

Numa Spa Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
Numa Spa www.numaspa.com

\$2,877.53

\$2,984.63 -3.59%

Conversions
Numa Spa www.numaspa.com

26

25 4.00%

Clicks
Numa Spa www.numaspa.com

410

451 -9.09%

Conv. Rate
Numa Spa www.numaspa.com

6.34%

5.54% 14.44%

Avg CPC
Numa Spa www.numaspa.com

\$7.02

\$6.62 6.04%

Cost / Conv
Numa Spa www.numaspa.com

\$110.67

\$119.39 -7.30%

Month-Over-Month Performance Comparison

07/01/2021 - 07/31/2021 - Comparing to 06/01/2021 - 06/30/2021

Overall Performance Summary
Numa Spa www.numaspa.com

| Metric | 07/01/2021 - 07/31/2021 | 06/01/2021 - 06/30/2021 | % Change |
|-------------|-------------------------|-------------------------|----------|
| Cost | \$2,877.53 | \$2,984.63 | -3.59% |
| Impressions | 8,761 | 9,004 | -2.70% |
| Clicks | 410 | 451 | -9.09% |
| Avg CPC | \$7.02 | \$6.62 | 6.04% |
| CTR | 4.68% | 5.01% | -6.59% |
| Conversions | 26 | 25 | 4.00% |
| Conv Rate | 6.34% | 5.54% | 14.44% |
| Cost / Conv | \$110.67 | \$119.39 | -7.30% |

Budget Coverage

Search Impr. Share
Numa Spa www.numaspa.com

34.89%

33.84% 3.10%

Search IS Lost (due to Budget)
Numa Spa www.numaspa.com

16.72%

19.16% -12.73%

Search IS Lost (due to Rank)
Numa Spa www.numaspa.com

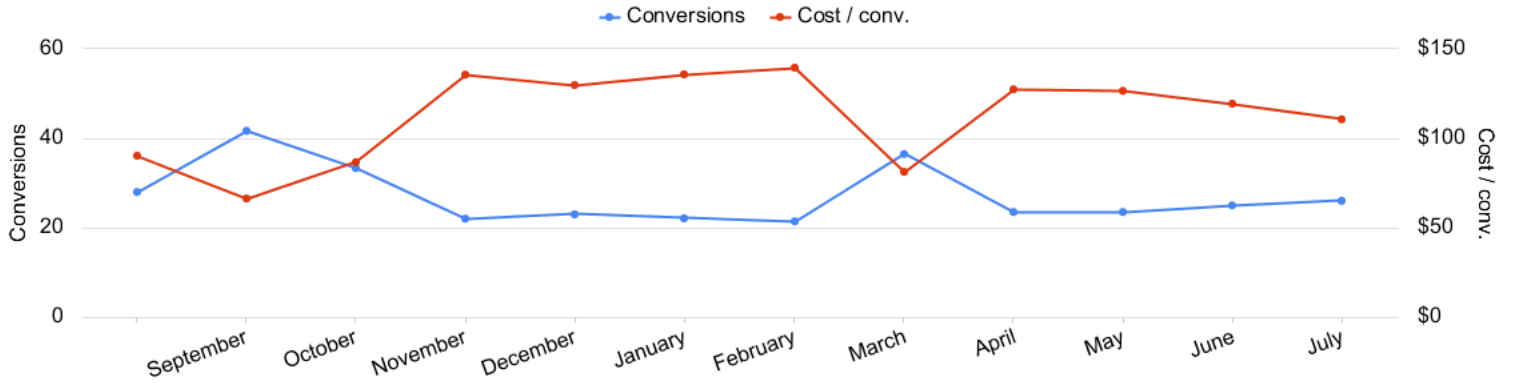
48.38%

47.00% 2.94%

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
Numa Spa www.numaspa.com




Account Performance by Month
Numa Spa www.numaspa.com

| Month | Cost | Impressions | Clicks | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. | Search Impr. share | Search Lost IS (budget) |
|--------------|--------------------|----------------|--------------|---------------|--------------|-------------|--------------|-----------------|--------------------|-------------------------|
| 08/01/2020 | \$2,528.16 | 10,596 | 406 | \$6.23 | 3.83% | 28 | 6.90% | \$90.29 | 38.85% | 6.81% |
| 09/01/2020 | \$2,763.36 | 10,573 | 491 | \$5.63 | 4.64% | 41.67 | 8.49% | \$66.32 | 33.21% | 13.41% |
| 10/01/2020 | \$2,888.11 | 6,770 | 334 | \$8.65 | 4.93% | 33.33 | 9.98% | \$86.64 | 41.57% | 8.59% |
| 11/01/2020 | \$2,984.59 | 7,919 | 297 | \$10.05 | 3.75% | 22 | 7.41% | \$135.66 | 35.17% | 23.95% |
| 12/01/2020 | \$2,985.98 | 9,885 | 365 | \$8.18 | 3.69% | 23 | 6.30% | \$129.83 | 35.49% | 18.00% |
| 01/01/2021 | \$2,999.74 | 11,466 | 450 | \$6.67 | 3.92% | 22.09 | 4.91% | \$135.77 | 30.27% | 19.73% |
| 02/01/2021 | \$2,987.22 | 10,440 | 442 | \$6.76 | 4.23% | 21.41 | 4.84% | \$139.55 | 31.53% | 18.28% |
| 03/01/2021 | \$2,964.44 | 10,768 | 497 | \$5.96 | 4.62% | 36.5 | 7.34% | \$81.22 | 31.30% | 18.03% |
| 04/01/2021 | \$2,995.02 | 10,306 | 503 | \$5.95 | 4.88% | 23.5 | 4.67% | \$127.45 | 32.30% | 15.53% |
| 05/01/2021 | \$2,973.63 | 10,279 | 483 | \$6.16 | 4.70% | 23.5 | 4.87% | \$126.54 | 32.66% | 19.14% |
| 06/01/2021 | \$2,984.63 | 9,004 | 451 | \$6.62 | 5.01% | 25 | 5.54% | \$119.39 | 33.84% | 19.16% |
| 07/01/2021 | \$2,877.53 | 8,761 | 410 | \$7.02 | 4.68% | 26 | 6.34% | \$110.67 | 34.89% | 16.72% |
| Total | \$34,932.41 | 116,767 | 5,129 | \$6.81 | 4.39% | 326 | 6.36% | \$107.15 | 33.73% | 16.72% |

Campaign Performance Summary (by Conversions)


07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
Numa Spa www.numaspa.com

| Campaign | Cost | Impressions | Clicks | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|------------------------------------|------------|-------------|--------|----------|-------|-------------|------------|--------------|
| search beta coolsculpting | \$2,379.16 | 6,640 | 304 | \$7.83 | 4.58% | 18 | 5.92% | \$132.18 |
| search beta laser hair removal | \$498.37 | 2,121 | 106 | \$4.70 | 5.00% | 8 | 7.55% | \$62.30 |

Top Search Terms (by Conversions)

07/01/2021 - 07/31/2021

 Top Search Terms (by Conversions)
Numa Spa www.numaspa.com

| Search term | Cost | Impressions | Clicks | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|---|----------|-------------|--------|----------|---------|-------------|------------|--------------|
| laser hair removal | \$134.25 | 51 | 21 | \$6.39 | 41.18% | 2 | 9.52% | \$67.13 |
| cool sculpting places near me | \$1.17 | 1 | 1 | \$1.17 | 100.00% | 1 | 100.00% | \$1.17 |
| body sculpting | \$46.79 | 9 | 8 | \$5.85 | 88.89% | 1 | 12.50% | \$46.79 |
| go low com | \$7.23 | 1 | 1 | \$7.23 | 100.00% | 1 | 100.00% | \$7.23 |
| dermacare of hampton roads | \$5.66 | 1 | 1 | \$5.66 | 100.00% | 1 | 100.00% | \$5.66 |
| coolsculpting cost | \$16.08 | 2 | 2 | \$8.04 | 100.00% | 1 | 50.00% | \$16.08 |
| hair laser removal | \$5.24 | 1 | 1 | \$5.24 | 100.00% | 1 | 100.00% | \$5.24 |
| coolsculpting in north carolina | \$22.60 | 1 | 1 | \$22.60 | 100.00% | 1 | 100.00% | \$22.60 |
| cool body sculpting near me | \$8.06 | 1 | 1 | \$8.06 | 100.00% | 1 | 100.00% | \$8.06 |
| liposuction norfolk va | \$6.09 | 1 | 1 | \$6.09 | 100.00% | 1 | 100.00% | \$6.09 |
| weight loss bracelet | \$4.12 | 1 | 1 | \$4.12 | 100.00% | 1 | 100.00% | \$4.12 |
| best way to lose belly fat | \$7.44 | 1 | 1 | \$7.44 | 100.00% | 1 | 100.00% | \$7.44 |
| laser hair removal near me | \$91.33 | 38 | 16 | \$5.71 | 42.11% | 1 | 6.25% | \$91.33 |
| cool sculpting | \$124.08 | 18 | 11 | \$11.28 | 61.11% | 1 | 9.09% | \$124.08 |
| facial hair removal | \$10.06 | 1 | 1 | \$10.06 | 100.00% | 1 | 100.00% | \$10.06 |
| coolsculpting | \$41.88 | 5 | 4 | \$10.47 | 80.00% | 1 | 25.00% | \$41.88 |
| how much is coolsculpting for the abdomen | \$8.47 | 1 | 1 | \$8.47 | 100.00% | 1 | 100.00% | \$8.47 |
| lipo 360 | \$18.10 | 4 | 3 | \$6.03 | 75.00% | 1 | 33.33% | \$18.10 |
| cool scupting | \$18.27 | 2 | 1 | \$18.27 | 50.00% | 1 | 100.00% | \$18.27 |
| how much is coolsculpting | \$17.34 | 2 | 2 | \$8.67 | 100.00% | 1 | 50.00% | \$17.34 |

Top Search Ads (by Conversions)

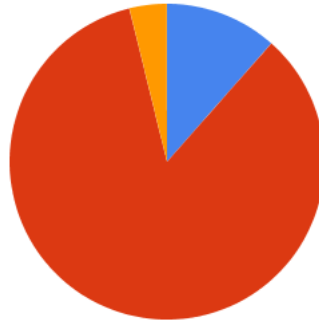
07/01/2021 - 07/31/2021

Top Responsive Search Ads (by Conversions)
 Numa Spa www.numaspa.com

| Ad | Campaign | Cost | Impressions | Clicks | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|---|-------------------------------|----------|-------------|--------|----------|--------|-------------|------------|--------------|
| 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 Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | search beta coolsculpting | \$782.18 | 3,166 | 110 | \$7.11 | 3.47% | 4 | 3.64% | \$195.54 |
| 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 Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | search beta coolsculpting | \$523.11 | 1,108 | 83 | \$6.30 | 7.49% | 2 | 2.41% | \$261.56 |
| {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 Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. | search beta coolsculpting | \$103.15 | 87 | 9 | \$11.46 | 10.34% | 1 | 11.11% | \$103.15 |
| {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 Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. | search beta coolsculpting | \$83.21 | 49 | 9 | \$9.25 | 18.37% | 1 | 11.11% | \$83.21 |
| {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 Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. | search beta coolsculpting | \$0.00 | 3 | 0 | \$0.00 | 0.00% | 0 | 0.00% | \$0.00 |

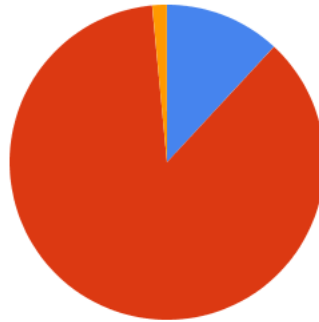
Budget Utilization by Device

Conversions by Device
 Numa Spa www.numaspa.com



■ Computers - Conversions: 3 (11.54%)
 ■ Mobile devices with full browsers - Conversions: 22 (84.62%)
 ■ Tablets with full browsers - Conversions: 1 (3.85%)

Cost by Device
 Numa Spa www.numaspa.com




■ Computers - Cost: \$342.47 (11.90%)
 ■ Mobile devices with full browsers - Cost: \$2,491.92 (86.60%)
 ■ Tablets with full browsers - Cost: \$43.14 (1.50%)


Device Performance (by Conversions)
 Numa Spa www.numaspa.com

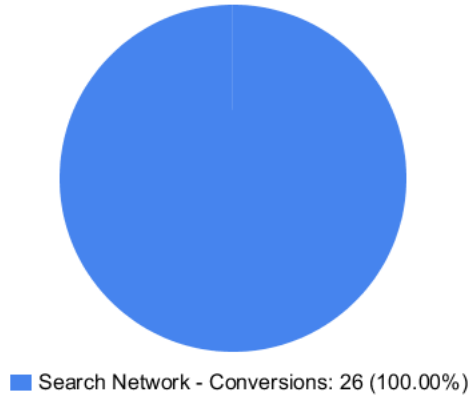
| Device | Impressions | Clicks | Cost | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|-----------------------------------|-------------|--------|------------|----------|-------|-------------|------------|--------------|
| Mobile devices with full browsers | 7,437 | 361 | \$2,491.92 | \$6.90 | 4.85% | 22 | 6.09% | \$113.27 |
| Computers | 1,136 | 40 | \$342.47 | \$8.56 | 3.52% | 3 | 7.50% | \$114.16 |
| Tablets with full browsers | 188 | 9 | \$43.14 | \$4.79 | 4.79% | 1 | 11.11% | \$43.14 |


Budget Utilization by Network

 Cost by Network
 Numa Spa www.numaspa.com



 Conversions by Network
 Numa Spa www.numaspa.com



 Network Performance
 Numa Spa www.numaspa.com

| Network | Impressions | Clicks | Cost | Avg. CPC | CTR | Conversions | Conv. rate | Cost / conv. |
|----------------|-------------|--------|------------|----------|-------|-------------|------------|--------------|
| Search Network | 8,761 | 410 | \$2,877.53 | \$7.02 | 4.68% | 26 | 6.34% | \$110.67 |

Conversion Summary


07/01/2021 - 07/31/2021

 Conversion Performance
Numa Spa www.numaspa.com

| Conversion name | All conv. |
|----------------------------|-----------|
| Form Submission | 22 |
| Local actions - Menu views | 4 |
| Clicks to call | 4 |
| Calls from ads | 2 |
| Phone Call | 2 |
| Local actions - Directions | 1 |

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
Numa Spa www.numaspa.com

| Region | Clicks | Conversions | Cost / conv. |
|----------|--------|-------------|--------------|
| Virginia | 410 | 26 | \$110.67 |

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
- Conversion Value (Conv Val) - Reported revenue by the eCommerce site. Does not include returns, refunds, or canceled orders.
- Conversion Value / Click (Conv Val / Click) - Average revenue generated per click. Is used to determine effectiveness of the account when compared against average cost per click (CPC).
- Conversion Value / Cost (Conv Val / Cost) - is a metric that shows the conversion value over the cost of advertising. This is the same calculation as Return on Ad Spend (ROAS) but is not expressed as a percentage.
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage