

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

Numa Spa

638-874-0854

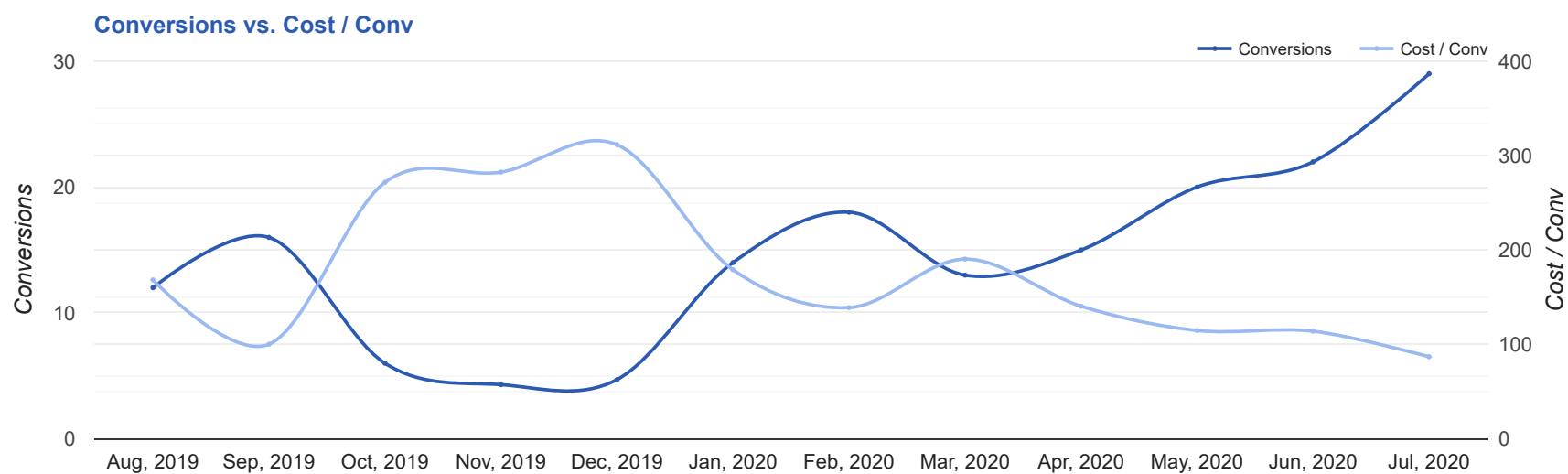
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,518	29	7.17%	\$86.88
↔ 0%	↑ 32%	↓ 36%	↓ 24%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jun 2020 — 30 Jun 2020	2,677	198	\$2,508.24	\$12.67	7.4%	-	22	11.12%	\$113.96	65.62%
1 Jul 2020 — 31 Jul 2020	8,927	404	\$2,517.76	\$6.23	4.53%	-	29	7.17%	\$86.88	35.04%
Change	6,250 ↑ 233%	206 ↑ 104%	\$9.52 ↑ 0%	\$6.44 ↓ 51%	2.87% ↓ 39%	--	6.97 ↑ 32%	3.95% ↓ 36%	\$27.08 ↓ 24%	30.58% ↓ 47%

Performance by Month - 1 Aug 2019 — 31 Jul 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	10.88%	\$114.72	61.12%
Jun '20	2,677	198	\$2,508.24	\$12.67	7.4%	-	22	11.12%	\$113.96	65.62%
Jul '20	8,927	404	\$2,517.76	\$6.23	4.53%	-	29	7.17%	\$86.88	35.04%
Total	27,088	1,924	\$24,840.39	\$12.91	7.1%	-	174	9.04%	\$142.76	52.09%

Campaign Summary - 1 Jul 2020 — 31 Jul 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	7,625	336	\$2,041.27	\$6.08	4.41%	-	27	8.03%	\$75.66	34.81%
search beta laser hair removal	1,302	68	\$476.49	\$7.01	5.22%	-	2	2.94%	\$238.25	36.46%

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

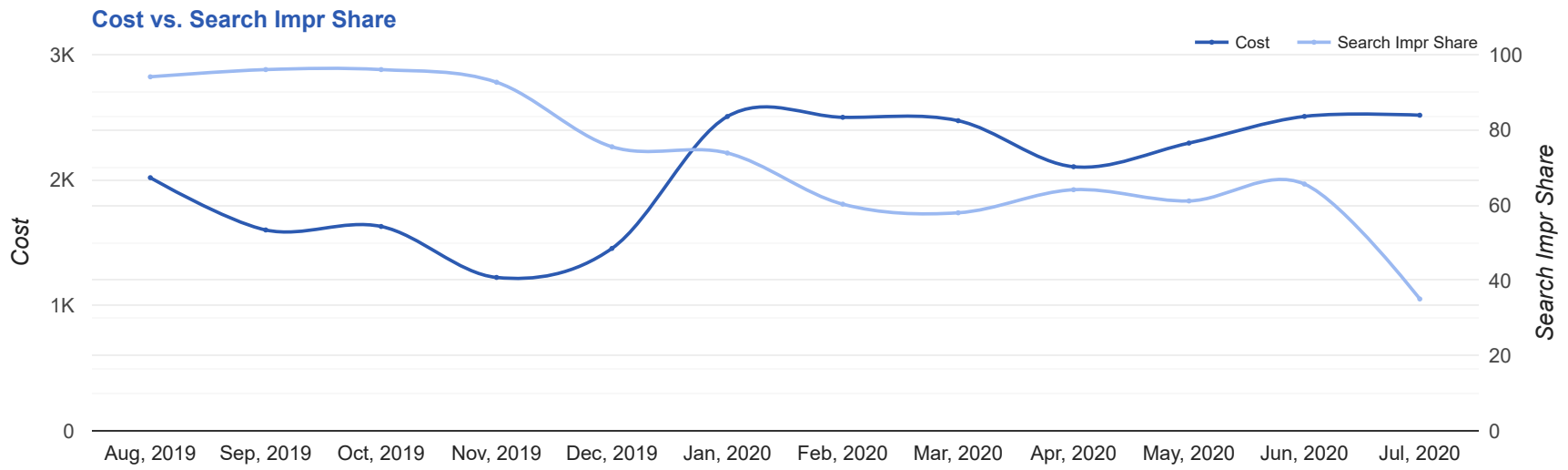
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting in Newport News - Fat Reduction Treatment - Flexible Payment Options numaspa.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	5,523	198	\$1,050.99	\$5.31	3.59%	-	13	6.57%	\$80.85
CoolSculpting in Newport News - Fat Reduction Treatment - Flexible Payment Options numaspa.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	418	52	\$327.64	\$6.30	12.44%	-	6	11.54%	\$54.61
CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Top Provider in Newport News numaspa.com// CoolSculpting Deal. Freeze Fat. Top Provider in Newport News, VA. Free Virtual Consult.	833	15	\$94.35	\$6.29	1.80%	-	3	20.00%	\$31.45
Body Sculpting - CoolSculpting in Newport News - Non-Surgical Fat Reduction numaspa.com// Sculpt Your Body. Freeze Fat Away Fat with CoolSculpting. Eliminate Fat And Feel Great.	162	23	\$142.74	\$6.21	14.20%	-	2	8.70%	\$71.37
{Keyword:Best Laser Hair Removal} - 50% Off Laser Hair Removal - Advanced Laser Technology numaspa.com/ --/ -- Laser Hair Removal Treatments are Quick, Safe & Permanent. Safe with All Skin Types.	725	37	\$311.20	\$8.41	5.10%	-	1	2.70%	\$311.20

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

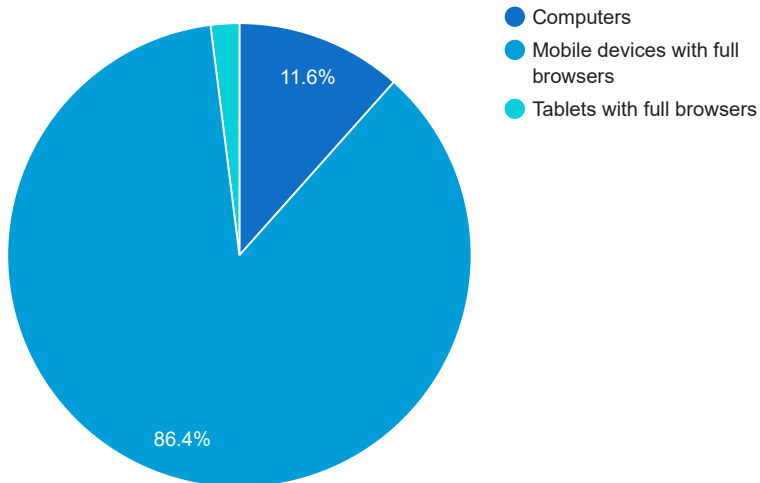
Budget Coverage



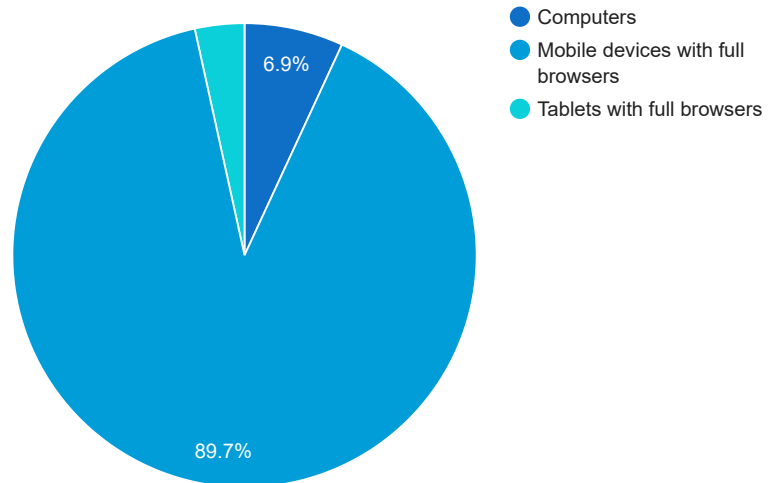
DATE	COST	SEARCH IMPR SHARE
Aug, 2019	2,019.41	94.15
Sep, 2019	1,601.98	96.07
Oct, 2019	1,629.95	96.07
Nov, 2019	1,223.17	92.71
Dec, 2019	1,454.65	75.54
Jan, 2020	2,507.50	73.87
Feb, 2020	2,501.28	60.27
Mar, 2020	2,474.10	57.97
Apr, 2020	2,106.80	64.11
May, 2020	2,295.55	61.12
Jun, 2020	2,508.24	65.62
Jul, 2020	2,517.76	35.04

Cost and Conversions by Device

Cost



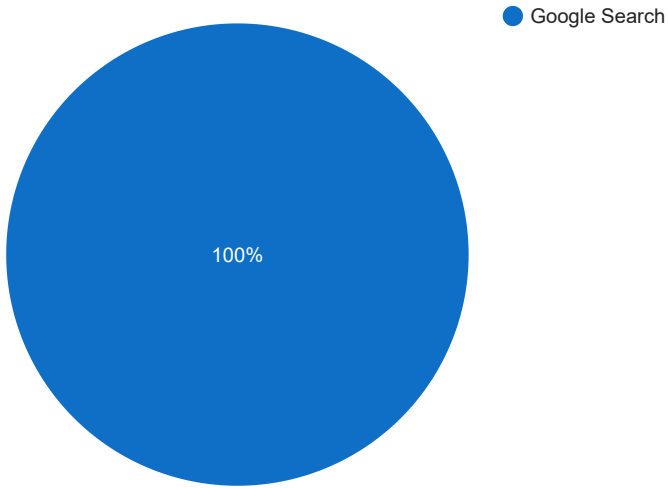
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	7,591	352	\$2,175.82	\$6.18	4.64%	-	26	7.38%	\$83.75
Computers	1,029	41	\$291.68	\$7.11	3.98%	-	2	4.88%	\$145.84
Tablets with full browsers	307	11	\$50.26	\$4.57	3.58%	-	1	9.09%	\$50.26

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	8,927	404	\$2,517.76	\$6.23	4.53%	-	29	7.17%	\$86.88

Conversion Types - 1 Jul 2020 — 31 Jul 2020

CONVERSION TYPE	CONV
Form Submission	23
Phone Call	4
Calls from ads	2

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