

**Monthly Account  
Performance Report  
1 Apr 2021 — 30 Apr 2021**

Truth and Beauty

819-162-2398

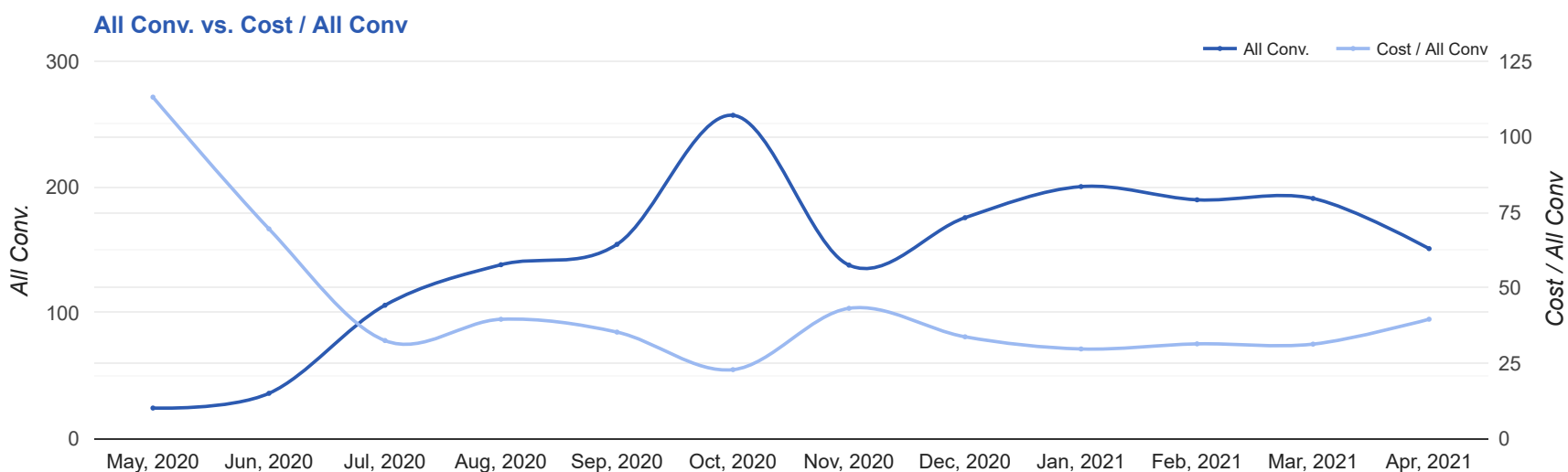
# Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$5,968	151	7.31%	\$39.54
↔ 0%	↓ 21%	↓ 25%	↑ 26%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Mar 2021 — 31 Mar 2021	31,392	1,953	\$5,973.35	\$3.06	6.22%	-	9.78%	\$31.29	190.9
1 Apr 2021 — 30 Apr 2021	34,230	2,065	\$5,968.44	\$2.89	6.03%	-	7.31%	\$39.54	151
Change	2,838 ↑ 9%	112 ↑ 6%	\$4.91 ↓ 0%	\$0.17 ↓ 6%	0.19% ↓ 3%	0 ↔ -	2.47% ↓ 25%	\$8.25 ↑ 26%	39.96 ↓ 21%

# Performance by Month - 1 May 2020 — 30 Apr 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
May '20	11,168	766	\$2,744.78	\$3.58	6.86%	-	24.3	3.17%	\$113.09
Jun '20	9,764	674	\$2,500.64	\$3.71	6.9%	-	36	5.34%	\$69.46
Jul '20	14,676	1,119	\$3,442.57	\$3.08	7.62%	-	106	9.47%	\$32.48
Aug '20	25,508	1,594	\$5,460.35	\$3.43	6.25%	-	138.2	8.67%	\$39.52
Sep '20	31,652	1,914	\$5,446.73	\$2.85	6.05%	-	154.4	8.07%	\$35.27
Oct '20	33,254	1,891	\$5,870.27	\$3.10	5.69%	-	257	13.59%	\$22.84
Nov '20	30,284	1,673	\$5,948.80	\$3.56	5.52%	-	137.9	8.24%	\$43.15
Dec '20	31,279	1,661	\$5,919.57	\$3.56	5.31%	-	175.6	10.57%	\$33.72
Jan '21	33,075	1,810	\$5,947.51	\$3.29	5.47%	-	200.3	11.07%	\$29.69
Feb '21	29,130	1,742	\$5,956.52	\$3.42	5.98%	-	189.8	10.9%	\$31.38
Mar '21	31,392	1,953	\$5,973.35	\$3.06	6.22%	-	190.9	9.78%	\$31.29
Apr '21	34,230	2,065	\$5,968.44	\$2.89	6.03%	-	151	7.31%	\$39.54
<b>Total</b>	<b>315,412</b>	<b>18,862</b>	<b>\$61,179.53</b>	<b>\$3.24</b>	<b>5.98%</b>	<b>-</b>	<b>1,761.3</b>	<b>9.34%</b>	<b>\$34.74</b>

## Campaign Summary - 1 Apr 2021 — 30 Apr 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search   beta   emsculpt	5,110	346	\$1,243.43	\$3.59	6.77%	-	38.7	11.18%	\$32.15
search   beta   rhinoplasty	12,926	528	\$2,000.46	\$3.79	4.08%	-	34	6.44%	\$58.84
search   beta   laser resurfacing	6,463	357	\$741.24	\$2.08	5.52%	-	27.6	7.74%	\$26.82
search   beta   ultherapy	3,733	372	\$741.91	\$1.99	9.97%	-	21.4	5.74%	\$34.73
search   beta   cellulite	3,244	280	\$502.07	\$1.79	8.63%	-	15.3	5.48%	\$32.75
search   beta   hydrfacial	2,754	182	\$739.33	\$4.06	6.61%	-	14	7.66%	\$53.00

# Top Keywords - 1 Apr 2021 — 30 Apr 2021

## Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
emsculpt long island	4	6	\$22.73	\$3.79	150.00%	-	6.7	111.17%	\$3.41
hydrafacial near me	60	25	\$120.04	\$4.80	41.67%	-	5.5	21.80%	\$22.03
book facial near me	1	2	\$5.32	\$2.66	200.00%	-	5	250.00%	\$1.06
how remove cellulite	1	1	\$1.76	\$1.76	100.00%	-	4	400.00%	\$0.44
emsculpt	244	29	\$127.98	\$4.41	11.89%	-	4	13.79%	\$32.00
nose job cost	19	10	\$18.12	\$1.81	52.63%	-	3	30.00%	\$6.04
ultherapy long island	2	2	\$4.52	\$2.26	100.00%	-	3	150.00%	\$1.51
body contouring near me	28	10	\$56.98	\$5.70	35.71%	-	3	30.00%	\$18.99
emsculpt near me	11	9	\$50.45	\$5.61	81.82%	-	3	33.33%	\$16.82
emsculpt neo	22	12	\$42.58	\$3.55	54.55%	-	3	25.00%	\$14.19

# Top Performing Ads - 1 Apr 2021 — 30 Apr 2021

## Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL 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	8,583	336	\$1,261.58	\$3.75	3.91%	-	18.5	5.51%	\$68.19
{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	3,430	193	\$390.01	\$2.02	5.63%	-	11	5.70%	\$35.46
Laser Skin Revitalization - Rejuvenate Your Skin Naturally - Non Surgical Anti-Aging Laser <a href="http://www.truthandbeautyspa.com//">www.truthandbeautyspa.com//</a> Leading Skin and Laser Spa in Roslyn Heights, NY. Schedule a Free Consultation Today.	315	22	\$54.75	\$2.49	6.98%	-	10.6	48.36%	\$5.15
{Keyword:Truth + Beauty} - Tighten Skin, Smooth Texture - Say Goodbye to Cellulite <a href="http://www.truthandbeautyspa.com/--/--">www.truthandbeautyspa.com/--/--</a> Non-Invasive Cellulite Treatment using Radiofrequency. Smooth Skin. No Surgery/Chemicals	1,883	171	\$273.57	\$1.60	9.08%	-	9.3	5.46%	\$29.32
{Keyword:Truth + Beauty Spa Emsculpting} - Transform Your Physique Today - #1 Provider in Long Island <a href="http://www.truthandbeautyspa.com/--/--">www.truthandbeautyspa.com/--/--</a> Emsculpt is a Non-Surgical Alternative to Liposuction That Reduces Fat and Builds Muscles	597	49	\$194.16	\$3.96	8.21%	-	8.9	18.10%	\$21.89

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Apr 2021 — 30 Apr 2021

## Budget Coverage

Display Impr Share

0%

-

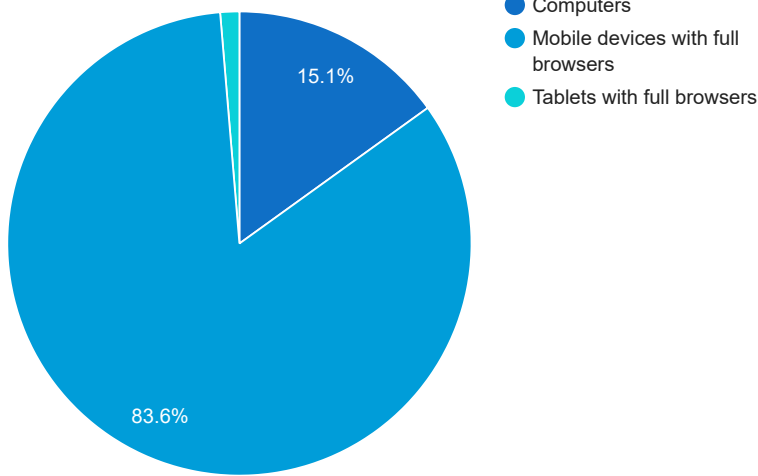
Search Impr Share

26.7%

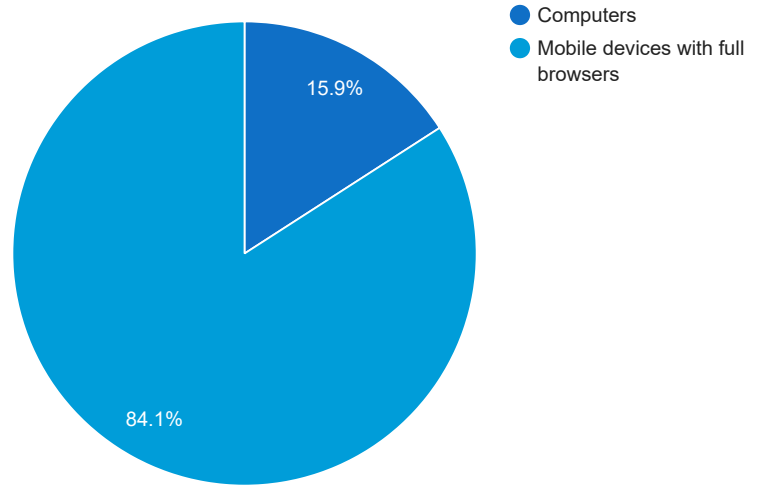
↔ 0%

## Cost and Conversions by Device

### Cost



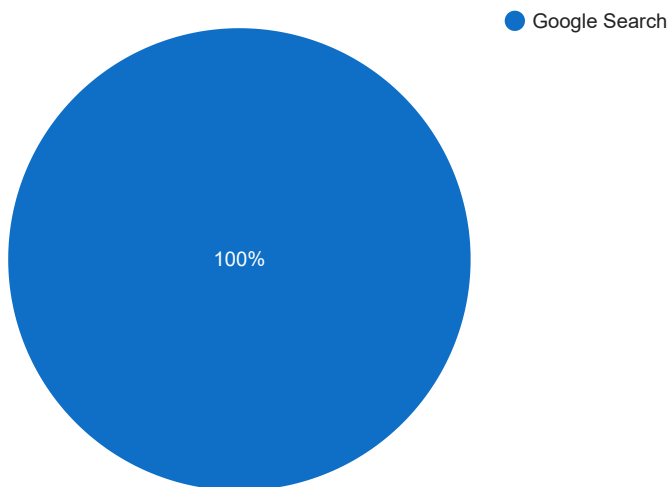
### All Conv.



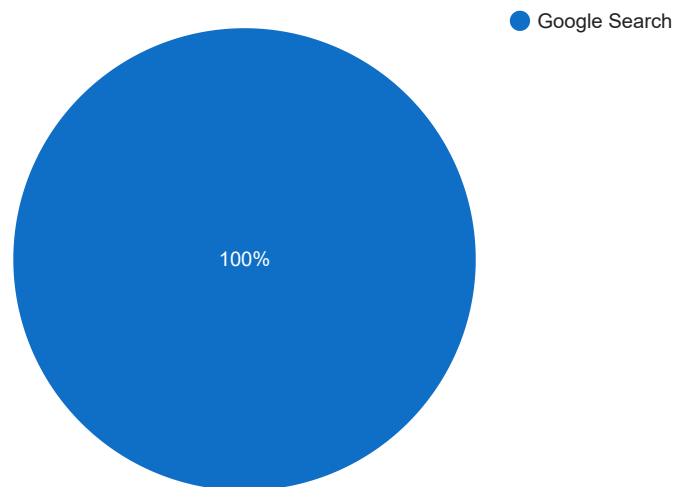
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	27,291	1,739	\$4,990.01	\$2.87	6.37%	-	127	7.3%	\$39.31
Computers	6,342	289	\$899.16	\$3.11	4.56%	-	24	8.3%	\$37.47
Tablets with full browsers	597	37	\$79.27	\$2.14	6.2%	-	0	0%	\$0.00

## Cost and Conversions by Network (Search vs. Display)

### Cost



### All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	34,230	2,065	\$5,968.44	\$2.89	6.03%	-	151	7.31%	\$39.54

# Conversion Types - 1 Apr 2021 — 30 Apr 2021

CONVERSION TYPE	ALL CONV.
Form Submission	82
Mobile Calls (Truth + Beauty)	16
Calls from Website	14
Book Now General (Truth + Beauty)	7
Click to Call	5
Schedule Link (Truth + Beauty)	2
Calls From Ads	2
Book Now Memberships (Truth + Beauty)	1
Local actions - Directions	14
Clicks to call	8

## 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 page 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