

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

Numa Spa

638-874-0854

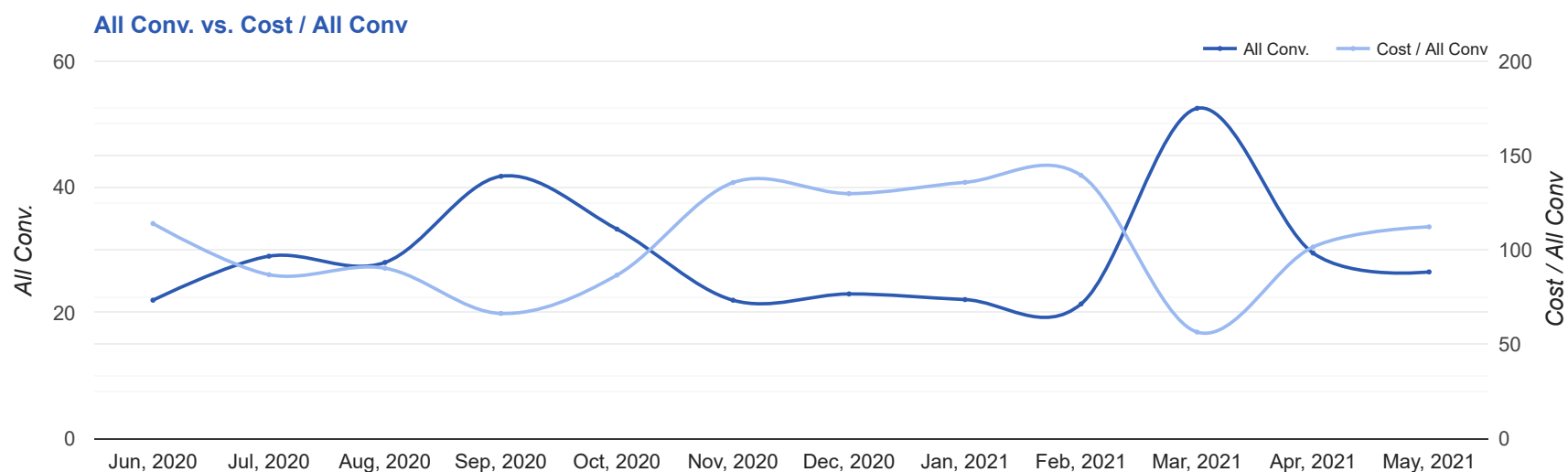
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$2,974	26.5	5.49%	\$112.21
↓ 1%	↓ 10%	↓ 6%	↑ 11%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 Apr 2021 — 30 Apr 2021	10,306	503	\$2,995.02	\$5.95	4.88%	-	5.86%	\$101.53	29.5
1 May 2021 — 31 May 2021	10,279	483	\$2,973.63	\$6.16	4.7%	-	5.49%	\$112.21	26.5
Change	27 ↓ 0%	20 ↓ 4%	\$21.39 ↓ 1%	\$0.21 ↑ 4%	0.18% ↓ 4%	0 ↔ -	0.37% ↓ 6%	\$10.68 ↑ 11%	3 ↓ 10%

Performance by Month - 1 Jun 2020 — 31 May 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Jun '20	2,677	198	\$2,508.24	\$12.67	7.4%	-	22	11.12%	\$113.96
Jul '20	8,927	404	\$2,517.76	\$6.23	4.53%	-	29	7.17%	\$86.88
Aug '20	10,596	406	\$2,528.16	\$6.23	3.83%	-	28	6.9%	\$90.29
Sep '20	10,573	491	\$2,763.36	\$5.63	4.64%	-	41.7	8.49%	\$66.32
Oct '20	6,770	334	\$2,888.11	\$8.65	4.93%	-	33.3	9.98%	\$86.65
Nov '20	7,919	297	\$2,984.59	\$10.05	3.75%	-	22	7.41%	\$135.66
Dec '20	9,885	365	\$2,985.98	\$8.18	3.69%	-	23	6.3%	\$129.83
Jan '21	11,466	450	\$2,999.74	\$6.67	3.92%	-	22.1	4.91%	\$135.80
Feb '21	10,440	442	\$2,987.22	\$6.76	4.23%	-	21.4	4.84%	\$139.52
Mar '21	10,768	497	\$2,964.44	\$5.96	4.62%	-	52.5	10.56%	\$56.47
Apr '21	10,306	503	\$2,995.02	\$5.95	4.88%	-	29.5	5.86%	\$101.53
May '21	10,279	483	\$2,973.63	\$6.16	4.7%	-	26.5	5.49%	\$112.21
Total	110,606	4,870	\$34,096.25	\$7.00	4.4%	-	351	7.21%	\$97.14

Campaign Summary - 1 May 2021 — 31 May 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	8,286	362	\$2,488.61	\$6.87	4.37%	-	21.5	5.94%	\$115.75
search beta laser hair removal	1,993	121	\$485.02	\$4.01	6.07%	-	5	4.13%	\$97.00

Top Keywords - 1 May 2021 — 31 May 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
cool sculpting	15	11	\$109.31	\$9.94	73.33%	-	2	18.18%	\$54.66
sugaring near me	6	6	\$12.29	\$2.05	100.00%	-	2	33.33%	\$6.14
coolsculpting	7	5	\$100.64	\$20.13	71.43%	-	1.3	26.60%	\$75.67
fastest way to lose weight	3	2	\$19.24	\$9.62	66.67%	-	1	50.00%	\$19.24
options for weight loss	1	1	\$4.09	\$4.09	100.00%	-	1	100.00%	\$4.09
20 day workout challenge to lose weight	1	1	\$3.37	\$3.37	100.00%	-	1	100.00%	\$3.37
center for weight loss	4	3	\$21.43	\$7.14	75.00%	-	1	33.33%	\$21.43
lose belly fat fast	1	1	\$7.98	\$7.98	100.00%	-	1	100.00%	\$7.98
liposuction	14	7	\$31.10	\$4.44	50.00%	-	1	14.29%	\$31.10
cool sculpting cost	11	11	\$120.03	\$10.91	100.00%	-	1	9.09%	\$120.03

Top Performing Ads - 1 May 2021 — 31 May 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL 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	190	17	\$174.47	\$10.26	8.95%	-	3.3	19.59%	\$52.39
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	3,754	140	\$812.33	\$5.80	3.73%	-	3	2.14%	\$270.78
50% Off Laser Hair Removal - Best Price in Newport News - Enjoy Smooth, Silky Skin numaspa.com// How Much Does Laser Hair Removal Cost? Less Than You Might Think! Book A Consultation Now	102	5	\$36.82	\$7.36	4.90%	-	2	40.00%	\$18.41
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	31	7	\$64.81	\$9.26	22.58%	-	1.7	24.29%	\$38.12
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	49	8	\$63.85	\$7.98	16.33%	-	1.7	20.88%	\$38.23

Top Display Ads

No Data Found for this account

Budget Utilization - 1 May 2021 — 31 May 2021

Budget Coverage

Display Impr Share

0%

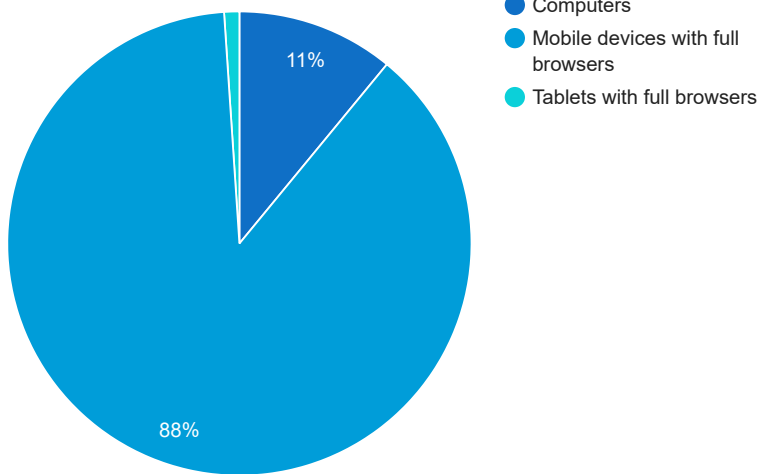
Search Impr Share

32.66%

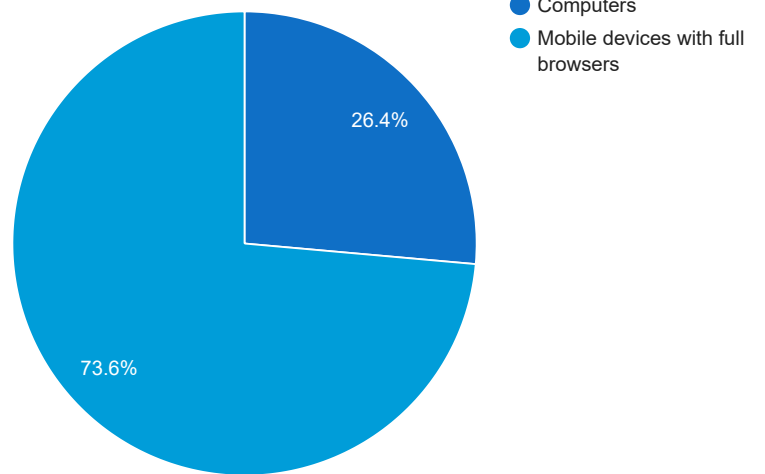
↑ 1%

Cost and Conversions by Device

Cost



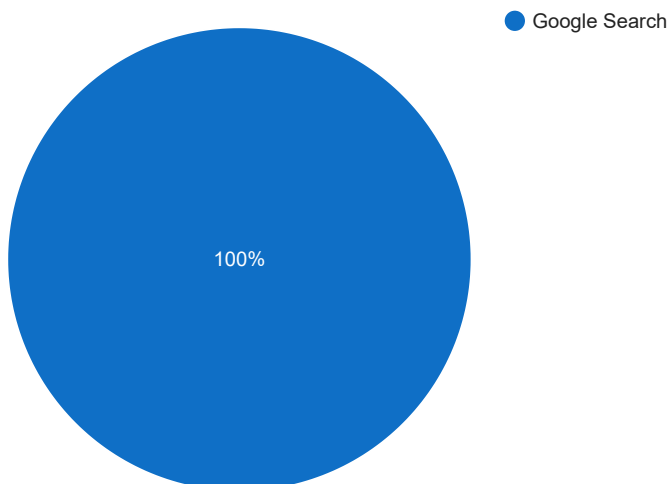
All Conv.



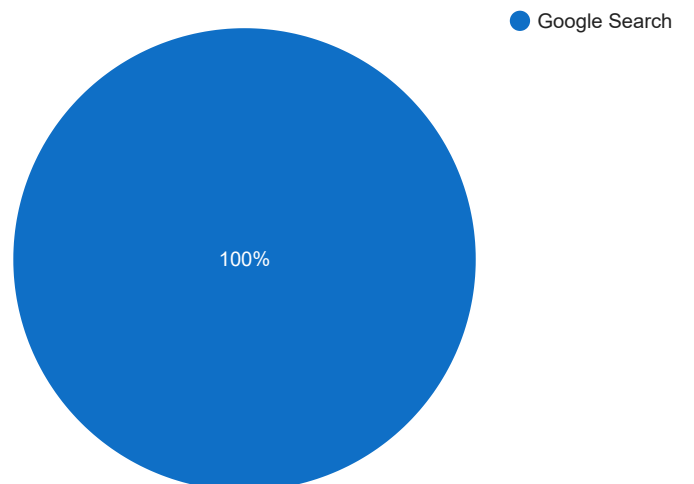
DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	8,589	426	\$2,616.23	\$6.14	4.96%	-	19.5	4.58%	\$134.17
Computers	1,444	54	\$325.94	\$6.04	3.74%	-	7	12.96%	\$46.56
Tablets with full browsers	246	3	\$31.46	\$10.49	1.22%	-	0	0%	\$0.00

Cost and Conversions by Network (Search vs. Display)

Cost



All Conv.



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Google search	10,279	483	\$2,973.63	\$6.16	4.7%	-	26.5	5.49%	\$112.21

Conversion Types - 1 May 2021 — 31 May 2021

CONVERSION TYPE	ALL CONV.
Form Submission	17.5
Phone Call	6
Local actions - Directions	3

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