

**Monthly Account
Performance Report
1 Jan 2021 — 31 Jan 2021**

Numa Spa

638-874-0854

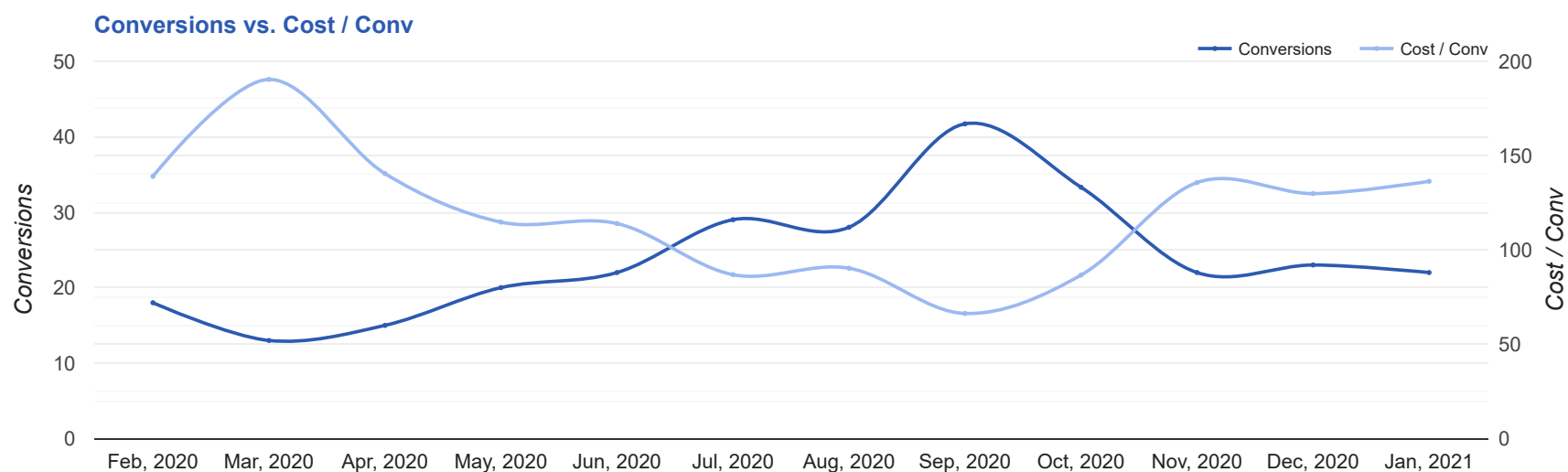
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$3,000	22	4.89%	\$136.35
↔ 0%	↓ 4%	↓ 22%	↑ 5%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2020 — 31 Dec 2020	9,885	365	\$2,985.98	\$8.18	3.69%	-	23	6.3%	\$129.83	35.49%
1 Jan 2021 — 31 Jan 2021	11,466	450	\$2,999.74	\$6.67	3.92%	-	22	4.89%	\$136.35	30.26%
Change	1,581 ↑ 16%	85 ↑ 23%	\$13.76 ↑ 0%	\$1.51 ↓ 18%	0.23% ↑ 6%	--	1 ↓ 4%	1.41% ↓ 22%	\$6.52 ↑ 5%	5.23% ↓ 15%

Performance by Month - 1 Feb 2020 — 31 Jan 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
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	35.49%
Jan '21	11,466	450	\$2,999.74	\$6.67	3.92%	-	22	4.89%	\$136.35	30.26%
Total	77,807	3,617	\$31,553.67	\$8.72	4.65%	-	287	7.93%	\$109.94	37.4%

Campaign Summary - 1 Jan 2021 — 31 Jan 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting	9,556	355	\$2,499.86	\$7.04	3.71%	-	18	5.07%	\$138.88	31.11%
search beta laser hair removal	1,910	95	\$499.88	\$5.26	4.97%	-	4	4.21%	\$124.97	26.66%

Top Performing Ads - 1 Jan 2021 — 31 Jan 2021

Top Text Ads

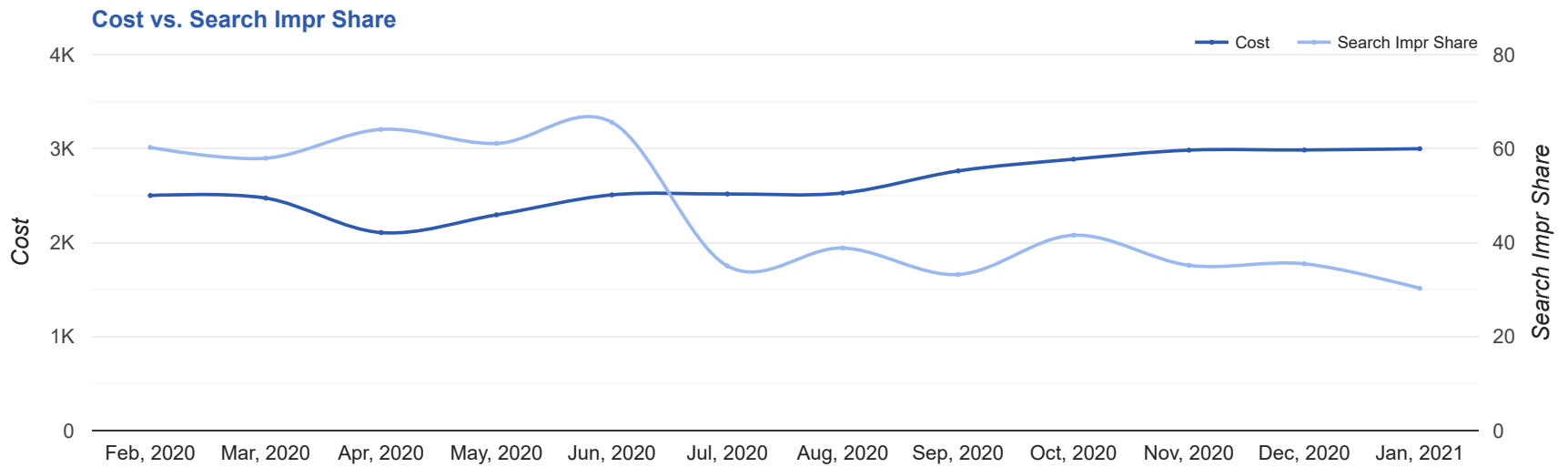
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Numa Spa - Fat Reduction in Newport News - Non-Surgical Fat Reduction numaspa.com/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,735	54	\$319.95	\$5.92	3.11%	-	2	3.70%	\$159.97
Numa Spa - Fat Reduction in Newport News - Non-Surgical Fat Reduction numaspa.com/ --/ -- CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	710	50	\$415.21	\$8.30	7.04%	-	1.5	3.00%	\$276.81
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	23	3	\$39.50	\$13.17	13.04%	-	1	33.33%	\$39.50
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	30	2	\$12.60	\$6.30	6.67%	-	1	50.00%	\$12.60
Laser Hair Removal, VA - Remove Unwanted Hair for Good - Permanent Hair Reduction numaspa.com// Most Advanced Laser Technology: Painless, Safe on All Skin Types & Less Time & Treatments.	46	2	\$16.75	\$8.38	4.35%	-	1	50.00%	\$16.75

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2021 — 31 Jan 2021

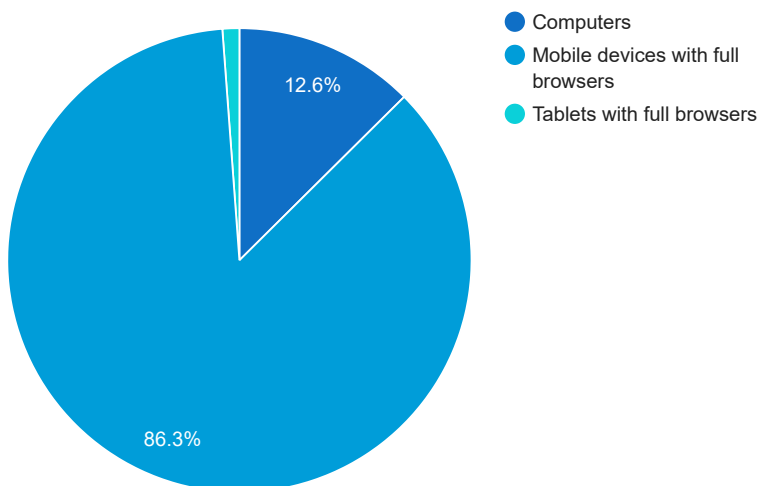
Budget Coverage



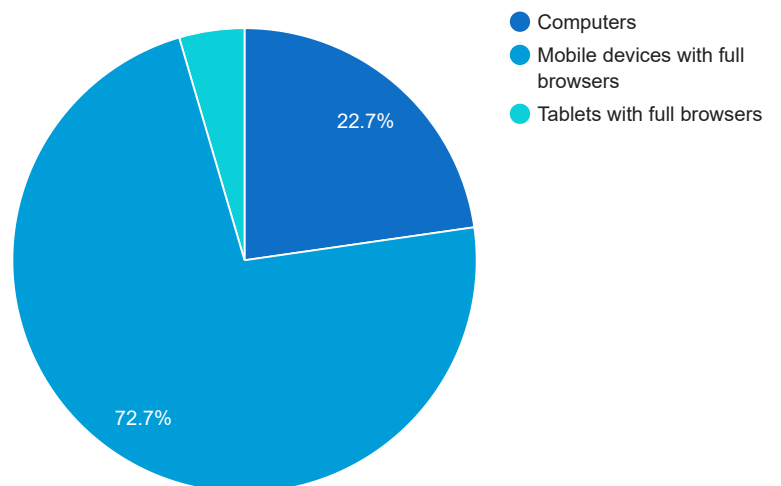
DATE	COST	SEARCH IMPR SHARE
Feb, 2020	2,501.28	60.27
Mar, 2020	2,474.10	57.97
Apr, 2020	2,106.80	64.11
May, 2020	2,295.55	61.12
Jun, 2020	2,508.24	65.62
Jul, 2020	2,517.76	35.03
Aug, 2020	2,528.16	38.85
Sep, 2020	2,763.36	33.21
Oct, 2020	2,888.11	41.57
Nov, 2020	2,984.59	35.17
Dec, 2020	2,985.98	35.49
Jan, 2021	2,999.74	30.26

Cost and Conversions by Device

Cost



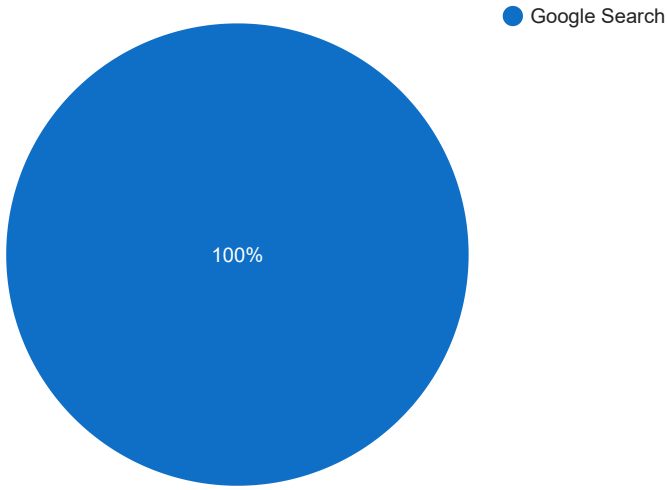
Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	9,561	403	\$2,587.52	\$6.42	4.22%	-	16	3.97%	\$161.72
Computers	1,542	43	\$376.95	\$8.77	2.79%	-	5	11.63%	\$75.39
Tablets with full browsers	363	4	\$35.27	\$8.82	1.1%	-	1	25%	\$35.27

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	11,466	450	\$2,999.74	\$6.67	3.92%	-	22	4.89%	\$136.35

Conversion Types - 1 Jan 2021 — 31 Jan 2021

CONVERSION TYPE	CONV
Form Submission	18
Phone Call	2
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