

**Monthly Account
Performance Report
1 Jan 2020 — 31 Jan 2020**

Spa Trouvé CoolSculpting

551-140-8791

Key Performance Indicators (KPIs)

Cost

\$4,383

↑ ∞

Conv

9

↑ ∞

Conv Rate

4.86%

↑ ∞

Cost / Conv

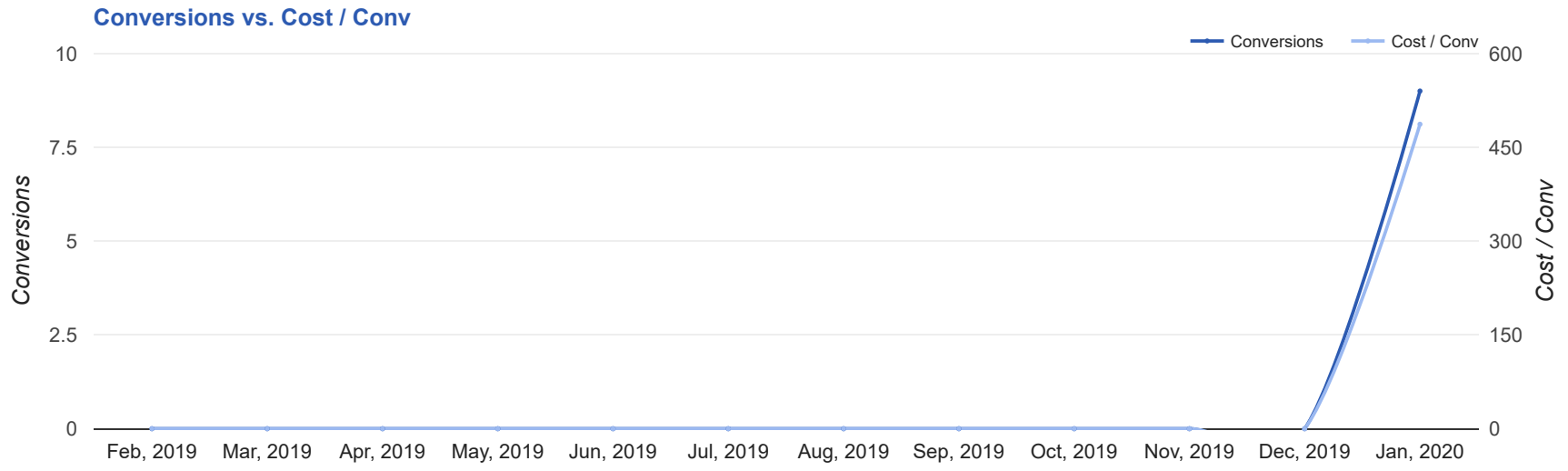
\$486.95

↑ ∞

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Dec 2019 — 31 Dec 2019	0	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	0%
1 Jan 2020 — 31 Jan 2020	2,238	185	\$4,382.53	\$23.69	8.27%	-	9	4.86%	\$486.95	57.71%
Change	2,238 ↑ ∞%	185 ↑ ∞%	\$4,382.53 ↑ ∞%	\$23.69 ↑ ∞%	8.27% ↑ ∞%	- -	9 ↑ ∞%	4.86% ↑ ∞%	\$486.95 ↑ ∞%	57.71% ↑ ∞%

Performance by Month - 1 Feb 2019 — 31 Jan 2020



MONTH	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH
										IMPR SHARE
Jan '20	2,238	185	\$4,382.53	\$23.69	8.27%	-	9	4.86%	\$486.95	58.8%
Total	2,238	185	\$4,382.53	\$23.69	8.27%	-	9	4.86%	\$486.95	58.8%

Campaign Summary - 1 Jan 2020 — 31 Jan 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting salt lake	710	58	\$1,248.66	\$21.53	8.17%	-	5	8.62%	\$249.73	35.31%
search alpha coolsculpting salt lake	518	27	\$684.98	\$25.37	5.21%	-	3	11.11%	\$228.33	90.06%
search beta coolsculpting highland	143	12	\$353.61	\$29.47	8.39%	-	1	8.33%	\$353.61	55.56%
search alpha coolsculpting highland	94	8	\$141.32	\$17.67	8.51%	-	0	0%	\$0.00	93.59%
search alpha coolsculpting orem	116	12	\$229.77	\$19.15	10.34%	-	0	0%	\$0.00	97.09%
search beta coolsculpting orem	266	37	\$855.85	\$23.13	13.91%	-	0	0%	\$0.00	82.73%
search alpha coolsculpting draper	183	11	\$257.51	\$23.41	6.01%	-	0	0%	\$0.00	80.29%
search beta coolsculpting draper	208	20	\$610.83	\$30.54	9.62%	-	0	0%	\$0.00	95.78%

Top Performing Ads - 1 Jan 2020 — 31 Jan 2020

Top Text Ads

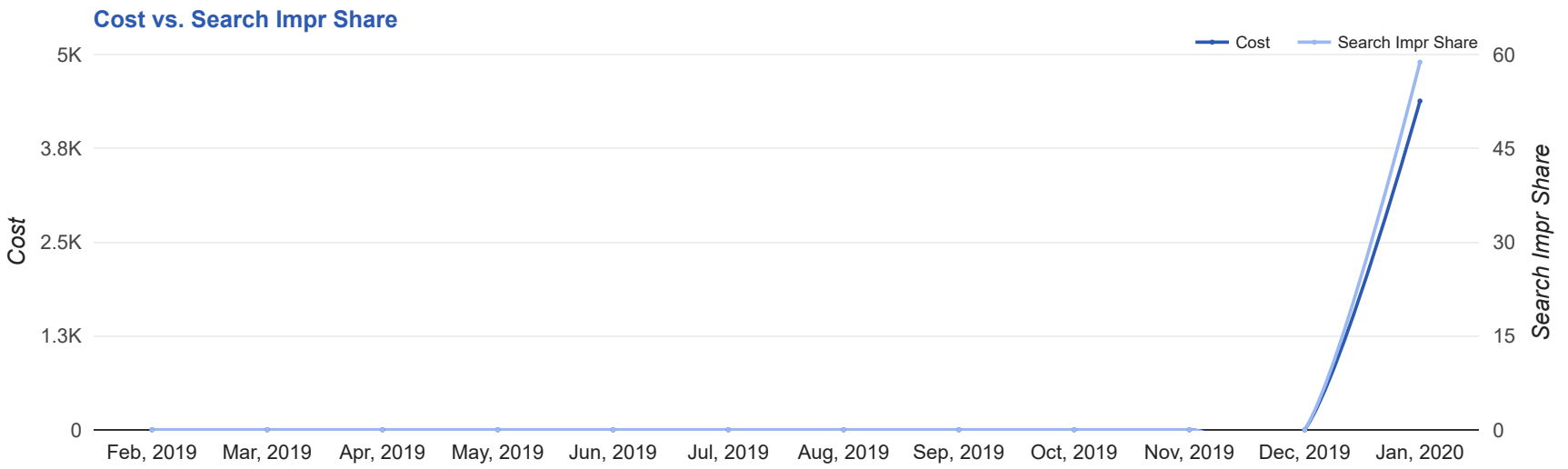
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
#1 Provider in Salt Lake City - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® spatrouve.com/coolsculpting/salt_lake_city #1 CoolSculpting Deal. Freeze Fat. Top Provider in Salt Lake City, UT. Free Consult.	109	13	\$246.44	\$18.96	11.93%	-	3	23.08%	\$82.15
25% Off All CoolSculpting - Spa Trouvé - Fat Reduction Treatment spatrouve.com/coolsculpting/ #1 CoolSculpting Deal. Freeze Fat. Top Provider in Salt Lake City, UT. Free Consult.	159	9	\$253.98	\$28.22	5.66%	-	2	22.22%	\$126.99
CoolSculpting in Salt Lake - Freeze Away Stubborn Fat - Spa Trouvé spatrouve.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	115	7	\$158.82	\$22.69	6.09%	-	1	14.29%	\$158.82
CoolSculpting in Highland - Freeze Away Stubborn Fat - Spa Trouvé spatrouve.com/coolsculpting/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	30	3	\$136.54	\$45.51	10.00%	-	1	33.33%	\$136.54
#1 Provider in Salt Lake City - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® spatrouve.com/coolsculpting/salt_lake_city #1 CoolSculpting Deal. Freeze Fat. Top Provider in Salt Lake City, UT. Free Consult.	109	6	\$137.59	\$22.93	5.50%	-	1	16.67%	\$137.59

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jan 2020 — 31 Jan 2020

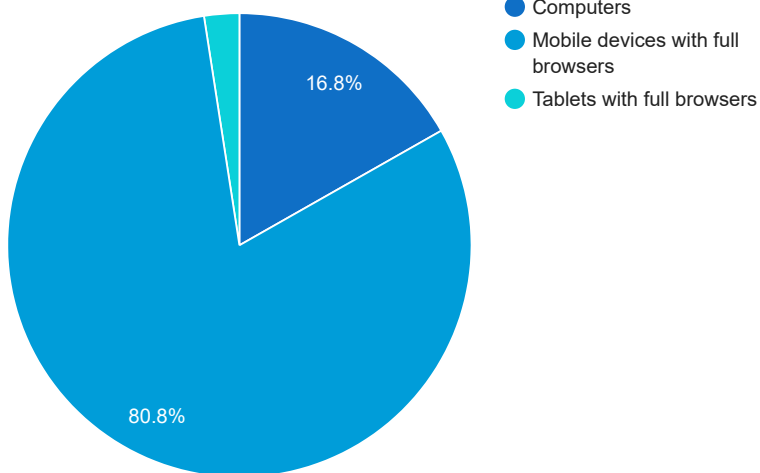
Budget Coverage



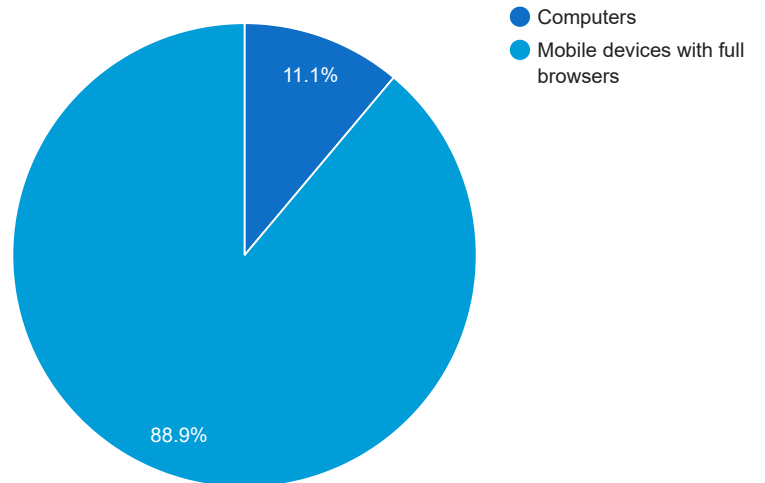
DATE	COST	SEARCH IMPR SHARE
Feb, 2019	0	0
Mar, 2019	0	0
Apr, 2019	0	0
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	4,382.53	58.80

Cost and Conversions by Device

Cost



Conversions



DEVICE	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Mobile devices with full browsers	1,694	153	\$3,539.79	\$23.14	9.03%	-	8	5.23%	\$442.47
Computers	519	29	\$735.55	\$25.36	5.59%	-	1	3.45%	\$735.55
Tablets with full browsers	25	3	\$107.19	\$35.73	12%	-	0	0%	\$0.00

Cost and Conversions by Network (Search vs. Display)

Cost



Conversions



NETWORK	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Google search	2,238	185	\$4,382.53	\$23.69	8.27%	-	9	4.86%	\$486.95

Conversion Types - 1 Jan 2020 — 31 Jan 2020

CONVERSION TYPE	CONV
Form Submission	8
Phone Call	1
Local actions - Website visits	0
Local actions - Other engagements	0
Clicks to call	0

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