

**Monthly Account  
Performance Report  
1 Apr 2020 — 30 Apr 2020**

Spa Trouvé CoolSculpting

551-140-8791

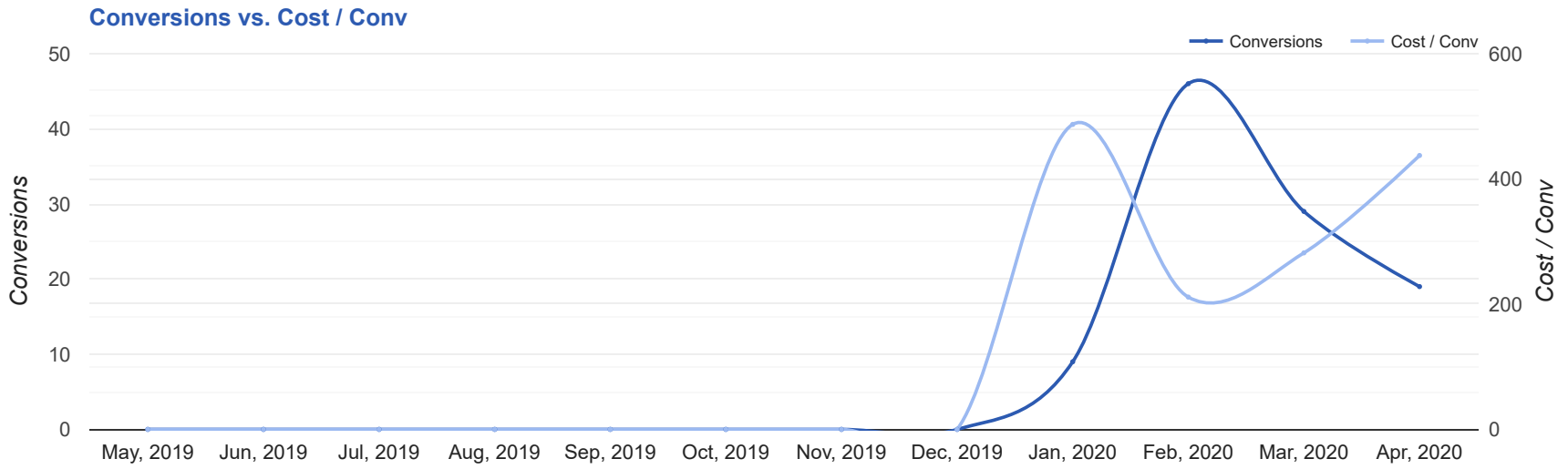
# Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$8,309	19	6.17%	\$437.32
↑ 2%	↓ 34%	↓ 31%	↑ 55%

## Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Mar 2020 — 31 Mar 2020	4,033	324	\$8,173.71	\$25.23	8.03%	-	29	8.95%	\$281.85	84.29%
1 Apr 2020 — 30 Apr 2020	3,537	308	\$8,309.05	\$26.98	8.71%	-	19	6.17%	\$437.32	90.09%
<b>Change</b>	496 ↓ 12%	16 ↓ 5%	\$135.34 ↑ 2%	\$1.75 ↑ 7%	0.68% ↑ 8%	--	10 ↓ 34%	2.78% ↓ 31%	\$155.47 ↑ 55%	5.80% ↑ 7%

# Performance by Month - 1 May 2019 — 30 Apr 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%	
Feb '20	5,440	460	\$9,717.11	\$21.12	8.46%	-	46	10%	\$211.24	84.94%	
Mar '20	4,033	324	\$8,173.71	\$25.23	8.03%	-	29	8.95%	\$281.85	84.29%	
Apr '20	3,537	308	\$8,309.05	\$26.98	8.71%	-	19	6.17%	\$437.32	90.09%	
<b>Total</b>	15,248	1,277	\$30,582.40	\$23.95	8.37%	-	103	8.07%	\$296.92	80.59%	

# Campaign Summary - 1 Apr 2020 — 30 Apr 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search   beta   coolsculpting   salt lake	1,839	126	\$2,493.04	\$19.79	6.85%	-	8	6.35%	\$311.63	91.39%
search   beta   coolsculpting   draper	443	41	\$2,012.64	\$49.09	9.26%	-	6	14.63%	\$335.44	77.7%
search   beta   coolsculpting   orem	806	95	\$2,420.47	\$25.48	11.79%	-	4	4.21%	\$605.12	97.78%
search   beta   coolsculpting   highland	449	46	\$1,382.90	\$30.06	10.24%	-	1	2.17%	\$1,382.90	84.86%

# Top Performing Ads - 1 Apr 2020 — 30 Apr 2020

## Top Text Ads

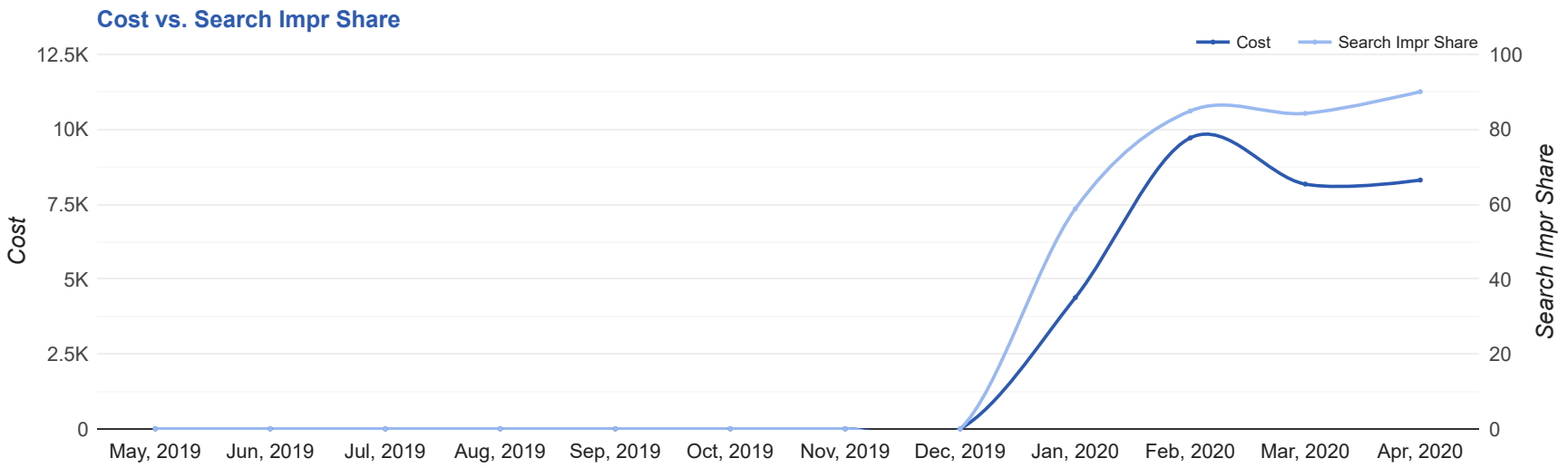
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Spa Trouvé} - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® <a href="https://spatrouve.com/coolsculpting/draper">spatrouve.com/coolsculpting/draper</a> Best CoolSculpting Deal. Freeze Fat. Top Provider in Draper, UT. Free Consult.	192	18	\$959.43	\$53.30	9.38%	-	5	27.78%	\$191.89
{Keyword:Spa Trouvé} - Best Price in Salt Lake City - 25% Off All CoolSculpting® <a href="https://spatrouve.com/coolsculpting/special">spatrouve.com/coolsculpting/special</a> Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	167	31	\$422.07	\$13.62	18.56%	-	2.5	8.06%	\$168.83
{Keyword:Spa Trouvé} - Best Price in Orem - 25% Off All CoolSculpting® <a href="https://spatrouve.com/coolsculpting/special">spatrouve.com/coolsculpting/special</a> Personalized Treatments. Luxury Setting. Trained Specialists. Easy And Convenient.	54	13	\$158.41	\$12.19	24.07%	-	2.3	17.69%	\$68.87
CoolSculpting in Orem - Freeze Away Stubborn Fat - Book A Virtual Consultation <a href="https://spatrouve.com/coolsculpting/">spatrouve.com/coolsculpting/</a> Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	251	34	\$981.06	\$28.85	13.55%	-	1.7	5.00%	\$577.09
{Keyword:Spa Trouvé} - Safe & Effective Fat Reduction - 25% Off All CoolSculpting® <a href="https://spatrouve.com/coolsculpting/salt_lake_city">spatrouve.com/coolsculpting/salt_lake_city</a> Best CoolSculpting Deal. Freeze Fat. Top Provider in Salt Lake City, UT. Free Consult.	860	43	\$1,071.34	\$24.91	5.00%	-	1.5	3.49%	\$714.23

## Top Display Ads

No Data Found for this account

# Budget Utilization - 1 Apr 2020 — 30 Apr 2020

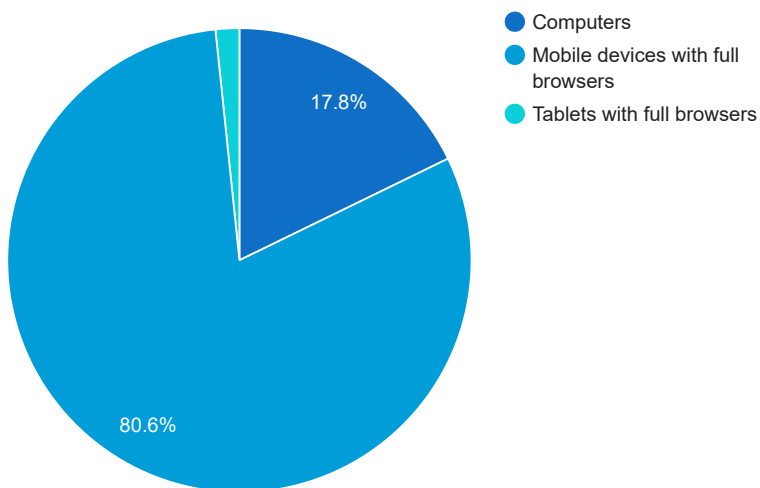
## Budget Coverage



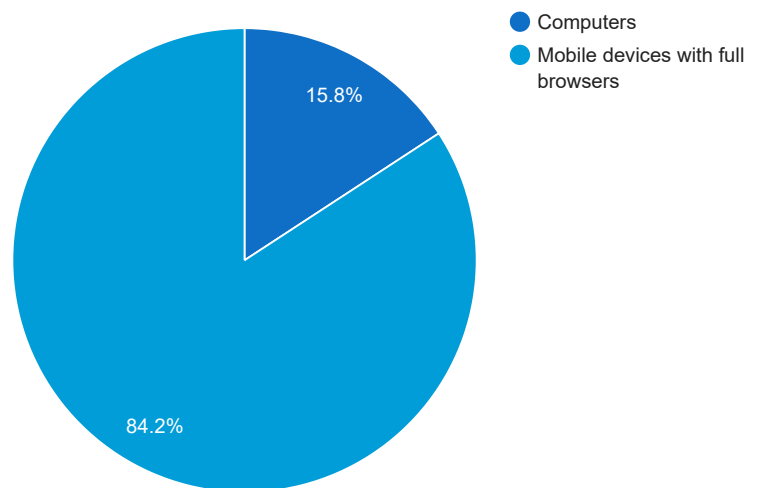
DATE	COST	SEARCH IMPR SHARE
May, 2019	0	0
Jun, 2019	0	0
Jul, 2019	0	0
Aug, 2019	0	0
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	4,382.53	58.80
Feb, 2020	9,717.11	84.94
Mar, 2020	8,173.71	84.29
Apr, 2020	8,309.05	90.09

## 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	2,488	254	\$6,693.79	\$26.35	10.21%	-	16	6.3%	\$418.36
Computers	999	51	\$1,477.85	\$28.98	5.11%	-	3	5.88%	\$492.62
Tablets with full browsers	50	3	\$137.41	\$45.80	6%	-	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	3,537	308	\$8,309.05	\$26.98	8.71%	-	19	6.17%	\$437.32

# Conversion Types - 1 Apr 2020 — 30 Apr 2020

CONVERSION TYPE	CONV
Form Submission	16
Calls from Ads	2
Phone Call	1
Local actions - Website visits	0
Clicks to call	0
Local actions - Other engagements	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