

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

Spa Trouvé CoolSculpting

551-140-8791

Key Performance Indicators (KPIs)

Cost

\$9,976

↑ 5%

Conv

58.9

↑ 68%

Conv Rate

5.3%

↓ 15%

Cost / Conv

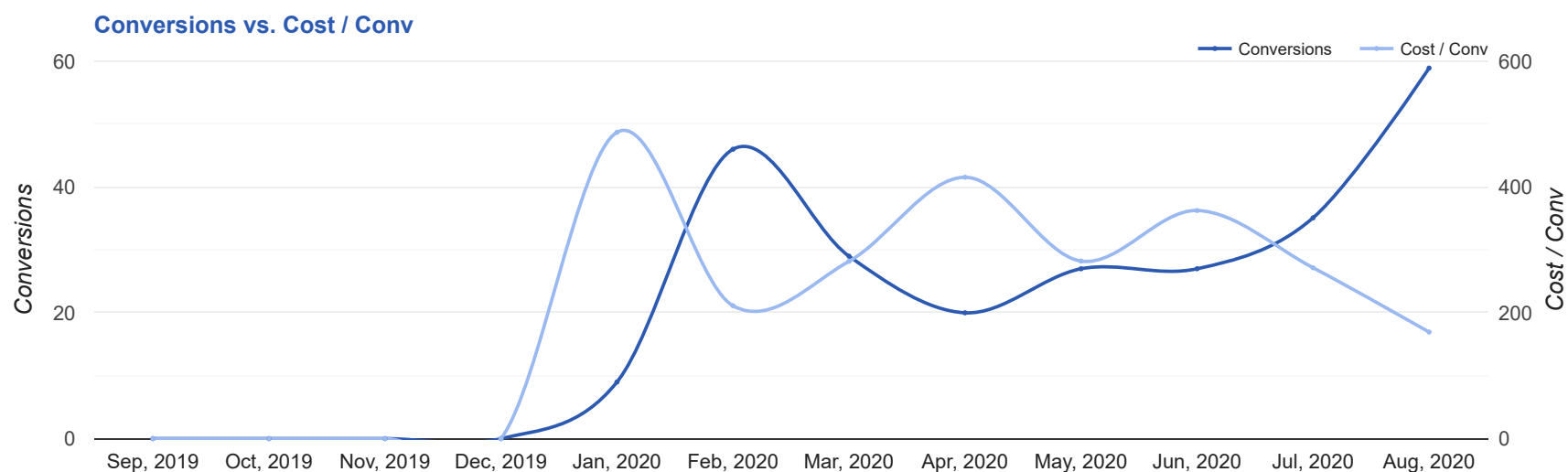
\$169.39

↓ 38%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Jul 2020 — 31 Jul 2020	5,781	561	\$9,537.05	\$17.00	9.7%	-	35.1	6.26%	\$271.63	81.91%
1 Aug 2020 — 31 Aug 2020	31,811	1,112	\$9,975.52	\$8.97	3.5%	-	58.9	5.3%	\$169.39	32.45%
Change	26,030 ↑ 450%	551 ↑ 98%	\$438.47 ↑ 5%	\$8.03 ↓ 47%	6.20% ↓ 64%	--	23.78 ↑ 68%	0.96% ↓ 15%	\$102.24 ↓ 38%	49.46% ↓ 60%

Performance by Month - 1 Sep 2019 — 31 Aug 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%	-	35.1	6.26%	\$271.63	81.91%	
Aug '20	31,811	1,112	\$9,975.52	\$8.97	3.5%	-	58.9	5.3%	\$169.39	32.45%	
Total	62,829	3,979	\$67,504.71	\$16.97	6.33%	-	252	6.33%	\$267.88	46.12%	

Campaign Summary - 1 Aug 2020 — 31 Aug 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting salt lake	11,615	465	\$2,488.60	\$5.35	4%	-	23.9	5.14%	\$104.17	25.75%
search beta coolsculpting orem	7,179	276	\$2,488.80	\$9.02	3.84%	-	18	6.52%	\$138.27	34.68%
search beta coolsculpting draper	7,651	200	\$2,499.89	\$12.50	2.61%	-	11	5.5%	\$227.26	39.87%
search beta coolsculpting highland	5,366	171	\$2,498.23	\$14.61	3.19%	-	6	3.51%	\$416.37	41.28%

Top Performing Ads - 1 Aug 2020 — 31 Aug 2020

Top Text Ads

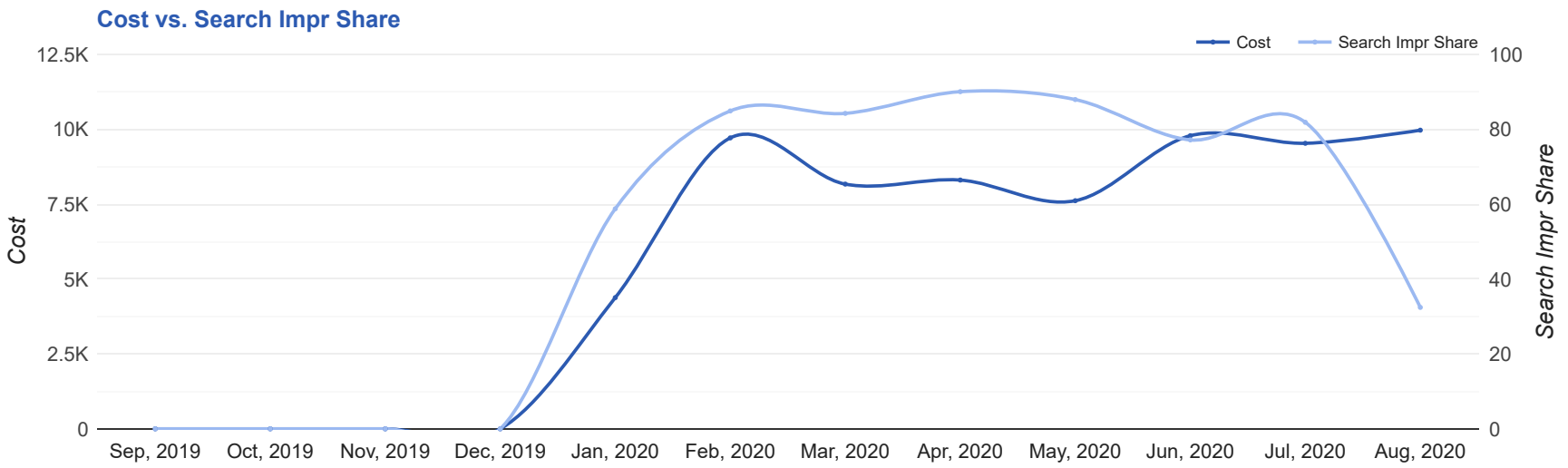
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Spa Trouvé} - CoolSculpting Salt Lake City - Fat Reduction Treatment spatrouve.com/ -- -- Leading CoolSculpting Provider in Salt Lake City, UT. Schedule a Free Consultation	1,030	76	\$473.12	\$6.23	7.38%	-	8.9	11.68%	\$53.28
{Keyword:Spa Trouvé} - CoolSculpting in Orem - Fat Reduction Treatment spatrouve.com/ -- -- Leading CoolSculpting Provider in Orem, UT. Schedule a Free Consultation	447	51	\$474.39	\$9.30	11.41%	-	5.5	10.78%	\$86.25
CoolSculpting in Orem - Fat Reduction Treatment - Flexible Payment Options spatrouve.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	3,610	84	\$683.66	\$8.14	2.33%	-	5	5.95%	\$136.73
CoolSculpting in Draper - Fat Reduction Treatment - Flexible Payment Options spatrouve.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	3,457	47	\$546.91	\$11.64	1.36%	-	3.5	7.45%	\$156.26
CoolSculpting Salt Lake City - Fat Reduction Treatment - Flexible Payment Options spatrouve.com// Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	2,683	46	\$247.53	\$5.38	1.71%	-	3	6.52%	\$82.51

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Aug 2020 — 31 Aug 2020

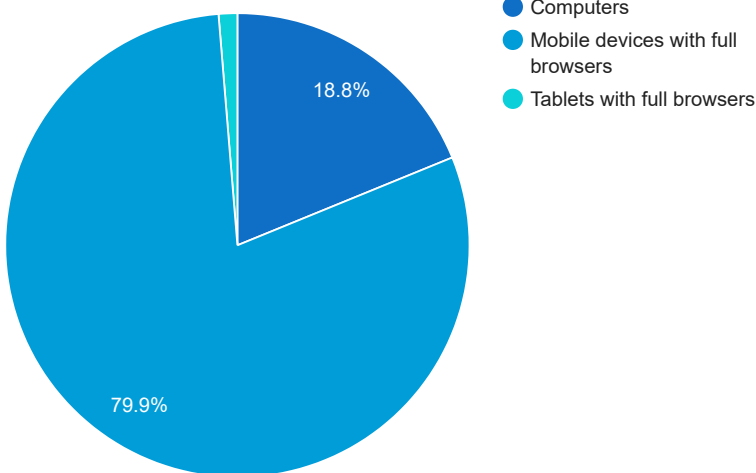
Budget Coverage



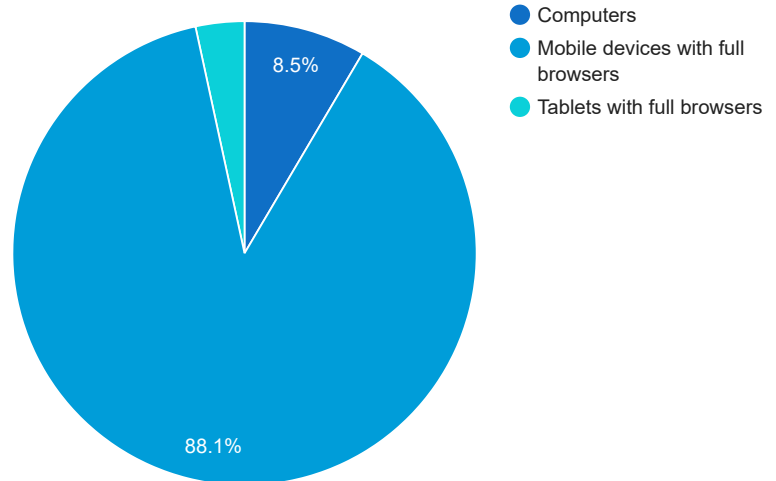
DATE	COST	SEARCH IMPR SHARE
Sep, 2019	0	0
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	4,382.53	58.80
Feb, 2020	9,717.11	84.94
Mar, 2020	8,173.71	84.29
Apr, 2020	8,309.05	90.09
May, 2020	7,619.72	87.98
Jun, 2020	9,790.02	77.20
Jul, 2020	9,537.05	81.91
Aug, 2020	9,975.52	32.45

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	25,274	907	\$7,967.58	\$8.78	3.59%	-	51.9	5.72%	\$153.55
Computers	5,940	187	\$1,878.16	\$10.04	3.15%	-	5	2.67%	\$375.63
Tablets with full browsers	597	18	\$129.78	\$7.21	3.02%	-	2	11.11%	\$64.89

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	31,811	1,112	\$9,975.52	\$8.97	3.5%	-	58.9	5.3%	\$169.39

Conversion Types - 1 Aug 2020 — 31 Aug 2020

CONVERSION TYPE	CONV
Form Submission	51.9
Calls from Ads	7
Local actions - Other engagements	0
Local actions - Directions	0
Clicks to call	0
Local actions - Website visits	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