

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

Spa Trouvé CoolSculpting

551-140-8791

Key Performance Indicators (KPIs)

Cost

\$9,577

↓ 3%

Conv

46.9

↓ 33%

Conv Rate

7.99%

↑ 32%

Cost / Conv

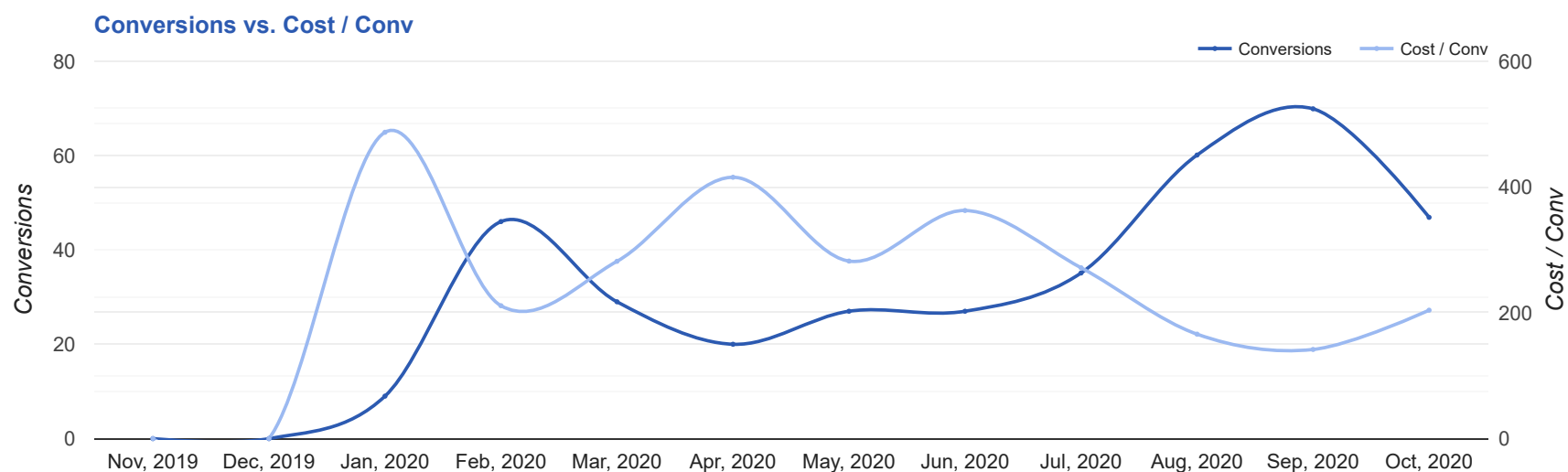
\$204.15

↑ 44%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Sep 2020 — 30 Sep 2020	30,732	1,153	\$9,906.65	\$8.59	3.75%	-	69.9	6.06%	\$141.71	34.08%
1 Oct 2020 — 31 Oct 2020	11,634	587	\$9,576.86	\$16.31	5.05%	-	46.9	7.99%	\$204.15	36.11%
Change	19,098 ↓ 62%	566 ↓ 49%	\$329.79 ↓ 3%	\$7.72 ↑ 90%	1.30% ↑ 35%	--	23 ↓ 33%	1.93% ↑ 32%	\$62.44 ↑ 44%	2.03% ↑ 6%

Performance by Month - 1 Nov 2019 — 31 Oct 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	87.97%
Jun '20	5,531	583	\$9,790.02	\$16.79	10.54%	-	27	4.63%	\$362.59	77.13%
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%	-	69.9	6.06%	\$141.71	34.08%
Oct '20	11,634	587	\$9,576.86	\$16.31	5.05%	-	46.9	7.99%	\$204.15	36.11%
Total	105,195	5,719	\$86,988.22	\$15.21	5.44%	-	370	6.47%	\$235.10	40.65%

Campaign Summary - 1 Oct 2020 — 31 Oct 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting salt lake	4,156	240	\$2,477.77	\$10.32	5.77%	-	21	8.73%	\$118.27	29.93%
search beta coolsculpting orem	2,535	168	\$2,499.49	\$14.88	6.63%	-	17	10.1%	\$147.38	39.39%
search beta coolsculpting draper	2,612	95	\$2,177.15	\$22.92	3.64%	-	6	6.32%	\$362.86	40.14%
search beta coolsculpting highland	2,331	84	\$2,422.45	\$28.84	3.6%	-	3	3.57%	\$807.48	43.89%

Top Performing Ads - 1 Oct 2020 — 31 Oct 2020

Top Text Ads

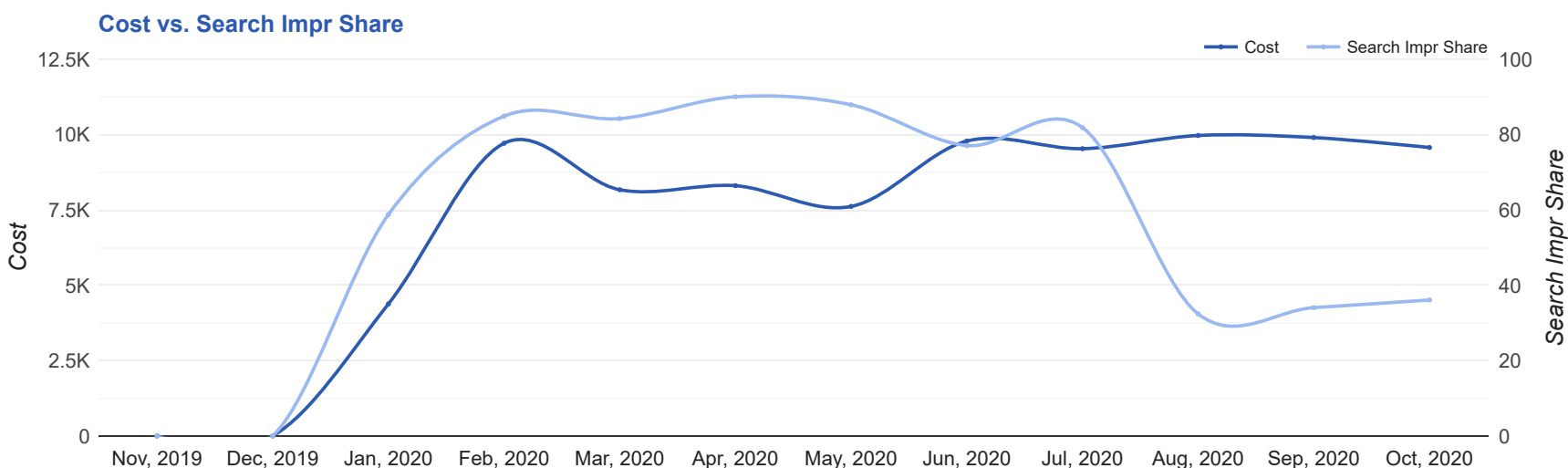
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
{Keyword:Spa Trouvé} - CoolSculpting Salt Lake City - Fat Reduction Treatment spatrouve.com/ -- -- Leading CoolSculpting Provider in Salt Lake City, UT. Schedule a Free Consultation	309	45	\$459.17	\$10.20	14.56%	-	6.6	14.56%	\$70.10
{Keyword:Spa Trouvé} - CoolSculpting in Orem - Fat Reduction Treatment spatrouve.com/ -- -- Leading CoolSculpting Provider in Orem, UT. Schedule a Free Consultation	460	57	\$1,043.78	\$18.31	12.39%	-	6.5	11.37%	\$161.08
{Keyword:Spa Trouvé} - CoolSculpting Salt Lake City - Fat Reduction Treatment spatrouve.com/ -- -- Leading CoolSculpting Provider in Salt Lake City, UT. Schedule a Free Consultation	1,232	105	\$1,363.31	\$12.98	8.52%	-	6.5	6.14%	\$211.37
{Keyword:Spa Trouvé} - CoolSculpting in Orem - Fat Reduction Treatment spatrouve.com/ -- -- Leading CoolSculpting Provider in Orem, UT. Schedule a Free Consultation	105	29	\$419.83	\$14.48	27.62%	-	3.5	12.07%	\$119.95
CoolSculpting Salt Lake City - Fat Reduction Treatment - Flexible Payment Options spatrouve.com/ Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	798	14	\$75.12	\$5.37	1.75%	-	3	21.43%	\$25.04

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Oct 2020 — 31 Oct 2020

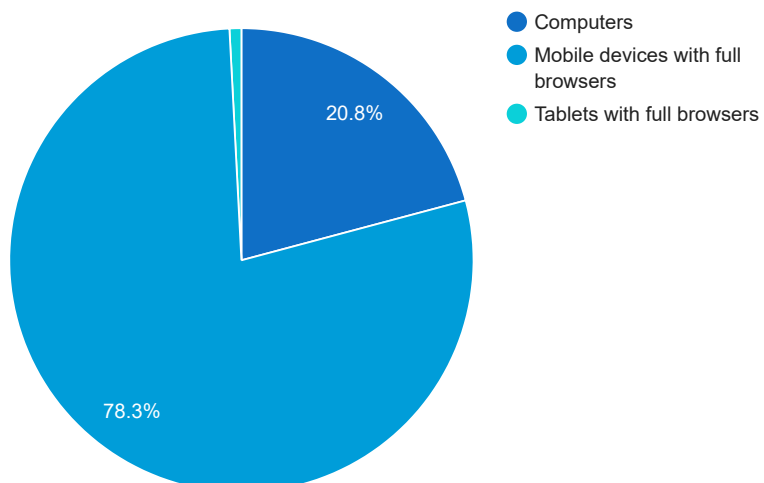
Budget Coverage



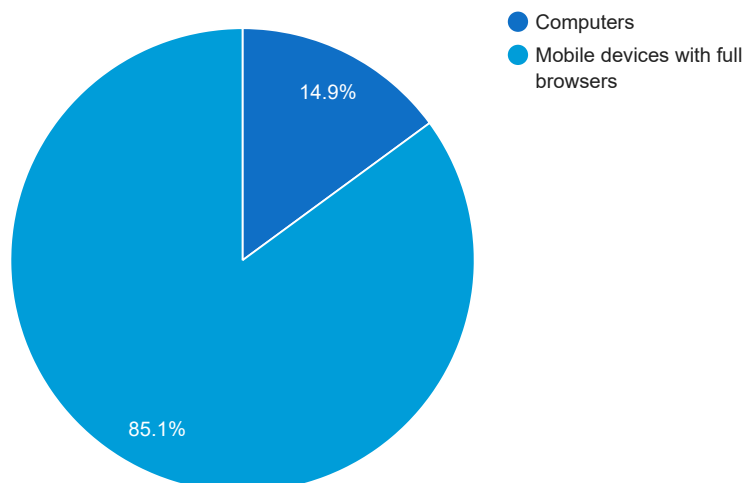
DATE	COST	SEARCH IMPR SHARE
Nov, 2019	0	0
Dec, 2019	0	0
Jan, 2020	4,382.53	58.80
Feb, 2020	9,717.11	84.94
Mar, 2020	8,173.71	84.29
Apr, 2020	8,309.05	90.09
May, 2020	7,619.72	87.97
Jun, 2020	9,790.02	77.13
Jul, 2020	9,537.05	81.91
Aug, 2020	9,975.52	32.41
Sep, 2020	9,906.65	34.08
Oct, 2020	9,576.86	36.11

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	9,198	487	\$7,501.39	\$15.40	5.29%	-	39.9	8.2%	\$187.96
Computers	2,199	93	\$1,996.48	\$21.47	4.23%	-	7	7.53%	\$285.21
Tablets with full browsers	237	7	\$78.99	\$11.28	2.95%	-	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	11,634	587	\$9,576.86	\$16.31	5.05%	-	46.9	7.99%	\$204.15

Conversion Types - 1 Oct 2020 — 31 Oct 2020

CONVERSION TYPE	CONV
Form Submission	40.9
Calls from Ads	4
Click to Call	2
Local actions - Directions	0
Local actions - Other engagements	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