

Truth and Beauty Monthly Google Performance Summary

08/01/2021 - 08/31/2021

Key Performance Indicators

08/01/2021 - 08/31/2021

Cost
Truth + Beauty Spa

\$6,039.81

\$5,954.10 **1.44%**

Clicks
Truth + Beauty Spa

1,704

1,818 **-6.27%**

Avg CPC
Truth + Beauty Spa

\$3.54

\$3.28 **7.93%**

Conversions
Truth + Beauty Spa

102

105.58 **-3.39%**

Conv. Rate
Truth + Beauty Spa

5.99%

5.81% **3.10%**

Cost / Conv
Truth + Beauty Spa

\$59.21

\$56.39 **5.00%**

Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Overall Performance Summary
Truth + Beauty Spa

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$6,039.81	\$5,954.10	1.44%
Impressions	29,687	31,004	-4.25%
Clicks	1,704	1,818	-6.27%
Avg CPC	\$3.54	\$3.28	7.93%
CTR	5.74%	5.86%	-2.05%
Conversions	102	105.58	-3.39%
Conv Rate	5.99%	5.81%	3.10%
Cost / Conv	\$59.21	\$56.39	5.00%

Budget Coverage

Search Impr. Share
Truth + Beauty Spa

29.01%

29.40% **-1.33%**

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

16.11%

13.75% **17.16%**

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

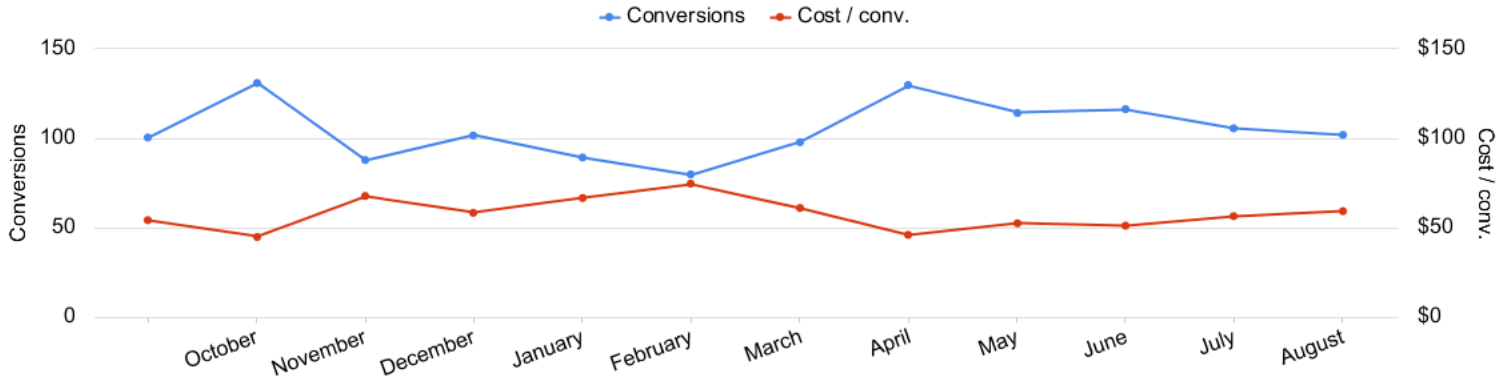
54.89%

56.85% **-3.45%**

Monthly Performance Trends

09/01/2020 - 08/31/2021

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)
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%	105.58	5.81%	\$56.40	29.40%	13.75%
08/01/2021	\$6,039.81	29,687	1,704	\$3.54	5.74%	102	5.99%	\$59.21	29.01%	16.11%
Total	\$70,953.63	380,870	22,364	\$3.17	5.87%	1,255.85	5.62%	\$56.50	28.27%	15.40%

Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)
Truth + Beauty Spa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta laser resurfacing	\$755.16	5,939	343	\$2.20	5.78%	29	8.45%	\$26.04
search beta rhinoplasty	\$2,012.46	10,305	479	\$4.20	4.65%	27	5.64%	\$74.54
search beta ultherapy	\$749.21	2,770	269	\$2.79	9.71%	15	5.58%	\$49.95
search beta hydrfacial	\$777.33	2,460	166	\$4.68	6.75%	15	9.04%	\$51.82
search beta emsulpt	\$1,243.55	5,291	283	\$4.39	5.35%	10	3.53%	\$124.35
search beta cellulite	\$502.10	2,922	164	\$3.06	5.61%	6	3.66%	\$83.68

Top Search Terms (by Conversions)

08/01/2021 - 08/31/2021

 Top Search Terms (by Conversions)
Truth + Beauty Spa

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
hydrafacial near me	\$211.76	80	33	\$6.42	41.25%	5	15.15%	\$42.35
skin tightening	\$5.44	4	3	\$1.81	75.00%	3	100.00%	\$1.81
emsculpt near me	\$62.14	15	8	\$7.77	53.33%	3	37.50%	\$20.71
how much for nose surgery	\$1.61	1	1	\$1.61	100.00%	2	200.00%	\$0.81
cheap hydrafacial near me	\$29.70	2	3	\$9.90	150.00%	2	66.67%	\$14.85
cellulite reduction treatment near me	\$15.72	1	2	\$7.86	200.00%	2	100.00%	\$7.86
scar removal	\$3.40	3	1	\$3.40	33.33%	2	200.00%	\$1.70
laser treatments near me	\$6.18	1	2	\$3.09	200.00%	2	100.00%	\$3.09
best laser scar removal nyc	\$8.97	8	5	\$1.79	62.50%	2	40.00%	\$4.49
laser mole removal	\$2.22	1	1	\$2.22	100.00%	2	200.00%	\$1.11
big nose to small nose surgery cost	\$4.60	1	1	\$4.60	100.00%	2	200.00%	\$2.30
best facials on long island	\$8.21	2	2	\$4.11	100.00%	2	100.00%	\$4.11
laser removal stretch marks	\$3.09	1	1	\$3.09	100.00%	2	200.00%	\$1.54
lose fat gain muscle	\$2.38	1	1	\$2.38	100.00%	2	200.00%	\$1.19
ultra therapy near me	\$11.05	3	2	\$5.53	66.67%	1.67	83.50%	\$6.62
liquid rhinoplasty near me	\$28.42	7	4	\$7.11	57.14%	1.34	33.50%	\$21.21
everything beauty slimming cellulite remover reviews	\$4.29	1	1	\$4.29	100.00%	1	100.00%	\$4.29
best dermatologist for acne near me	\$7.96	2	2	\$3.98	100.00%	1	50.00%	\$7.96
m sculpt neo	\$4.30	1	1	\$4.30	100.00%	1	100.00%	\$4.30
hydrafacial	\$136.14	112	35	\$3.89	31.25%	1	2.86%	\$136.14

Top Search Ads (by Conversions)

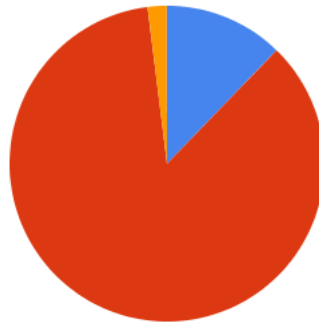
08/01/2021 - 08/31/2021

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

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<p>Rhinoplasty Nose Job Surgery Rhinoplasty Long Island Dr. Thomas Romo MD, FACS</p> <p>www.truthandbeautyspa.com/rhinoplasty/long_island</p> <p>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.</p>	search beta rhinoplasty	\$1,640.12	8,472	384	\$4.27	4.53%	23.5	6.12%	\$69.79
<p>{Keyword:Truth + Beauty Spa} Non Surgical. Minimal Downtime Non Ablative Skin Resurfacing</p> <p>www.truthandbeautyspa.com/</p> <p>Look Younger & More Energized with Beautiful Skin Tone & Texture & a Radiant Complexion Diminish Fine Lines, Pigmentation Irregularities, Enlarged Pores, and Other Skin Blemishes</p>	search beta laser resurfacing	\$604.96	4,355	271	\$2.23	6.22%	21	7.75%	\$28.81
<p>{Keyword:Best Ultherapy Roslyn Heights} Tighten Skin Without Surgery Non-Surgical Skin Tightening</p> <p>www.truthandbeautyspa.com/ultherapy/long_island</p> <p>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.</p>	search beta ultherapy	\$400.26	1,604	152	\$2.63	9.48%	8.67	5.70%	\$46.17
<p>{Keyword:Truth + Beauty} Tighten Skin, Smooth Texture Say Goodbye to Cellulite</p> <p>www.truthandbeautyspa.com/cellulite/long_island</p> <p>Non-Invasive Cellulite Treatment using Radiofrequency. Smooth Skin. No Surgery/Chemicals NuEra Tight Stimulates Collagen, Shrinks Fat Cells, and Smooths Skin to Reduce Cellulite</p>	search beta cellulite	\$367.96	2,152	122	\$3.02	5.67%	6	4.92%	\$61.33
<p>{Keyword:Truth + Beauty Spa Emsculpting} Transform Your Physique Today #1 Provider in Long Island</p> <p>www.truthandbeautyspa.com/emsculpt/long_island</p> <p>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.</p>	search beta emsculpt	\$327.81	1,185	72	\$4.55	6.08%	4	5.56%	\$81.95

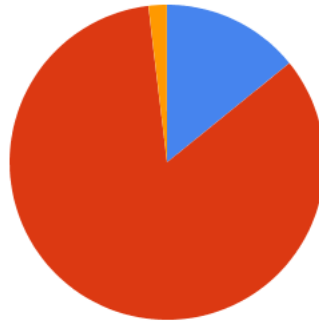
Budget Utilization by Device

Conversions by Device
Truth + Beauty Spa



■ Computers - Conversions: 12.5 (12.25%)
 ■ Mobile devices with full browsers - Conversions: 87.5 (85.78%)
 ■ Tablets with full browsers - Conversions: 2 (1.96%)

Cost by Device
Truth + Beauty Spa




■ Computers - Cost: \$856.06 (14.17%)
 ■ Mobile devices with full browsers - Cost: \$5,069.81 (83.94%)
 ■ Tablets with full browsers - Cost: \$113.94 (1.89%)


Device Performance (by Conversions)
Truth + Beauty Spa

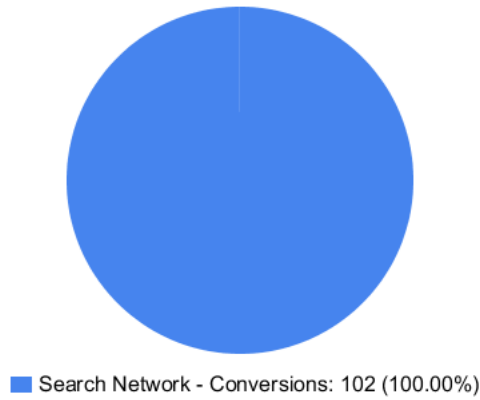
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	24,125	1,445	\$5,069.81	\$3.51	5.99%	87.5	6.06%	\$57.94
Computers	5,020	225	\$856.06	\$3.80	4.48%	12.5	5.56%	\$68.48
Tablets with full browsers	542	34	\$113.94	\$3.35	6.27%	2	5.88%	\$56.97


Budget Utilization by Network

 Cost by Network
Truth + Beauty Spa



 Conversions by Network
Truth + Beauty Spa

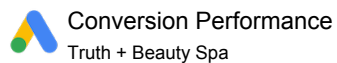


 Network Performance
Truth + Beauty Spa

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	29,687	1,704	\$6,039.81	\$3.54	5.74%	102	5.99%	\$59.21

Conversion Summary


08/01/2021 - 08/31/2021



Conversion name	All conv.
Form Submission	45
Mobile Calls (Truth + Beauty)	20
Calls from Website	18
Book Now_General (Truth + Beauty)	10
Local actions - Directions	9
Schedule Link (Truth + Beauty)	4
Calls From Ads	3
Click to Call	2
Clicks to call	1

Geo-Targeting Summary

08/01/2021 - 08/31/2021

 Top Locations
Truth + Beauty Spa

Region	Clicks	Conversions	Cost / conv.
New York	1,704	102	\$59.21

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