

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

Numa Spa

638-874-0854

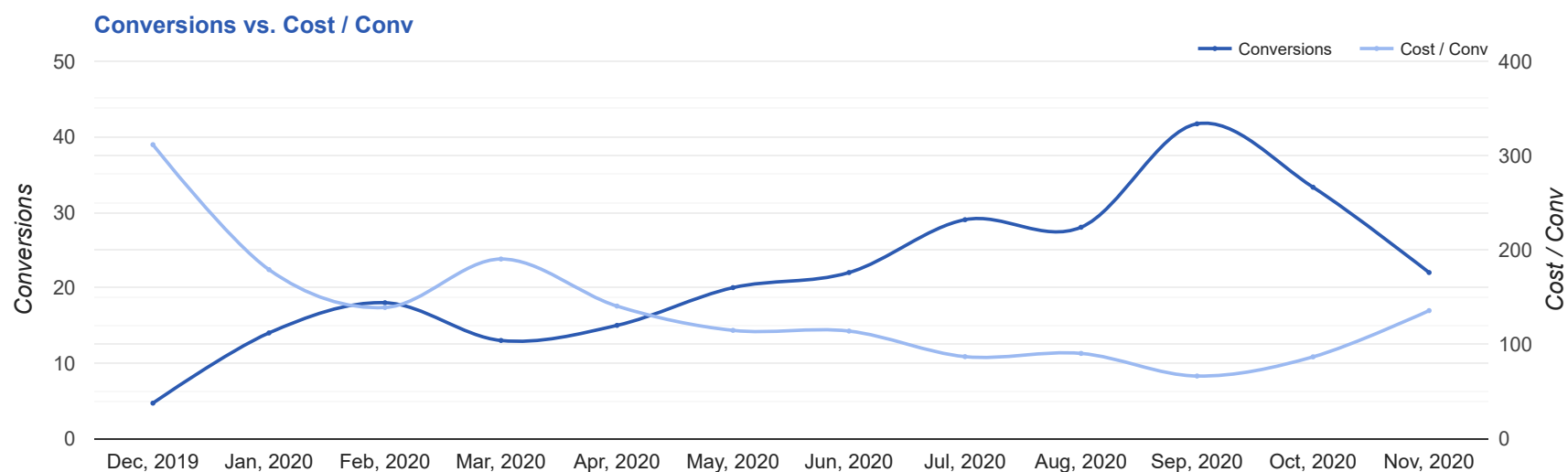
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,985	22	7.41%	\$135.66
↑ 3%	↓ 34%	↓ 26%	↑ 57%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	6,770	334	\$2,888.11	\$8.65	4.93%	-	33.3	9.98%	\$86.65	41.57%
1 Nov 2020 — 30 Nov 2020	7,919	297	\$2,984.59	\$10.05	3.75%	-	22	7.41%	\$135.66	35.3%
Change	1,149 ↑ 17%	37 ↓ 11%	\$96.48 ↑ 3%	\$1.40 ↑ 16%	1.18% ↓ 24%	--	11.33 ↓ 34%	2.57% ↓ 26%	\$49.01 ↑ 57%	6.27% ↓ 15%

Performance by Month - 1 Dec 2019 — 30 Nov 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH	
										IMPR SHARE	
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	38.85%	
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	41.57%	
Nov '20	7,919	297	\$2,984.59	\$10.05	3.75%	-	22	7.41%	\$135.66	35.3%	
Total	59,124	3,049	\$29,530.10	\$9.69	5.16%	-	260.7	8.55%	\$113.29	40.55%	

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	5,873	226	\$2,485.65	\$11.00	3.85%	-	21	9.29%	\$118.36	37.56%
search beta laser hair removal	2,046	71	\$498.94	\$7.03	3.47%	-	1	1.41%	\$498.94	30.01%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

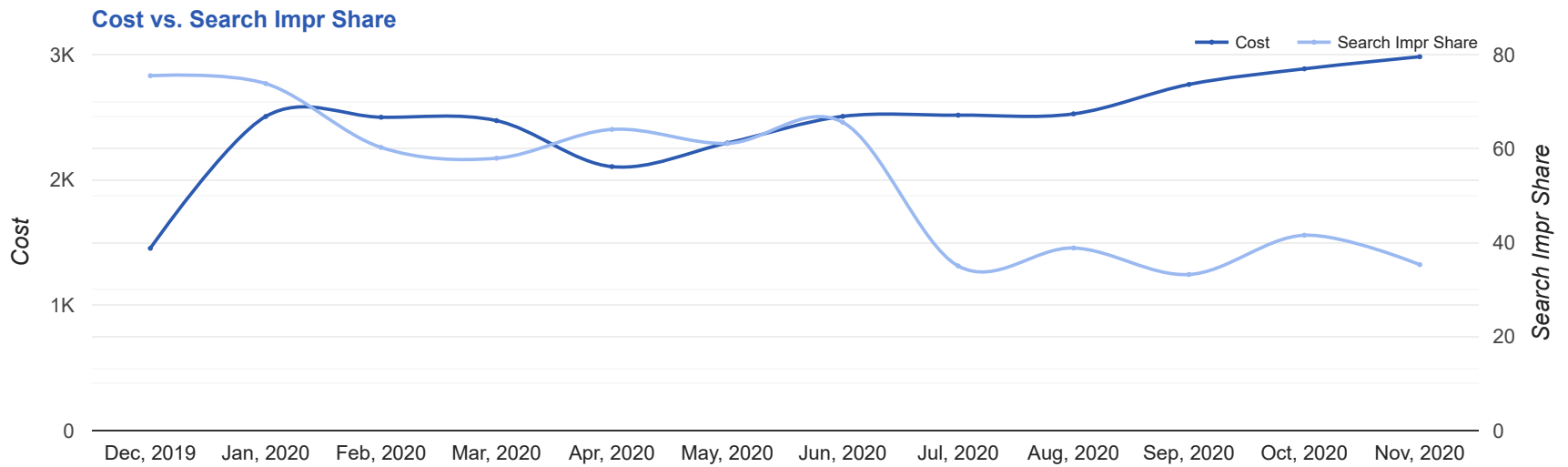
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Numa Spa - Fat Reduction in Newport News - Non-Surgical Fat Reduction numaspa.com/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	488	36	\$440.41	\$12.23	7.38%	-	3	8.33%	\$146.80
Numa Spa - Fat Reduction in Newport News - Non-Surgical Fat Reduction numaspa.com/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,065	33	\$339.73	\$10.29	3.10%	-	2.5	7.58%	\$135.89
Biggest CoolSculpting® Promo - Limited Time Offer Dec 2020 - 25 Off All CoolSculpting numaspa.com// Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Newport News, VA	1	2	\$35.06	\$17.53	200.00%	-	2	100.00%	\$17.53
Fat Reduction in Newport News - Freeze Away Body Fat - Get Rid of Unwanted Fat numaspa.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	28	1	\$19.66	\$19.66	3.57%	-	1	100.00%	\$19.66
Fat Reduction in Newport News - Eliminate Fat & Feel Great - Safe + Effective Fat Reduction numaspa.com// CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	42	3	\$22.70	\$7.57	7.14%	-	1	33.33%	\$22.70

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

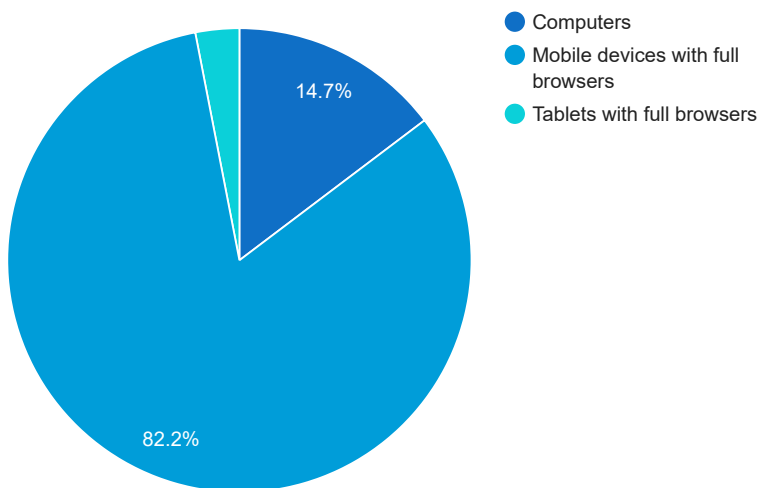
Budget Coverage



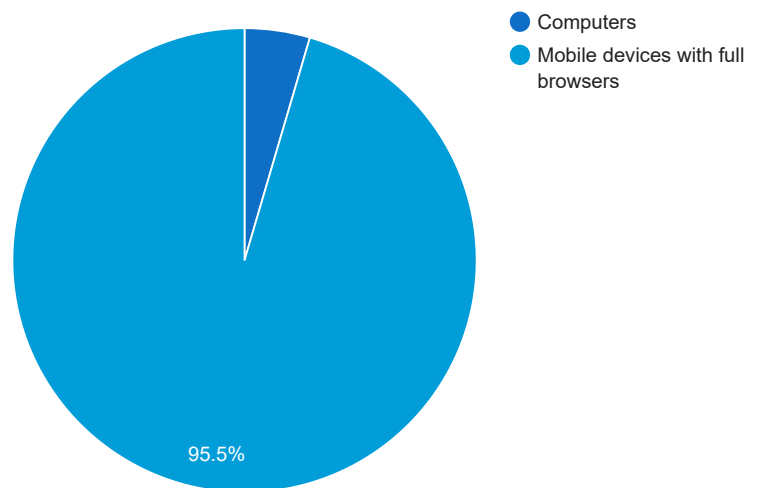
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	1,454.65	75.54
Jan, 2020	2,507.50	73.87
Feb, 2020	2,501.28	60.27
Mar, 2020	2,474.10	57.97
Apr, 2020	2,106.80	64.11
May, 2020	2,295.55	61.12
Jun, 2020	2,508.24	65.62
Jul, 2020	2,517.76	35.03
Aug, 2020	2,528.16	38.85
Sep, 2020	2,763.36	33.21
Oct, 2020	2,888.11	41.57
Nov, 2020	2,984.59	35.30

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	6,564	251	\$2,454.82	\$9.78	3.82%	-	21	8.37%	\$116.90
Computers	1,136	37	\$438.67	\$11.86	3.26%	-	1	2.7%	\$438.67
Tablets with full browsers	219	9	\$91.10	\$10.12	4.11%	-	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	7,919	297	\$2,984.59	\$10.05	3.75%	-	22	7.41%	\$135.66

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Form Submission	17
Phone Call	3
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 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