

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

Spa Trouvé CoolSculpting

551-140-8791

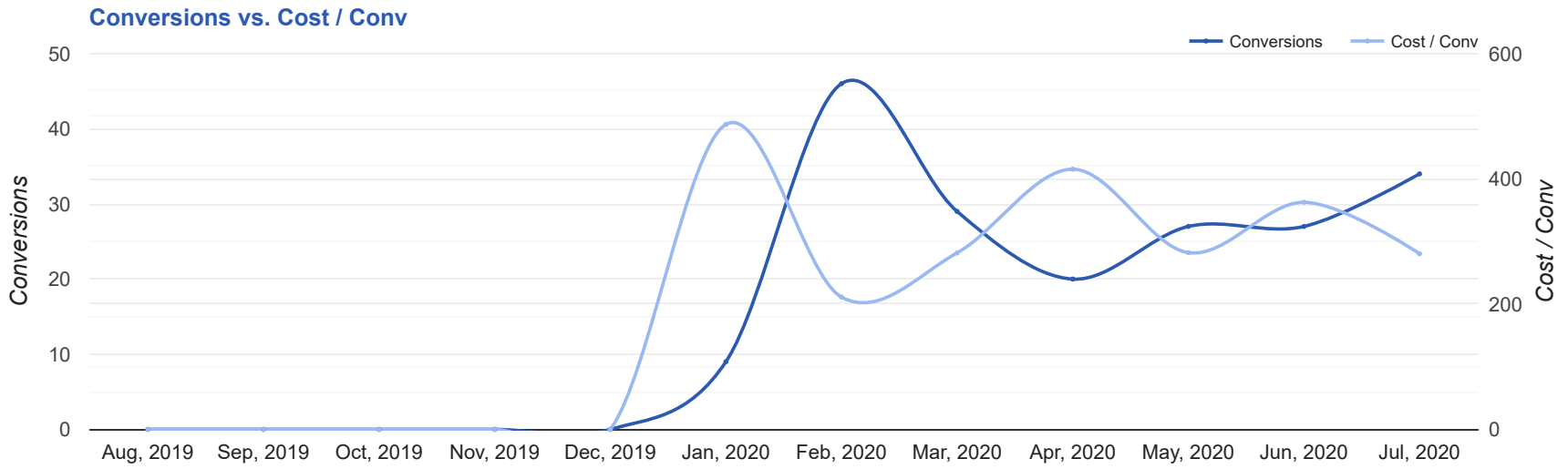
Key Performance Indicators (KPIs)

| | | | |
|---------|-------|-----------|-------------|
| Cost | Conv | Conv Rate | Cost / Conv |
| \$9,537 | 34 | 6.06% | \$280.50 |
| ↓ 3% | ↑ 26% | ↑ 31% | ↓ 23% |

Performance Comparison - Month-over-Month

| | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|-----------------------------|-------------|------------|------------------|----------------|---------------|---------|------------|----------------|------------------|----------------------|
| 1 Jun 2020 — 30 Jun 2020 | 5,531 | 583 | \$9,790.02 | \$16.79 | 10.54% | - | 27 | 4.63% | \$362.59 | 77.2% |
| 1 Jul 2020 — 31 Jul 2020 | 5,781 | 561 | \$9,537.05 | \$17.00 | 9.7% | - | 34 | 6.06% | \$280.50 | 82.38% |
| Change | 250 ↑ 5% | 22 ↓ 4% | \$252.97 ↓ 3% | \$0.21 ↑ 1% | 0.84% ↓ 8% | -- | 7 ↑ 26% | 1.43% ↑ 31% | \$82.09 ↓ 23% | 5.18% ↑ 7% |

Performance by Month - 1 Aug 2019 — 31 Jul 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% | - | 20 | 6.49% | \$415.45 | 90.09% |
| May '20 | 4,458 | 446 | \$7,619.72 | \$17.08 | 10% | - | 27 | 6.05% | \$282.21 | 87.98% |
| Jun '20 | 5,531 | 583 | \$9,790.02 | \$16.79 | 10.54% | - | 27 | 4.63% | \$362.59 | 77.2% |
| Jul '20 | 5,781 | 561 | \$9,537.05 | \$17.00 | 9.7% | - | 34 | 6.06% | \$280.50 | 82.38% |
| Total | 31,018 | 2,867 | \$57,529.19 | \$20.07 | 9.24% | - | 192 | 6.7% | \$299.63 | 81.26% |

Campaign Summary - 1 Jul 2020 — 31 Jul 2020

| CAMPAIGN | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV | SEARCH IMPR SHARE |
|---|-------|--------|------------|---------|--------|---------|------|-----------|----------------|----------------------|
| search beta coolsculpting salt lake | 3,008 | 236 | \$2,499.03 | \$10.59 | 7.85% | - | 18 | 7.63% | \$138.84 | 77.74% |
| search beta coolsculpting draper | 855 | 86 | \$2,279.42 | \$26.50 | 10.06% | - | 6.5 | 7.56% | \$350.68 | 87.78% |
| search beta coolsculpting highland | 811 | 89 | \$2,247.10 | \$25.25 | 10.97% | - | 5.5 | 6.18% | \$408.56 | 86.35% |
| search beta coolsculpting orem | 1,107 | 150 | \$2,511.50 | \$16.74 | 13.55% | - | 4 | 2.67% | \$627.88 | 91.15% |

Top Performing Ads - 1 Jul 2020 — 31 Jul 2020

Top Text Ads

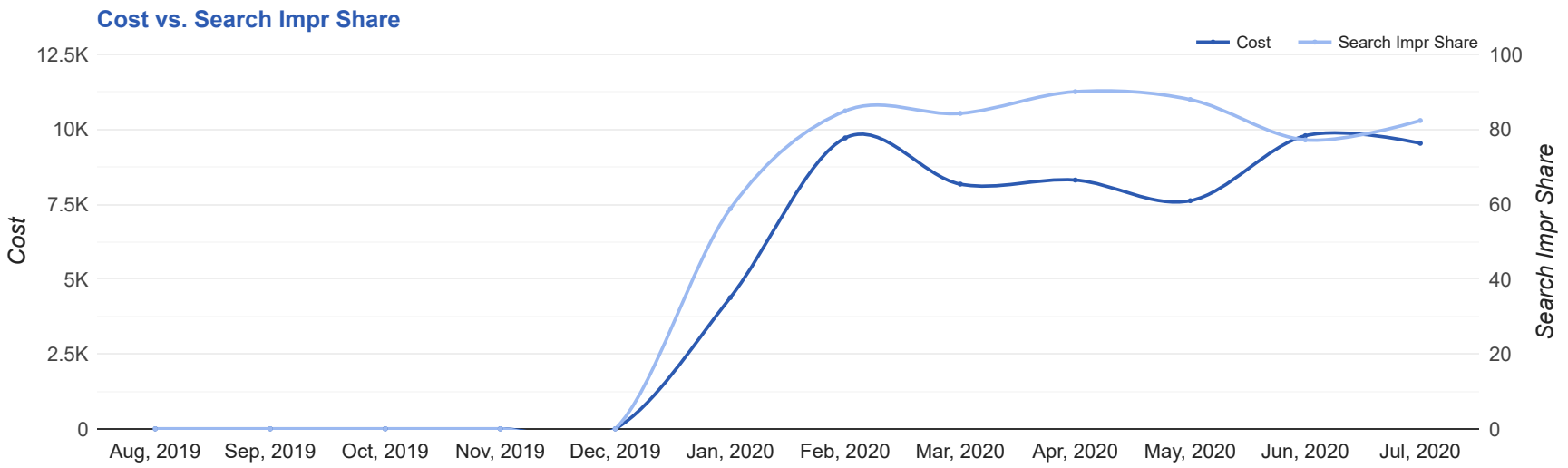
| AD | IMPR | CLICKS | COST | AVG CPC | CTR | AVG POS | CONV | CONV RATE | COST / CONV |
|---|------|--------|------------|---------|--------|---------|------|-----------|-------------|
| CoolSculpting Deal 25% Off - Freeze Away Stubborn Fat - Top Provider in Salt Lake City spatrouve.com// CoolSculpting Deal. Freeze Fat. Top Provider in Salt Lake City, UT. Free Virtual Consult. | 452 | 34 | \$527.55 | \$15.52 | 7.52% | - | 6 | 17.65% | \$87.92 |
| CoolSculpting Salt Lake City - Fat Reduction Treatment - Flexible Payment Options spatrouve.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime. | 910 | 60 | \$706.25 | \$11.77 | 6.59% | - | 4 | 6.67% | \$176.56 |
| {Keyword:Spa Trouvé} - New Client Special - 25 Off All Fat Freezing spatrouve.com// Best CoolSculpting Deal. Top Provider in Salt Lake City, UT for Fat Freezing. Free Consult | 593 | 42 | \$520.38 | \$12.39 | 7.08% | - | 3 | 7.14% | \$173.46 |
| {Keyword:Spa Trouvé} - New Client Special - 25 Off Coolsculpting Cost spatrouve.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. | 283 | 34 | \$226.14 | \$6.65 | 12.01% | - | 3 | 8.82% | \$75.38 |
| {Keyword:Spa Trouvé} - CoolSculpting in Orem - Fat Reduction Treatment spatrouve.com/ --/ -- Leading CoolSculpting Provider in Orem, UT. Schedule a Free Consultation | 480 | 70 | \$1,210.94 | \$17.30 | 14.58% | - | 2.5 | 3.57% | \$484.38 |

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Jul 2020 — 31 Jul 2020

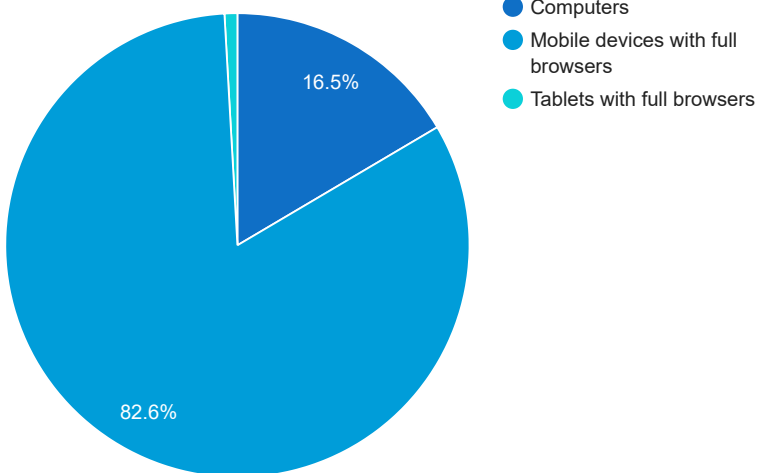
Budget Coverage



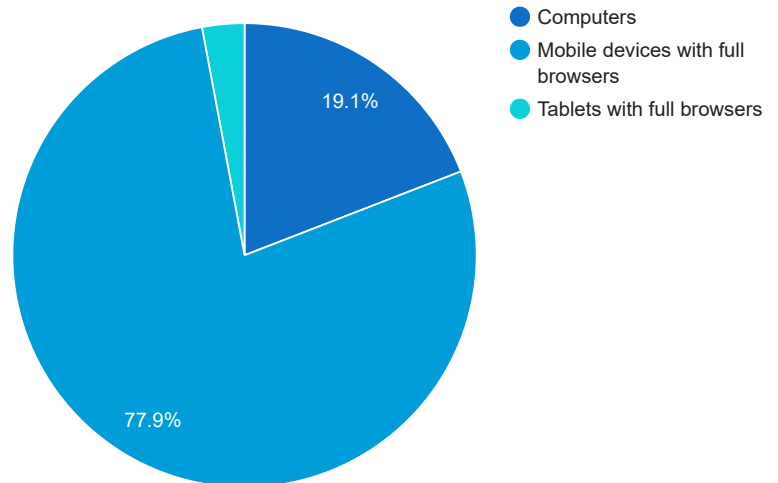
| DATE | COST | SEARCH IMPR SHARE |
|-----------|----------|-------------------|
| Aug, 2019 | 0 | 0 |
| Sep, 2019 | 0 | 0 |
| Oct, 2019 | 0 | 0 |
| Nov, 2019 | 0 | 0 |
| Dec, 2019 | 0 | 0 |
| Jan, 2020 | 4,382.53 | 58.80 |
| Feb, 2020 | 9,717.11 | 84.94 |
| Mar, 2020 | 8,173.71 | 84.29 |
| Apr, 2020 | 8,309.05 | 90.09 |
| May, 2020 | 7,619.72 | 87.98 |
| Jun, 2020 | 9,790.02 | 77.20 |
| Jul, 2020 | 9,537.05 | 82.38 |

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 | 4,513 | 461 | \$7,877.68 | \$17.09 | 10.21% | - | 26.5 | 5.75% | \$297.27 |
| Computers | 1,193 | 93 | \$1,574.23 | \$16.93 | 7.8% | - | 6.5 | 6.99% | \$242.19 |
| Tablets with full browsers | 75 | 7 | \$85.14 | \$12.16 | 9.33% | - | 1 | 14.29% | \$85.14 |

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 | 5,781 | 561 | \$9,537.05 | \$17.00 | 9.7% | - | 34 | 6.06% | \$280.50 |

Conversion Types - 1 Jul 2020 — 31 Jul 2020

| CONVERSION TYPE | CONV |
|-----------------------------------|------|
| Form Submission | 30 |
| Calls from ads | 3 |
| Calls from Ads | 1 |
| Clicks to call | 0 |
| Local actions - Website visits | 0 |
| Local actions - Directions | 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