

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

Spa Trouvé CoolSculpting

551-140-8791

Key Performance Indicators (KPIs)

Cost

\$9,927

↑ 4%

Conv

41.6

↓ 14%

Conv Rate

5.65%

↓ 31%

Cost / Conv

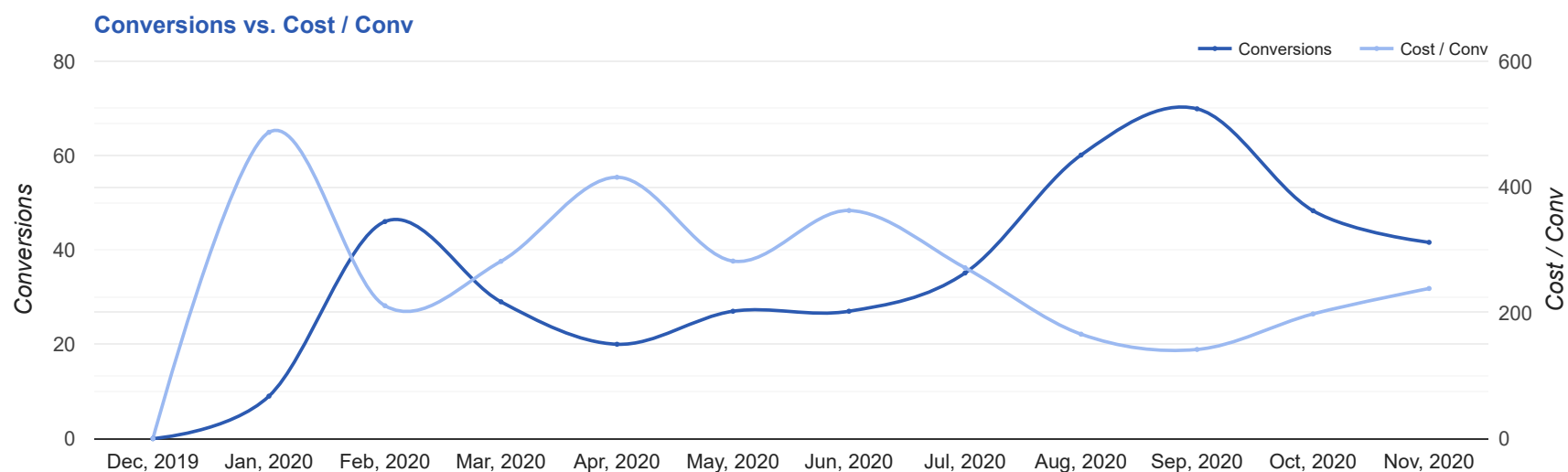
\$238.63

↑ 20%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Oct 2020 — 31 Oct 2020	11,634	587	\$9,576.86	\$16.31	5.05%	-	48.3	8.23%	\$198.24	36.44%
1 Nov 2020 — 30 Nov 2020	23,603	736	\$9,926.93	\$13.49	3.12%	-	41.6	5.65%	\$238.63	35.54%
Change	11,969 ↑ 103%	149 ↑ 25%	\$350.07 ↑ 4%	\$2.82 ↓ 17%	1.93% ↓ 38%	--	6.71 ↓ 14%	2.58% ↓ 31%	\$40.39 ↑ 20%	0.90% ↓ 2%

Performance by Month - 1 Dec 2019 — 30 Nov 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%	-	48.3	8.23%	\$198.24	36.44%
Nov '20	23,603	736	\$9,926.93	\$13.49	3.12%	-	41.6	5.65%	\$238.63	35.54%
Total	128,798	6,455	\$96,915.15	\$15.01	5.01%	-	413	6.4%	\$234.66	39.64%

Campaign Summary - 1 Nov 2020 — 30 Nov 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting salt lake	8,228	295	\$2,499.48	\$8.47	3.59%	-	12.6	4.27%	\$198.37	27.94%
search beta coolsculpting highland	5,008	131	\$2,458.82	\$18.77	2.62%	-	12.4	9.47%	\$198.13	47.38%
search beta coolsculpting orem	5,493	172	\$2,480.83	\$14.42	3.13%	-	8.6	4.99%	\$288.80	38.35%
search beta coolsculpting draper	4,873	138	\$2,487.80	\$18.03	2.83%	-	8	5.8%	\$310.98	41.01%
search beta coolsculpting st george	1	0	\$0.00	\$0.00	0%	-	0	0%	\$0.00	100%

Top Performing Ads - 1 Nov 2020 — 30 Nov 2020

Top Text Ads

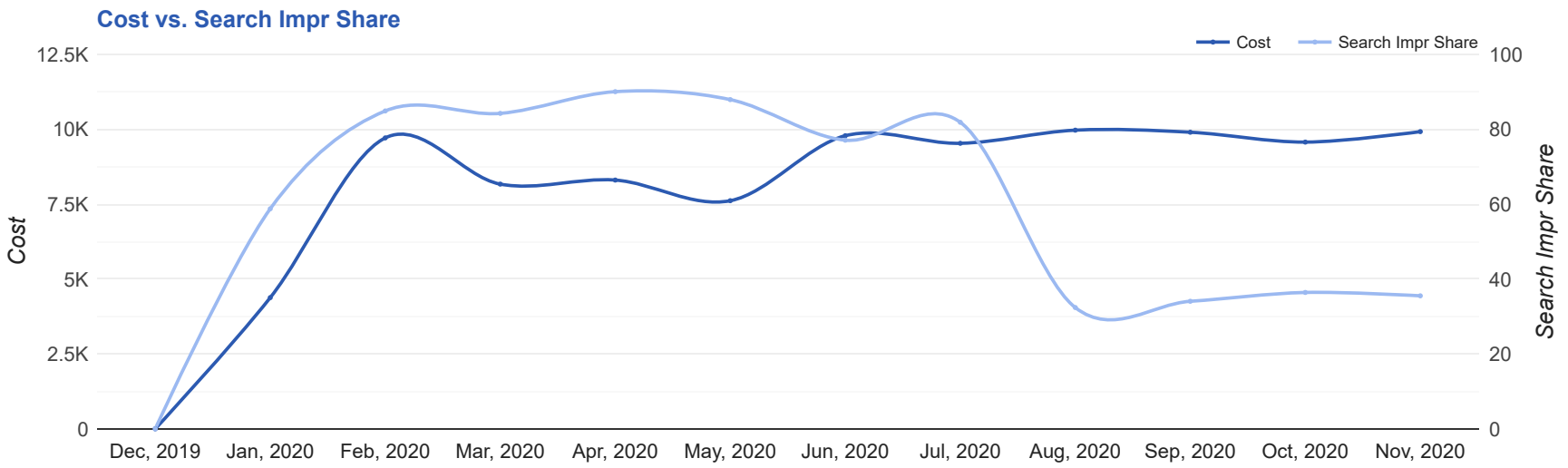
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Huge CoolSculpting Promotion - CoolSculpting in Salt Lake - Biggest CoolSculpting® Promo spatrouve.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Salt Lake, UT	206	15	\$142.80	\$9.52	7.28%	-	2	13.33%	\$71.40
{Keyword:Spa Trouvé} - CoolSculpting in Orem - Fat Reduction Treatment spatrouve.com/ --/ -- Leading CoolSculpting Provider in Orem, UT. Schedule a Free Consultation	63	6	\$96.05	\$16.01	9.52%	-	2	33.33%	\$48.02
{Keyword:Spa Trouvé} - CoolSculpting in Draper - Fat Reduction Treatment spatrouve.com/ --/ -- Leading CoolSculpting Provider in Draper, UT. Schedule a Free Consultation	42	7	\$230.98	\$33.00	16.67%	-	2	28.57%	\$115.49
Fat Reduction in Draper - Our Biggest Discount Ever - Offering \$1000 Off 8+ Cycles spatrouve.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	447	12	\$156.66	\$13.05	2.68%	-	2	16.67%	\$78.33
Biggest Coolsculpting® Promo - Limited Time Offer Dec 2020 - Flexible Payment Options spatrouve.com// Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	9	2	\$28.42	\$14.21	22.22%	-	1	50.00%	\$28.42

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Nov 2020 — 30 Nov 2020

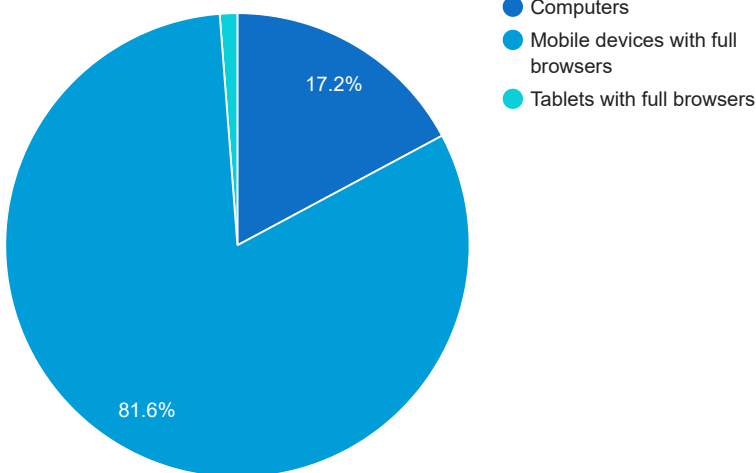
Budget Coverage



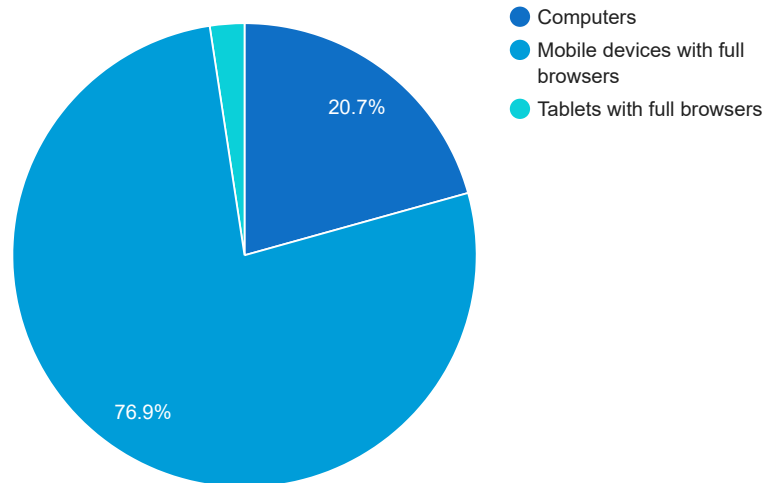
DATE	COST	SEARCH IMPR SHARE
Dec, 2019	0	0
Jan, 2020	4,382.53	58.80
Feb, 2020	9,717.11	84.94
Mar, 2020	8,173.71	84.29
Apr, 2020	8,309.05	90.09
May, 2020	7,619.72	87.97
Jun, 2020	9,790.02	77.13
Jul, 2020	9,537.05	81.91
Aug, 2020	9,975.52	32.41
Sep, 2020	9,906.65	34.08
Oct, 2020	9,576.86	36.44
Nov, 2020	9,926.93	35.54

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	17,812	595	\$8,100.67	\$13.61	3.34%	-	32	5.38%	\$253.15
Computers	5,312	127	\$1,705.00	\$13.43	2.39%	-	8.6	6.77%	\$198.26
Tablets with full browsers	479	14	\$121.26	\$8.66	2.92%	-	1	7.14%	\$121.26

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	23,603	736	\$9,926.93	\$13.49	3.12%	-	41.6	5.65%	\$238.63

Conversion Types - 1 Nov 2020 — 30 Nov 2020

CONVERSION TYPE	CONV
Form Submission	38.6
Calls from Ads	2
Click to Call	1
Local actions - Other engagements	0
Local actions - Directions	0
Local actions - Website visits	0
Clicks to call	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