

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

Spa Trouvé CoolSculpting

551-140-8791

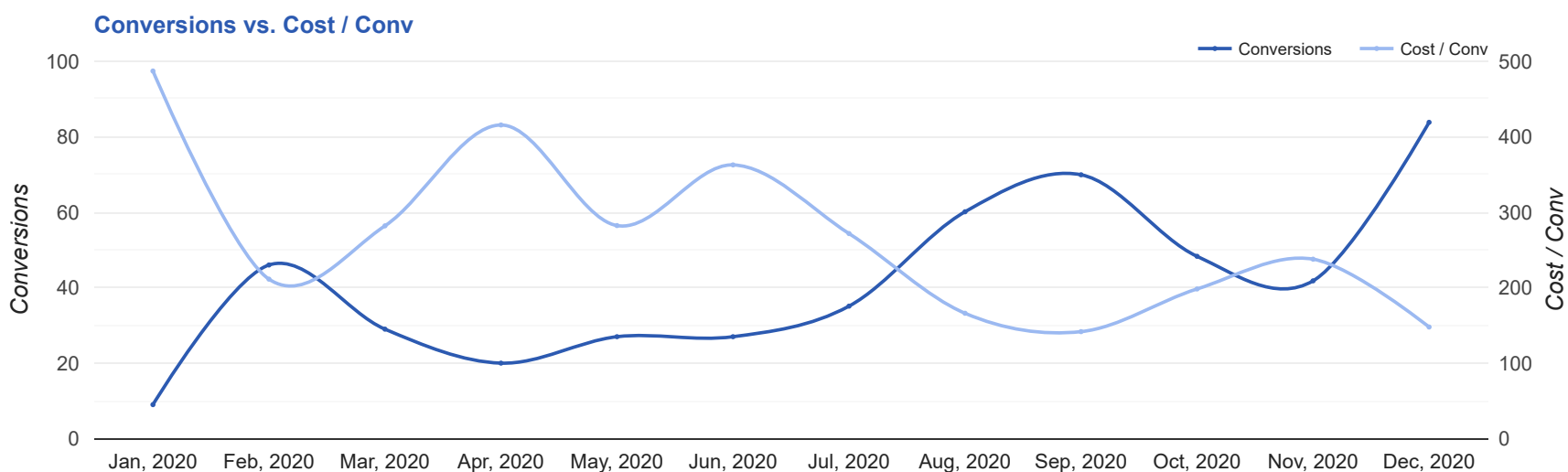
Key Performance Indicators (KPIs)

Cost	Conv	Conv Rate	Cost / Conv
\$12,394	83.8	5.8%	\$147.83
↑ 25%	↑ 101%	↑ 2%	↓ 38%

Performance Comparison - Month-over-Month

	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
1 Nov 2020 — 30 Nov 2020	23,603	736	\$9,926.93	\$13.49	3.12%	-	41.8	5.67%	\$237.71	35.27%
1 Dec 2020 — 31 Dec 2020	40,020	1,445	\$12,394.38	\$8.58	3.61%	-	83.8	5.8%	\$147.83	31.62%
Change	16,417 ↑ 70%	709 ↑ 96%	\$2,467.45 ↑ 25%	\$4.91 ↓ 36%	0.49% ↑ 16%	--	42.08 ↑ 101%	0.13% ↑ 2%	\$89.88 ↓ 38%	3.65% ↓ 10%

Performance by Month - 1 Jan 2020 — 31 Dec 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%	-	41.8	5.67%	\$237.71	35.27%
Dec '20	40,020	1,445	\$12,394.38	\$8.58	3.61%	-	83.8	5.8%	\$147.83	31.62%
Total	168,818	7,900	\$109,309.53	\$13.84	4.68%	-	497	6.29%	\$219.94	37.35%

Campaign Summary - 1 Dec 2020 — 31 Dec 2020

CAMPAIGN	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV	SEARCH IMPR SHARE
search beta coolsculpting salt lake	12,584	451	\$2,496.17	\$5.53	3.58%	-	35.8	7.95%	\$69.65	24.59%
search beta coolsculpting st george	6,516	315	\$2,465.90	\$7.83	4.83%	-	16	5.08%	\$154.12	45.38%
search beta coolsculpting orem	7,406	292	\$2,459.68	\$8.42	3.94%	-	12	4.11%	\$204.97	29.98%
search beta coolsculpting highland	6,083	186	\$2,492.30	\$13.40	3.06%	-	11.5	6.17%	\$217.29	38.16%
search beta coolsculpting draper	7,431	201	\$2,480.33	\$12.34	2.7%	-	8.5	4.24%	\$290.78	36.8%

Top Performing Ads - 1 Dec 2020 — 31 Dec 2020

Top Text Ads

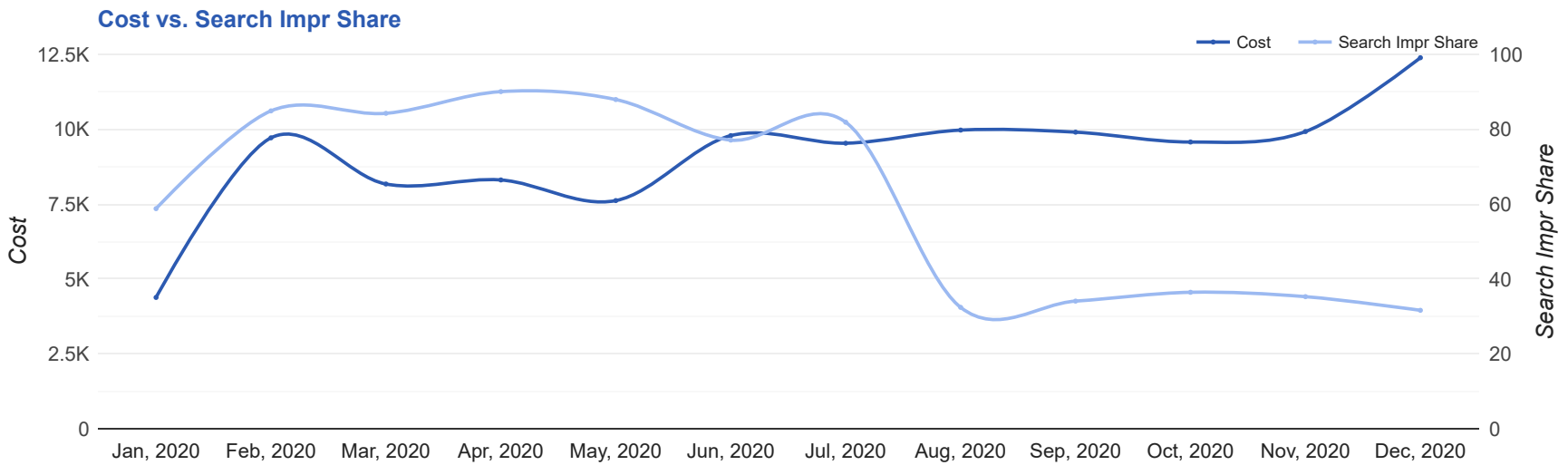
AD	IMPR	CLICKS	COST	AVG CPC	CTR	AVG POS	CONV	CONV RATE	COST / CONV
Huge CoolSculpting Promotion - CoolSculpting in Salt Lake - Biggest CoolSculpting® Promo spatrouve.com/ --/ -- Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Salt Lake, UT	563	37	\$288.76	\$7.80	6.57%	-	5	13.51%	\$57.75
Fat Reduction St. George, UT - Our Biggest Discount Ever - Offering \$1,000 Off 8+ Cycles spatrouve.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	764	25	\$182.20	\$7.29	3.27%	-	3	12.00%	\$60.73
Fat Reduction in Salt Lake - Our Biggest Discount Ever - Get Rid of Unwanted Fat spatrouve.com// Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	906	21	\$132.71	\$6.32	2.32%	-	2.4	11.19%	\$56.47
Huge CoolSculpting Promotion - Limited Time Offer Dec 2020 - Our Biggest Discount Ever spatrouve.com// Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Salt Lake, UT	15	4	\$44.01	\$11.00	26.67%	-	2	50.00%	\$22.00
Spa Trouve - Fat Reduction in Salt Lake - Non-Surgical Fat Reduction spatrouve.com/ --/ -- Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared.	549	23	\$140.61	\$6.11	4.19%	-	2	8.70%	\$70.31

Top Display Ads

No Data Found for this account

Budget Utilization - 1 Dec 2020 — 31 Dec 2020

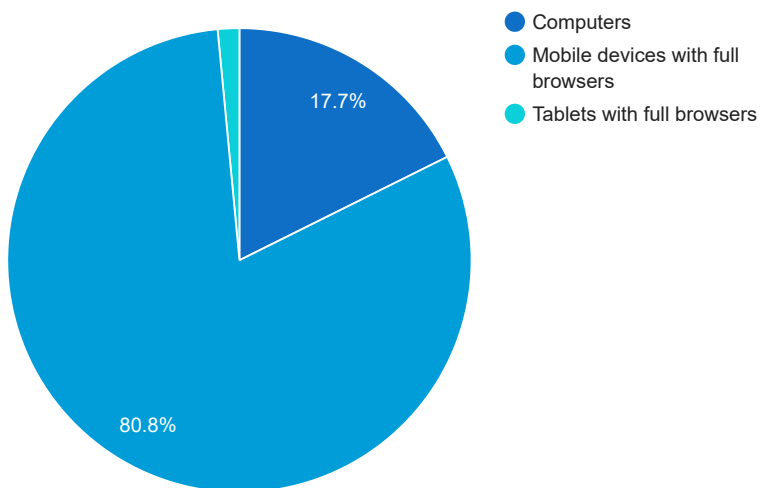
Budget Coverage



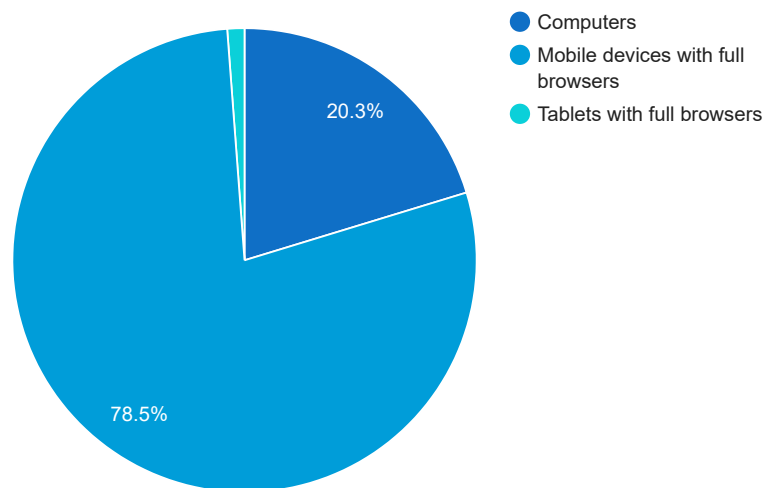
DATE	COST	SEARCH IMPR SHARE
Jan, 2020	4,382.53	58.80
Feb, 2020	9,717.11	84.94
Mar, 2020	8,173.71	84.29
Apr, 2020	8,309.05	90.09
May, 2020	7,619.72	87.97
Jun, 2020	9,790.02	77.13
Jul, 2020	9,537.05	81.91
Aug, 2020	9,975.52	32.41
Sep, 2020	9,906.65	34.08
Oct, 2020	9,576.86	36.44
Nov, 2020	9,926.93	35.27
Dec, 2020	12,394.38	31.62

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	30,533	1,180	\$10,020.51	\$8.49	3.86%	-	65.8	5.58%	\$152.19
Computers	8,481	241	\$2,187.77	\$9.08	2.84%	-	17	7.05%	\$128.69
Tablets with full browsers	1,006	24	\$186.10	\$7.75	2.39%	-	1	4.17%	\$186.10

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	40,020	1,445	\$12,394.38	\$8.58	3.61%	-	83.8	5.8%	\$147.83

Conversion Types - 1 Dec 2020 — 31 Dec 2020

CONVERSION TYPE	CONV
Form Submission	81.8
Calls from Ads	2
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