

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

Numa Spa

638-874-0854

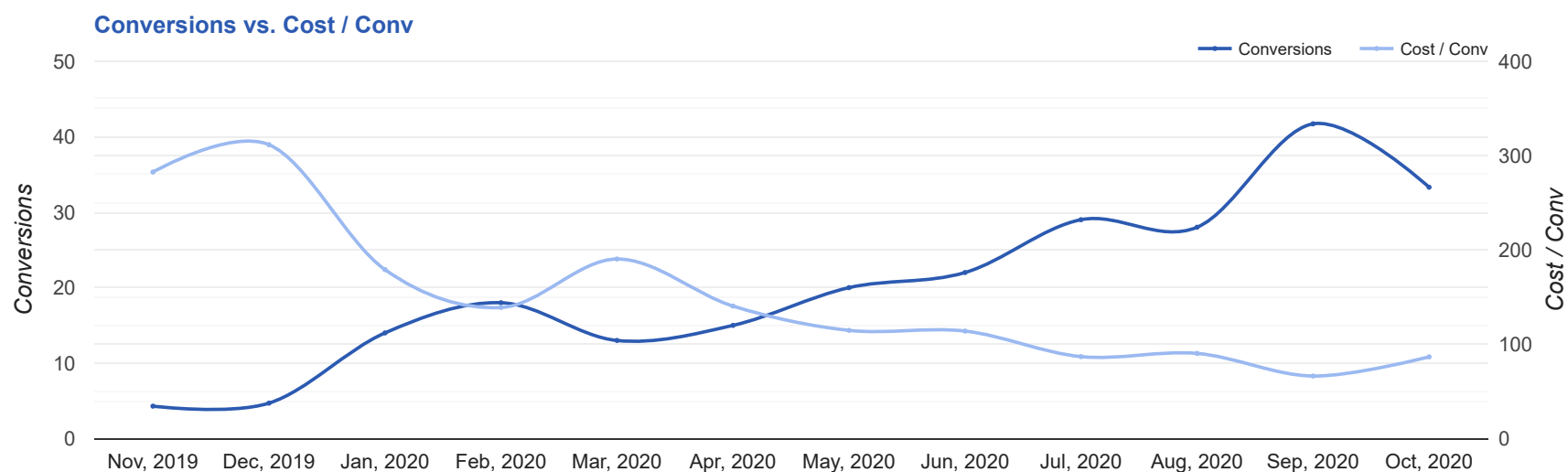
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,888	33.3	9.98%	\$86.65
↑ 5%	↓ 20%	↑ 18%	↑ 31%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	10,573	491	\$2,763.36	\$5.63	4.64%	-	41.7	8.49%	\$66.32	33.21%
1 Oct 2020 — 31 Oct 2020	6,770	334	\$2,888.11	\$8.65	4.93%	-	33.3	9.98%	\$86.65	41.24%
Change	3,803 ↓ 36%	157 ↓ 32%	\$124.75 ↑ 5%	\$3.02 ↑ 54%	0.29% ↑ 6%	--	8.34 ↓ 20%	1.49% ↑ 18%	\$20.33 ↑ 31%	8.03% ↑ 24%

Performance by Month - 1 Nov 2019 — 31 Oct 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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%	-	41.7	8.49%	\$66.32	33.21%
Oct '20	6,770	334	\$2,888.11	\$8.65	4.93%	-	33.3	9.98%	\$86.65	41.24%
Total	51,665	2,808	\$27,768.68	\$9.89	5.44%	-	243	8.65%	\$114.27	41.67%

Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	4,549	234	\$2,398.01	\$10.25	5.14%	-	25.3	10.82%	\$94.67	50.13%
search beta laser hair removal	2,221	100	\$490.10	\$4.90	4.5%	-	8	8%	\$61.26	30.51%

Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

Top Text Ads

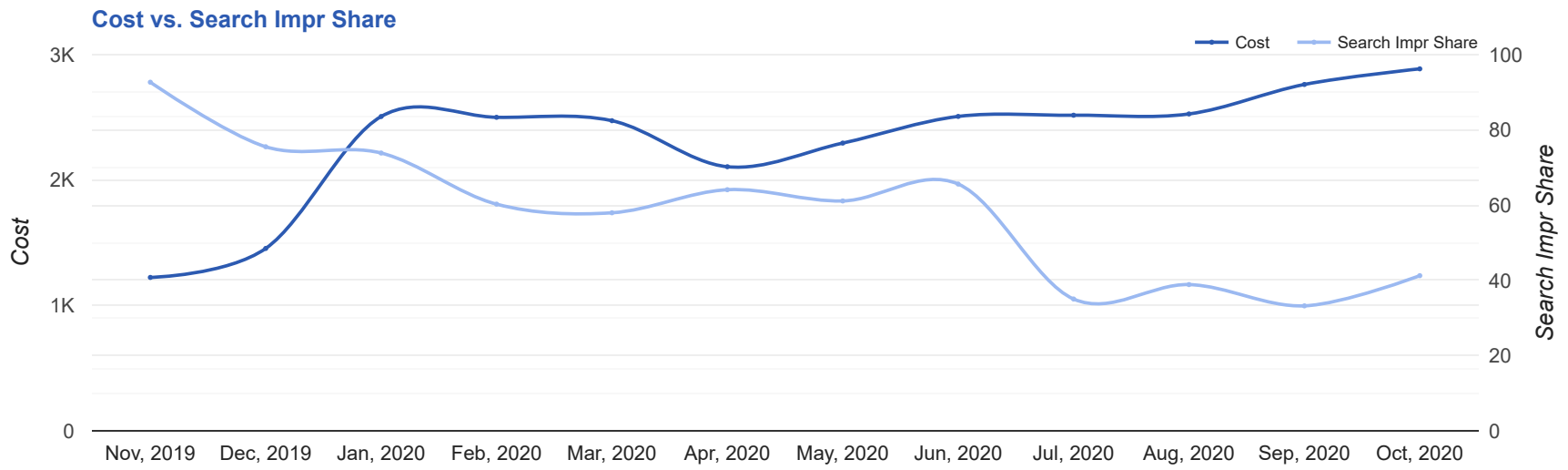
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Deal \$1000 Off - CoolSculpting in Newport News - Biggest Coolsculpting® Promo numaspa.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Newport News, VA	103	9	\$80.21	\$8.91	8.74%	-	4	44.44%	\$20.05
{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.	694	34	\$170.84	\$5.02	4.90%	-	4	11.76%	\$42.71
CoolSculpting® in Newport News - \$1,000 Off October Special - Flexible Payment Options numaspa.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	86	15	\$207.72	\$13.85	17.44%	-	3	20.00%	\$69.24
Fat Reduction in Newport News - Our Biggest Discount Ever - October 2020 Deal \$1000 Off numaspa.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	143	2	\$19.67	\$9.84	1.40%	-	2	100.00%	\$9.84
Numa Spa - CoolSculpting in Newport News - Fat Reduction Treatment numaspa.com/ --/ -- Leading CoolSculpting Provider in Newport News, VA. Schedule a Free Consultation	35	6	\$72.62	\$12.10	17.14%	-	2	33.33%	\$36.31

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2020 — 31 Oct 2020

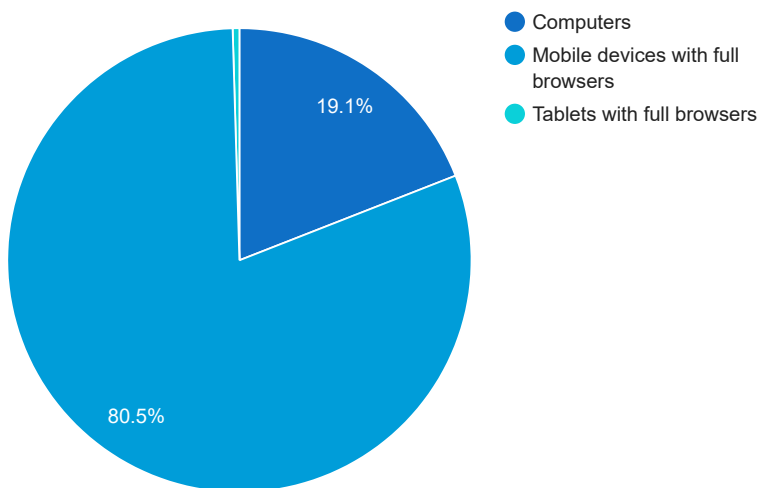
Budget Coverage



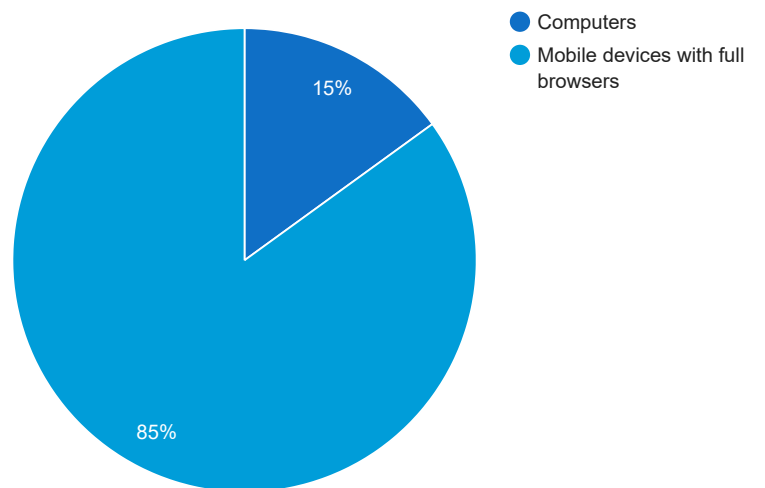
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	1,223.17	92.71
Dec, 2019	1,454.65	75.54
Jan, 2020	2,507.50	73.87
Feb, 2020	2,501.28	60.27
Mar, 2020	2,474.10	57.97
Apr, 2020	2,106.80	64.11
May, 2020	2,295.55	61.12
Jun, 2020	2,508.24	65.62
Jul, 2020	2,517.76	35.03
Aug, 2020	2,528.16	38.87
Sep, 2020	2,763.36	33.21
Oct, 2020	2,888.11	41.24

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	5,686	279	\$2,324.09	\$8.33	4.91%	-	28.3	10.15%	\$82.04
Computers	904	52	\$550.53	\$10.59	5.75%	-	5	9.62%	\$110.11
Tablets with full browsers	180	3	\$13.49	\$4.50	1.67%	-	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	6,770	334	\$2,888.11	\$8.65	4.93%	-	33.3	9.98%	\$86.65

Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
Form Submission	25.3
Phone Call	7
Calls from ads	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