

**Monthly Account
Performance Report
1 Oct 2019 — 31 Oct 2019**

Numa Spa

638-874-0854

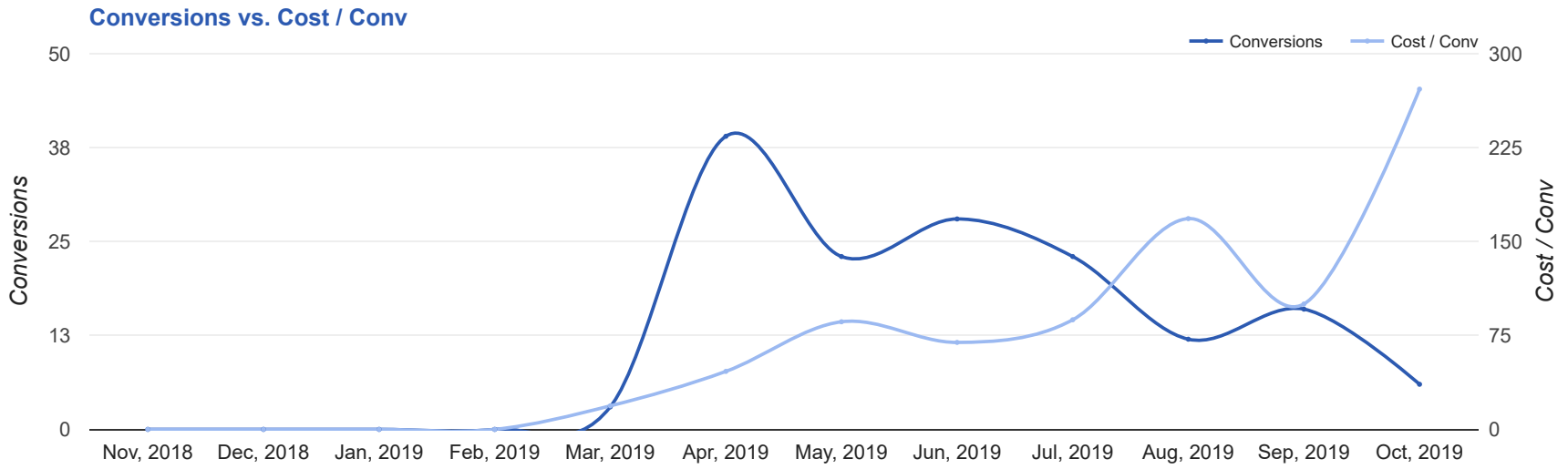
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$1,630	6	7.23%	\$271.66
↑ 2%	↓ 62%	↓ 56%	↑ 171%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2019 — 30 Sep 2019	930	98	\$1,601.98	\$16.35	10.54%	-	16	16.33%	\$100.12	96.08%
1 Oct 2019 — 31 Oct 2019	806	83	\$1,629.95	\$19.64	10.3%	-	6	7.23%	\$271.66	96.07%
Change	124 ↓ 13%	15 ↓ 15%	\$27.97 ↑ 2%	\$3.29 ↑ 20%	0.24% ↓ 2%	--	10 ↓ 62%	9.10% ↓ 56%	\$171.54 ↑ 171%	0.01% ↓ 0%

Performance by Month - 1 Nov 2018 — 31 Oct 2019



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Mar '19	118	11	\$56.36	\$5.12	9.32%	-	3	27.27%	\$18.79	93.65%
Apr '19	2,194	205	\$1,806.18	\$8.81	9.34%	-	39	19.02%	\$46.31	86.04%
May '19	2,394	201	\$1,975.85	\$9.83	8.4%	-	23	11.44%	\$85.91	98.2%
Jun '19	2,028	215	\$1,944.23	\$9.04	10.6%	-	28	13.02%	\$69.44	95.98%
Jul '19	1,598	207	\$2,012.56	\$9.72	12.95%	-	23	11.11%	\$87.50	93.72%
Aug '19	1,626	166	\$2,019.41	\$12.17	10.21%	-	12	7.23%	\$168.28	94.15%
Sep '19	930	98	\$1,601.98	\$16.35	10.54%	-	16	16.33%	\$100.12	96.07%
Oct '19	806	83	\$1,629.95	\$19.64	10.3%	-	6	7.23%	\$271.66	96.07%
Total	11,694	1,186	\$13,046.52	\$11.00	10.14%	-	150	12.65%	\$86.98	93.81%

Campaign Summary - 1 Oct 2019 — 31 Oct 2019

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	504	47	\$870.27	\$18.52	9.33%	-	3	6.38%	\$290.09	94.56%
search alpha coolsculpting	302	36	\$759.68	\$21.10	11.92%	-	3	8.33%	\$253.23	98.69%

Top Performing Ads - 1 Oct 2019 — 31 Oct 2019

Top Text Ads

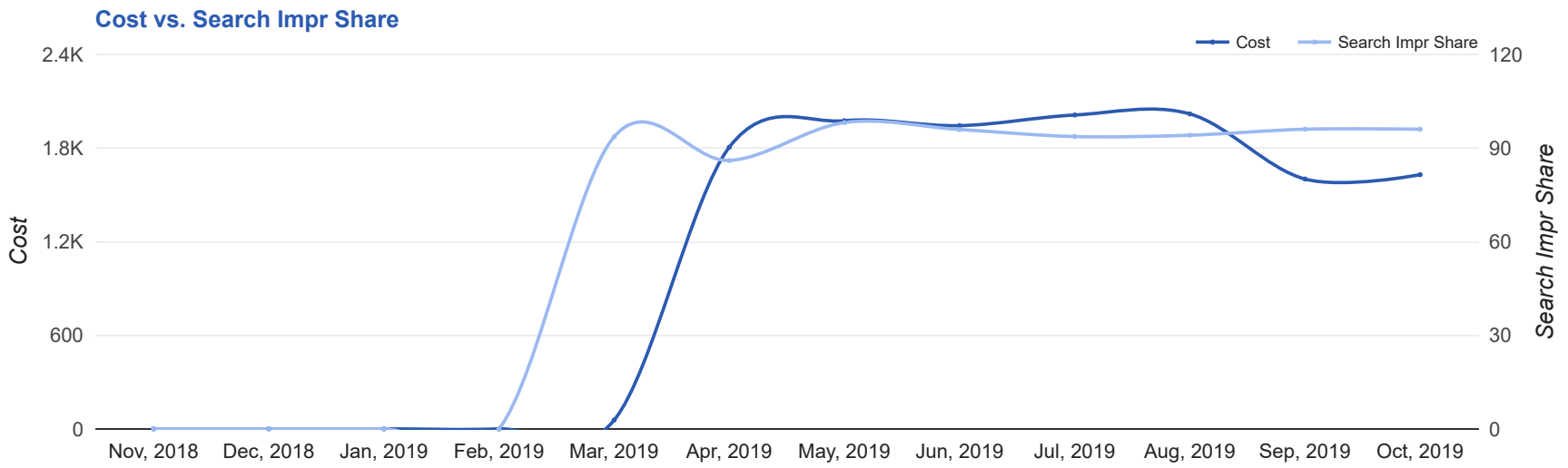
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting Deal: 25% Off - Freeze Away Stubborn Fat - Numa Spa numaspa.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	45	5	\$131.29	\$26.26	11.11%	-	1	20.00%	\$131.29
25% Off All CoolSculpting® - Best Price in Newport News - Numa Spa numaspa.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	31	4	\$76.70	\$19.18	12.90%	-	1	25.00%	\$76.70
25% Off All CoolSculpting® - Numa Spa - Flexible Payment Options numaspa.com/coolsculpting/special Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	12	1	\$11.77	\$11.77	8.33%	-	1	100.00%	\$11.77
#1 Provider in Newport News - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® numaspa.com/coolsculpting/newport-news #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newport News, VA. Free Consult.	41	8	\$177.83	\$22.23	19.51%	-	1	12.50%	\$177.83
CoolSculpting Deal: 25% Off - Freeze Away Stubborn Fat - Numa Spa numaspa.com/coolsculpting/ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	37	2	\$77.71	\$38.85	5.41%	-	1	50.00%	\$77.71

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2019 — 31 Oct 2019

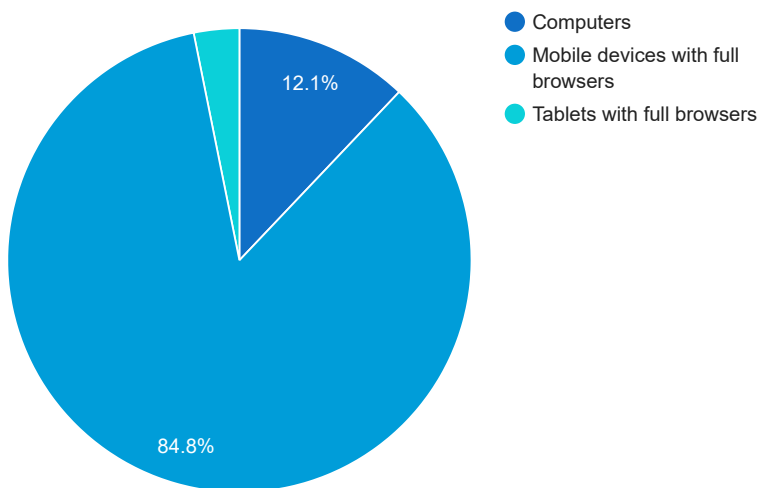
Budget Coverage



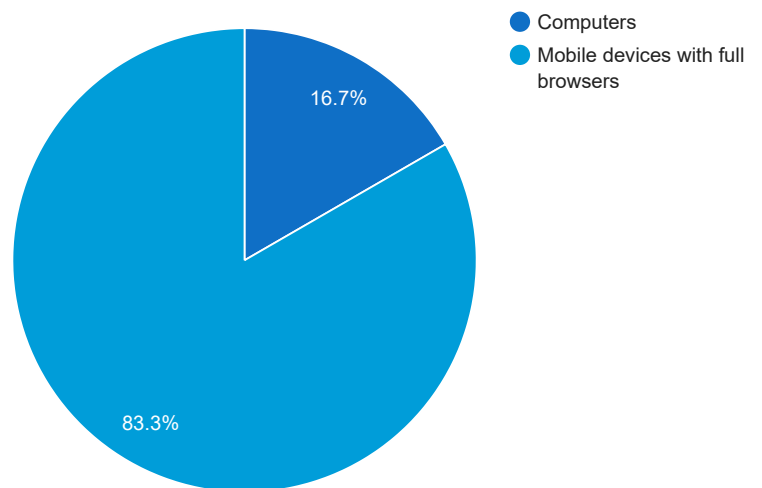
DATE	COST	SEARCH IMPR SHARE
Nov, 2018	0	0
Dec, 2018	0	0
Jan, 2019	0	0
Feb, 2019	0	0
Mar, 2019	56.36	93.65
Apr, 2019	1,806.18	86.04
May, 2019	1,975.85	98.20
Jun, 2019	1,944.23	95.98
Jul, 2019	2,012.56	93.72
Aug, 2019	2,019.41	94.15
Sep, 2019	1,601.98	96.07
Oct, 2019	1,629.95	96.07

Cost and Conversions by Device

Cost



Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	635	69	\$1,381.39	\$20.02	10.87%	-	5	7.25%	\$276.28
Computers	151	11	\$196.97	\$17.91	7.28%	-	1	9.09%	\$196.97
Tablets with full browsers	20	3	\$51.59	\$17.20	15%	-	0	0%	\$0.00

Cost and Conversions by Network (Search vs. Display)

Cost



Conversions



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Google search	806	83	\$1,629.95	\$19.64	10.3%	-	6	7.23%	\$271.66

Conversion Types - 1 Oct 2019 — 31 Oct 2019

CONVERSION TYPE

CONV

Form Submission

5

Phone Call

1

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 page 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