

Truth and Beauty Monthly Google Performance Summary

09/01/2021 - 09/30/2021

Key Performance Indicators

09/01/2021 - 09/30/2021

Cost
Truth + Beauty Spa

\$6,125.53

\$6,039.81 **1.42%**

Conversions
Truth + Beauty Spa

83

105 **-20.95%**

Clicks
Truth + Beauty Spa

1,525

1,704 **-10.50%**

Conv. Rate
Truth + Beauty Spa

5.44%

6.16% **-11.69%**

Avg CPC
Truth + Beauty Spa

\$4.02

\$3.54 **13.56%**

Cost / Conv
Truth + Beauty Spa

\$73.80

\$57.52 **28.30%**

Month-Over-Month Performance Comparison

09/01/2021 - 09/30/2021 - Comparing to 08/01/2021 - 08/31/2021

Overall Performance Summary
Truth + Beauty Spa

Metric	09/01/2021 - 09/30/2021	08/01/2021 - 08/31/2021	% Change
Cost	\$6,125.53	\$6,039.81	1.42%
Impressions	27,204	29,687	-8.36%
Clicks	1,525	1,704	-10.50%
Avg CPC	\$4.02	\$3.54	13.56%
CTR	5.61%	5.74%	-2.26%
Conversions	83	105	-20.95%
Conv Rate	5.44%	6.16%	-11.69%
Cost / Conv	\$73.80	\$57.52	28.30%

Budget Coverage

Search Impr. Share
Truth + Beauty Spa

31.63%

28.99% **9.11%**

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

16.11%

16.25% **-0.86%**

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

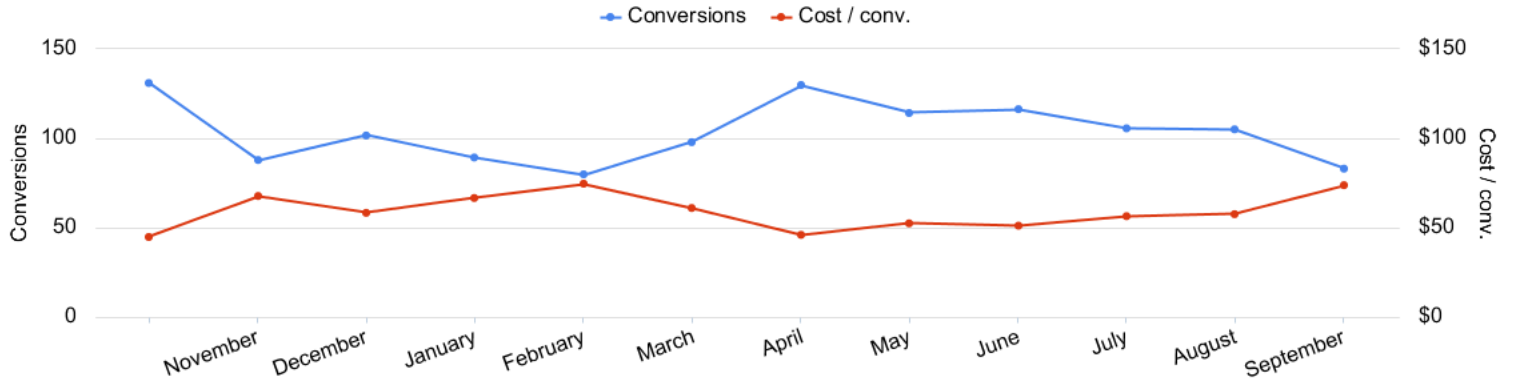
52.26%

54.76% **-4.57%**

Monthly Performance Trends

10/01/2020 - 09/30/2021

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)
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%	105	6.16%	\$57.52	28.99%	16.25%
09/01/2021	\$6,125.53	27,204	1,525	\$4.02	5.61%	83	5.44%	\$73.80	31.63%	16.11%
Total	\$71,632.43	376,422	21,975	\$3.26	5.84%	1,241.42	5.65%	\$57.70	28.10%	16.03%

Campaign Performance Summary (by Conversions)


09/01/2021 - 09/30/2021

 Campaign Performance Breakdown (by Conversions)
Truth + Beauty Spa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta rhinoplasty	\$2,025.94	10,187	406	\$4.99	3.99%	22	5.42%	\$92.09
search beta laser resurfacing	\$760.17	4,699	299	\$2.54	6.36%	18	6.02%	\$42.23
search beta hydrfacial	\$771.38	2,298	164	\$4.70	7.14%	17	10.37%	\$45.38
search beta ultherapy	\$748.87	2,736	258	\$2.90	9.43%	10	3.88%	\$74.89
search beta emsulpt	\$1,288.25	4,573	242	\$5.32	5.29%	10	4.13%	\$128.82
search beta cellulite	\$530.92	2,711	156	\$3.40	5.75%	6	3.85%	\$88.49

Top Search Terms (by Conversions)


09/01/2021 - 09/30/2021

 Top Search Terms (by Conversions)
Truth + Beauty Spa

Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
hydrafacial new york	\$17.41	12	2	\$8.71	16.67%	3	150.00%	\$5.80
hydrafacial near me	\$298.90	347	40	\$7.47	11.53%	3	7.50%	\$99.63
scar removal specialist	\$3.01	2	1	\$3.01	50.00%	2	200.00%	\$1.50
plastic surgery for cellulite on thighs	\$3.67	1	1	\$3.67	100.00%	2	200.00%	\$1.83
emsculpt neo	\$56.03	231	16	\$3.50	6.93%	2	12.50%	\$28.02
emsculpt	\$151.87	424	30	\$5.06	7.08%	2	6.67%	\$75.94
lazer facial	\$1.20	2	1	\$1.20	50.00%	2	200.00%	\$0.60
hydro facials near me	\$7.02	3	1	\$7.02	33.33%	2	200.00%	\$3.51
laser resurfacing near me	\$9.22	5	2	\$4.61	40.00%	2	100.00%	\$4.61
how much does nose job cost	\$3.19	1	1	\$3.19	100.00%	1	100.00%	\$3.19
hydrafacial cost	\$4.23	13	2	\$2.12	15.38%	1	50.00%	\$4.23
best plastic surgeon for facelift	\$10.62	2	2	\$5.31	100.00%	1	50.00%	\$10.62
dr ephrat ent	\$5.79	4	1	\$5.79	25.00%	1	100.00%	\$5.79
body contouring	\$25.14	79	5	\$5.03	6.33%	1	20.00%	\$25.14
micro needling near me	\$5.21	11	1	\$5.21	9.09%	1	100.00%	\$5.21
laser skin resurfacing cost	\$5.02	3	3	\$1.67	100.00%	1	33.33%	\$5.02
beauty health hydrafacial	\$4.68	2	1	\$4.68	50.00%	1	100.00%	\$4.68
rhinoplasty cost new york	\$27.34	37	6	\$4.56	16.22%	1	16.67%	\$27.34
verju laser reviews	\$2.07	5	1	\$2.07	20.00%	1	100.00%	\$2.07
nose surgery	\$15.71	39	2	\$7.86	5.13%	1	50.00%	\$15.71

Top Search Ads (by Conversions)

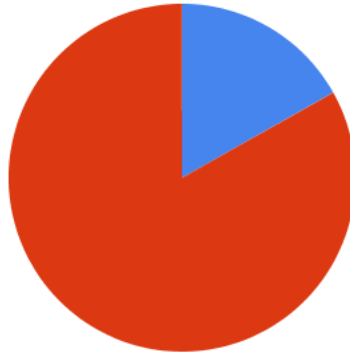
09/01/2021 - 09/30/2021

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

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<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	\$658.36	3,832	250	\$2.63	6.52%	16.5	6.60%	\$39.90
<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	\$1,723.30	8,367	338	\$5.10	4.04%	14	4.14%	\$123.09
<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	\$505.24	1,685	175	\$2.89	10.39%	7	4.00%	\$72.18
<p>{Keyword:Best Hydrating Facial} Hydrating Facial Treatment Cleanse + Exfoliate + Hydrate</p> <p>www.truthandbeautyspa.com/hydrfacial/long_island</p> <p>Best Professional Facial Treatments from Truth + Beauty Spa. Schedule a Free Consult. Leave Skin Glowing, Reduces Wrinkles & Refreshes Skin Tone. 3 Steps. 30 Minutes.</p>	search beta hydrfacial	\$232.59	712	68	\$3.42	9.55%	6.67	9.81%	\$34.87
<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	\$426.26	1,025	76	\$5.61	7.41%	4	5.26%	\$106.56

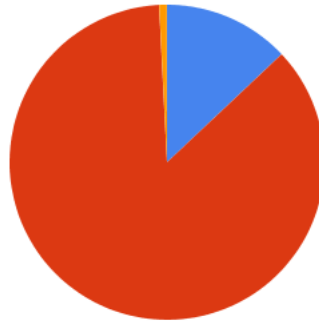
Budget Utilization by Device

Conversions by Device
Truth + Beauty Spa



■ Computers - Conversions: 14 (16.87%) ■ Mobile devices with full browsers - Conversions: 69 (83.13%)

Cost by Device
Truth + Beauty Spa




■ Computers - Cost: \$795.42 (12.99%) ■ Mobile devices with full browsers - Cost: \$5,282.13 (86.23%)
■ Tablets with full browsers - Cost: \$47.98 (0.78%)


Device Performance (by Conversions)
Truth + Beauty Spa

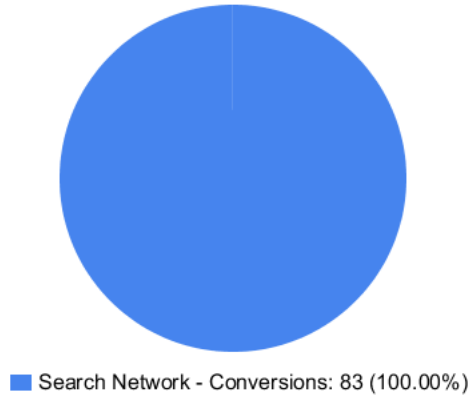
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	22,197	1,307	\$5,282.13	\$4.04	5.89%	69	5.28%	\$76.55
Computers	4,568	199	\$795.42	\$4.00	4.36%	14	7.04%	\$56.82
Tablets with full browsers	439	19	\$47.98	\$2.53	4.33%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
Truth + Beauty Spa



 Conversions by Network
Truth + Beauty Spa

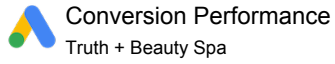


 Network Performance
Truth + Beauty Spa

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	27,204	1,525	\$6,125.53	\$4.02	5.61%	83	5.44%	\$73.80

Conversion Summary


09/01/2021 - 09/30/2021



Conversion name	All conv.	% Change
Form Submission	50	11.11%
Calls From Ads	10	233.33%
Calls from Website	8	-57.89%
Mobile Calls (Truth + Beauty)	7	-66.67%
Local actions - Directions	6	-53.85%
Schedule Link (Truth + Beauty)	5	25.00%
Clicks to call	3	200.00%
Book Now_General (Truth + Beauty)	3	-70.00%
Book Now_Memberships (Truth + Beauty)	1	100.00%

Geo-Targeting Summary

09/01/2021 - 09/30/2021

 Top Locations
Truth + Beauty Spa

Region	Clicks	Conversions	Cost / conv.
New York	1,525	83	\$73.80

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