

Truth and Beauty Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Truth + Beauty Spa

\$5,954.10

\$5,946.64 0.13%

Clicks
Truth + Beauty Spa

1,818

1,980 -8.18%

Avg CPC
Truth + Beauty Spa

\$3.28

\$3.00 9.33%

Conversions
Truth + Beauty Spa

101.58

116.36 -12.70%

Conv. Rate
Truth + Beauty Spa

5.59%

5.88% -4.93%

Cost / Conv
Truth + Beauty Spa

\$58.61

\$51.11 14.67%

Month-Over-Month Performance Comparison

07/01/2021 - 07/31/2021 - Comparing to 06/01/2021 - 06/30/2021

Overall Performance Summary
Truth + Beauty Spa

| Metric | 07/01/2021 - 07/31/2021 | 06/01/2021 - 06/30/2021 | % Change |
|-------------|-------------------------|-------------------------|--|
| Cost | \$5,954.10 | \$5,946.64 | 0.13% |
| Impressions | 31,004 | 32,174 | -3.64% |
| Clicks | 1,818 | 1,980 | -8.18% |
| Avg CPC | \$3.28 | \$3.00 | 9.33% |
| CTR | 5.86% | 6.15% | -4.72% |
| Conversions | 101.58 | 116.36 | -12.70% |
| Conv Rate | 5.59% | 5.88% | -4.93% |
| Cost / Conv | \$58.61 | \$51.11 | 14.67% |

Budget Coverage

Search Impr. Share
Truth + Beauty Spa

29.32%

28.49% 2.91%

Search IS Lost (due to Budget)
Truth + Beauty Spa

13.83%

14.37% -3.76%

Search IS Lost (due to Rank)
Truth + Beauty Spa

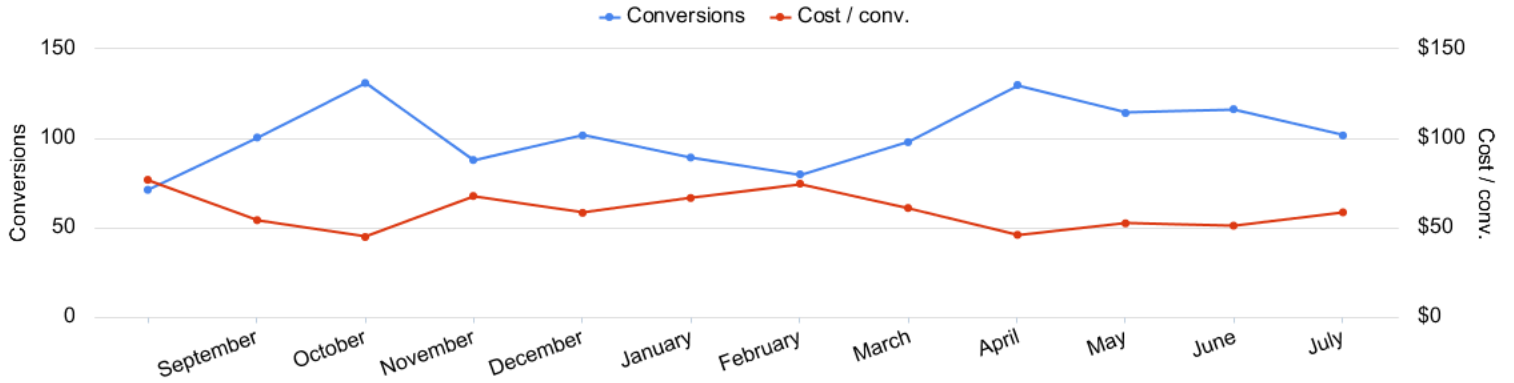
56.85%

57.14% -0.51%

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Truth + Beauty Spa




Account Performance by Month
Truth + Beauty Spa

| Month | Cost | Impressions | Clicks | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. | Search Impr. share | Search Lost IS (budget) |
|--------------|--------------------|----------------|---------------|---------------|--------------|--------------|--------------|----------------|--------------------|-------------------------|
| 08/01/2020 | \$5,460.35 | 25,508 | 1,594 | \$3.43 | 6.25% | 71.15 | 4.46% | \$76.74 | 35.70% | 15.26% |
| 09/01/2020 | \$5,446.73 | 31,652 | 1,914 | \$2.85 | 6.05% | 100.43 | 5.25% | \$54.23 | 33.47% | 7.47% |
| 10/01/2020 | \$5,870.27 | 33,254 | 1,891 | \$3.10 | 5.69% | 131.01 | 6.93% | \$44.81 | 29.52% | 9.41% |
| 11/01/2020 | \$5,948.80 | 30,284 | 1,673 | \$3.56 | 5.52% | 87.86 | 5.25% | \$67.71 | 27.61% | 19.14% |
| 12/01/2020 | \$5,919.57 | 31,279 | 1,661 | \$3.56 | 5.31% | 101.55 | 6.11% | \$58.29 | 28.11% | 14.84% |
| 01/01/2021 | \$5,947.51 | 33,075 | 1,810 | \$3.29 | 5.47% | 89.3 | 4.93% | \$66.60 | 26.59% | 16.64% |
| 02/01/2021 | \$5,956.52 | 29,130 | 1,742 | \$3.42 | 5.98% | 79.84 | 4.58% | \$74.61 | 27.97% | 17.92% |
| 03/01/2021 | \$5,973.35 | 31,392 | 1,953 | \$3.06 | 6.22% | 97.91 | 5.01% | \$61.01 | 26.64% | 19.25% |
| 04/01/2021 | \$5,968.44 | 34,230 | 2,065 | \$2.89 | 6.03% | 129.8 | 6.29% | \$45.98 | 26.65% | 17.33% |
| 05/01/2021 | \$5,981.89 | 33,709 | 2,153 | \$2.78 | 6.39% | 114.2 | 5.30% | \$52.38 | 27.18% | 16.92% |
| 06/01/2021 | \$5,946.64 | 32,174 | 1,980 | \$3.00 | 6.15% | 116.36 | 5.88% | \$51.10 | 28.49% | 14.37% |
| 07/01/2021 | \$5,954.10 | 31,004 | 1,818 | \$3.28 | 5.86% | 101.58 | 5.59% | \$58.62 | 29.32% | 13.83% |
| Total | \$70,374.17 | 376,691 | 22,254 | \$3.16 | 5.91% | 1,221 | 5.49% | \$57.64 | 28.61% | 15.34% |

Campaign Performance Summary (by Conversions)

07/01/2021 - 07/31/2021




Campaign Performance Breakdown (by Conversions)
Truth + Beauty Spa

| Campaign | Cost | Impressions | Clicks | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|-----------------------------------|------------|-------------|--------|----------|-------|-------------|------------|--------------|
| search beta rhinoplasty | \$1,995.27 | 11,222 | 513 | \$3.89 | 4.57% | 31.83 | 6.20% | \$62.69 |
| search beta emsulpt | \$1,249.19 | 5,006 | 312 | \$4.00 | 6.23% | 18 | 5.77% | \$69.40 |
| search beta laser resurfacing | \$740.72 | 5,934 | 357 | \$2.07 | 6.02% | 17 | 4.76% | \$43.57 |
| search beta hydrfacial | \$741.30 | 2,276 | 147 | \$5.04 | 6.46% | 14.75 | 10.03% | \$50.26 |
| search beta ultherapy | \$735.83 | 3,137 | 296 | \$2.49 | 9.44% | 14 | 4.73% | \$52.56 |
| search beta cellulite | \$491.79 | 3,429 | 193 | \$2.55 | 5.63% | 6 | 3.11% | \$81.97 |

Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
Truth + Beauty Spa

| Search term | Cost | Impressions | Clicks | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|---|----------|-------------|--------|----------|---------|-------------|------------|--------------|
| emsculpt | \$154.62 | 190 | 30 | \$5.15 | 15.79% | 4 | 13.33% | \$38.66 |
| emsculpt neo | \$56.21 | 17 | 13 | \$4.32 | 76.47% | 3 | 23.08% | \$18.74 |
| hydrfacial near me | \$119.84 | 31 | 17 | \$7.05 | 54.84% | 2.5 | 14.71% | \$47.94 |
| romo plastic surgery | \$10.64 | 1 | 1 | \$10.64 | 100.00% | 2 | 200.00% | \$5.32 |
| laser treatment for acne scars | \$5.91 | 3 | 3 | \$1.97 | 100.00% | 2 | 66.67% | \$2.96 |
| emsculpt near me | \$40.03 | 6 | 4 | \$10.01 | 66.67% | 2 | 50.00% | \$20.02 |
| ultherapy cost | \$10.74 | 9 | 6 | \$1.79 | 66.67% | 1.52 | 25.33% | \$7.07 |
| hydrfacial | \$174.45 | 135 | 33 | \$5.29 | 24.44% | 1.5 | 4.55% | \$116.30 |
| dr romo plastic surgeon reviews | \$4.26 | 3 | 2 | \$2.13 | 66.67% | 1.33 | 66.50% | \$3.20 |
| ent specialist | \$10.54 | 1 | 1 | \$10.54 | 100.00% | 1.33 | 133.00% | \$7.92 |
| rhinoplasty | \$53.02 | 164 | 16 | \$3.31 | 9.76% | 1.26 | 7.88% | \$42.08 |
| how much are rhinoplasties | \$1.54 | 1 | 1 | \$1.54 | 100.00% | 1.25 | 125.00% | \$1.23 |
| nose jobs | \$7.69 | 3 | 3 | \$2.56 | 100.00% | 1.17 | 39.00% | \$6.57 |
| rhinoplasty cost new york | \$19.17 | 9 | 6 | \$3.20 | 66.67% | 1 | 16.67% | \$19.17 |
| non surgical body contouring | \$4.84 | 1 | 1 | \$4.84 | 100.00% | 1 | 100.00% | \$4.84 |
| can you pay monthly for a rhinoplasty | \$7.04 | 1 | 2 | \$3.52 | 200.00% | 1 | 50.00% | \$7.04 |
| emsculpt long island | \$5.99 | 2 | 1 | \$5.99 | 50.00% | 1 | 100.00% | \$5.99 |
| quickest way to lose cellulite on thighs | \$2.37 | 1 | 1 | \$2.37 | 100.00% | 1 | 100.00% | \$2.37 |
| emtone reviews | \$5.59 | 1 | 1 | \$5.59 | 100.00% | 1 | 100.00% | \$5.59 |
| free consultation plastic surgery near me | \$7.61 | 3 | 1 | \$7.61 | 33.33% | 1 | 100.00% | \$7.61 |


Top Search Ads (by Conversions)

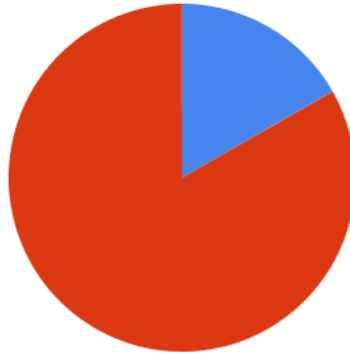
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)
Truth + Beauty Spa


| Ad | Campaign | Cost | Impressions | Clicks | Avg. CPC | CTR | Conversions | 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 Nose Job Surgery. Natural Looking Results. Transform into the Best Version of Yourself. | search beta rhinoplasty | \$1,712.35 | 9,632 | 443 | \$3.87 | 4.60% | 30.35 | 6.85% | \$56.42 |
| {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 Diminish Fine Lines, Pigmentation Irregularities, Enlarged Pores, and Other Skin Blemishes | search beta laser resurfacing | \$554.85 | 4,420 | 273 | \$2.03 | 6.18% | 14 | 5.13% | \$39.63 |
| {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 Get Started Today for 25% Off. A Trained Specialist Is Waiting to Change Your Life. | search beta emsculpt | \$436.58 | 1,268 | 97 | \$4.50 | 7.65% | 7 | 7.22% | \$62.37 |
| {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 NuEra Tight Stimulates Collagen, Shrinks Fat Cells, and Smooths Skin to Reduce Cellulite | search beta cellulite | \$381.46 | 2,730 | 154 | \$2.48 | 5.64% | 5 | 3.25% | \$76.29 |
| {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. Tighten Skin Without Surgery & Reduce Wrinkles on the Neck and Chest with Ultherapy. | search beta ultherapy | \$473.39 | 1,801 | 194 | \$2.44 | 10.77% | 4.86 | 2.51% | \$97.41 |

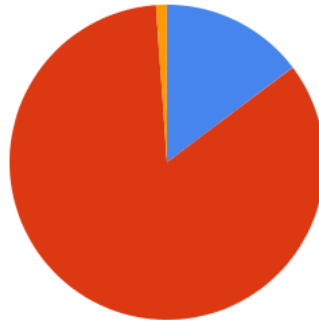
Budget Utilization by Device

 Conversions by Device
Truth + Beauty Spa




■ Computers - Conversions: 17 (16.74%) ■ Mobile devices with full browsers - Conversions: 84.58 (83.26%)

 Cost by Device
Truth + Beauty Spa




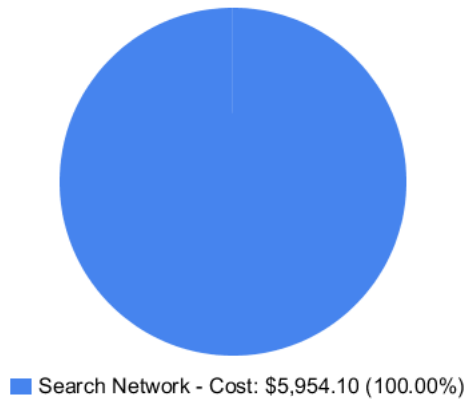
■ Computers - Cost: \$876.68 (14.72%) ■ Mobile devices with full browsers - Cost: \$5,011.83 (84.17%)
■ Tablets with full browsers - Cost: \$65.59 (1.10%)


 Device Performance (by Conversions)
Truth + Beauty Spa

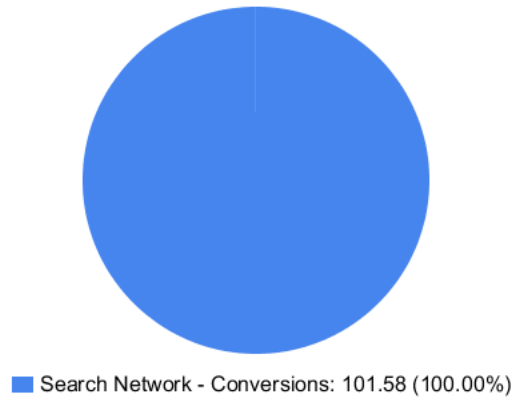
| Device | Impressions | Clicks | Cost | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|-----------------------------------|-------------|--------|------------|----------|-------|-------------|------------|--------------|
| Mobile devices with full browsers | 25,050 | 1,515 | \$5,011.83 | \$3.31 | 6.05% | 84.58 | 5.58% | \$59.26 |
| Computers | 5,443 | 276 | \$876.68 | \$3.18 | 5.07% | 17 | 6.16% | \$51.57 |
| Tablets with full browsers | 511 | 27 | \$65.59 | \$2.43 | 5.28% | 0 | 0.00% | \$0.00 |


Budget Utilization by Network

 Cost by Network
Truth + Beauty Spa



 Conversions by Network
Truth + Beauty Spa

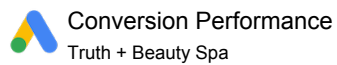


 Network Performance
Truth + Beauty Spa

| Network | Impressions | Clicks | Cost | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|----------------|-------------|--------|------------|----------|-------|-------------|------------|--------------|
| Search Network | 31,004 | 1,818 | \$5,954.10 | \$3.28 | 5.86% | 101.58 | 5.59% | \$58.62 |

Conversion Summary

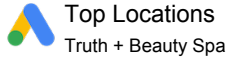
07/01/2021 - 07/31/2021



| Conversion name | All conv. |
|-----------------------------------|-----------|
| Form Submission | 58.58 |
| Mobile Calls (Truth + Beauty) | 11 |
| Calls from Website | 10 |
| Local actions - Directions | 10 |
| Clicks to call | 10 |
| Book Now_General (Truth + Beauty) | 9 |
| Click to Call | 6 |
| Calls From Ads | 5 |
| Schedule Link (Truth + Beauty) | 1 |
| Email Sign-up (Truth + Beauty) | 1 |

Geo-Targeting Summary

07/01/2021 - 07/31/2021



| Region | Clicks | Conversions | Cost / conv. |
|----------|--------|-------------|--------------|
| New York | 1,818 | 101.58 | \$58.61 |

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
- Conversion Value (Conv Val) - Reported revenue by the eCommerce site. Does not include returns, refunds, or canceled orders.
- Conversion Value / Click (Conv Val / Click) - Average revenue generated per click. Is used to determine effectiveness of the account when compared against average cost per click (CPC).
- Conversion Value / Cost (Conv Val / Cost) - is a metric that shows the conversion value over the cost of advertising. This is the same calculation as Return on Ad Spend (ROAS) but is not expressed as a percentage.
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage