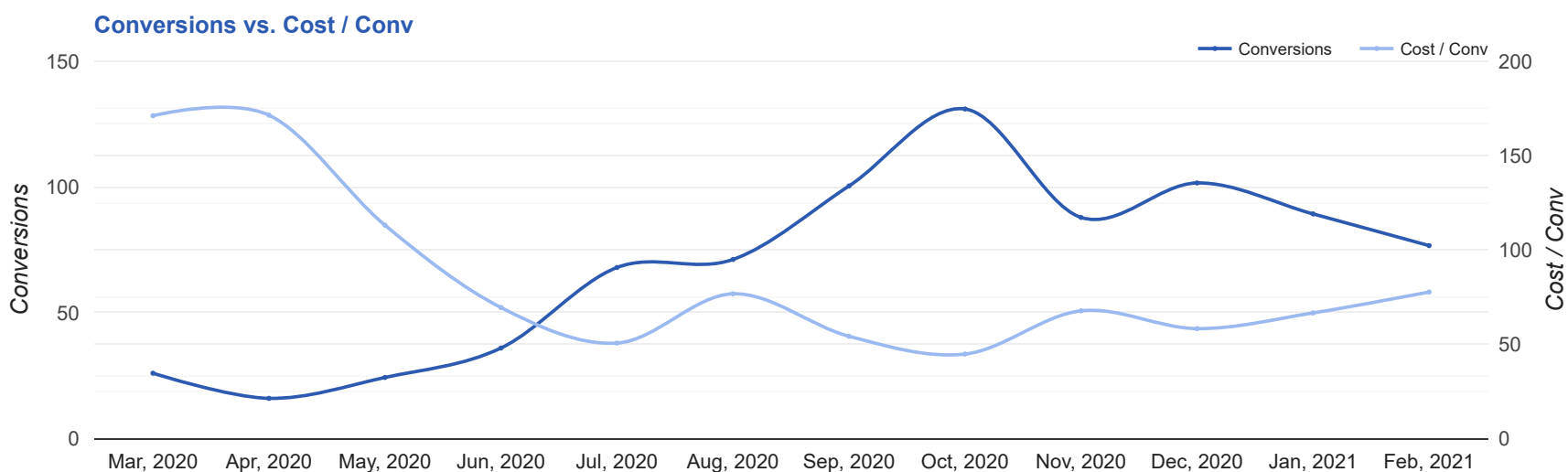
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$5,957	76.7	4.4%	\$77.67
↔ 0%	↓ 14%	↓ 11%	↑ 17%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jan 2021 — 31 Jan 2021	33,075	1,810	\$5,947.51	\$3.29	5.47%	-	89.3	4.93%	\$66.60	26.59%
1 Feb 2021 — 28 Feb 2021	29,130	1,742	\$5,956.52	\$3.42	5.98%	-	76.7	4.4%	\$77.67	27.98%
Change	3,945 ↓ 12%	68 ↓ 4%	\$9.01 ↑ 0%	\$0.13 ↑ 4%	0.51% ↑ 9%	--	12.61 ↓ 14%	0.53% ↓ 11%	\$11.07 ↑ 17%	1.39% ↑ 5%

Performance by Month - 1 Mar 2020 — 28 Feb 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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%	-	89.3	4.93%	\$66.60	26.59%	
Feb '21	29,130	1,742	\$5,956.52	\$3.42	5.98%	-	76.7	4.4%	\$77.67	27.98%	
Total	275,902	16,430	\$56,428.49	\$3.43	5.96%	-	828.3	5.04%	\$68.13	31.59%	

Campaign Summary - 1 Feb 2021 — 28 Feb 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta rhinoplasty	10,454	530	\$1,982.80	\$3.74	5.07%	-	22.9	4.32%	\$86.59	25.76%
search beta laser resurfacing	5,506	302	\$738.60	\$2.45	5.48%	-	17.8	5.89%	\$41.52	23.32%
search beta ultherapy	3,340	268	\$735.05	\$2.74	8.02%	-	13	4.85%	\$56.54	56.53%
search beta emsculpt	4,845	281	\$1,252.31	\$4.46	5.8%	-	10	3.56%	\$125.23	21.64%
search beta cellulite	2,737	235	\$499.13	\$2.12	8.59%	-	10	4.26%	\$49.91	37.02%
search beta hydrfacial	2,248	126	\$748.63	\$5.94	5.6%	-	3	2.38%	\$249.54	68.9%

Top Performing Ads - 1 Feb 2021 — 28 Feb 2021

Top Text Ads

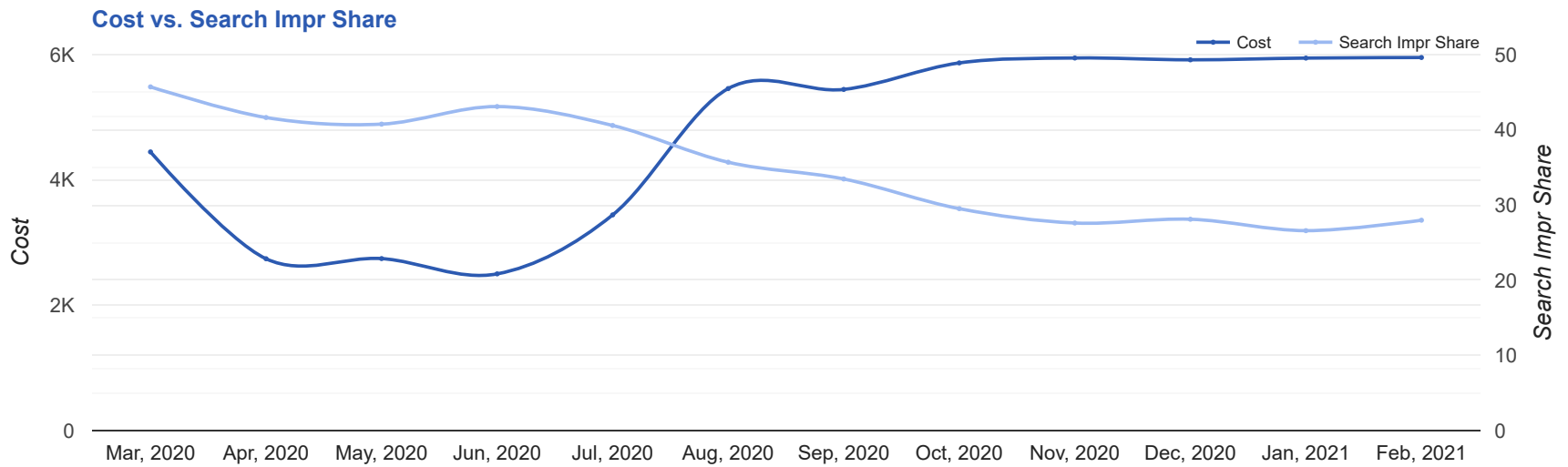
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Rhinoplasty Nose Job Surgery - Rhinoplasty Long Island - Dr. Thomas Romo MD, FACS www.truthandbeautyspa.com/ --/ -- Minimally Invasive Nose Job. Performed by Renowned NY Plastic Surgeon, Dr. Thomas Romo	7,139	356	\$1,349.37	\$3.79	4.99%	-	17.2	4.84%	\$78.32
{Keyword:Truth + Beauty} - Tighten Skin, Smooth Texture - Say Goodbye to Cellulite www.truthandbeautyspa.com/ --/ -- Non-Invasive Cellulite Treatment using Radiofrequency. Smooth Skin. No Surgery/Chemicals	1,640	154	\$324.44	\$2.11	9.39%	-	8	5.19%	\$40.55
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	495	35	\$101.92	\$2.91	7.07%	-	7	20.00%	\$14.56
{Keyword:Truth + Beauty Spa} - Non Surgical. Minimal Downtime - Non Ablative Skin Resurfacing www.truthandbeautyspa.com/ --/ -- Look Younger & More Energized with Beautiful Skin Tone & Texture & a Radiant Complexion	2,148	122	\$314.62	\$2.58	5.68%	-	6.8	5.57%	\$46.34
{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.	967	100	\$265.63	\$2.66	10.34%	-	6	6.00%	\$44.27

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Feb 2021 — 28 Feb 2021

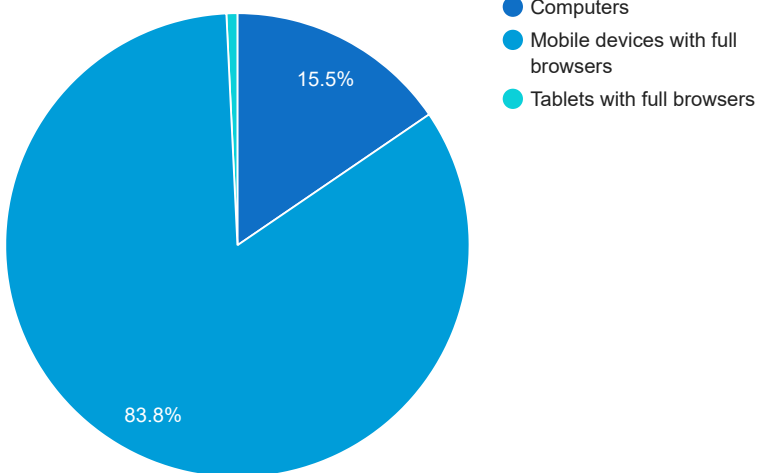
Budget Coverage



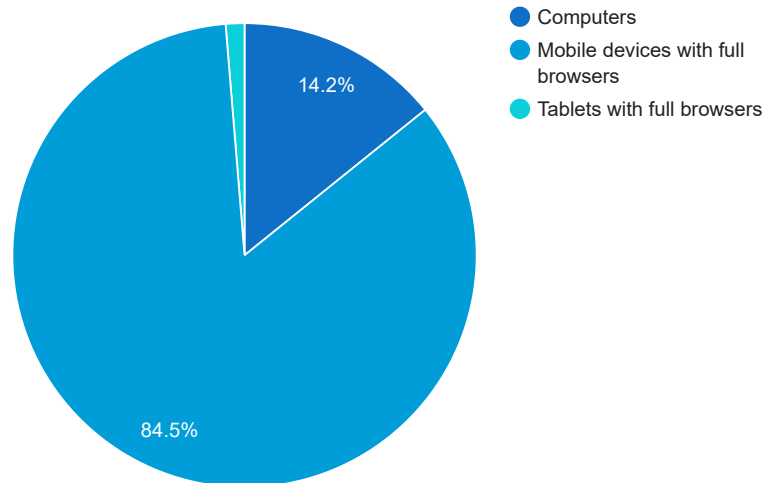
DATE	COST	SEARCH IMPR SHARE
Mar, 2020	4,448.66	45.73
Apr, 2020	2,742.09	41.65
May, 2020	2,744.78	40.77
Jun, 2020	2,500.64	43.11
Jul, 2020	3,442.57	40.59
Aug, 2020	5,460.35	35.70
Sep, 2020	5,446.73	33.47
Oct, 2020	5,870.27	29.52
Nov, 2020	5,948.80	27.61
Dec, 2020	5,919.57	28.11
Jan, 2021	5,947.51	26.59
Feb, 2021	5,956.52	27.98

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	23,610	1,476	\$4,990.00	\$3.38	6.25%	-	64.8	4.39%	\$77.07
Computers	4,991	245	\$921.24	\$3.76	4.91%	-	10.9	4.47%	\$84.21
Tablets with full browsers	529	21	\$45.28	\$2.16	3.97%	-	1	4.76%	\$45.28

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	29,130	1,742	\$5,956.52	\$3.42	5.98%	-	76.7	4.4%	\$77.67

Conversion Types - 1 Feb 2021 — 28 Feb 2021

CONVERSION TYPE	CONV
Form Submission	42.9
Phone Call	8.8
Book Now General (Truth + Beauty)	8
Mobile Calls (Truth + Beauty)	8
Calls from Website	3
Click to Call	3
Schedule Link (Truth + Beauty)	2
Calls From Ads	1
Clicks to call	0
Local actions - Website visits	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