

**Monthly Account
Performance Report
1 Jun 2021 — 30 Jun 2021**

Numa Spa

638-874-0854

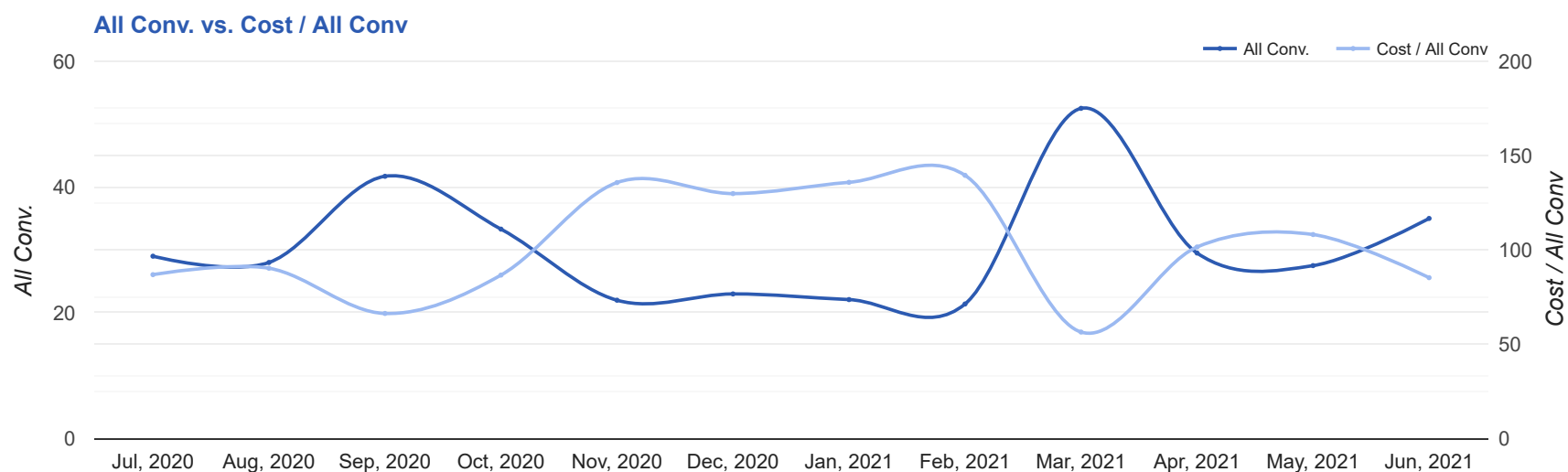
Key Performance Indicators (KPIs)

Cost	All Conv.	All Conv. Rate	Cost / All Conv
\$2,985	35	7.76%	\$85.28
↔ 0%	↑ 27%	↑ 36%	↓ 21%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV. RATE	COST / ALL CONV	ALL CONV.
1 May 2021 — 31 May 2021	10,279	483	\$2,973.63	\$6.16	4.7%	-	5.69%	\$108.13	27.5
1 Jun 2021 — 30 Jun 2021	9,004	451	\$2,984.63	\$6.62	5.01%	-	7.76%	\$85.28	35
Change	1,275 ↓ 12%	32 ↓ 7%	\$11.00 ↑ 0%	\$0.46 ↑ 7%	0.31% ↑ 7%	0 ↔ -	2.07% ↑ 36%	\$22.85 ↓ 21%	7.50 ↑ 27%

Performance by Month - 1 Jul 2020 — 30 Jun 2021



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
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%	-	27.5	5.69%	\$108.13
Jun '21	9,004	451	\$2,984.63	\$6.62	5.01%	-	35	7.76%	\$85.28
Total	116,933	5,123	\$34,572.64	\$6.75	4.38%	-	365	7.12%	\$94.72

Campaign Summary - 1 Jun 2021 — 30 Jun 2021

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
search beta coolsculpting	6,783	345	\$2,485.22	\$7.20	5.09%	-	19	5.51%	\$130.80
search beta laser hair removal	2,221	106	\$499.41	\$4.71	4.77%	-	16	15.09%	\$31.21

Top Keywords - 1 Jun 2021 — 30 Jun 2021

Top Search Keywords

SEARCH TERM	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
how much is an ipl photofacial	1	1	\$2.54	\$2.54	100.00%	-	4	400.00%	\$0.64
laser hair removal	65	16	\$118.76	\$7.42	24.62%	-	3	18.75%	\$39.59
permanent facial hair removal	1	2	\$16.20	\$8.10	200.00%	-	2.7	133.50%	\$6.07
lose weight fast	3	3	\$16.60	\$5.53	100.00%	-	2	66.67%	\$8.30
dermaplaning	3	2	\$3.53	\$1.76	66.67%	-	2	100.00%	\$1.76
can you have laser hair removal on your breasts	1	1	\$3.83	\$3.83	100.00%	-	2	200.00%	\$1.92
cool sculpting cost	9	8	\$75.16	\$9.39	88.89%	-	2	25.00%	\$37.58
brazilian butt lift near me	2	2	\$8.63	\$4.32	100.00%	-	1	50.00%	\$8.63
liposuction	27	13	\$91.51	\$7.04	48.15%	-	1	7.69%	\$91.51
laser removal near me	1	1	\$3.95	\$3.95	100.00%	-	1	100.00%	\$3.95

Top Performing Ads - 1 Jun 2021 — 30 Jun 2021

Top Text Ads

AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
{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.	711	40	\$235.11	\$5.88	5.63%	-	10.5	26.25%	\$22.39
Numa Spa - Fat Reduction in Newport News - Non-Surgical Fat Reduction numaspa.com/coolsculpting/newport_news CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	1,059	87	\$608.08	\$6.99	8.22%	-	7	8.05%	\$86.87
Numa Spa - Fat Reduction in Newport News - Non-Surgical Fat Reduction numaspa.com/coolsculpting/newport_news CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat	3,584	148	\$901.12	\$6.09	4.13%	-	5	3.38%	\$180.22
{Keyword:Numa Spa} - CoolSculpting in Newport News - Biggest CoolSculpting® Promo numaspa.com/coolsculpting/newport_news Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Newport News, VA	60	13	\$99.11	\$7.62	21.67%	-	3.5	26.92%	\$28.32
Hair Removal: Newport News, VA - Enjoy Smooth, Silky Skin - Laser Hair Removal 50% Off numaspa.com/ Remove Unwanted Body Hair for Good. Advanced Laser Technology, Safe on All Skin Types.	52	4	\$14.96	\$3.74	7.69%	-	2	50.00%	\$7.48

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jun 2021 — 30 Jun 2021

Budget Coverage

Display Impr Share

0%

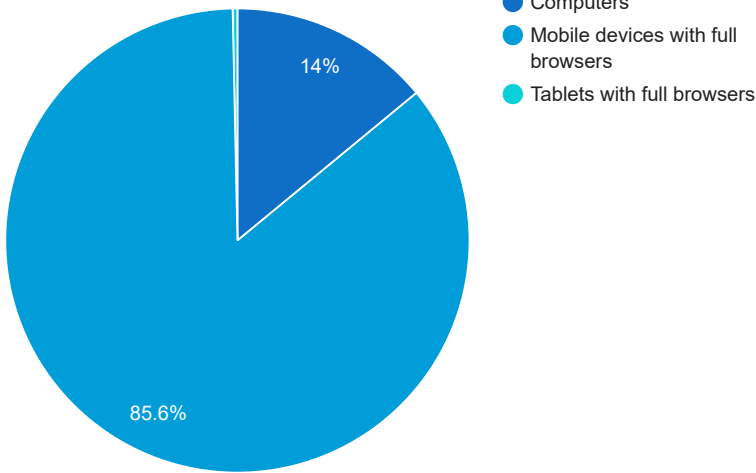
Search Impr Share

33.95%

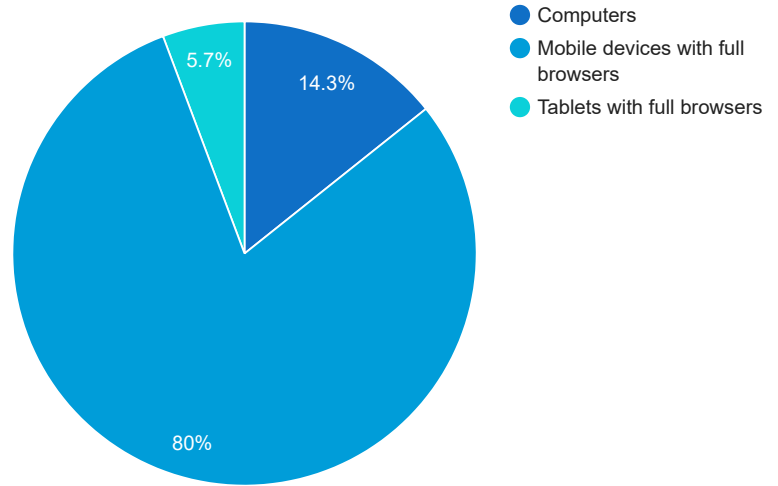
↑ 4%

Cost and Conversions by Device

Cost



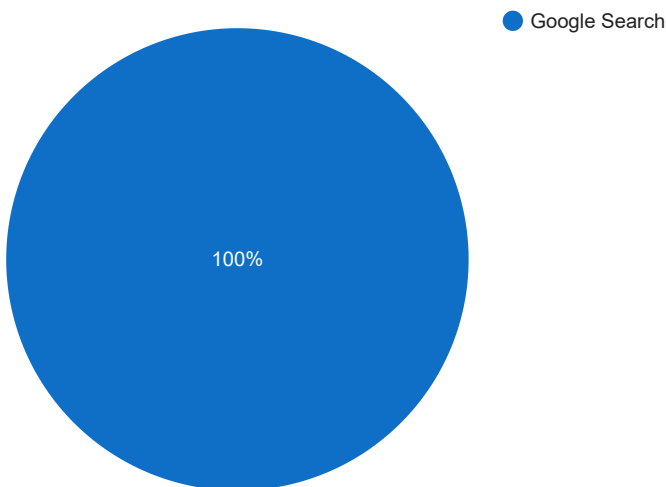
All Conv.



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	ALL CONV.	ALL CONV. RATE	COST / ALL CONV
Mobile devices with full browsers	7,498	395	\$2,556.22	\$6.47	5.27%	-	28	7.09%	\$91.29
Computers	1,325	49	\$418.59	\$8.54	3.7%	-	5	10.2%	\$83.72
Tablets with full browsers	181	7	\$9.82	\$1.40	3.87%	-	2	28.57%	\$4.91

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	9,004	451	\$2,984.63	\$6.62	5.01%	-	35	7.76%	\$85.28

Conversion Types - 1 Jun 2021 — 30 Jun 2021

CONVERSION TYPE	ALL CONV.
Form Submission	18
Phone Call	6
Calls from ads	1
Clicks to call	5
Local actions - Menu views	1
Local actions - Directions	4

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 page 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