

Numa Spa Monthly Ad Performance Summary



08/01/2023 - 08/31/2023

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Overall Performance Summary

08/01/2023 - 08/31/2023

 Account Performance Summary (by Platform)
 Cross-platform

	Cost	Impressions	Clicks	CTR	Conversions	Cost / conv.
Google Ads (new)						
08/01/2023 - 08/31/2023	\$1,986.25	3,788	250	6.60%	9	\$220.69
07/01/2023 - 07/31/2023	\$2,001.26	4,444	304	6.84%	31	\$64.56
% Change	-0.75%	-14.76%	-17.76%	-3.52%	-70.97%	241.86%
Facebook Ads						
08/01/2023 - 08/31/2023	\$1,029.94	37,468	292	0.78%	16	\$64.37
07/01/2023 - 07/31/2023	\$1,034.58	35,153	277	0.79%	20	\$51.73
% Change	-0.45%	6.59%	5.42%	-1.10%	-20.00%	24.43%

Google Ads | Key Performance Indicators

08/01/2023 - 08/31/2023

Cost
Numa Spa www.numaspa.com

\$1,986.25
\$2,001.26 -0.75%

Clicks
Numa Spa www.numaspa.com

250
304 -17.76%

Avg. CPC
Numa Spa www.numaspa.com

\$7.95
\$6.58 20.69%

Conversions
Numa Spa www.numaspa.com

9
31 -70.97%

Conv. Rate
Numa Spa www.numaspa.com

3.60%
10.20% -64.70%

Cost / Conv.
Numa Spa www.numaspa.com

\$220.69
\$64.56 241.86%

Google Ads | Month-Over-Month Performance Comparison

08/01/2023 - 08/31/2023 - Comparing to 07/01/2023 - 07/31/2023

Overall performance
Numa Spa www.numaspa.com

Metric	08/01/2023 - 08/31/2023	07/01/2023 - 07/31/2023	% Change
Cost	\$1,986.25	\$2,001.26	-0.75%
Impressions	3,788	4,444	-14.76%
Clicks	250	304	-17.76%
Avg CPC	\$7.95	\$6.58	20.69%
CTR	6.60%	6.84%	-3.52%
Conversions	9	31	-70.97%
Conv. Rate	3.60%	10.20%	-64.70%
Cost / Conv	\$220.69	\$64.56	241.86%

Google Ads | Budget Coverage

Search Impr. Share
Numa Spa www.numaspa.com

40.96%
39.14% 4.65%

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

13.15%
13.10% 0.38%

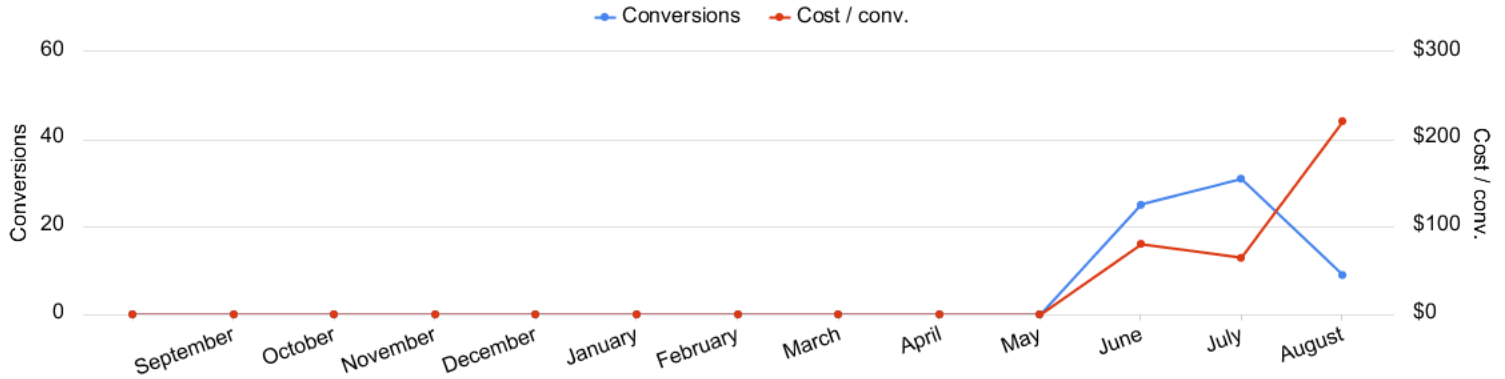
Search IS Lost (Due to Rank)
Numa Spa www.numaspa.com

45.89%
47.76% -3.91%

Google Ads | Monthly Performance Trends

08/01/2022 - 08/31/2023

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)
06/01/2023	\$2,015.10	2,954	200	\$10.08	6.77%	25	12.50%	\$80.60	47.15%	11.76%
07/01/2023	\$2,001.26	4,444	304	\$6.58	6.84%	31	10.20%	\$64.56	39.14%	13.10%
08/01/2023	\$1,986.25	3,788	250	\$7.95	6.60%	9	3.60%	\$220.69	40.96%	13.15%
Total	\$6,002.61	11,186	754	\$7.96	6.74%	65	8.62%	\$92.35	41.63%	12.80%

Google Ads | Campaign Performance Summary

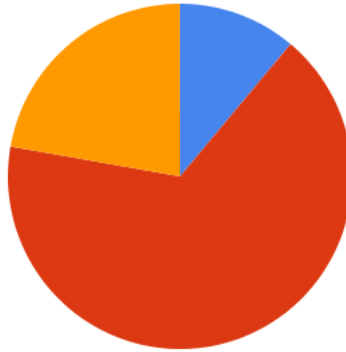
08/01/2023 - 08/31/2023

 Campaign Performance Breakdown
Numa Spa www.numaspa.com

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
MS search coolsculpting	\$1,986.25	3,788	250	\$7.95	6.60%	9	3.60%	\$220.69

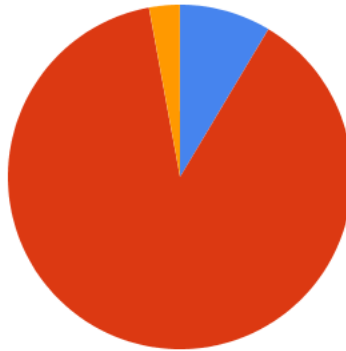
Google Ads | Budget Utilization by Device

Conversions by Device
 Numa Spa www.numaspa.com



■ Desktop - Conversions: 1 (11.11%)
 ■ Mobile - Conversions: 6 (66.67%)
 ■ Tablet - Conversions: 2 (22.22%)

Cost by Conversions
 Numa Spa www.numaspa.com



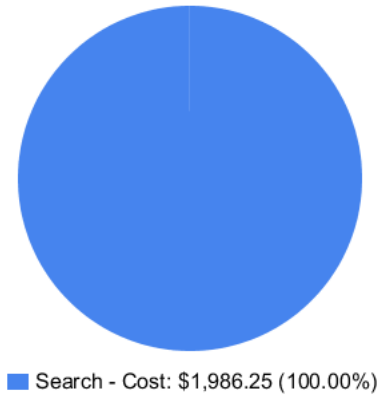
■ Desktop - Cost: \$170.67 (8.59%)
 ■ Mobile - Cost: \$1,758.28 (88.52%)
 ■ Tablet - Cost: \$57.30 (2.88%)

Device Performance
 Numa Spa www.numaspa.com

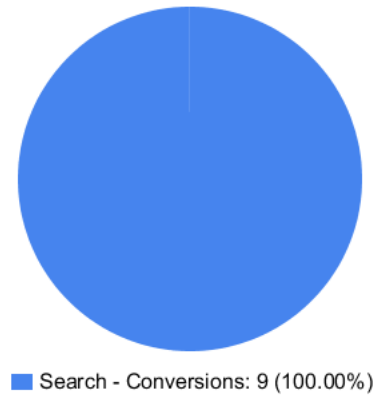
Device	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Desktop	\$170.67	297	17	\$10.04	5.72%	1	5.88%	\$170.67
Mobile	\$1,758.28	3,435	226	\$7.78	6.58%	6	2.65%	\$293.05
Tablet	\$57.30	56	7	\$8.19	12.50%	2	28.57%	\$28.65

Google Ads | 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 (with search partners)	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search	\$1,986.25	3,788	250	\$7.95	6.60%	9	3.60%	\$220.69

Google Ads | Conversion Summary

08/01/2023 - 08/31/2023

 Conversion Breakdown
Numa Spa www.numaspa.com

Conversion name	All conv.	% Change
Click to Call	3	-40.00%
Form Submission	5	-79.17%
Phone Call	1	-50.00%

Facebook | Key Performance Indicators

08/01/2023 - 08/31/2023

Cost
NUMA SPA Marshall Green

\$1,029.94

\$1,034.58 -0.45%

Clicks (Link)
NUMA SPA Marshall Green

292

277 5.42%

Impressions
NUMA SPA Marshall Green

37,468

35,153 6.59%

Leads
NUMA SPA Marshall Green

16

20 -20.00%

Reach
NUMA SPA Marshall Green

14,476

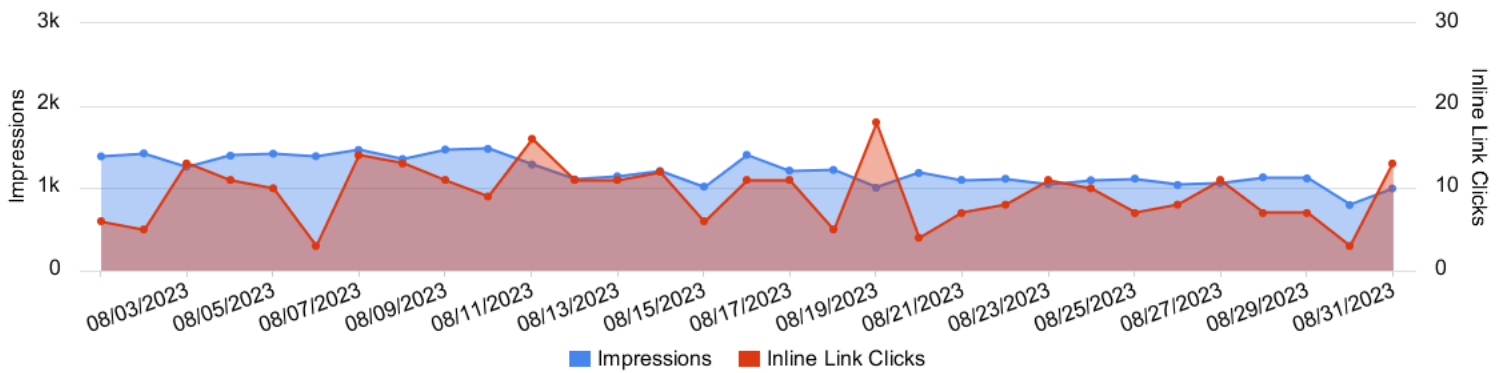
14,816 -2.29%

Cost / Lead
NUMA SPA Marshall Green

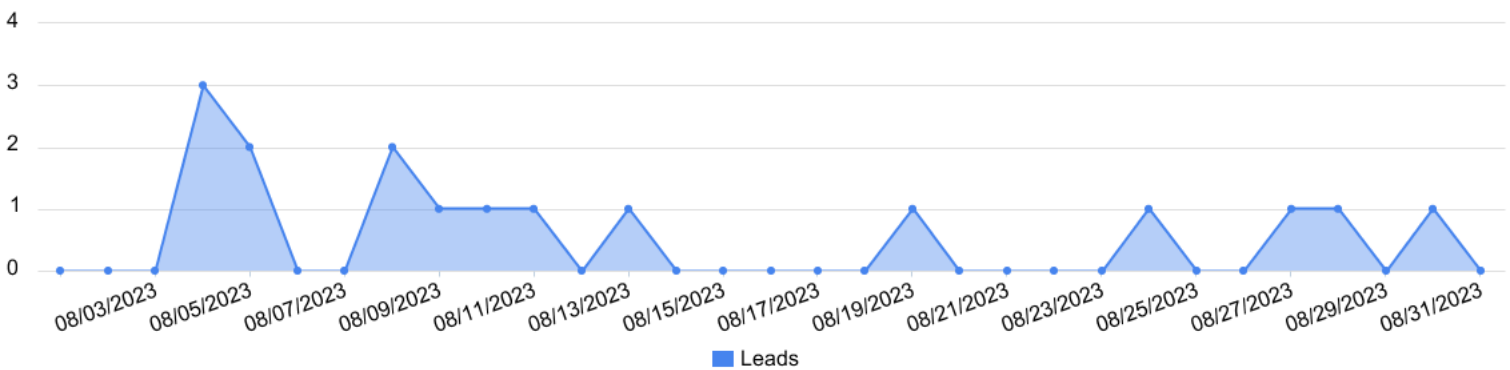
\$64.37

\$51.73 24.43%

Impressions vs Inline Link Clicks
NUMA SPA Marshall Green



Conversions by day
NUMA SPA Marshall Green



Facebook | Month-Over-Month Performance Comparison

08/01/2023 - 08/31/2023 - Comparing to 07/01/2023 - 07/31/2023

Overall Performance Summary NUMA SPA Marshall Green

Metric	08/01/2023 - 08/31/2023	07/01/2023 - 07/31/2023	% Change
Cost	\$1,029.94	\$1,034.58	-0.45%
Impressions	37,468	35,153	6.59%
Reach	14,476	14,816	-2.29%
Clicks	292	277	5.42%
CTR	0.78%	0.79%	-1.10%
Frequency	2.59	2.37	9.09%
Leads	16	20	-20.00%
Cost / Lead	\$64.37	\$51.73	24.43%

Engagement Summary NUMA SPA Marshall Green

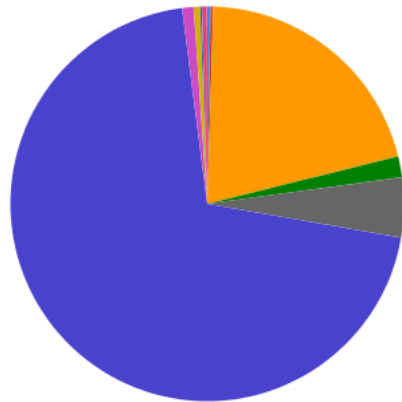
Metric	08/01/2023 - 08/31/2023	07/01/2023 - 07/31/2023	% Change
Page Likes	0	0	0.00%
Post Comments	3	5	-40.00%
Post Reactions	43	67	-35.82%
Post Shares	7	7	0.00%

Facebook | Placement Performance Summary

08/01/2023 - 08/31/2023

Reach Summary (by Placement)

NUMA SPA Marshall Green



- Audience Network - An Classic - Reach: 28 (0.27%)
- Audience Network - Rewarded Video - Reach: 24 (0.23%)
- Facebook - Facebook Reels - Reach: 2,108 (20.63%)
- Facebook - Facebook Reels Overlay - Reach: 176 (1.72%)
- Facebook - Facebook Stories - Reach: 500 (4.89%)
- Facebook - Feed - Reach: 7,176 (70.22%)
- Facebook - Instream Video - Reach: 96 (0.94%)
- Facebook - Marketplace - Reach: 52 (0.51%)
- Facebook - Right Hand Column - Reach: 16 (0.16%)
- Facebook - Search - Reach: 44 (0.43%)

Placement Performance (by Leads)

NUMA SPA Marshall Green

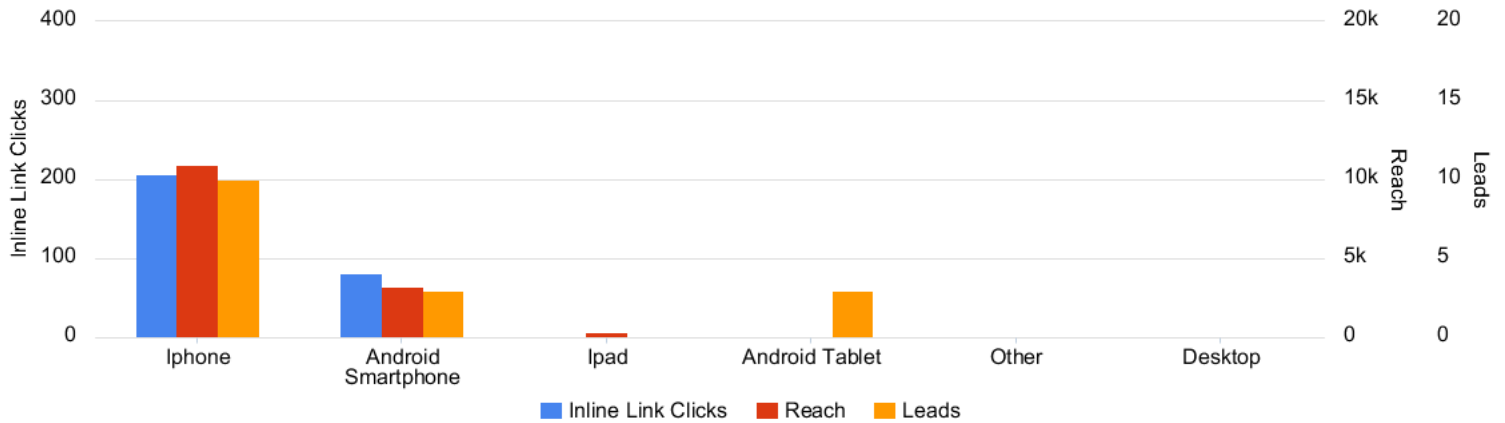
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR	Frequency	Leads	Cost per Lead
NUMA SPA Marshall Green	\$1,029.94	37,468	14,476	292	0.00%	2.59	16	\$64.37
> Audience Network - An Classic	\$2.66	111	28	1	0.00%	3.96	1	\$2.66
> Audience Network - Rewarded Video	\$3.26	54	24	1	0.00%	2.25	0	\$0.00
> Facebook - Facebook Reels	\$136.09	4,362	2,108	33	0.00%	2.07	1	\$136.09
> Facebook - Facebook Reels Overlay	\$0.97	250	176	1	0.00%	1.42	0	\$0.00
> Facebook - Facebook Stories	\$49.45	940	500	9	0.00%	1.88	1	\$49.45
> Facebook - Feed	\$462.61	17,942	7,176	157	0.00%	2.5	9	\$51.40
> Facebook - Instream Video	\$2.78	120	96	2	0.00%	1.25	0	\$0.00
> Facebook - Marketplace	\$1.55	85	52	0	0.00%	1.63	0	\$0.00
> Facebook - Right Hand Column	\$0.01	32	16	0	0.00%	2	0	\$0.00
> Facebook - Search	\$0.55	44	44	0	0.00%	1	0	\$0.00
> Facebook - Video Feeds	\$26.92	658	320	11	0.00%	2.06	1	\$26.92
> Instagram - Feed	\$246.39	9,206	5,820	52	0.00%	1.58	3	\$82.13
> Instagram - Instagram Explore	\$2.86	182	140	0	0.00%	1.3	0	\$0.00
> Instagram - Instagram Explore Grid Home	\$0.57	93	60	1	0.00%	1.55	0	\$0.00
> Instagram - Instagram Reels	\$31.60	883	664	0	0.00%	1.33	0	\$0.00
> Instagram - Instagram Stories	\$61.64	2,505	1,300	24	0.00%	1.93	0	\$0.00
> Messenger - Messenger Stories	\$0.02	1	1	0	0.00%	1	0	\$0.00

Facebook | Device Performance Summary

08/01/2023 - 08/31/2023

Device Performance Chart

NUMA SPA Marshall Green



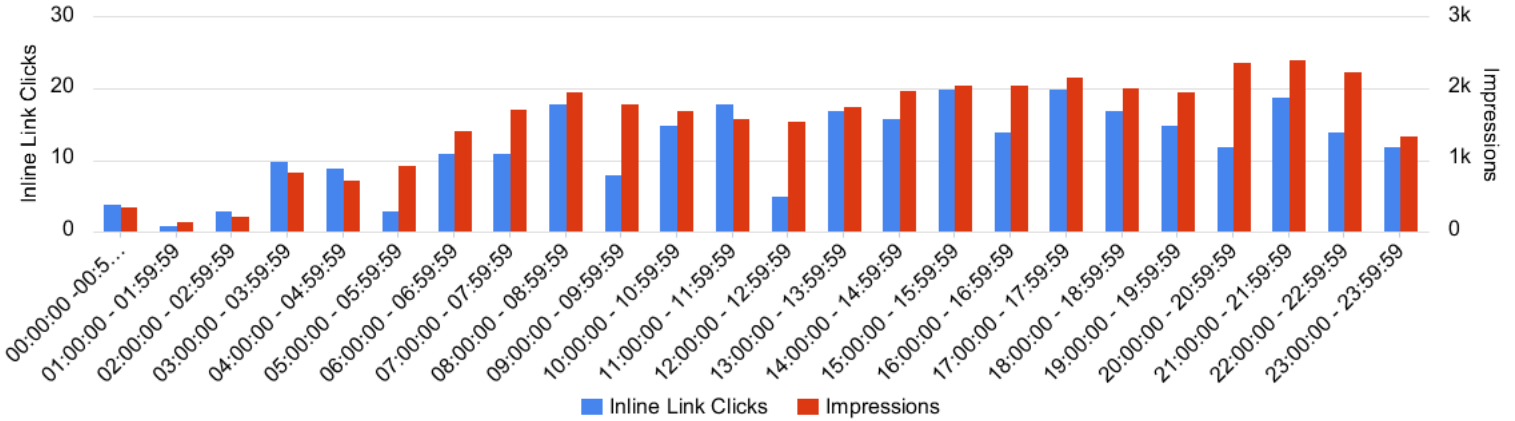
Device Platform Performance

NUMA SPA Marshall Green

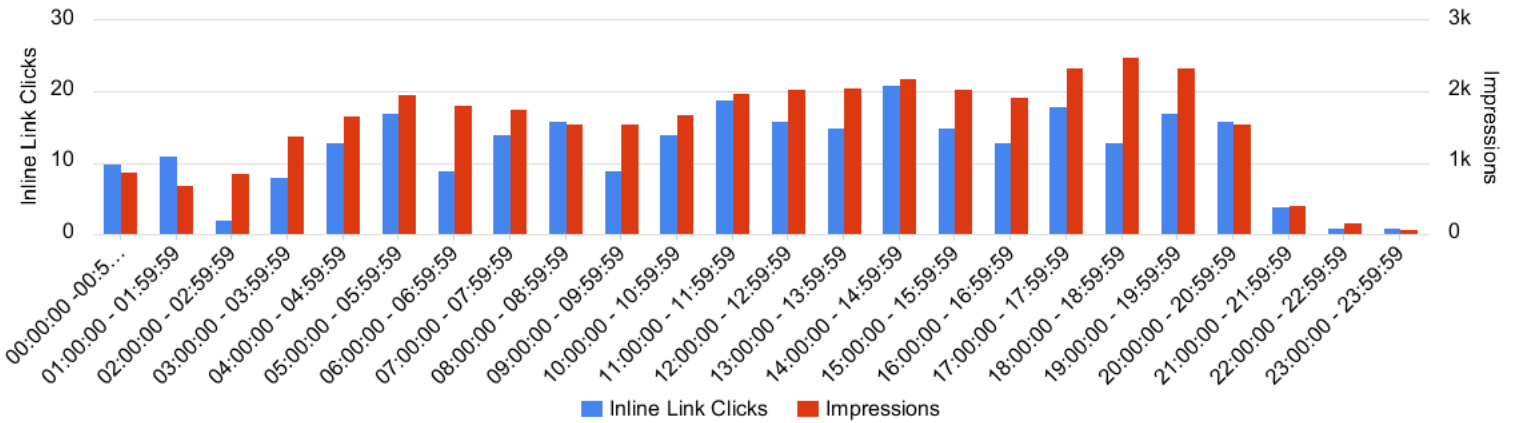
Account	Amount Spent	Impressions	Reach	Inline Link Clicks	CTR	Frequency	Leads	Cost per Lead
NUMA SPA Marshall Green	\$1,029.94	37,468	14,476	292	0.00%	2.59	16	\$64.37
> Mobile App	\$1,026.75	37,342	14,448	292	0.00%	2.58	16	\$64.17
> Mobile Web	\$0.00	2	2	--	0.00%	1	0	\$0.00
> Desktop	\$3.19	124	56	--	0.00%	2.21	0	\$0.00

08/01/2023 - 08/31/2023

Time of Day (Viewer) NUMA SPA Marshall Green



Time of Day (Ad Account) NUMA SPA Marshall Green



Facebook | Campaign Performance Summary

08/01/2023 - 08/31/2023

Campaign Performance Breakdown NUMA SPA Marshall Green

Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
MS Coolsculpting (Conversions)	\$1,029.94	37,468	292	16	\$64.37
Total	\$1,029.94	37,468	292	16	\$64.37

Facebook | Ad Set Performance Summary

08/01/2023 - 08/31/2023

Top Performing Ad Sets NUMA SPA Marshall Green

Ad Set Name	Campaign Name	Amount Spent	Impressions	Link Clicks	Leads	Cost per Lead
Website Leads - Audience Stack	MS Coolsculpting (Conversions)	\$494.99	18,328	150	11	\$45.00
Website Leads - Interest Stack	MS Coolsculpting (Conversions)	\$488.33	17,756	128	4	\$122.08
Website Leads - Audience Stack - Copy	MS Coolsculpting (Conversions)	\$31.09	939	7	1	\$31.09
Website Leads - Interest Stack - Copy	MS Coolsculpting (Conversions)	\$15.53	445	7	0	\$0.00
Total		\$1,029.94	37,468	292	16	\$64.37

Facebook | Ad Performance Summary

08/01/2023 - 08/31/2023

∞ Top Performing Ads (by Leads)
 NUMA SPA Marshall Green

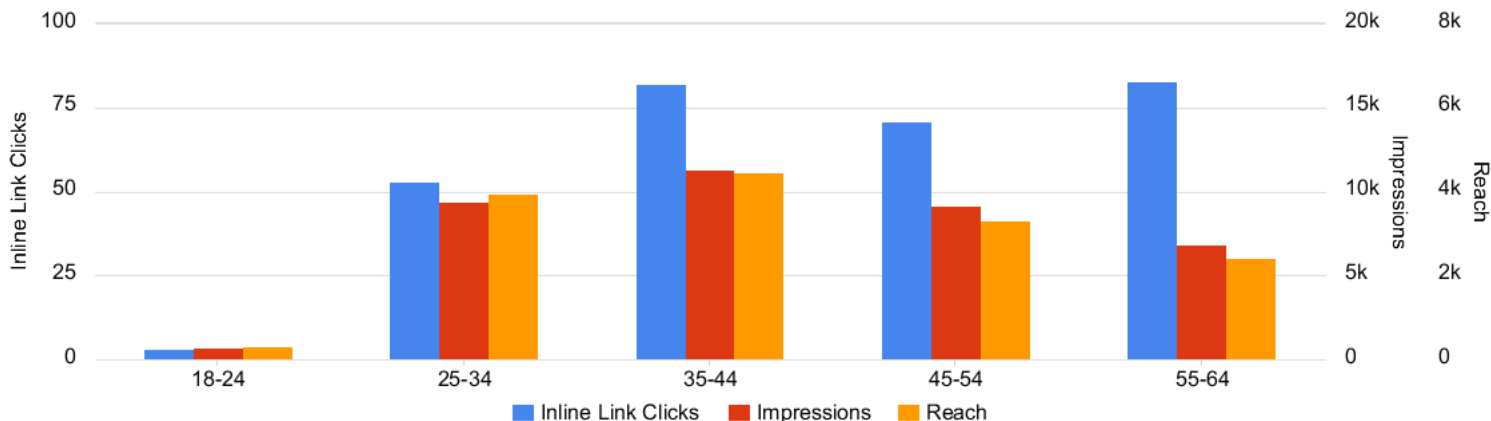
Ad Name	Ad Creative Thumbnail	Campaign Name	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
CS - Video - Belly Treatment		MS Coolsculpting (Conversions)	\$249.19	69	9,195	6,603	1.39	1.38%	5
CS - Image - Marking On Belly		MS Coolsculpting (Conversions)	\$63.58	25	2,550	1,574	1.62	1.33%	3
CS - Image - Tying The Dress		MS Coolsculpting (Conversions)	\$4.13	1	209	135	1.55	0.48%	3
CS - Image - Marking On Belly		MS Coolsculpting (Conversions)	\$140.03	36	5,914	3,548	1.67	1.42%	2
CS - Video - Narrating With Music		MS Coolsculpting (Conversions)	\$63.56	13	2,079	1,421	1.46	1.25%	1
CS - Video - Belly Treatment		MS Coolsculpting (Conversions)	\$214.40	63	7,081	4,659	1.52	1.72%	1
Total			\$734.89	207	27,028	17,940	9.21	--	15

Facebook | Demographic Performance - Age

08/01/2023 - 08/31/2023

Age Performance Chart

NUMA SPA Marshall Green



Age Performance Summary

NUMA SPA Marshall Green

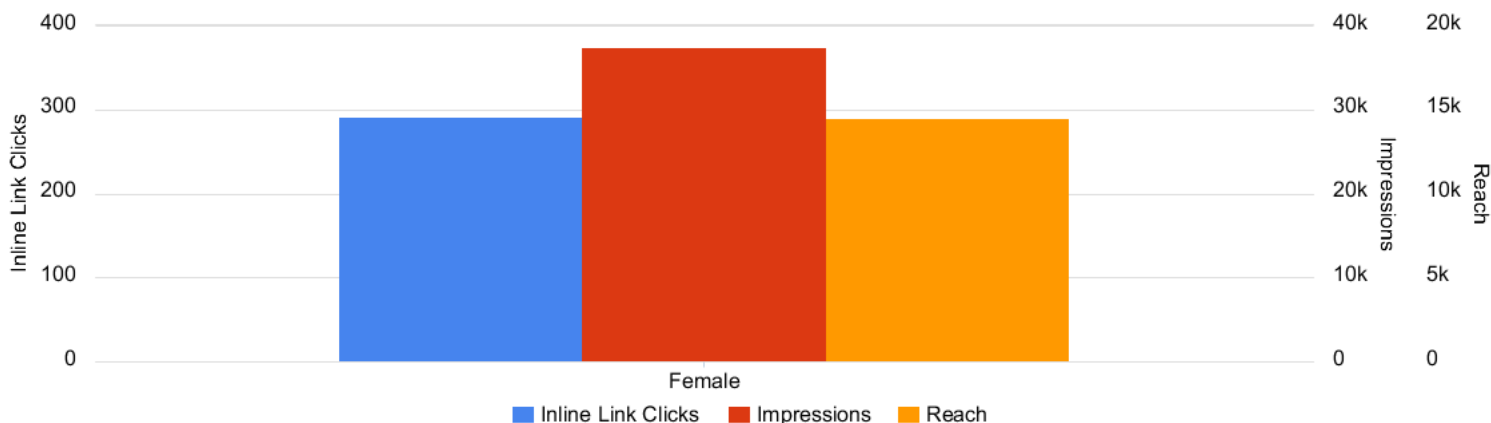
Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
NUMA SPA Marshall Green	\$1,029.94	37,468	14,476	292	1.41%	2.59	16
> 18-24	\$10.89	715	308	3	0.70%	2.32	0
> 25-34	\$164.55	9,407	3,952	53	0.90%	2.38	0
> 35-44	\$266.56	11,330	4,472	82	1.37%	2.53	5
> 45-54	\$303.27	9,143	3,312	71	1.48%	2.76	1
> 55-64	\$284.66	6,873	2,432	83	2.18%	2.83	10

Facebook | Demographic Performance - Gender

08/01/2023 - 08/31/2023

Gender Performance Chart

NUMA SPA Marshall Green



Gender Performance Summary

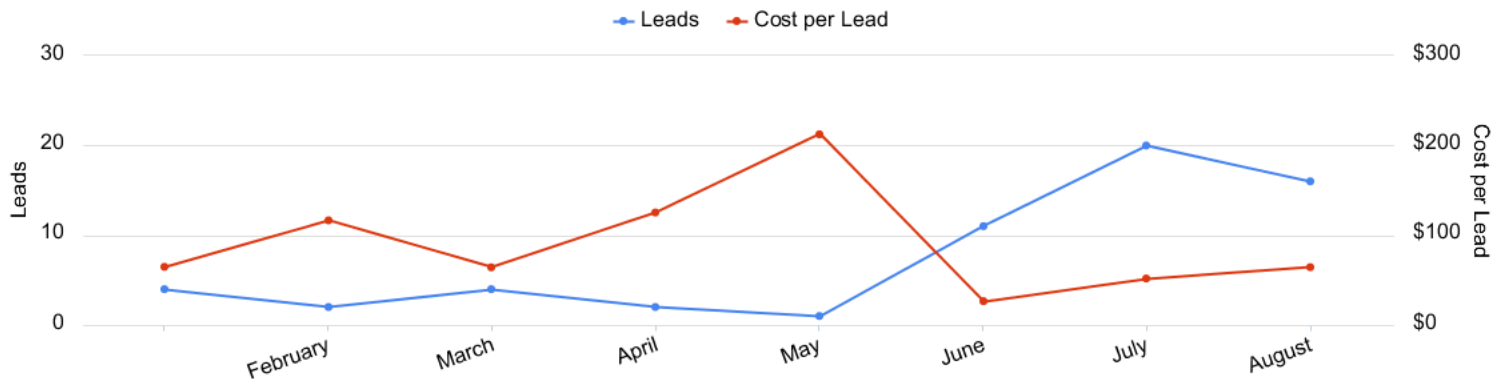
NUMA SPA Marshall Green

Account	Amount Spent	Impressions	Reach	Link Clicks	CTR (All)	Frequency	Leads
NUMA SPA Marshall Green	\$1,029.94	37,468	14,476	292	1.41%	2.59	16
> Female	\$1,029.94	37,468	14,476	292	1.41%	2.59	16

Facebook | Year-to-Date Performance

01/01/2023 - 08/31/2023

Year-to-Date Trend NUMA SPA Marshall Green



Historical table (by month) NUMA SPA Marshall Green

Account	Amount Spent	Inline Link Clicks	Impressions	Reach	Frequency	CTR (All)	Leads
NUMA SPA Marshall Green	\$3,568.09	894	170,277	42,227	4.03	1.00%	60
> 2023-01-01 - 2023-01-31	\$259.33	39	17,329	6,852	2.53	0.44%	4
> 2023-02-01 - 2023-02-28	\$233.16	27	14,933	6,150	2.43	0.46%	2
> 2023-03-01 - 2023-03-31	\$256.99	67	21,965	7,708	2.85	0.59%	4
> 2023-04-01 - 2023-04-30	\$250.64	50	18,745	8,058	2.33	0.59%	2
> 2023-05-01 - 2023-05-31	\$212.44	35	14,794	6,840	2.16	0.63%	1
> 2023-06-01 - 2023-06-30	\$291.01	107	9,890	5,508	1.8	1.81%	11
> 2023-07-01 - 2023-07-31	\$1,034.58	277	35,153	14,816	2.37	1.47%	20
> 2023-08-01 - 2023-08-31	\$1,029.94	292	37,468	14,476	2.59	1.41%	16

Glossary

- Avg. CPC - Cost per click
- Avg Pos - Refers to the position of a search results pages where your ad appears for each of your ads
- Clicks - Number of clicks that resulted from an ad
- Clickthrough Rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions)
- Conversions - A conversion occurs when a user completes a pre-defined action on your site, such as buying something or requesting more information
- Conversion Rate (CR) – The percentage of users that converted from seeing your ad
- 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.
- Cost - Media spend accrued
- Cost-per-acquisition (CPA) is the cost of your advertising divided by the number of conversions you receive
- 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
- Frequency – the average number of times a person saw your ad
- Impressions (Impr) - Number of times your ad was displayed
- 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
- Reach – the total number of people who saw your content
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage
- 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