

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

Spa Trouvé CoolSculpting

551-140-8791

Key Performance Indicators (KPIs)

Cost

\$9,907

↓ 1%

Conv

68.8

↑ 15%

Conv Rate

5.97%

↑ 11%

Cost / Conv

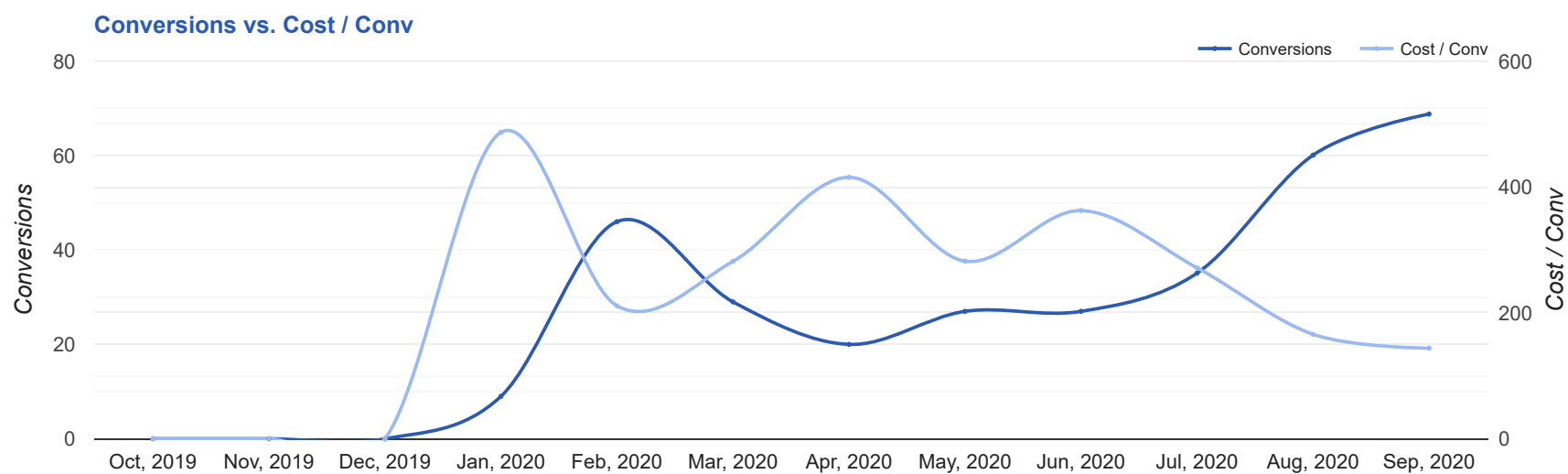
\$143.95

↓ 13%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Aug 2020 — 31 Aug 2020	31,811	1,112	\$9,975.52	\$8.97	3.5%	-	60.1	5.4%	\$166.06	32.41%
1 Sep 2020 — 30 Sep 2020	30,732	1,153	\$9,906.65	\$8.59	3.75%	-	68.8	5.97%	\$143.95	34.06%
Change	1,079 ↓ 3%	41 ↑ 4%	\$68.87 ↓ 1%	\$0.38 ↓ 4%	0.25% ↑ 7%	--	8.75 ↑ 15%	0.57% ↑ 11%	\$22.11 ↓ 13%	1.65% ↑ 5%

Performance by Month - 1 Oct 2019 — 30 Sep 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%	-	60.1	5.4%	\$166.06	32.41%
Sep '20	30,732	1,153	\$9,906.65	\$8.59	3.75%	-	68.8	5.97%	\$143.95	34.06%
Total	93,561	5,132	\$77,411.36	\$15.08	5.49%	-	322	6.27%	\$240.41	41.29%

Campaign Summary - 1 Sep 2020 — 30 Sep 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting salt lake	11,630	472	\$2,498.22	\$5.29	4.06%	-	37.9	8.02%	\$65.97	28.32%
search beta coolsculpting orem	6,898	289	\$2,445.98	\$8.46	4.19%	-	16	5.54%	\$152.87	35.85%
search beta coolsculpting draper	6,497	199	\$2,463.12	\$12.38	3.06%	-	8.4	4.21%	\$293.93	40.01%
search beta coolsculpting highland	5,707	193	\$2,499.33	\$12.95	3.38%	-	6.6	3.4%	\$380.42	42.14%

Top Performing Ads - 1 Sep 2020 — 30 Sep 2020

Top Text Ads

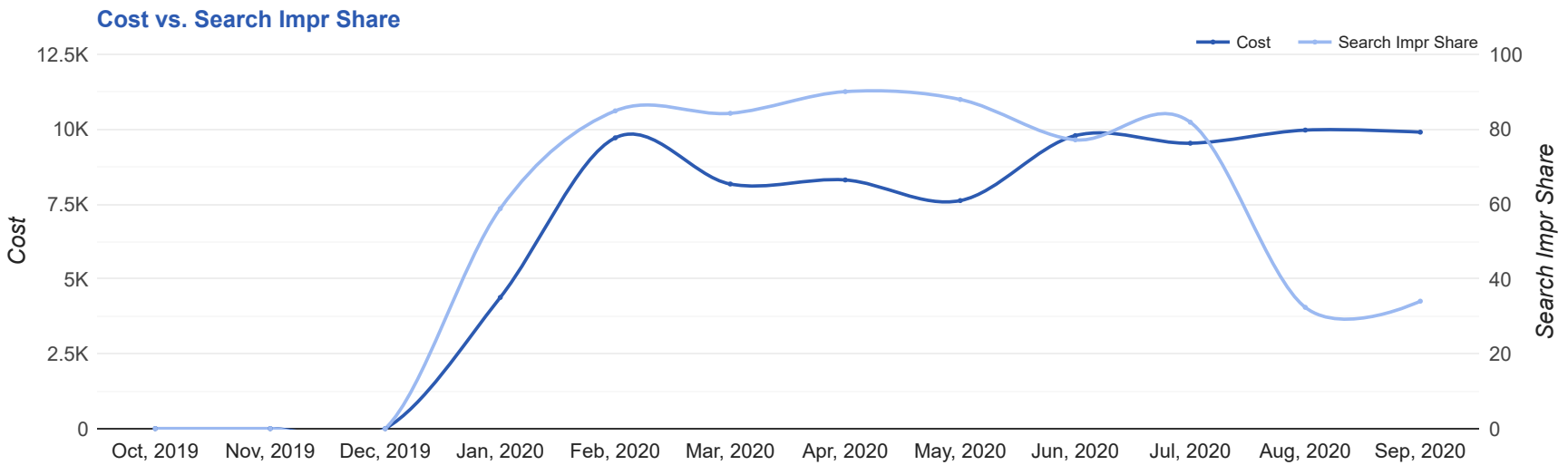
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Spa Trouvé} - CoolSculpting Salt Lake City - Fat Reduction Treatment spatrouve.com/ --/ -- Leading CoolSculpting Provider in Salt Lake City, UT. Schedule a Free Consultation	1,064	85	\$615.23	\$7.24	7.99%	-	9	10.59%	\$68.36
Spa Trouvé - CoolSculpting Salt Lake City - Fat Reduction Treatment spatrouve.com/ --/ -- Leading CoolSculpting Provider in Salt Lake City, UT. Schedule a Free Consultation	4,862	135	\$651.53	\$4.83	2.78%	-	9	6.67%	\$72.39
{Keyword:Spa Trouvé} - CoolSculpting Salt Lake City - Fat Reduction Treatment spatrouve.com/ --/ -- Leading CoolSculpting Provider in Salt Lake City, UT. Schedule a Free Consultation	268	47	\$204.34	\$4.35	17.54%	-	5.4	11.55%	\$37.63
{Keyword:Spa Trouvé} - CoolSculpting in Orem - Fat Reduction Treatment spatrouve.com/ --/ -- Leading CoolSculpting Provider in Orem, UT. Schedule a Free Consultation	406	56	\$560.98	\$10.02	13.79%	-	4.7	8.34%	\$120.12
{Keyword:Spa Trouvé} - CoolSculpting in Draper - Fat Reduction Treatment spatrouve.com/ --/ -- Leading CoolSculpting Provider in Draper, UT. Schedule a Free Consultation	353	34	\$395.56	\$11.63	9.63%	-	3.3	9.56%	\$121.71

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Sep 2020 — 30 Sep 2020

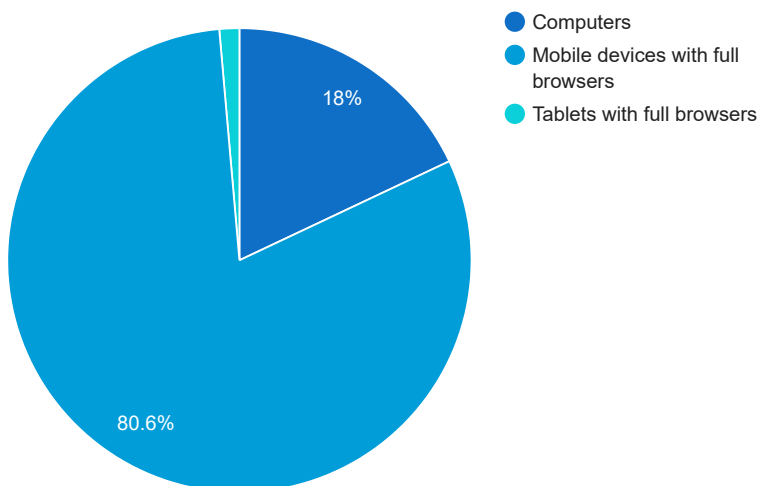
Budget Coverage



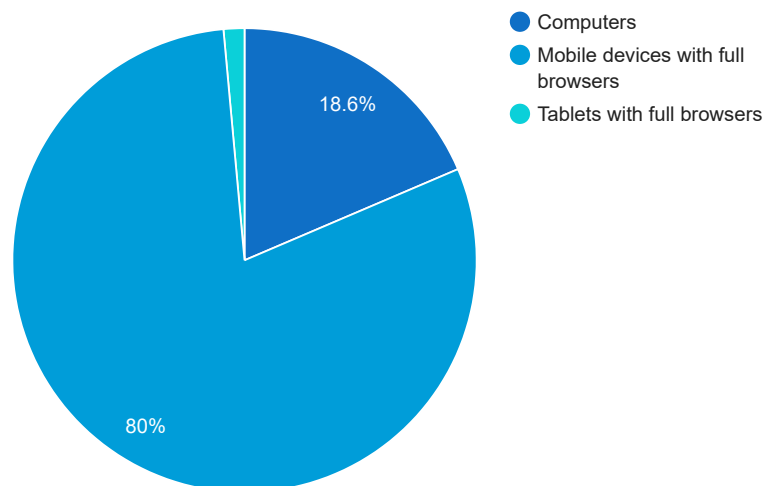
DATE	COST	SEARCH IMPR SHARE
Oct, 2019	0	0
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	4,382.53	58.80
Feb, 2020	9,717.11	84.94
Mar, 2020	8,173.71	84.29
Apr, 2020	8,309.05	90.09
May, 2020	7,619.72	87.98
Jun, 2020	9,790.02	77.20
Jul, 2020	9,537.05	81.91
Aug, 2020	9,975.52	32.41
Sep, 2020	9,906.65	34.06

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	24,486	942	\$7,987.46	\$8.48	3.85%	-	55.1	5.85%	\$145.04
Computers	5,619	195	\$1,781.63	\$9.14	3.47%	-	12.8	6.54%	\$139.74
Tablets with full browsers	627	16	\$137.56	\$8.60	2.55%	-	1	6.25%	\$137.56

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	30,732	1,153	\$9,906.65	\$8.59	3.75%	-	68.8	5.97%	\$143.95

Conversion Types - 1 Sep 2020 — 30 Sep 2020

CONVERSION TYPE	CONV
Form Submission	62.8
Calls from Ads	4
Click to Call	2
Local actions - Website visits	0
Clicks to call	0
Local actions - Other engagements	0
Local actions - Directions	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