

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

Truth and Beauty

819-162-2398

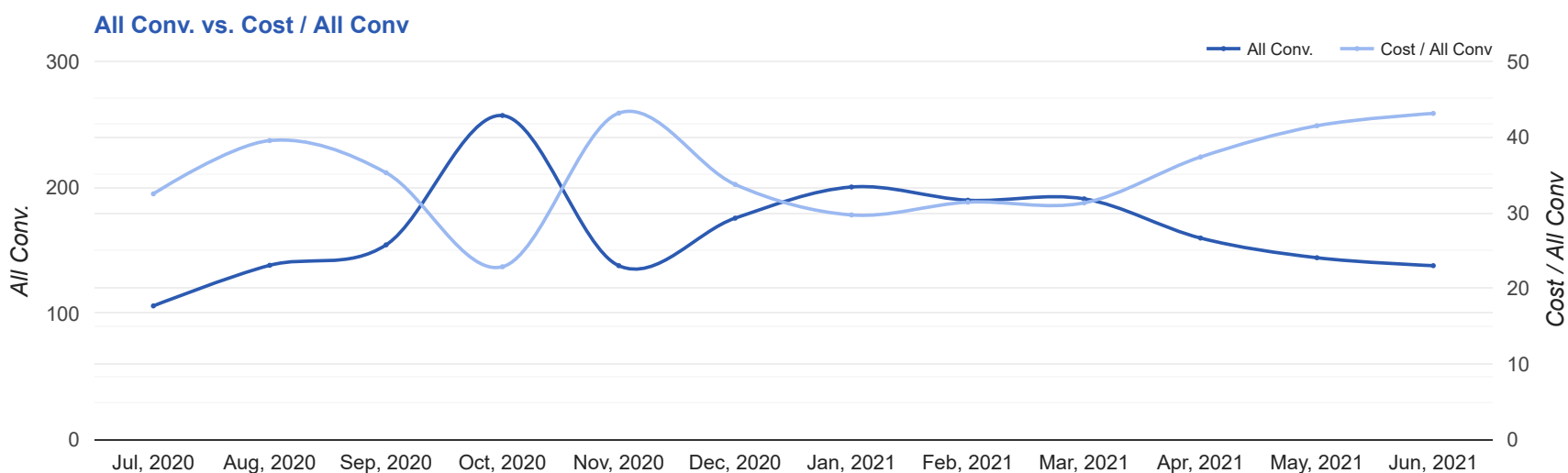
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$5,947	137.9	6.97%	\$43.11
↓ 1%	↓ 4%	↑ 4%	↑ 4%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	33,709	2,153	\$5,981.89	\$2.78	6.39%	-	6.7%	\$41.48	144.2
1 Jun 2021 — 30 Jun 2021	32,174	1,980	\$5,946.64	\$3.00	6.15%	-	6.97%	\$43.11	137.9
Change	1,535 ↓ 5%	173 ↓ 8%	\$35.25 ↓ 1%	\$0.22 ↑ 8%	0.24% ↓ 4%	0 ↔ -	0.27% ↑ 4%	\$1.63 ↑ 4%	6.26 ↓ 4%

Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	144.2	6.7%	\$41.48
Jun '21	32,174	1,980	\$5,946.64	\$3.00	6.15%	-	137.9	6.97%	\$43.11
Total	360,363	21,555	\$67,862.64	\$3.15	5.98%	-	1,992	9.24%	\$34.07

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta rhinoplasty	11,559	524	\$1,967.26	\$3.75	4.53%	-	32.2	6.14%	\$61.15
search beta hydrafacial	2,495	194	\$755.18	\$3.89	7.78%	-	29.7	15.3%	\$25.44
search beta laser resurfacing	5,685	365	\$724.56	\$1.99	6.42%	-	22.3	6.12%	\$32.45
search beta cellulite	3,895	244	\$501.48	\$2.06	6.26%	-	19.8	8.09%	\$25.39
search beta emsulpt	4,939	312	\$1,250.00	\$4.01	6.32%	-	18	5.77%	\$69.44
search beta ultherapy	3,601	341	\$748.16	\$2.19	9.47%	-	16	4.69%	\$46.76

Top Keywords - 1 Jun 2021 — 30 Jun 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
hydrfacial near me	96	30	\$160.08	\$5.34	31.25%	-	14	46.67%	\$11.43
hydrfacial	269	52	\$188.69	\$3.63	19.33%	-	4	7.69%	\$47.17
ultherapy before and after	5	4	\$7.02	\$1.75	80.00%	-	3.3	83.25%	\$2.11
best facial near me	11	6	\$9.59	\$1.60	54.55%	-	3	50.00%	\$3.20
m sculpting near me	1	1	\$9.96	\$9.96	100.00%	-	3	300.00%	\$3.32
ultherapy	78	20	\$24.26	\$1.21	25.64%	-	3	15.00%	\$8.09
facial laser treatment	3	3	\$5.11	\$1.70	100.00%	-	2	66.67%	\$2.56
how to get rid of cellulite on thighs and bum	2	1	\$2.57	\$2.57	50.00%	-	2	200.00%	\$1.28
hydrofacial	7	6	\$21.17	\$3.53	85.71%	-	2	33.33%	\$10.59
laser para acne	1	1	\$6.13	\$6.13	100.00%	-	2	200.00%	\$3.06

Top Performing Ads - 1 Jun 2021 — 30 Jun 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 www.truthandbeautyspa.com/ -- Minimally Invasive Nose Job. Performed by Renowned NY Plastic Surgeon, Dr. Thomas Romo	9,067	414	\$1,574.24	\$3.80	4.57%	-	27.7	6.70%	\$56.79
{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	4,580	307	\$619.99	\$2.02	6.70%	-	18.7	6.10%	\$33.08
{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	2,727	181	\$369.61	\$2.04	6.64%	-	9.8	5.39%	\$37.91
{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.	2,160	224	\$487.55	\$2.18	10.37%	-	7.7	3.42%	\$63.57
{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	837	58	\$270.98	\$4.67	6.93%	-	7.3	12.64%	\$36.97

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

Budget Coverage

Display Impr Share

0%

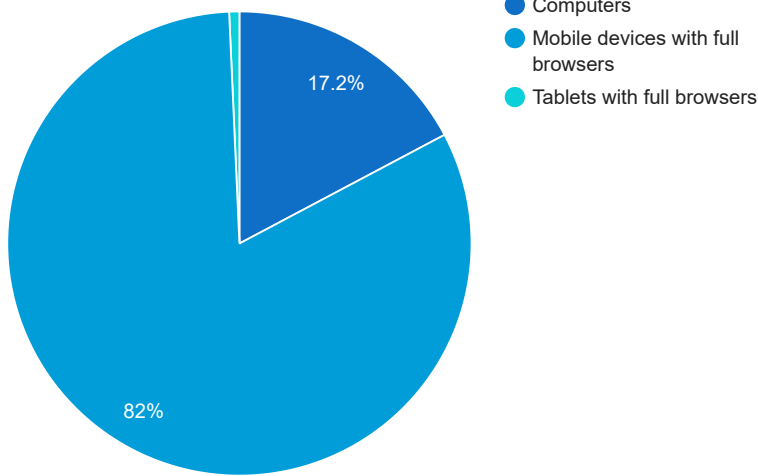
Search Impr Share

28.49%

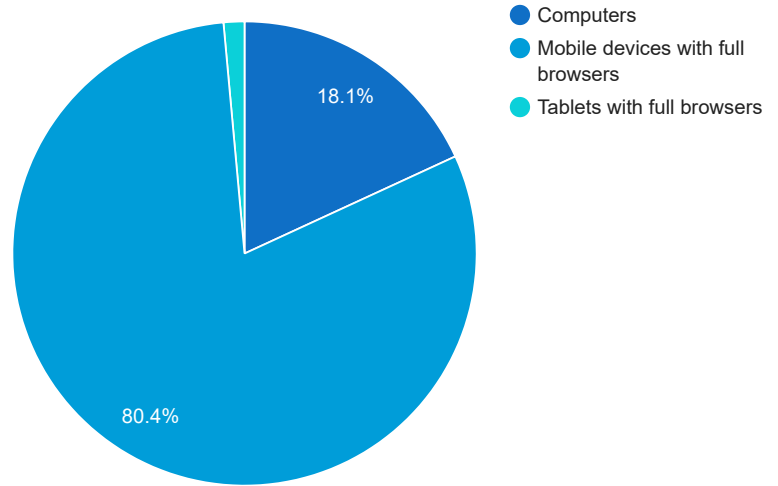
↑ 5%

Cost and Conversions by Device

Cost



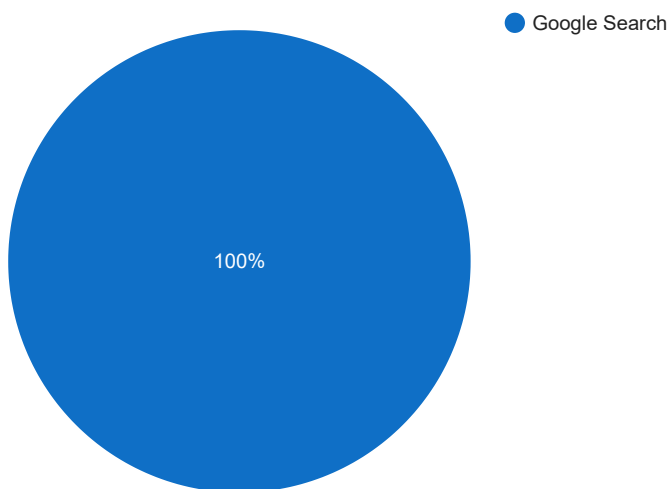
All Conv.



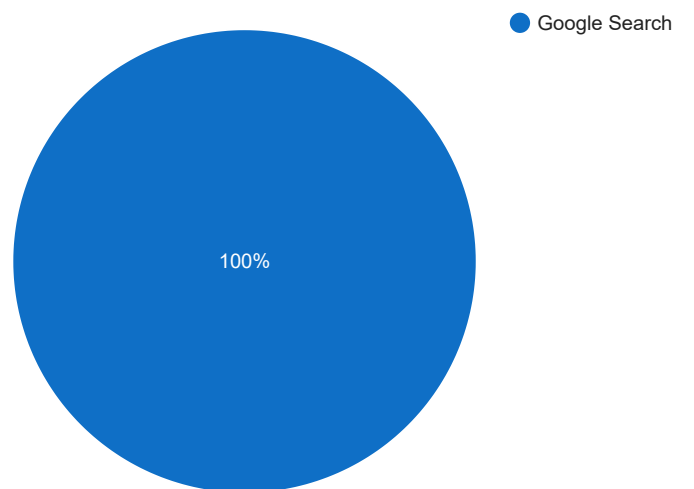
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	26,036	1,645	\$4,879.15	\$2.97	6.32%	-	110.9	6.74%	\$43.99
Computers	5,604	313	\$1,025.36	\$3.28	5.59%	-	25	7.99%	\$40.98
Tablets with full browsers	534	22	\$42.13	\$1.92	4.12%	-	2	9.09%	\$21.07

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	32,174	1,980	\$5,946.64	\$3.00	6.15%	-	137.9	6.97%	\$43.11

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Form Submission	67.8
Mobile Calls (Truth + Beauty)	13
Calls from Website	10.3
Book Now General (Truth + Beauty)	10
Calls From Ads	9
Click to Call	2.8
Schedule Link (Truth + Beauty)	2
Book Now Memberships (Truth + Beauty)	1
Clicks to call	9
Local actions - Directions	13

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