

# **Numa Spa Monthly Google Performance Summary**

**08/01/2021 - 08/31/2021**

# Key Performance Indicators

08/01/2021 - 08/31/2021

Cost  
Numa Spa www.numaspa.com

**\$3,017.19**

\$2,877.53 **4.85%**

Clicks  
Numa Spa www.numaspa.com

**369**

410 **-10.00%**

Avg CPC  
Numa Spa www.numaspa.com

**\$8.18**

\$7.02 **16.52%**

Conversions  
Numa Spa www.numaspa.com

**25**

30 **-16.67%**

Conv. Rate  
Numa Spa www.numaspa.com

**6.78%**

7.32% **-7.38%**

Cost / Conv  
Numa Spa www.numaspa.com

**\$120.69**

\$95.92 **25.82%**

## Month-Over-Month Performance Comparison

08/01/2021 - 08/31/2021 - Comparing to 07/01/2021 - 07/31/2021

Overall Performance Summary  
Numa Spa www.numaspa.com

Metric	08/01/2021 - 08/31/2021	07/01/2021 - 07/31/2021	% Change
Cost	\$3,017.19	\$2,877.53	<b>4.85%</b>
Impressions	8,923	8,761	<b>1.85%</b>
Clicks	369	410	<b>-10.00%</b>
Avg CPC	\$8.18	\$7.02	<b>16.52%</b>
CTR	4.14%	4.68%	<b>-11.54%</b>
Conversions	25	30	<b>-16.67%</b>
Conv Rate	6.78%	7.32%	<b>-7.38%</b>
Cost / Conv	\$120.69	\$95.92	<b>25.82%</b>

## Budget Coverage

Search Impr. Share  
Numa Spa www.numaspa.com

**38.96%**

34.96% **11.44%**

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

**15.42%**

16.64% **-7.33%**

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

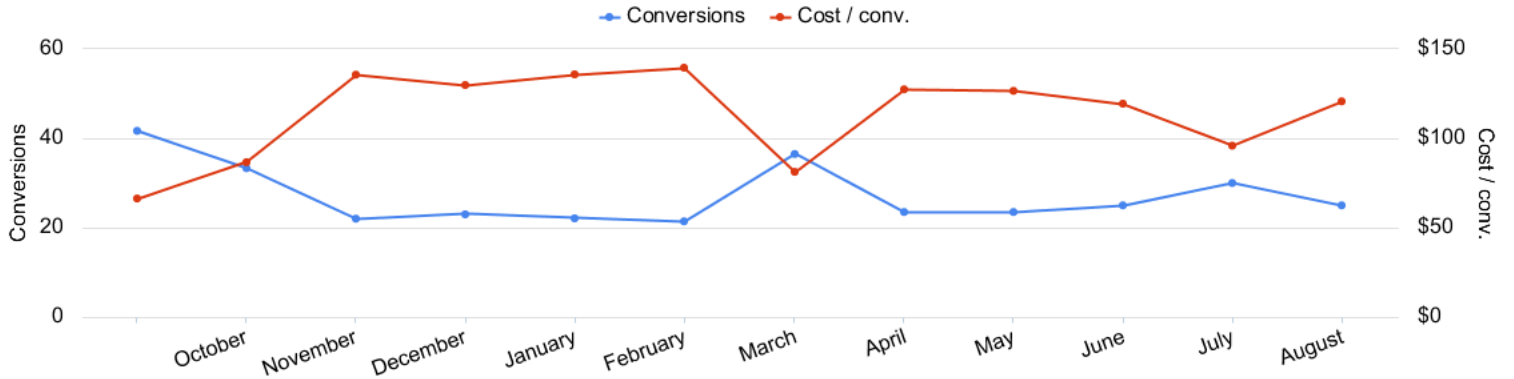
**45.62%**

48.40% **-5.74%**

# Monthly Performance Trends

09/01/2020 - 08/31/2021

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)
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%	30	7.32%	\$95.92	34.96%	16.64%
08/01/2021	\$3,017.19	8,923	369	\$8.18	4.14%	25	6.78%	\$120.69	38.96%	15.42%
<b>Total</b>	<b>\$35,421.44</b>	<b>115,094</b>	<b>5,092</b>	<b>\$6.96</b>	<b>4.42%</b>	<b>327</b>	<b>6.42%</b>	<b>\$108.32</b>	<b>33.65%</b>	<b>17.44%</b>

# Campaign Performance Summary (by Conversions)


08/01/2021 - 08/31/2021

 Campaign Performance Breakdown (by Conversions)  
Numa Spa [www.numaspa.com](http://www.numaspa.com)

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search   beta   coolsculpting	\$2,492.67	6,858	261	\$9.55	3.81%	14	5.36%	\$178.05
search   beta   laser hair removal	\$524.52	2,065	108	\$4.86	5.23%	11	10.19%	\$47.68

# Top Search Terms (by Conversions)


08/01/2021 - 08/31/2021

 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	\$132.72	259	20	\$6.64	7.72%	4	20.00%	\$33.18
laser hair removal hampton va	\$7.68	13	1	\$7.68	7.69%	1	100.00%	\$7.68
how much is coolsculpting	\$17.47	13	3	\$5.82	23.08%	1	33.33%	\$17.47
dermaplaning near me	\$2.96	18	1	\$2.96	5.56%	1	100.00%	\$2.96
struggling to lose belly fat	\$10.36	1	1	\$10.36	100.00%	1	100.00%	\$10.36
cost of liposuction	\$4.76	6	1	\$4.76	16.67%	1	100.00%	\$4.76
permanent hair removal	\$7.56	18	2	\$3.78	11.11%	1	50.00%	\$7.56
facial hair removal	\$3.07	10	1	\$3.07	10.00%	1	100.00%	\$3.07
coolsculpting	\$113.97	40	6	\$19.00	15.00%	1	16.67%	\$113.97
hormone replacement therapy and weight loss	\$16.00	3	1	\$16.00	33.33%	1	100.00%	\$16.00
cost of cool sculpting	\$14.28	3	1	\$14.28	33.33%	1	100.00%	\$14.28
liposuction	\$113.49	97	8	\$14.19	8.25%	1	12.50%	\$113.49
coolsculpting near me	\$103.72	26	7	\$14.82	26.92%	1	14.29%	\$103.72
coolsculpting double chin	\$19.44	6	1	\$19.44	16.67%	1	100.00%	\$19.44
how lose belly fat and love handles	\$8.21	1	1	\$8.21	100.00%	1	100.00%	\$8.21
nads	\$2.20	1	1	\$2.20	100.00%	0	0.00%	\$0.00
what is the best epilator for facial hair	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
cool sculpting cost 2020	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
atkins 60	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
cardio for fat loss	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00

# Top Search Ads (by Conversions)

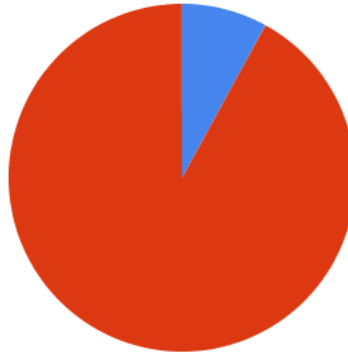
08/01/2021 - 08/31/2021

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

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
<a href="#">Numa Spa   Fat Reduction in Newport News   Non-Surgical Fat Reduction</a> <a href="https://numaspa.com/coolsculpting/newport_news">numaspa.com/coolsculpting/newport_news</a> 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	\$847.85	3,237	97	\$8.74	3.00%	3	3.09%	\$282.62
<a href="#">Numa Spa   Fat Reduction in Newport News   Non-Surgical Fat Reduction</a> <a href="https://numaspa.com/coolsculpting/newport_news">numaspa.com/coolsculpting/newport_news</a> 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	\$461.66	796	52	\$8.88	6.53%	1	1.92%	\$461.66
<a href="#">{Keyword:Numa Spa}   CoolSculpting in Newport News   Biggest CoolSculpting® Promo</a> <a href="https://numaspa.com/coolsculpting/newport_news">numaspa.com/coolsculpting/newport_news</a> 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	\$19.44	2	1	\$19.44	50.00%	1	100.00%	\$19.44
<a href="#">{Keyword:Numa Spa}   CoolSculpting in Newport News   Biggest CoolSculpting® Promo</a> <a href="https://numaspa.com/coolsculpting/newport_news">numaspa.com/coolsculpting/newport_news</a> 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	\$22.36	26	2	\$11.18	7.69%	1	50.00%	\$22.36
<a href="#">#1 Laser Hair Removal in VA   50% Off Laser Hair Removal   Advanced Laser Technology</a> <a href="https://numaspa.com/hair_removal/newport_news">numaspa.com/hair_removal/newport_news</a> Laser Hair Removal Treatments are Quick, Safe & Permanent. Safe with All Skin Types.   Effectively Remove Hair on the Chest, Legs, Back, Arms, Face, Armpit, Bikini Area & More	search   beta   laser hair removal	\$120.63	592	33	\$3.66	5.57%	1	3.03%	\$120.63

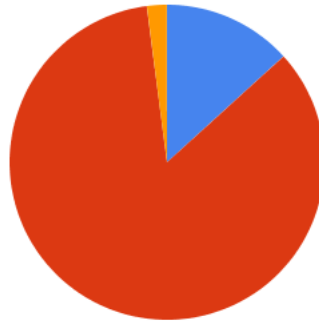
# Budget Utilization by Device

Conversions by Device  
 Numa Spa www.numaspa.com



■ Computers - Conversions: 2 (8.00%) ■ Mobile devices with full browsers - Conversions: 23 (92.00%)

Cost by Device  
 Numa Spa www.numaspa.com




■ Computers - Cost: \$400.61 (13.28%) ■ Mobile devices with full browsers - Cost: \$2,554.88 (84.68%)  
 ■ Tablets with full browsers - Cost: \$61.70 (2.04%)


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

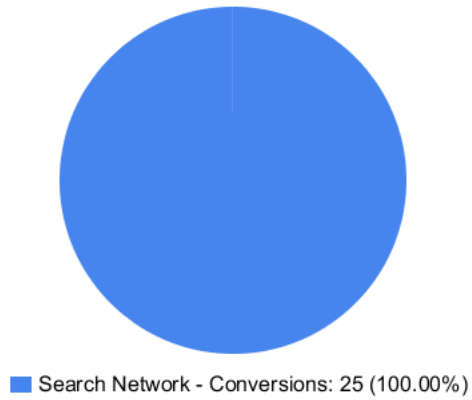
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	7,511	322	\$2,554.88	\$7.93	4.29%	23	7.14%	\$111.08
Computers	1,200	39	\$400.61	\$10.27	3.25%	2	5.13%	\$200.31
Tablets with full browsers	212	8	\$61.70	\$7.71	3.77%	0	0.00%	\$0.00


# 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	8,923	369	\$3,017.19	\$8.18	4.14%	25	6.78%	\$120.69

# Conversion Summary

08/01/2021 - 08/31/2021

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 Conversion Performance  
Numa Spa [www.numaspa.com](http://www.numaspa.com)

Conversion name	All conv.
Form Submission	15
Phone Call	7
Calls from ads	3
Clicks to call	3
Local actions - Directions	2

# Geo-Targeting Summary

08/01/2021 - 08/31/2021

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 Top Locations  
Numa Spa [www.numaspa.com](http://www.numaspa.com)

Region	Clicks	Conversions	Cost / conv.
Virginia	369	25	\$120.69

# Glossary

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- 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