

**Monthly Account
Performance Report
1 Sep 2020 — 30 Sep 2020**

Numa Spa

638-874-0854

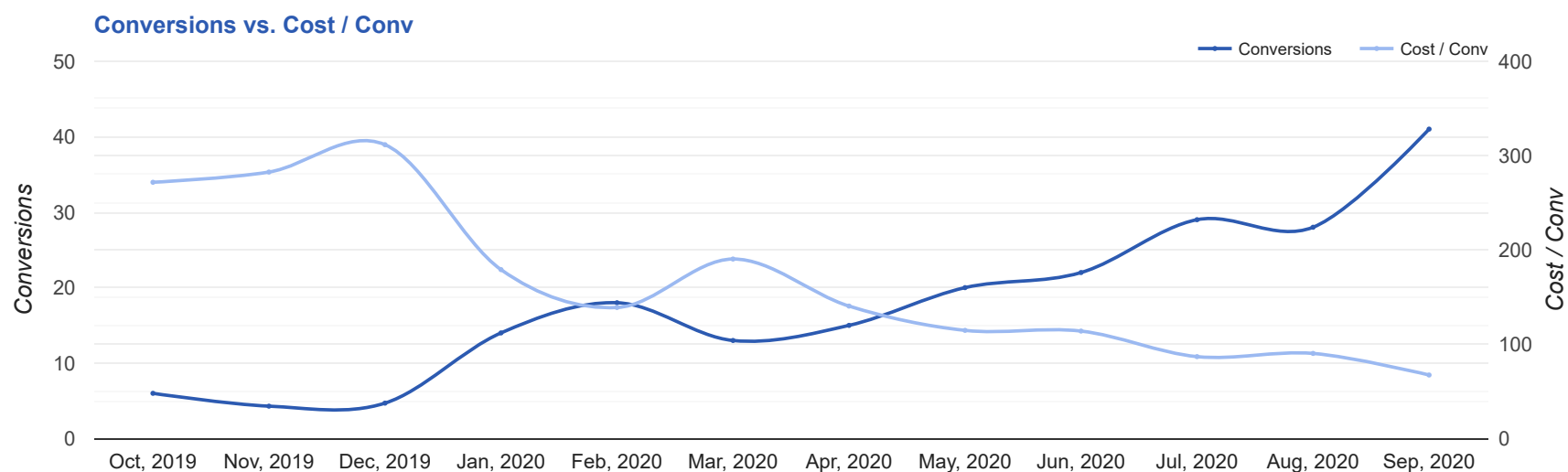
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,763	41	8.35%	\$67.40
↑ 9%	↑ 46%	↑ 21%	↓ 25%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	10,596	406	\$2,528.16	\$6.23	3.83%	-	28	6.9%	\$90.29	38.87%
1 Sep 2020 — 30 Sep 2020	10,573	491	\$2,763.36	\$5.63	4.64%	-	41	8.35%	\$67.40	32.7%
Change	23 ↓ 0%	85 ↑ 21%	\$235.20 ↑ 9%	\$0.60 ↓ 10%	0.81% ↑ 21%	--	13 ↑ 46%	1.45% ↑ 21%	\$22.89 ↓ 25%	6.17% ↓ 16%

Performance by Month - 1 Oct 2019 — 30 Sep 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	35.03%
Aug '20	10,596	406	\$2,528.16	\$6.23	3.83%	-	28	6.9%	\$90.29	38.87%
Sep '20	10,573	491	\$2,763.36	\$5.63	4.64%	-	41	8.35%	\$67.40	32.7%
Total	45,701	2,557	\$26,510.52	\$10.37	5.6%	-	215	8.41%	\$123.30	41.96%

Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	8,581	399	\$2,269.26	\$5.69	4.65%	-	38	9.52%	\$59.72	32.22%
search beta laser hair removal	1,992	92	\$494.10	\$5.37	4.62%	-	3	3.26%	\$164.70	34.87%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

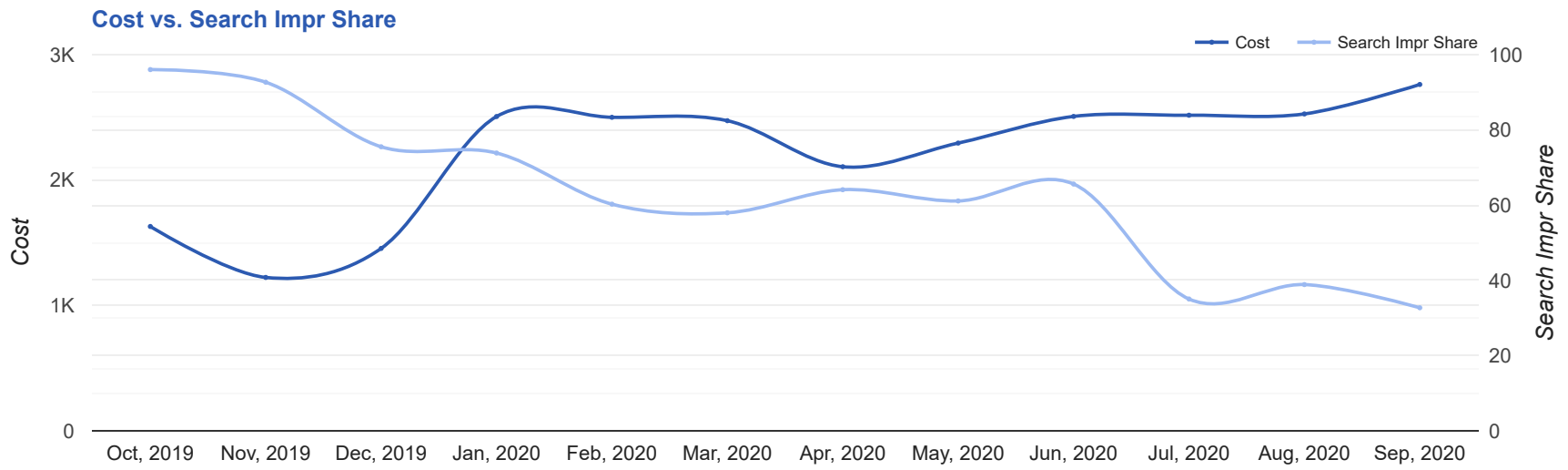
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Numa Spa - Non-Surgical Lipo Alternative - Fat Reduction Treatment numaspa.com/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,388	98	\$498.73	\$5.09	7.06%	-	7	7.14%	\$71.25
Numa Spa - Non-Surgical Fat Reduction - Fat Reduction Treatment numaspa.com/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	2,168	79	\$374.18	\$4.74	3.64%	-	3.8	4.75%	\$99.78
CoolSculpting® Deal \$1000 Off - CoolSculpting in Newport News - 2020 Coolsculpting Discount numaspa.com/ --/ -- Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	159	18	\$115.57	\$6.42	11.32%	-	3	16.67%	\$38.52
CoolSculpting® in Newport News - \$1,000 Off September Special - Our Biggest Discount Ever numaspa.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	13	4	\$43.25	\$10.81	30.77%	-	2	50.00%	\$21.63
CoolSculpting in Newport News - Fat Reduction Treatment - Flexible Payment Options numaspa.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	1,485	33	\$186.08	\$5.64	2.22%	-	2	6.06%	\$93.04

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

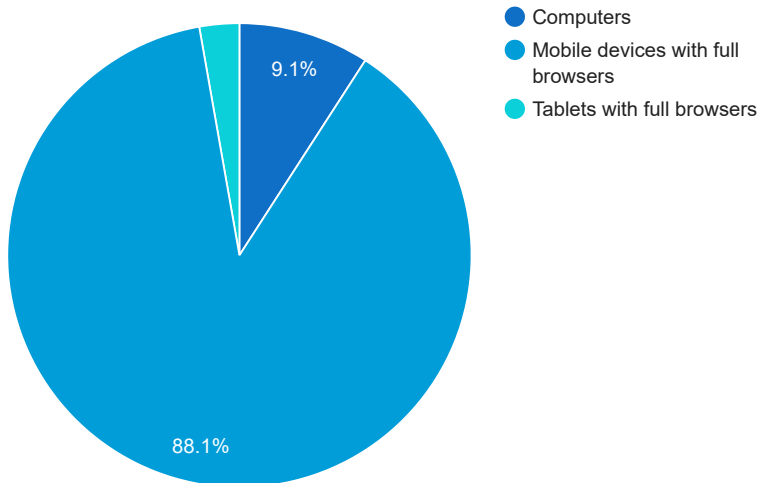
Budget Coverage



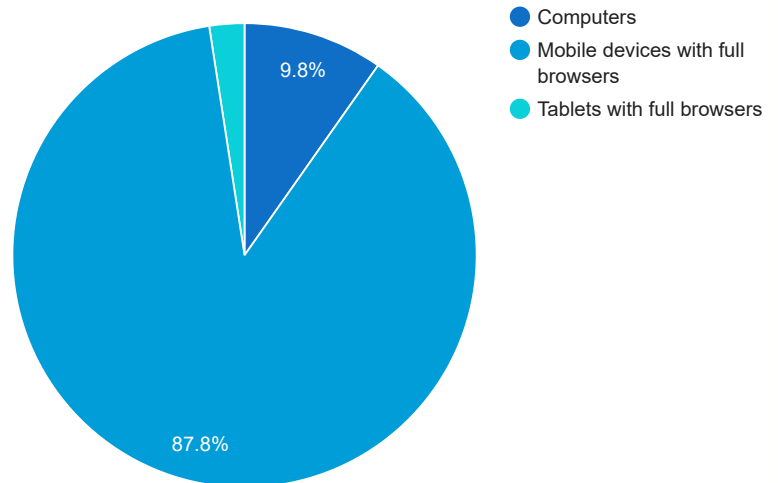
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	1,629.95	96.07
Nov, 2019	1,223.17	92.71
Dec, 2019	1,454.65	75.54
Jan, 2020	2,507.50	73.87
Feb, 2020	2,501.28	60.27
Mar, 2020	2,474.10	57.97
Apr, 2020	2,106.80	64.11
May, 2020	2,295.55	61.12
Jun, 2020	2,508.24	65.62
Jul, 2020	2,517.76	35.03
Aug, 2020	2,528.16	38.87
Sep, 2020	2,763.36	32.70

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	8,925	431	\$2,434.44	\$5.65	4.83%	-	36	8.35%	\$67.62
Computers	1,353	45	\$252.24	\$5.61	3.33%	-	4	8.89%	\$63.06
Tablets with full browsers	295	15	\$76.68	\$5.11	5.08%	-	1	6.67%	\$76.68

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	10,573	491	\$2,763.36	\$5.63	4.64%	-	41	8.35%	\$67.40

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
Form Submission	35
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