

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

Truth and Beauty

819-162-2398

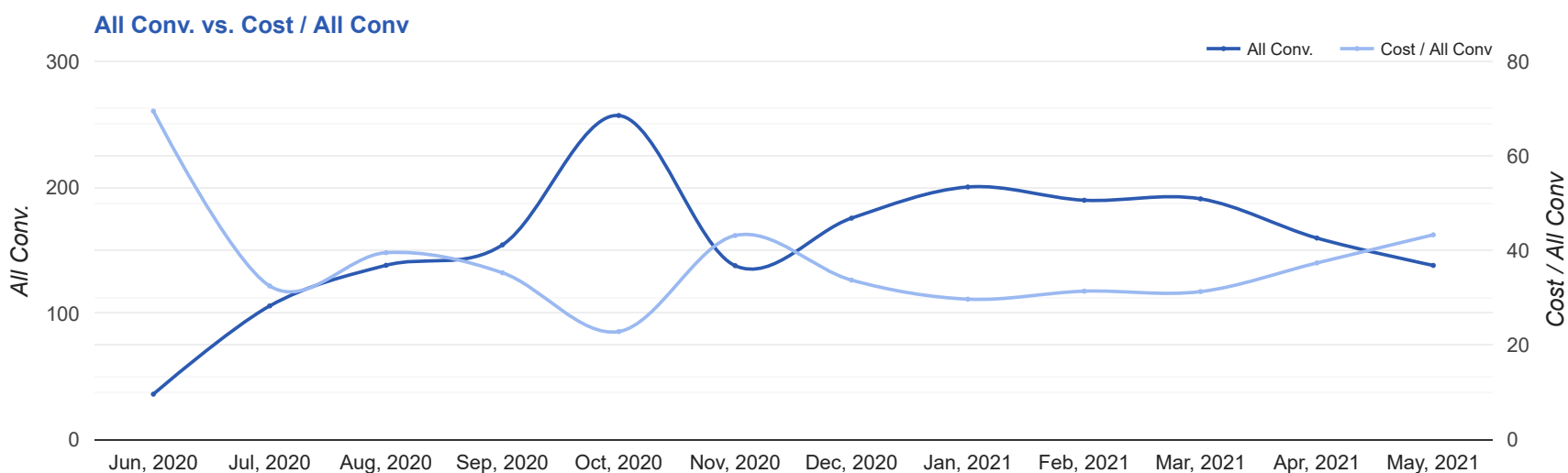
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$5,982	138.1	6.42%	\$43.30
↔ 0%	↓ 14%	↓ 17%	↑ 16%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	34,230	2,065	\$5,968.44	\$2.89	6.03%	-	7.74%	\$37.35	159.8
1 May 2021 — 31 May 2021	33,709	2,153	\$5,981.89	\$2.78	6.39%	-	6.42%	\$43.30	138.1
Change	521 ↓ 2%	88 ↑ 4%	\$13.45 ↑ 0%	\$0.11 ↓ 4%	0.36% ↑ 6%	0 ↔ -	1.32% ↓ 17%	\$5.95 ↑ 16%	21.66 ↓ 14%

Performance by Month - 1 Jun 2020 — 31 May 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	159.8	7.74%	\$37.35
May '21	33,709	2,153	\$5,981.89	\$2.78	6.39%	-	138.1	6.42%	\$43.30
Total	337,953	20,249	\$64,416.64	\$3.18	5.99%	-	1,884	9.3%	\$34.19

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta hydrafacial	2,431	185	\$750.00	\$4.05	7.61%	-	36.3	19.59%	\$20.69
search beta emsculpt	5,164	369	\$1,248.02	\$3.38	7.15%	-	32.8	8.9%	\$38.00
search beta laser resurfacing	5,848	375	\$747.35	\$1.99	6.41%	-	24	6.4%	\$31.14
search beta rhinoplasty	12,185	540	\$1,990.57	\$3.69	4.43%	-	18	3.33%	\$110.59
search beta cellulite	3,906	276	\$500.25	\$1.81	7.07%	-	17	6.16%	\$29.43
search beta ultherapy	4,175	408	\$745.70	\$1.83	9.77%	-	10.1	2.46%	\$74.20

Top Keywords - 1 May 2021 — 31 May 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
hydrafacial near me	124	34	\$184.77	\$5.43	27.42%	-	10.3	30.15%	\$18.03
hydrafacial long island	3	3	\$17.72	\$5.91	100.00%	-	4	133.33%	\$4.43
hydrafacials near me	4	5	\$22.11	\$4.42	125.00%	-	4	80.00%	\$5.53
msculpt neo	1	1	\$2.81	\$2.81	100.00%	-	4	400.00%	\$0.70
emsculpy	1	1	\$3.53	\$3.53	100.00%	-	2	200.00%	\$1.76
scarless nose job	1	1	\$2.01	\$2.01	100.00%	-	2	200.00%	\$1.00
cellulite removal	3	2	\$4.62	\$2.31	66.67%	-	2	100.00%	\$2.31
how much does nose tip refinement cost	1	1	\$2.24	\$2.24	100.00%	-	2	200.00%	\$1.12
emscult	1	1	\$6.42	\$6.42	100.00%	-	2	200.00%	\$3.21
dermatology acne scar removal	1	1	\$3.59	\$3.59	100.00%	-	2	200.00%	\$1.79

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
{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	4,620	312	\$622.74	\$2.00	6.75%	-	16.5	5.28%	\$37.83
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.	240	18	\$99.05	\$5.50	7.50%	-	15	83.33%	\$6.60
{Keyword:Best Hydrating Facial} - Hydrating Facial Treatment - Cleanse + Exfoliate + Hydrate www.truthandbeautyspa.com/ -- -- Best Professional Facial Treatments from Truth + Beauty Spa. Schedule a Free Consult.	1,118	82	\$318.15	\$3.88	7.33%	-	14.3	17.38%	\$22.33
{Keyword:Truth + Beauty Spa Emsculpting} - Transform Your Physique Today - #1 Provider in Long Island www.truthandbeautyspa.com/ -- -- Emsculpt is a Non-Surgical Alternative to Liposuction That Reduces Fat and Builds Muscles	970	60	\$232.65	\$3.88	6.19%	-	12.4	20.72%	\$18.72
{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	2,840	200	\$341.90	\$1.71	7.04%	-	12	6.00%	\$28.49

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

Budget Coverage

Display Impr Share

0%

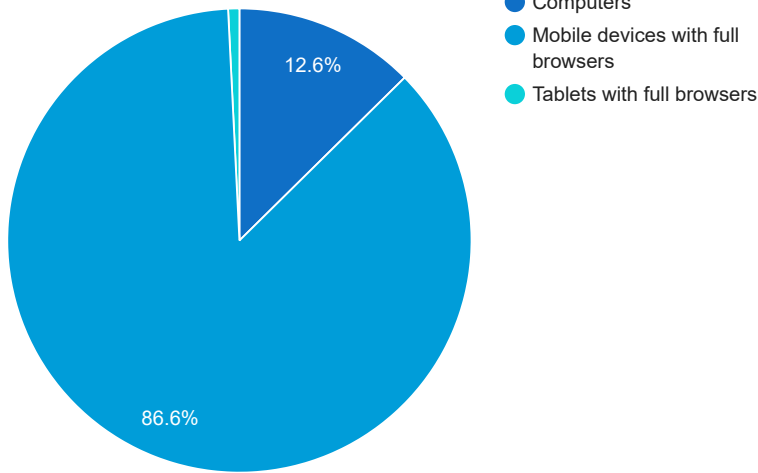
Search Impr Share

27.18%

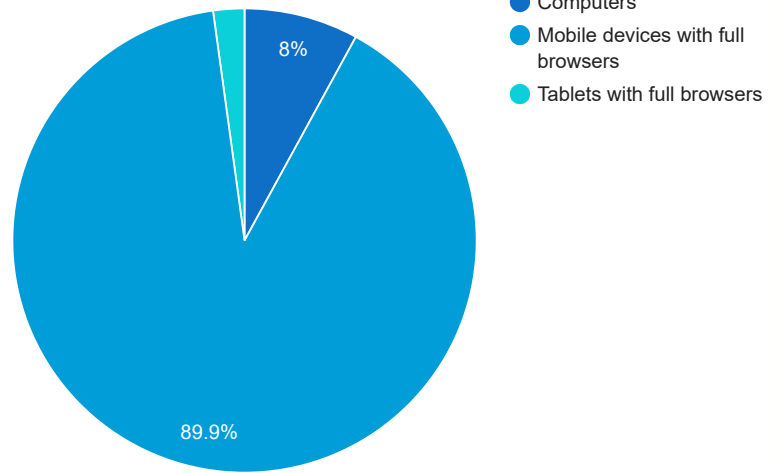
↑ 2%

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	27,713	1,858	\$5,180.78	\$2.79	6.7%	-	124.1	6.68%	\$41.73
Computers	5,497	272	\$754.44	\$2.77	4.95%	-	11	4.04%	\$68.59
Tablets with full browsers	499	23	\$46.67	\$2.03	4.61%	-	3	13.04%	\$15.56

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	33,709	2,153	\$5,981.89	\$2.78	6.39%	-	138.1	6.42%	\$43.30

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Form Submission	71.9
Mobile Calls (Truth + Beauty)	13
Calls from Website	9.3
Book Now General (Truth + Beauty)	6
Calls From Ads	5
Schedule Link (Truth + Beauty)	4
Click to Call	3
Local actions - Directions	17
Clicks to call	9

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