

**Monthly Account  
Performance Report  
1 Jan 2020 — 31 Jan 2020**

Numa Spa

638-874-0854

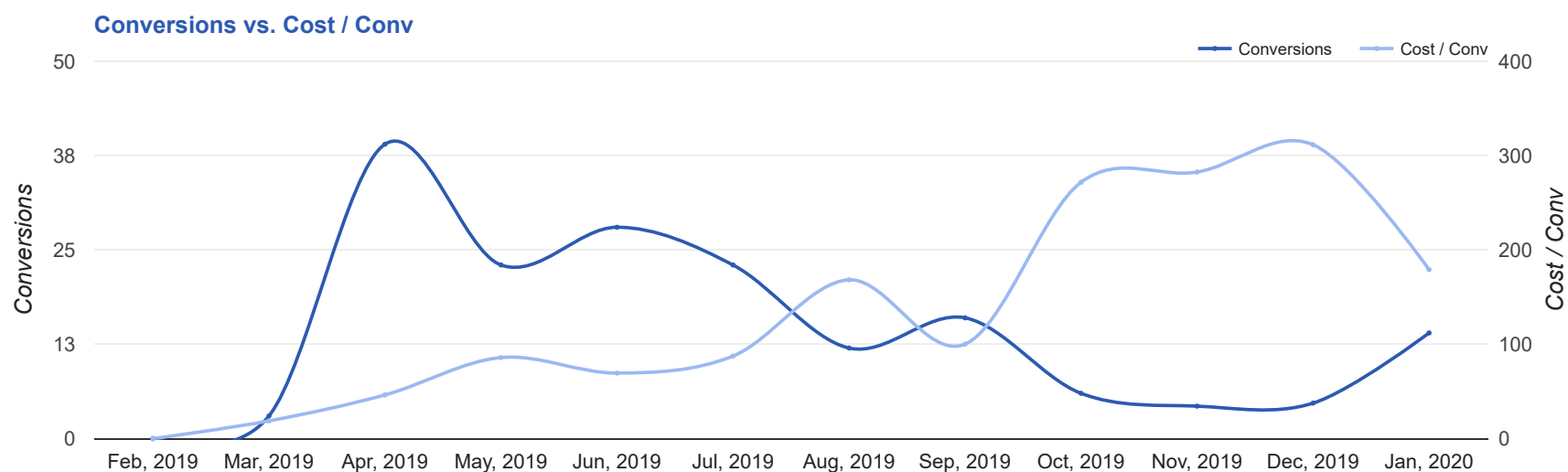
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,508	14	7.41%	\$179.11
↑ 72%	↑ 199%	↓ 8%	↓ 42%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2019 — 31 Dec 2019	565	58	\$1,454.65	\$25.08	10.27%	-	4.7	8.05%	\$311.49	75.55%
1 Jan 2020 — 31 Jan 2020	2,103	189	\$2,507.50	\$13.27	8.99%	-	14	7.41%	\$179.11	73.87%
<b>Change</b>	1,538 ↑ 272%	131 ↑ 226%	\$1,052.85 ↑ 72%	\$11.81 ↓ 47%	1.28% ↓ 12%	--	9.33 ↑ 199%	0.64% ↓ 8%	\$132.38 ↓ 42%	1.68% ↓ 2%

# Performance by Month - 1 Feb 2019 — 31 Jan 2020



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%
Nov '19	460	56	\$1,223.17	\$21.84	12.17%	-	4.3	7.73%	\$282.49	92.71%
Dec '19	565	58	\$1,454.65	\$25.08	10.27%	-	4.7	8.05%	\$311.49	75.54%
Jan '20	2,103	189	\$2,507.50	\$13.27	8.99%	-	14	7.41%	\$179.11	73.87%
<b>Total</b>	14,822	1,489	\$18,231.84	\$12.24	10.05%	-	173	11.62%	\$105.39	89.52%

## Campaign Summary - 1 Jan 2020 — 31 Jan 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting	765	99	\$1,664.92	\$16.82	12.94%	-	10	10.1%	\$166.49	91.08%
search   beta   laser hair removal	990	38	\$337.61	\$8.88	3.84%	-	3	7.89%	\$112.54	65.43%
search   broad   coolsculpting	348	52	\$504.97	\$9.71	14.94%	-	1	1.92%	\$504.97	70.65%

# Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

## Top Text Ads

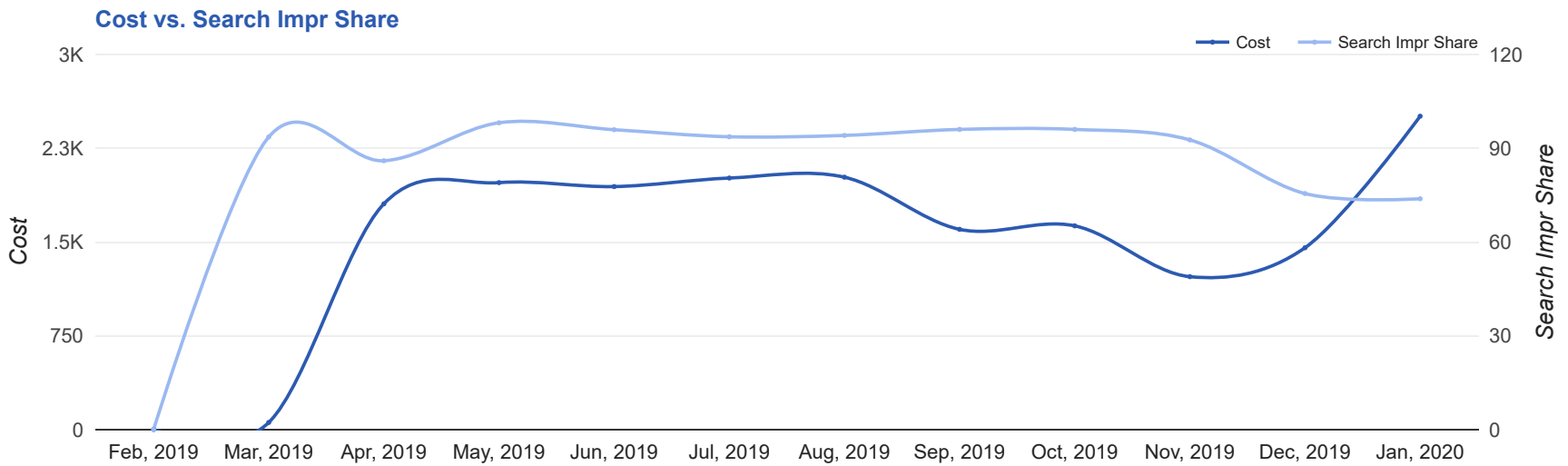
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Newport News - Freeze Away Stubborn Fat - Numa Spa <a href="https://numaspa.com/coolsculpting/">numaspa.com/coolsculpting/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	197	35	\$613.36	\$17.52	17.77%	-	3	8.57%	\$204.45
25% Off All CoolSculpting® - Best Price in Newport News - Numa Spa <a href="https://numaspa.com/coolsculpting/special">numaspa.com/coolsculpting/special</a> Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	92	19	\$241.94	\$12.73	20.65%	-	2	10.53%	\$120.97
#1 CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Numa Spa <a href="https://numaspa.com/coolsculpting/">numaspa.com/coolsculpting/</a> Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	80	5	\$123.71	\$24.74	6.25%	-	2	40.00%	\$61.85
#1 Provider in Newport News - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® <a href="https://numaspa.com/coolsculpting/newport-news">numaspa.com/coolsculpting/newport-news</a> #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newport News, VA. Free Consult.	200	20	\$380.74	\$19.04	10.00%	-	2	10.00%	\$190.37
{Keyword:Hair Removal: Newport News, VA} - Enjoy Smooth, Silky Skin - Laser Hair Removal 50% Off <a href="https://numaspa.com/">numaspa.com/</a> -- -- Remove Unwanted Body Hair for Good. Advanced Laser Technology, Safe on All Skin Types.	519	22	\$181.29	\$8.24	4.24%	-	1.5	6.82%	\$120.86

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Jan 2020 — 31 Jan 2020

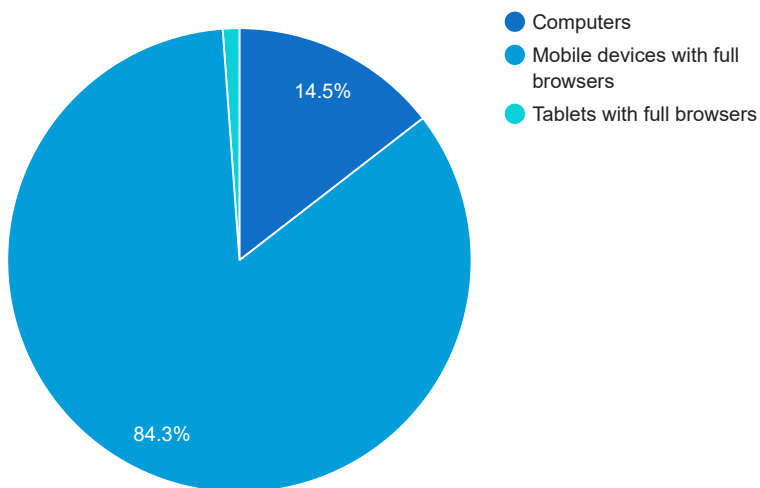
## Budget Coverage



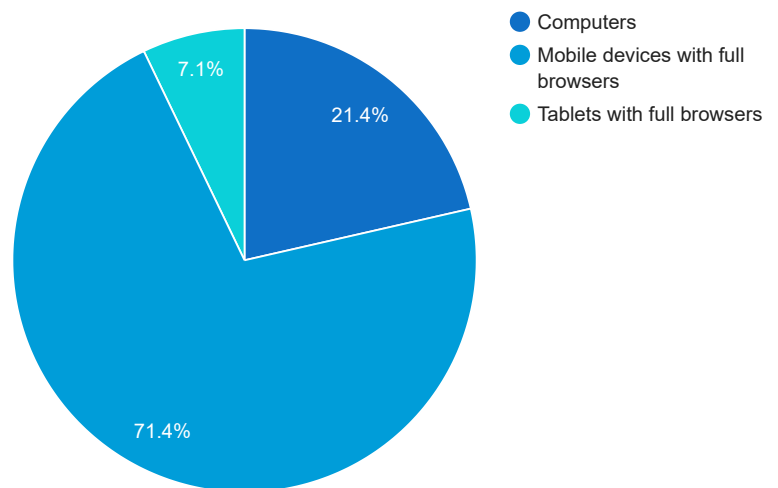
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	0	0
Mar, 2019	56.36	93.65
Apr, 2019	1,806.18	86.04
May, 2019	1,975.85	98.20
Jun, 2019	1,944.23	95.98
Jul, 2019	2,012.56	93.72
Aug, 2019	2,019.41	94.15
Sep, 2019	1,601.98	96.07
Oct, 2019	1,629.95	96.07
Nov, 2019	1,223.17	92.71
Dec, 2019	1,454.65	75.54
Jan, 2020	2,507.50	73.87

## 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	1,761	163	\$2,114.60	\$12.97	9.26%	-	10	6.13%	\$211.46
Computers	306	21	\$363.96	\$17.33	6.86%	-	3	14.29%	\$121.32
Tablets with full browsers	36	5	\$28.94	\$5.79	13.89%	-	1	20%	\$28.94

### 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	2,103	189	\$2,507.50	\$13.27	8.99%	-	14	7.41%	\$179.11

# Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE

CONV

Form Submission

13

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