

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

Numa Spa

638-874-0854

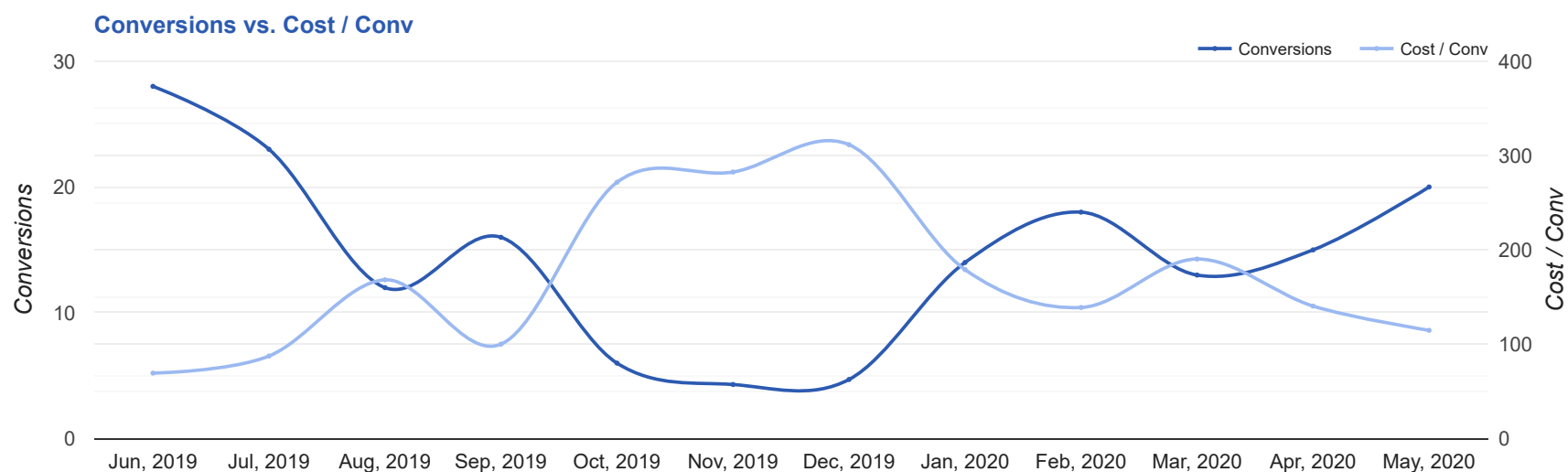
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,296	20	10.87%	\$114.78
↑ 9%	↑ 33%	↑ 1%	↓ 18%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Apr 2020 — 30 Apr 2020	1,786	139	\$2,106.80	\$15.16	7.78%	-	15	10.79%	\$140.45	64.11%
1 May 2020 — 31 May 2020	2,594	184	\$2,295.55	\$12.48	7.09%	-	20	10.87%	\$114.78	61.14%
Change	808 ↑ 45%	45 ↑ 32%	\$188.75 ↑ 9%	\$2.68 ↓ 18%	0.69% ↓ 9%	--	5 ↑ 33%	0.08% ↑ 1%	\$25.67 ↓ 18%	2.97% ↓ 5%

Performance by Month - 1 Jun 2019 — 31 May 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%
Feb '20	2,507	193	\$2,501.28	\$12.96	7.7%	-	18	9.33%	\$138.96	60.27%
Mar '20	2,107	156	\$2,474.10	\$15.86	7.4%	-	13	8.33%	\$190.32	57.97%
Apr '20	1,786	139	\$2,106.80	\$15.16	7.78%	-	15	10.79%	\$140.45	64.11%
May '20	2,594	184	\$2,295.55	\$12.48	7.09%	-	20	10.87%	\$114.78	61.14%
Total	19,110	1,744	\$23,771.18	\$13.63	9.13%	-	174	9.98%	\$136.62	72.76%

Campaign Summary - 1 May 2020 — 31 May 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	982	106	\$1,794.00	\$16.92	10.79%	-	13	12.26%	\$138.00	93.9%
search beta laser hair removal	1,612	78	\$501.55	\$6.43	4.84%	-	7	8.97%	\$71.65	50.51%

Top Performing Ads - 1 May 2020 — 31 May 2020

Top Text Ads

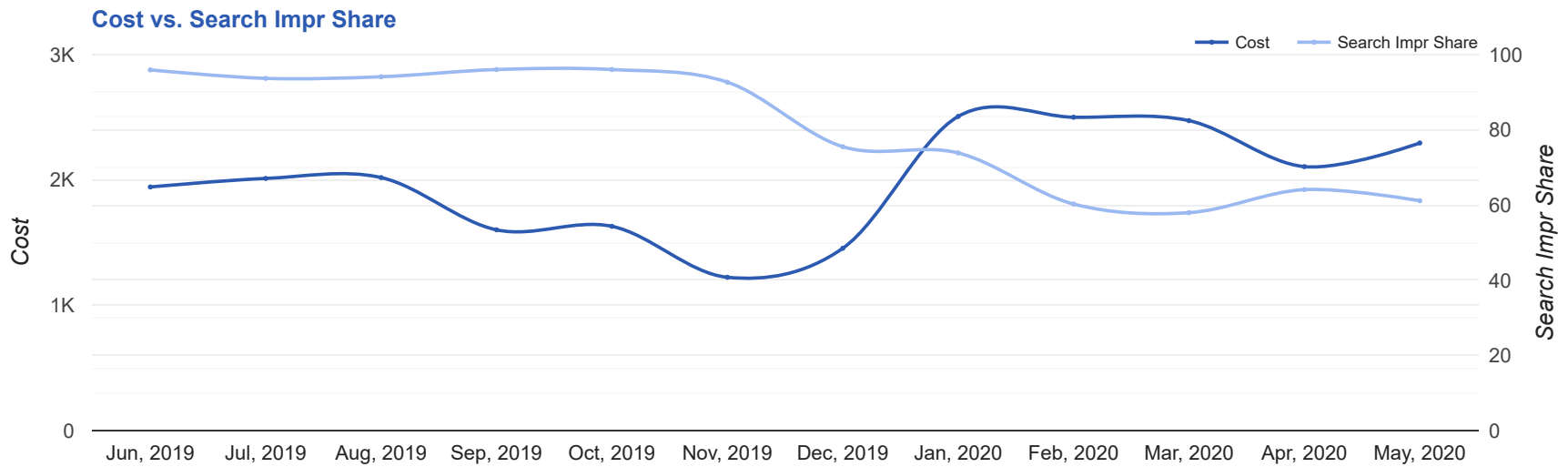
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Newport News - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® numaspa.com/coolsculpting/newport-news #1 CoolSculpting Deal. Freeze Fat. Top Provider in Newport News, VA. Free Consult.	402	49	\$1,014.25	\$20.70	12.19%	-	8.3	17.00%	\$121.76
{Keyword:Hair Removal: Newport News, VA} - Enjoy Smooth, Silky Skin - Laser Hair Removal 50% Off numaspa.com/ -- -- Remove Unwanted Body Hair for Good. Advanced Laser Technology, Safe on All Skin Types.	1,075	50	\$336.19	\$6.72	4.65%	-	5	10.00%	\$67.24
25% Off All CoolSculpting® - Best Price in Newport News - Numa Spa numaspa.com/coolsculpting/special Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	98	13	\$107.26	\$8.25	13.27%	-	2.7	20.54%	\$40.17
#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.	198	23	\$372.15	\$16.18	11.62%	-	2	8.70%	\$186.07
Hair Removal: Newport News, VA - Virtual Consultation Available - Laser Hair Removal 50 Off numaspa.com// Remove Unwanted Body Hair for Good. Advanced Laser Technology, Safe on All Skin Types.	366	17	\$99.71	\$5.87	4.64%	-	2	11.76%	\$49.85

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2020 — 31 May 2020

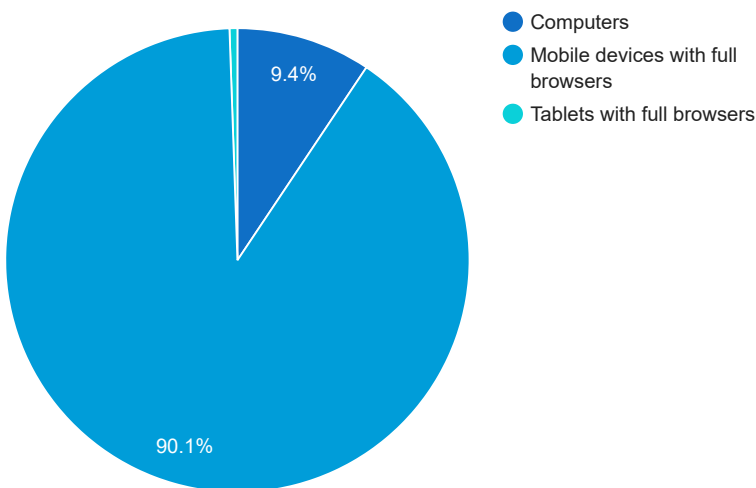
Budget Coverage



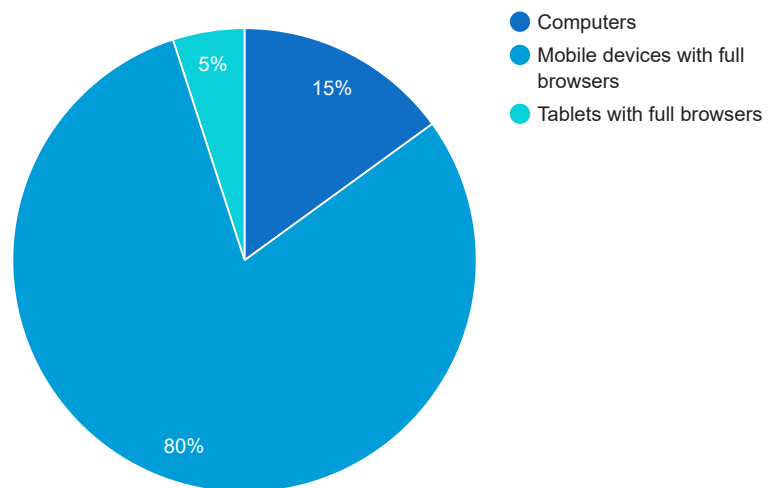
DATE	COST	SEARCH IMPR SHARE
Jun, 2019	1,944.23	95.98
Jul, 2019	2,012.56	93.72
Aug, 2019	2,019.41	94.15
Sep, 2019	1,601.98	96.07
Oct, 2019	1,629.95	96.07
Nov, 2019	1,223.17	92.71
Dec, 2019	1,454.65	75.54
Jan, 2020	2,507.50	73.87
Feb, 2020	2,501.28	60.27
Mar, 2020	2,474.10	57.97
Apr, 2020	2,106.80	64.11
May, 2020	2,295.55	61.14

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	2,189	165	\$2,067.61	\$12.53	7.54%	-	16	9.7%	\$129.23
Computers	364	16	\$215.37	\$13.46	4.4%	-	3	18.75%	\$71.79
Tablets with full browsers	41	3	\$12.57	\$4.19	7.32%	-	1	33.33%	\$12.57

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	2,594	184	\$2,295.55	\$12.48	7.09%	-	20	10.87%	\$114.78

Conversion Types - 1 May 2020 — 31 May 2020

CONVERSION TYPE	CONV
Form Submission	17
Calls from ads	2
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 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