

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

Numa Spa

638-874-0854

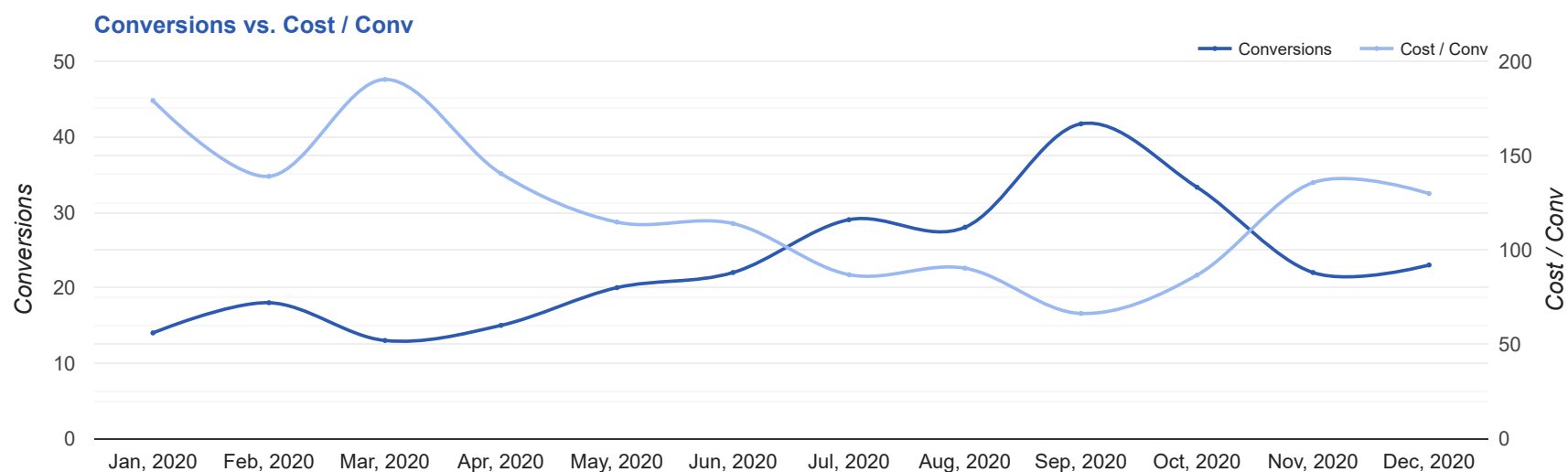
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$2,986	23	6.3%	\$129.83
↔ 0%	↑ 5%	↓ 15%	↓ 4%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	7,919	297	\$2,984.59	\$10.05	3.75%	-	22	7.41%	\$135.66	35.17%
1 Dec 2020 — 31 Dec 2020	9,885	365	\$2,985.98	\$8.18	3.69%	-	23	6.3%	\$129.83	35.55%
Change	1,966 ↑ 25%	68 ↑ 23%	\$1.39 ↑ 0%	\$1.87 ↓ 19%	0.06% ↓ 2%	--	1 ↑ 5%	1.11% ↓ 15%	\$5.83 ↓ 4%	0.38% ↑ 1%

Performance by Month - 1 Jan 2020 — 31 Dec 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	35.17%
Dec '20	9,885	365	\$2,985.98	\$8.18	3.69%	-	23	6.3%	\$129.83	35.55%
Total	68,444	3,356	\$31,061.43	\$9.26	4.9%	-	279	8.31%	\$111.33	39.57%

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	7,982	263	\$2,485.98	\$9.45	3.29%	-	17.3	6.59%	\$143.45	37.86%
search beta laser hair removal	1,903	102	\$500.00	\$4.90	5.36%	-	5.7	5.56%	\$88.18	28.29%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

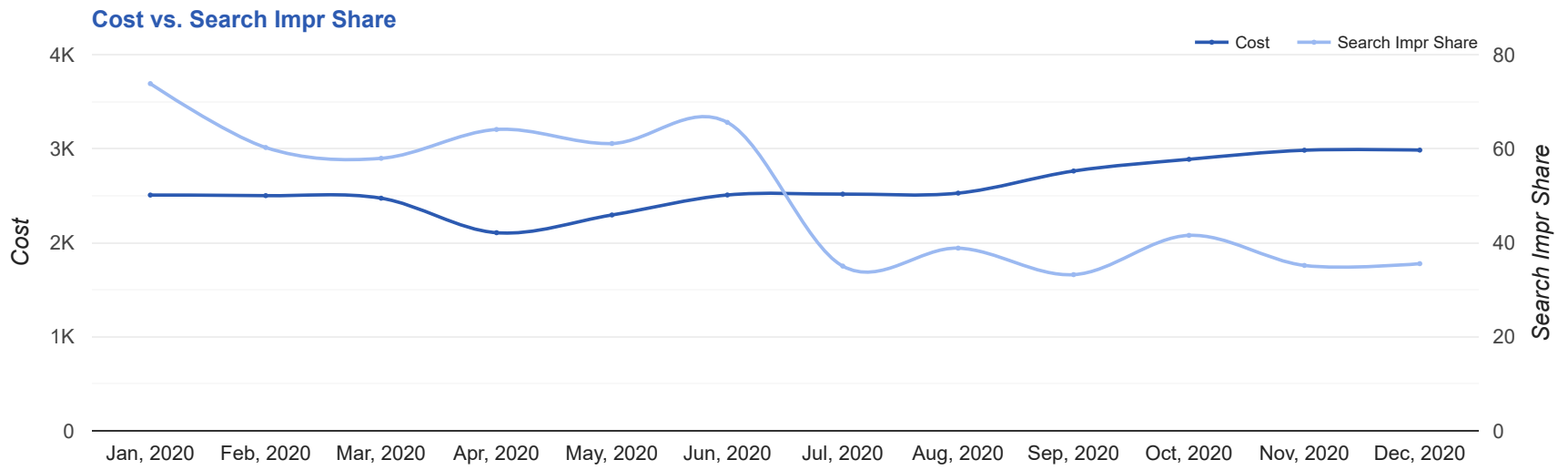
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
CoolSculpting® Fat Reduction - CoolSculpting in Newport News - Biggest CoolSculpting® Promo numaspa.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Newport News, VA	22	7	\$117.42	\$16.77	31.82%	-	3	42.86%	\$39.14
CoolSculpting® Fat Reduction - CoolSculpting in Newport News - Biggest CoolSculpting® Promo numaspa.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Newport News, VA	79	7	\$86.62	\$12.37	8.86%	-	3	42.86%	\$28.87
{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.	830	44	\$248.32	\$5.64	5.30%	-	2.7	6.07%	\$93.00
CoolSculpting® in Newport News - Dec Only \$1,000 Off 8+ Cycles - Our Biggest Discount Ever numaspa.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	52	2	\$31.57	\$15.79	3.85%	-	2	100.00%	\$15.79
Fat Reduction in Newport News - Eliminate Fat & Feel Great - Offering \$1,000 Off 8+ Cycles numaspa.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	240	6	\$49.55	\$8.26	2.50%	-	2	33.33%	\$24.77

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

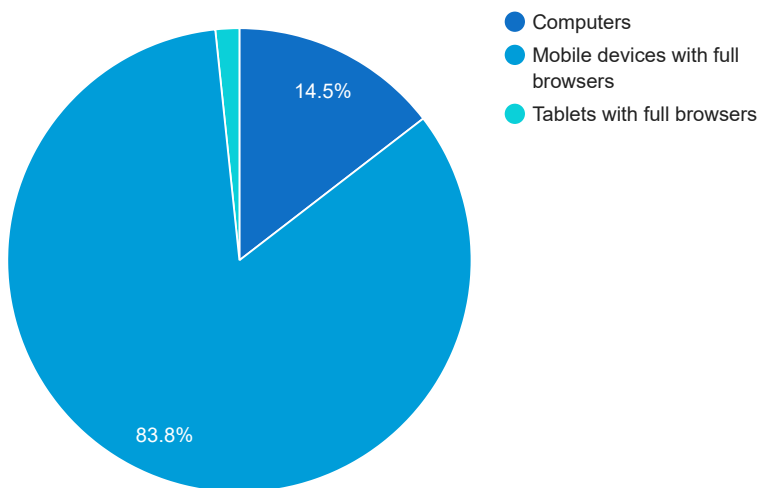
Budget Coverage



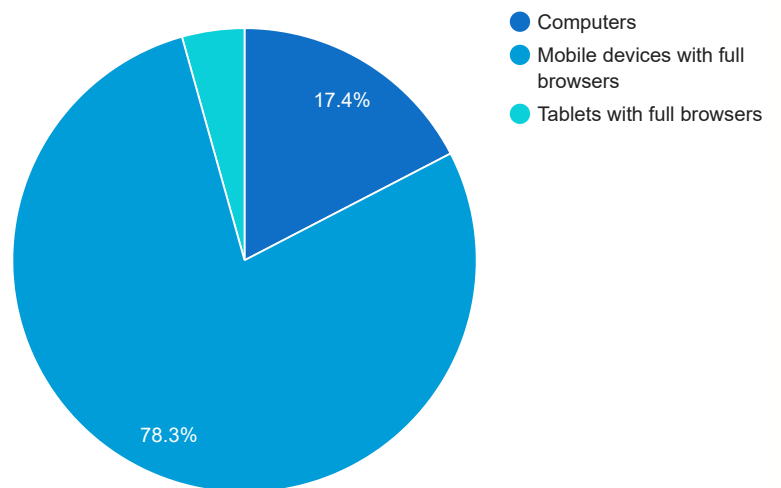
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	2,507.50	73.87
Feb, 2020	2,501.28	60.27
Mar, 2020	2,474.10	57.97
Apr, 2020	2,106.80	64.11
May, 2020	2,295.55	61.12
Jun, 2020	2,508.24	65.62
Jul, 2020	2,517.76	35.03
Aug, 2020	2,528.16	38.85
Sep, 2020	2,763.36	33.21
Oct, 2020	2,888.11	41.57
Nov, 2020	2,984.59	35.17
Dec, 2020	2,985.98	35.55

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	8,268	320	\$2,501.94	\$7.82	3.87%	-	18	5.63%	\$139.00
Computers	1,312	41	\$434.38	\$10.59	3.13%	-	4	9.76%	\$108.60
Tablets with full browsers	305	4	\$49.66	\$12.42	1.31%	-	1	25%	\$49.66

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	9,885	365	\$2,985.98	\$8.18	3.69%	-	23	6.3%	\$129.83

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Form Submission	18
Phone Call	4
Click to 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